

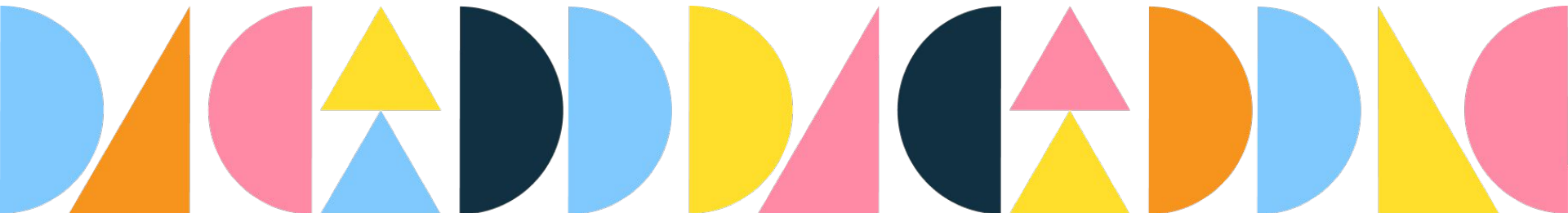
# PUBLIC | G-CLOUD 14

Digital Service Monitoring  
and Evaluation

PUBLIC



# About PUBLIC



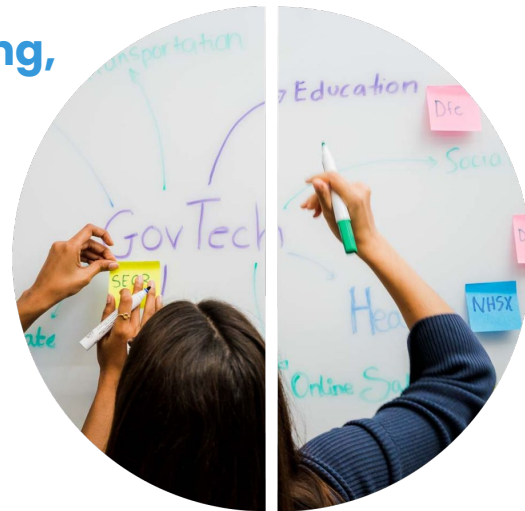
# Our Mission | Why do we exist?

PUBLIC is a **digital transformation partner committed to helping the public sector turn innovative ideas into practical solutions.**

Our mission is to **help the public sector deliver outstanding, digitally-enabled services for citizens.**

We exist to help build a public sector that:

- Leverages **new technology to deliver better societal outcomes**
- Activates an **empowered, digitally-equipped workforce**
- Thrives on its own as an **innovation powerhouse** in its own right

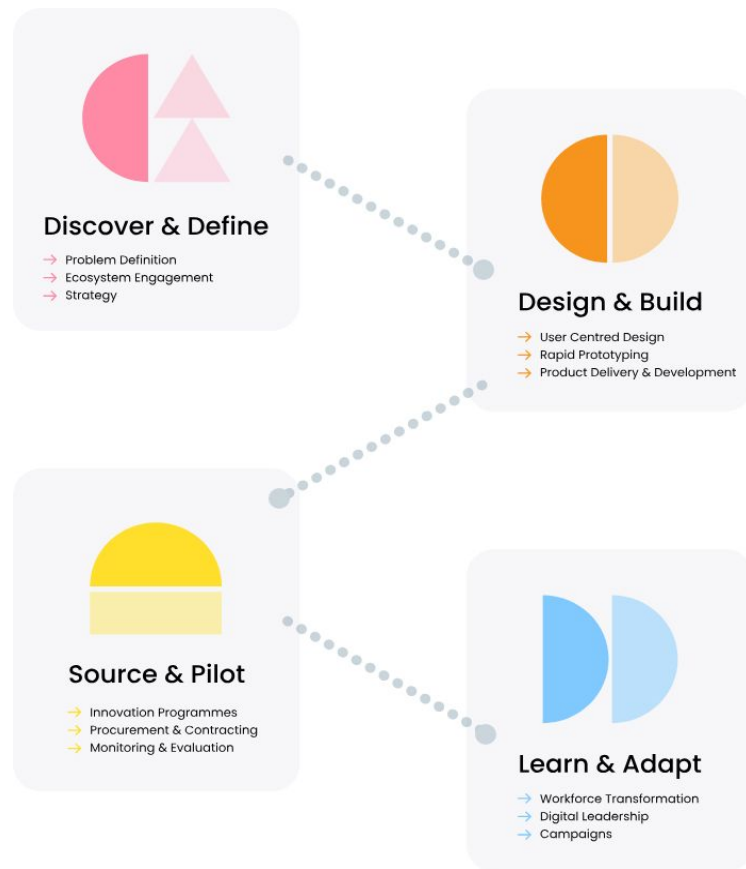


# Our Approach | The transformation life cycle

We categorise the **digital transformation life cycle** into four distinct stages and we work with our clients to provide them with the specialist support, expertise and solutions they need at each stage.

