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Responsible AI Strategy and Governance

Service Definition

V1.0





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Chris Walker

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1 Service Overview

BIP helps public sector organisations adopt AI (including Generative AI and Agentic AI) in a way that is valuable, safe, and trustworthy. We work with clients to shape a clear direction for AI adoption, prioritise the initiatives that matter most, and then embed the governance, risk management, and lifecycle controls that keep AI aligned with public sector duties, citizen outcomes and organisational values.

Our approach is “Responsible by design”: we translate Responsible AI principles—fairness, transparency, privacy, robustness, accountability and sustainability—into practical decisions, controls, and evidence across the full AI lifecycle. We also support a “shared responsibility” model so that both developers and end users understand what safe use looks like (e.g., how to keep human in the loop, how to verify outputs, how to mitigate bias).

We align governance and assurance activities with recognised standards such as NIST AI RMF (Govern/Map/Measure/Manage) and ISO/IEC 23894 (AI risk management guidance), and can structure the overall management system in line with ISO/IEC 42001.

Furthermore, we design governance to reflect the UK’s pro-innovation, principles-based AI regulatory approach (safety/security/robustness; transparency/explainability; fairness; accountability/governance; contestability/redress), and government Responsible AI guidance such as the Data and AI Ethics Framework.

Benefits

- Clearer prioritisation and faster delivery of value through structured use-case assessment and roadmap creation.
- Reduced operational, legal and reputational risk by embedding Responsible AI risk identification, measurement, controls and monitoring across the lifecycle.
- Stronger transparency and accountability via defined roles, committees, decision rights, and evidence that supports auditability and challenge.
- Safer adoption at scale through policy, training and change management that creates consistent behaviours across teams.

The types of support we provide include:

- SRO/executive & stakeholder engagement + communications: Engage SROs, executives and key functions (risk, legal, data, security, tech) to set direction, agree decision rights, and build an adoption communications plan.
- Assessment & baseline: Rapid maturity/readiness assessment (stakeholders, roles, policies, training, delivery practices) and gap identification.
- Change vision, strategy and approach: Define the change vision for responsible AI adoption, including target behaviours, role-based enablement and an adoption plan for leaders, builders and users.
- AI Strategy Design with use case discovery, evaluation and prioritisation: Workshops + structured scoring and prioritisation (e.g., value vs complexity) to

identify where AI should be applied first. Business case development and benefits identification, justification, mapping and tracking.

- Roadmap to execution: Translate prioritised use cases into an execution plan with dependencies/enablers (platforms, governance, skills) and a measurable delivery path.
- Operating model for AI governance: Define governance structures/roles (e.g., AI System Owner, AI Ethics committee), RACIs, and lifecycle processes from demand to operations.
- Responsible AI policy pack: Draft a master AI governance policy including ethical principles and practical operational guidance (including GenAI usage guidance and shared responsibility as well as Agentic AI operations guidelines).
- AI risk management framework and controls: Implement a lifecycle-wide risk approach (Govern/Map/Measure/Manage) to identify risks (e.g., data leak, bias amplification, misinformation), assess impacts/likelihood, define controls/metrics, and continuously monitor.
- AI system inventory, classification and evidence: Design and populate an AI system catalogue (purpose, users, scope, ownership, performance, data lineage) and define evidence requirements for assurance.
- AI Governance Tooling enablement: Support selection/configuration of AI governance tooling (catalogue, compliance checklists, risk register, indicators and reports).
- Assurance, audit and compliance assessment: Provide independent assurance that AI systems align with Responsible AI principles and relevant UK requirements (e.g., data protection, equality), through controls testing, documentation/evidence review, catalogue-based reporting, and a prioritised remediation plan.
- Training & change management: Training plans and awareness to build baseline AI skills and ensure understanding of risks, obligations and safe operating practices.

Key deliverables

- AI Assessment report (maturity, gaps, priorities) and agreed delivery plan.
- Prioritised AI use case portfolio + scoring/prioritisation artefacts.
- AI Roadmap to execution (timeline, dependencies, enablers, milestones and monitoring approach).
- AI Governance operating model (roles/RACI, committees, processes and procedures).
- Responsible AI / AI Governance policy pack (ethical principles + operational guidance + annexes where needed).
- AI Risk Management framework artefacts (risk taxonomy, impact/likelihood approach, control/metric templates, lifecycle checkpoints).
- AI systems catalogue template + populated catalogue for in-scope systems (incl. high-level data lineage where applicable).
- AI Training plan and materials for governance roles and wider users.

2 Track Record

We have worked with a range of organisations, internationally, supporting them develop, implement and adopt new AI strategies and responsible AI governance operating models. This includes:

AI Strategy & Governance Foundations (Public Sector)

Established a structured AI strategy and governance foundation to support the Client's digital transformation. Activities included maturity assessment, definition of governance roles and processes, analytics use-case identification and prioritization, architectural evolution, and change management actions, delivering a scalable roadmap and operating model to industrialize AI-driven analytics.

AI Governance Framework (Public Administration)

Designed a full AI governance framework to classify AI systems under EU AI Act risk categories, prioritize initiatives, and establish monitoring metrics. Activities included interviews across departments, creation of an AI Canvas, risk-based system cataloguing, and development of dashboards for performance and compliance monitoring, enabling structured oversight and regulatory alignment.

