

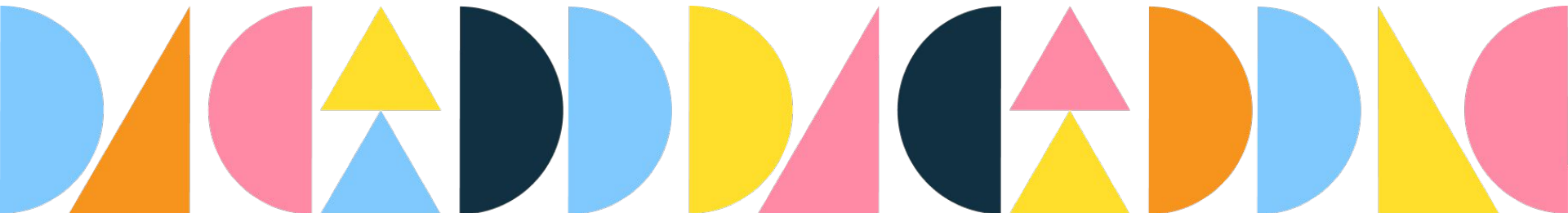
# PUBLIC | G-CLOUD 14

Local Authority Cloud and Digital  
Strategy Support

PUBLIC



# About PUBLIC



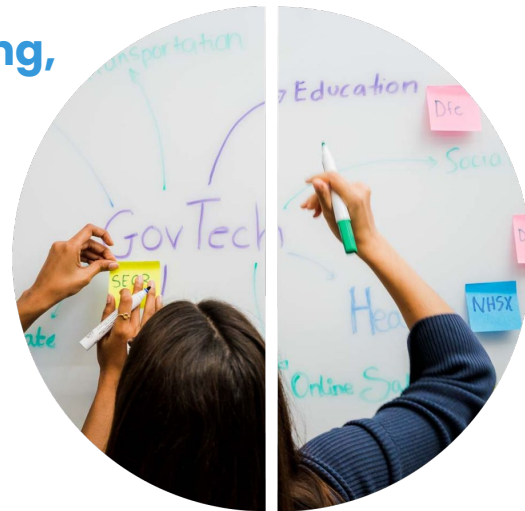
# Our Mission | Why do we exist?

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

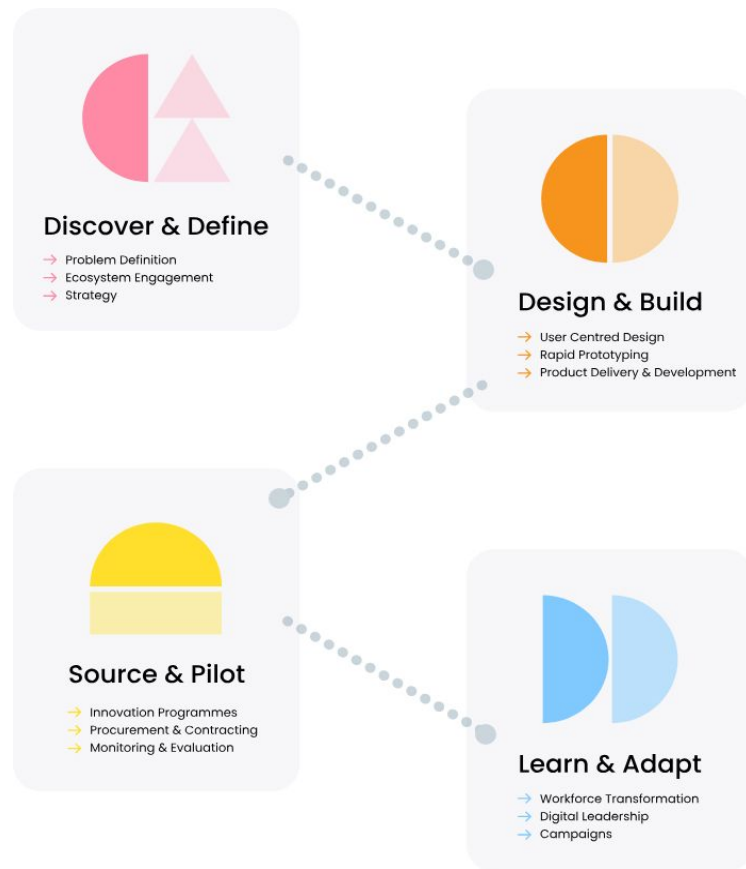


# Our Approach | The transformation life cycle

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

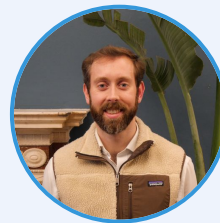
- Venture investor & entrepreneur
- 10+ years in private equity, investment banking & Family Office
- Non-executive director of Heineken NV