This allows us to get our clients from **'What problems do we have?'** ...

...all the way to **'We have the technology, skills and organisational approach to solve existing and emerging problems in innovative ways'.**



# Our Expertise | Where do we focus our work?

Our 6 Areas of Expertise built by deep experience, proprietary methodologies and proven success



## Local Government

- Digital & Data Strategies
- Training for Officers & Members
- Leadership & Technical Advisory
- Spend Analysis & Benchmarking



## Security & Online Safety

- Digital Policy Advisory
- Regulatory Design & Implementation
- Digital Product Design
- National Security Solutions



## Digital, Data & Technology

- DDaT Strategy & Transformation
- Application & Platform Development
- Data Science & Engineering
- Responsible AI Advisory



## Commercial, Spend & Impact

- Procurement & Commercial
- Finance & FinTech
- Monitoring & Evaluation
- Sustainability & Social Value



## Open Innovation Programmes

- Challenge Programmes
- Startup Accelerators & Boot Camps
- Innovation Grant Management
- Startup Events & Engagement



## Learning & Workforce Transformation

- Learning-Oriented Discovery
- Transformation Learning Programmes
- Targeted Digital Upskilling
- Executive Coaching & Placements

# Our Team | Leadership

A team with unrivalled experience & expertise



**Alexander de Carvalho**

CEO & Co-Founder

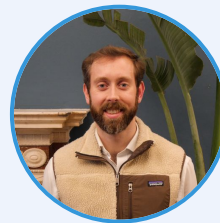
- Venture investor & entrepreneur
- 10+ years in private equity, investment banking & Family Office
- Non-executive director of Heineken NV



**Rona Harvey**

COO

- Ex-Google; 16+ years working in tech
- Experience in global sales, strategy & operations, business development and sales consulting



**Ryan Shea**

Managing Director

- 10+ years of technology, strategy, and public sector expertise across both US and UK
- Ex- Monitor Deloitte, London Business School MBA.

# Our Clients & Partners | Who do we work with?

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## Central Government



Ministry of Defence



Ministry of Justice



Crown Commercial Service



Department for Energy Security & Net Zero



Department for Business & Trade



Cabinet Office



NHS England



Department for Science, Innovation, & Technology



Department for Levelling Up, Housing & Communities

## Local Authorities



GREATER  
MANCHESTER  
COMBINED  
AUTHORITY



Llywodraeth Cymru  
Welsh Government



## Public Agencies



Office for Product Safety & Standards



Geospatial Commission



Health Innovation Manchester



The Health Foundation

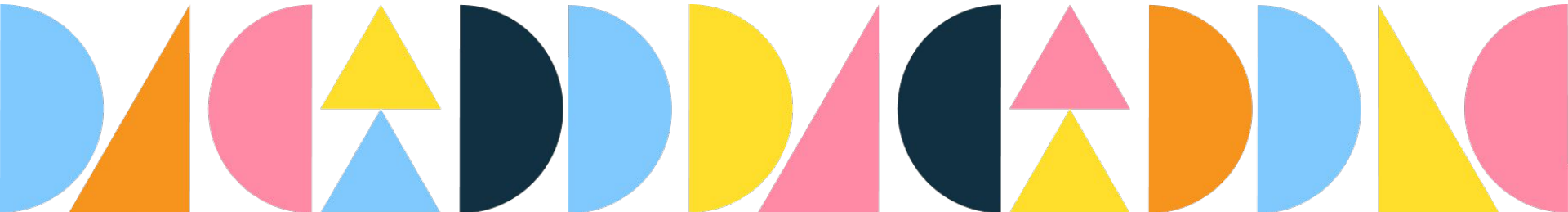


Equality and Human Rights Commission

## Private Sector



# **Service Offering - Digital Service Monitoring and Evaluation**





# Digital Service Monitoring and Evaluation

## PUBLIC's offering:



**What:** We help public bodies to monitor and measure the impact of their digital and cloud services. We are experts in digital services, and help to establish clear outcome frameworks and theories of change, and then use robust economic approaches to properly measure impact. We are experts in digital service evaluation, and have evaluated some of the UK government's biggest digital and cloud services, like GDS' One Login service, and DLUHC's Local Digital programme.



**How:** Our team brings together expertise in digital services with skillsets in economics, statistics and social research. This allows us to conduct impact and economic assessments that meet HMT evidence standards, but also empower digital teams to measure the impacts of their work. We use modern methods of evaluation and data science to make sure digital teams can track their impact.



**Why:** Understanding the impact of cloud and digital services requires careful treatment and experimental design. Bringing specialist quantitative and qualitative methods can help to make impact assessments of cloud and digital services more robust, reliable and actionable.



**Potential Customers:** Digital and cloud service teams, digital strategy and policy leads, economic research and evaluation teams.

# Digital Service Monitoring and Evaluation

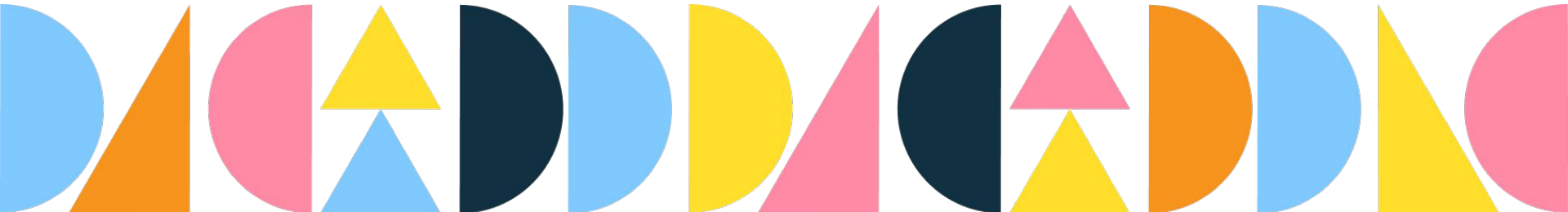
## Features:

- Designing theories of change or outcomes frameworks for cloud services
- Establishing monitoring approaches and data pipelines to track impact
- Incorporating A/B testing and other specialist digital measurement approaches
- Developing native surveys, feedback forms and data collection tools
- Specialist statistical analysis approaches optimised to digital services
- Benchmarking value for money of cloud services
- Recruit research participants, panels, focus groups and survey recipients

## Benefits:

- Clear measurement and monitoring approaches for cloud services
- HMT Magenta Book approved frameworks for measuring impact
- Build ongoing data collection and feedback loops to improve services
- Value for money assessment specialised for digital and cloud services
- Clear price benchmarking for digital and cloud services across the public sector

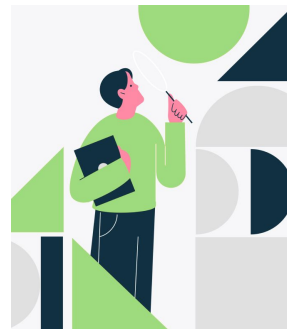
# **Digital Monitoring and Evaluation How does it work?**