**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?

PUBLIC

## 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



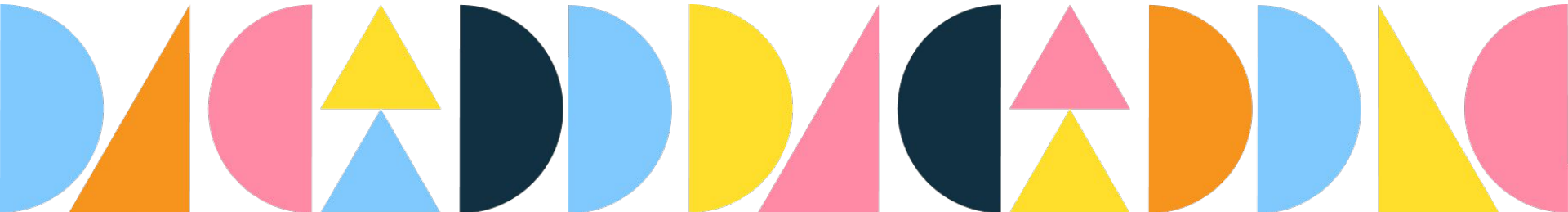
Health Innovation Manchester



## Private Sector



**Service Offering  
- Local Authority  
Cloud and  
Digital Strategy  
Support**





# Local Authority Cloud and Digital Strategy Support

## PUBLIC's offering:



**What:** We tailor digital strategies that enhance operational efficiency, improve customer service, and ensure sustainable technological advancement, including the critical step of migration of IT systems to the cloud. By focusing on practical applications, we align digital initiatives with your strategic goals, ensuring that your digital transformations drive significant improvements in service delivery in your specific context.



**How:** Our methodology for developing digital strategies comprises:

1. Data Collection and Stakeholder Engagement: We spend time with your teams, from front-line staff to senior management, conducting interviews, workshops, and surveys to gather a broad range of insights.
2. System Analysis and Benchmarking: We review existing IT systems and perform benchmark comparisons with other councils to identify areas ripe for technological enhancement and opportunities to build, buy, and re-use new technologies, and how to migrate services to the cloud where necessary.
3. Strategic Implementation: Priority actions are recommended based on a detailed analysis of potential costs and benefits, ensuring the digital strategy is integrated with existing workflows and enhances daily operations.



**Why:** Digital strategies in the public sector must navigate unique challenges, such as legacy systems, cloud migration, and siloed data. Our approach not only addresses these technical issues but also focuses on enhancing the digital skills of the workforce. Our approach is designed to help you create services that are more responsive to the needs of citizens, fostering greater public trust and satisfaction.



**Potential Customers:** Our service is ideally suited for local authorities looking to navigate digital transformations. These organisations benefit significantly from our bespoke strategies, which are crafted to address specific operational challenges and enhance service delivery within the unique contexts of local governance.

# Local Authority Cloud and Digital Strategy Support

## Features:

- **In-depth Data Collection:** We spend time with you to ensure all perspectives are thoroughly understood and integrated into the strategy.
- **Aligning strategy and operations:** We connect strategic recommendations directly with the reality of how your organisation operates, to ensure that what we recommend is feasible and reflects reality.

## Benefits:

- **Enhanced Operational Efficiency:** Streamlined processes and improved use of technology lead to more efficient service delivery.
- **Improved Customer Experience:** Services become more accessible and responsive, significantly enhancing citizen satisfaction.
- **Increased Innovation:** Our strategies lay the groundwork for adopting emerging technologies, ensuring your organisation remains at the forefront of digital transformation.

# How does it work

Our approach is collaborative and adaptive, involving:

- **In-depth Organisational Audit:** We assess current digital capabilities to identify improvement opportunities.
- **Strategic Development Workshops:** We engage deeply with stakeholders to ensure the strategy aligns with organisational goals and addresses user needs.
- **Detailed Roadmap Creation:** We outline clear implementation steps, including timelines and responsible parties, to ensure effective execution.
- **Ongoing Support and Evaluation:** We provide continuous support after implementation, helping to adapt the strategy to changing conditions and technologies.
- **Measuring Success:** Success is measured using specific metrics established during the strategy development phase, focusing on improvements in operational efficiency, customer satisfaction, and digital maturity. Regular reviews and updates ensure the strategy remains effective and relevant.