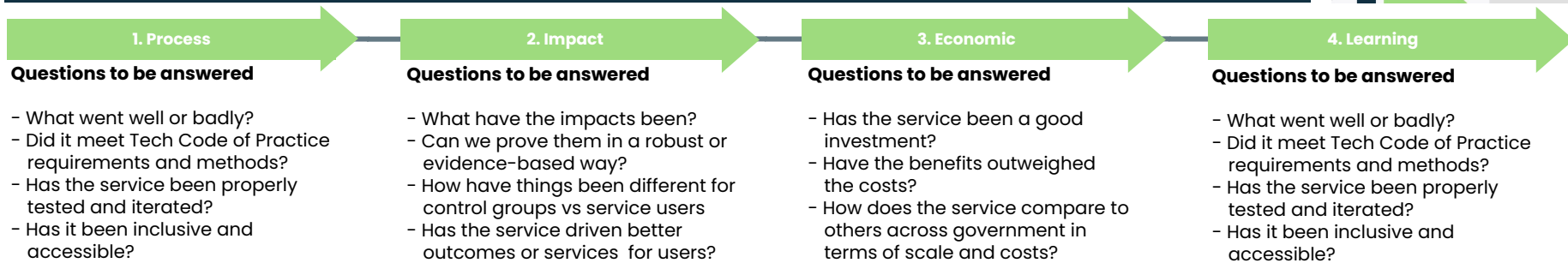
# Our approach

**PUBLIC**

Our approach to conducting Digital Service Evaluations is grounded in the HMT Magenta Book Process–Impact–Economic evaluation, which allows us to consider the effectiveness of services from multiple perspectives. We have developed a specialised methodology for measuring the impact of cloud and digital services, and can be embedded into any digital team to provide a robust monitoring and reporting approach. We also ensure that data is fed back into the service in the form of lessons learned.

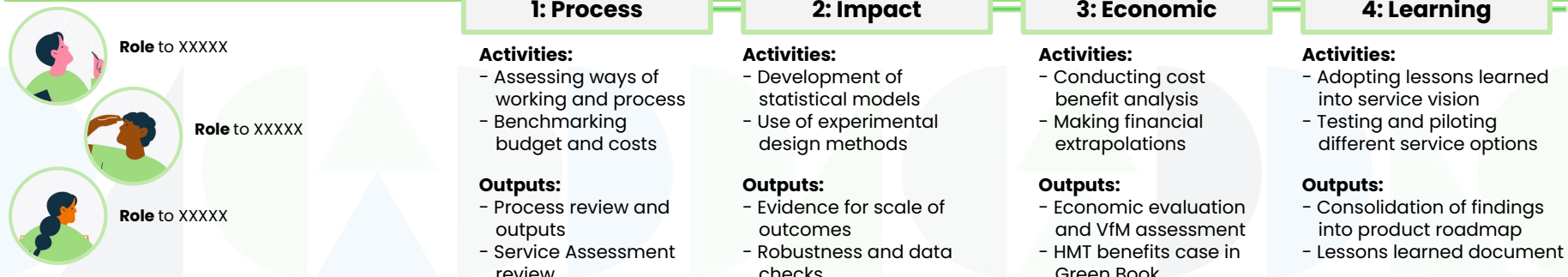


## Methodology



## Resourcing & Project Plan

**Price with 20% discount: £11628 (excl. VAT)**



# Case Studies

# Working closely with DLUHC to understand the impacts of national funding on digital performance

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PUBLIC is currently working with DLUHC **to conduct an evaluation of its digital support** programmes and funds for local councils, aiming to help councils take advantage of **opportunities provided by digitisation**, while at the same time ensuring that councils are resilient to emerging cyber threats.

This includes an evaluation of programmes like **the Local Digital Fund, Future Councils, Cyber Support, the Cyber Assessment Framework, and Training** workstreams.

We have so far develop **6 comprehensive Theories of Change** – one per workstream and one for the overall programme – and a **scoping study** which lays out the rationale behind the Programme and describe how the 5 workstreams are assumed to help the Programme succeed.

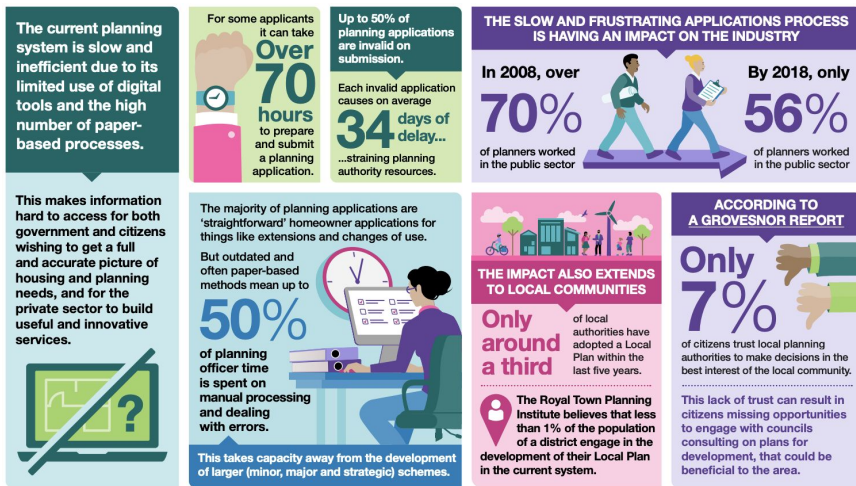
This year, the **evaluation will focus on the new Cyber Assessment Framework (CAF)** being rolled out across the local council sector. This has required conducting a detailed review of the allocation of **£85m of HMG funding** to councils across England from central government, across 6 different work streams



Department for Levelling Up,  
Housing & Communities

# Evaluating a digital major project – the transformation of the planning sector

PUBLIC



PUBLIC is currently delivering an evaluation of a recent ICT/Digital GMPP project, through **DLUHC's Digital Planning Monitoring & Evaluation programme**.

We are conducting a full process, impact and VfM appraisal of ~ **£15m of government funding to 60+ councils** across the UK.

The project includes Conducting a full process, impact and VfM appraisal of flagship digital programmes like **the PropTech Innovation Fund, Planning Software Improvement Fund**, as well as data and Local Plan-making interventions.

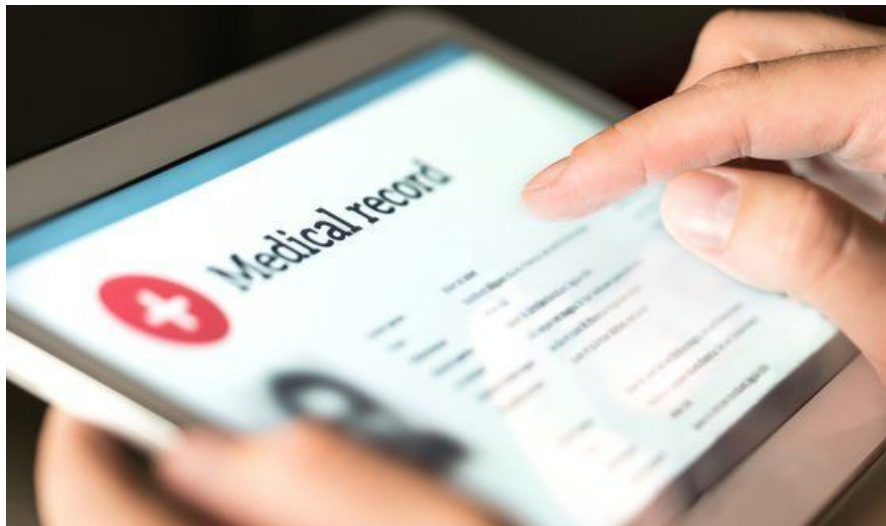
The work focuses on: simpler, faster, accessible plan making; Better access to data; more efficient planning decisions; and **digital citizen engagement** for public consultations.

Based on a robust Theory of Change, we have used surveys, interviews, and modern data science approaches to measure impact. We are working with **existing software vendors** to improve current products and engaging with council teams, communities, developers, and the PropTech sector to **leverage data flows, digital tooling and platforms**



# Conducting mixed-methods evaluation of NHS' EPR Programme, to inform future funding decisions

PUBLIC



In 2021, we conducted an evaluation of one of **NHS' major digital programmes** – their EPR implementation – aimed at mapping the experiences, pain-points, and opportunities related to EPR implementation across a number of NHS Trusts.

Our data collection process followed three main phases: **(i) Rapid Evidence Assessment, (ii) Interviews and Workshops, (iii) Operational Data Submission.**

We used a **difference-in-difference methodology** to compare each Trust with an EPR to a relevant group of control Trusts at the same period of time, looking to match trusts of similar size, serving similar (urban or rural) populations.

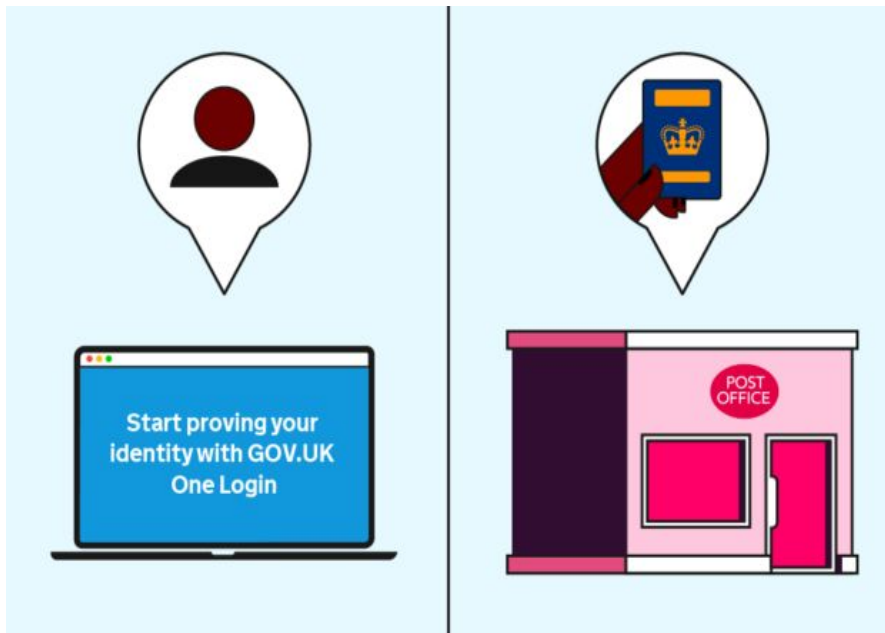
We conducted research to **establish the short-term impacts of an EPR deployment**, including a literature review to analyse academic measurements of impacts, virtual and on-site interviews to understand impact patterns, and analysis of panel data before and after programme go-live dates.

The research provided both qualitative and quantitative evidence on the short-term impacts of EPR deployments, which was used to **inform decision-making and design** the programme for a successful deployment.



# GDS One Login Evaluation Plan

PUBLIC



In 2024, PUBLIC has worked with the Government Digital Service (GDS) to produce a **detailed evaluation plan for the One Login service.**

One Login is a single, ubiquitous way for UK citizens to log in, verify (and then reuse) identity, and access government services online. With more than 340 services on GOV.UK, citizens can hold up to 191 accounts, accessed via 44 different sign-in methods and a multitude of ways to prove their identity. One Login aims to replace siloed and offline identity-proofing methods, with a single, secure and accessible login system.

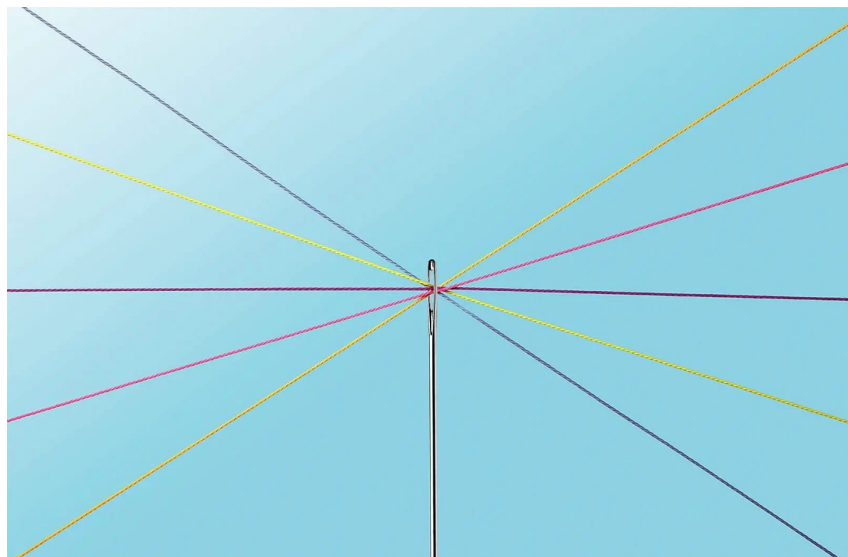
We have designed an innovative evaluation approach, using an event study to monitor near-term business case priorities, before moving to a phase-in randomisation method. This will allow GDS to evaluate the benefits of the One Login service by comparing services using it against services that are not.



Government  
Digital Service

# HMRC's Single Customer Account service

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PUBLIC has worked with His Majesty's Revenue and Customs (HMRC) to produce a detailed evaluation plan for the Single Customer Account (SCA) programme. The SCA is a single destination for individuals and businesses to manage their tax affairs with HMRC. With access to basic information and critical services divided across multiple systems and accounts, the existing HMRC online experience is highly fragmented. The SCA will deliver an omni-channel user experience that makes interacting with the tax system easy while easing demand on non-digital channels.

Given the vast amount of data owned by HMRC, but the difficulty in designing a randomised approach, we recommended a method based on Synthetic Data Controls, especially in-time placebo models for measuring potential change.