AI Strategy in Road Infrastructure (Public Sector)

Defined an AI-driven data monetisation strategy by assessing enterprise data assets, mapping data quality and coverage, and identifying high-impact AI use cases. Through co-thinking sessions, prioritised AI initiatives were placed on an adoption roadmap, focusing on safety, maintenance, and road-management domains to unlock new business value.

AI Governance Operating Model (Telecommunications)

Supported the Client in establishing an AI Governance team, defining lifecycle processes, and ensuring EU AI Act compliance. Activities included process redesign, role definition, creation of AI canvases and prioritization matrices, risk assessments, policy drafting, and implementation of monitoring dashboards to manage and scale AI initiatives systematically.

Global AI Governance Framework (Pharmaceuticals)

Developed a federated AI governance model aligned with EU AI Act requirements. Work included defining roles, policies, and end-to-end governance processes, setting up a unified AI Use Case Registry, assessing risk levels, and designing compliance tools. Deliverables built a consistent framework for ethical, regulated AI across global and local entities.

AI Governance & Organizational Model (Manufacturing)

Shaped the Client's AI governance model by designing committees, defining centralized-vs-federated operating structures, deploying risk-based AI management tools, and implementing compliance processes aligned with the EU AI Act. Activities included training programs, change management, and integration of monitoring mechanisms to embed responsible AI into organizational processes.

AI & Analytics Strategy to Scale Enterprise Adoption (Energy & Utilities)

Supported the set-up of an AI and analytics strategy by redesigning the operating

model, promoting data science adoption across business units, and building a multi-year AI use-case roadmap. Deliverables included business cases, team sizing, and prioritised initiatives aimed at embedding AI into operational and decision-making processes.

AI Strategy & Governance Framework (Energy / Infrastructure)

Defined the Client's AI strategy and governance foundations, setting ethical principles, risk-control structures, and AI lifecycle policies. Conducted strategic use-case identification, prioritization workshops, and documentation of governance standards. Deliverables included AI Governance Policy, compliance framework, and an enterprise roadmap for responsible AI adoption.

AI Strategy & Use Case Portfolio (Banking)

Built the Client's AI strategy by identifying efficiency-driven use cases, creating a prioritization funnel, and establishing a governance foundation aligned with the EU AI Act. Activities included workshops, business alignment, learning programs, and execution support on selected use cases, delivering structured roadmaps and organizational AI frameworks.

AI Strategy & Strategic Area Definition (Beverages / FMCG)

Defined strategic AI application areas through market analysis, stakeholder workshops, and validation sessions. Work included identifying industry AI trends, assessing potential impact areas, and shaping a roadmap of high-value AI opportunities. Deliverables covered insights reports, validated strategic areas, and a structured approach for phased AI adoption.

AI Strategy & Governance (Transportation)

Supported an airport operator in defining an AI adoption strategy and governance framework. Activities included readiness assessment, strategic objective setting, policy definition, monitoring framework design, and gap analysis of existing controls. Deliverables established structured AI adoption paths, governance policies, and processes aligned with regulatory and operational needs.

AI Strategy for Editorial Transformation (Media & Publishing)

Defined an AI-enabled strategy to scale data science and BI adoption across multiple departments. The initiative structured AI and analytics use-case intake, evaluation, and prioritization, producing an integrated roadmap aligned with business value, data readiness, and skill availability, together with a cloud platform design to support future AI initiatives.

3 Contacts

51 Moorgate
London
EC2R 6LL

Chris Walker
Partner

Office: 020 3141 8400
Mobile: +44 791 208 7462

4 About us

Who We Are

BIP is a fast growing global management consultancy (backed by CVC Capital Partners), employing over 6,000 professionals across 27 offices in 12 countries.

We operate across Europe, the Americas, and the Middle East; including here in the UK, Italy, France, Germany, Spain, Portugal, Switzerland, Austria, Brazil, Chile, Colombia, the UAE, and the US.

We help organisations tackle complex challenges, outpace their competitors, and build a sustainable future through strategic insight, operational excellence, and technology innovation.

In the UK, BIP has been recognised by *The Times* and trusted by FTSE 100 companies, government departments, and industry leaders, establishing itself as one to watch in the consulting landscape.

Our Philosophy: Value, People and Technology

At the heart of everything we do lies a powerful combination: **value, people and technology**. These three pillars enable us to deliver meaningful, scalable, and lasting outcomes for our clients.

We are value creators and business integrators, combining strategic insight with implementation excellence to help organisations move the dial at pace.

Our work is powered by deep expertise in digital transformation, AI, cloud, and technology-led change, ensuring every solution drives sustainable progress *and* measurable impact.

Our Approach: Design to Deliver

We are doers and makers, NOT just PowerPoint writers.

Everything we do is designed to deliver real, measurable change within defined timelines. We ideate, test, and learn, working closely with clients and partners in an open, collaborative way to ensure every solution is built to last.

Our goal is not only to deliver outcomes, but to transfer knowledge, and empower clients to continue their transformation independently.

This partnership model offers long-term value and enables us to focus on where we can make the next biggest impact.

Our Expertise

With deep sector experience across

- Financial Services
- Government & Public Sector
- Defence & Industries
- Energy, Utilities & Resources
- Telecoms & Media
- Retail & Services
- Life Sciences
- Commercial Real Estate

We bring sharp insight, proven delivery experience, and technological edge to every engagement.

The recent integration of Verco and Riskcare into BIP UK further strengthens our offering, adding market-leading expertise in net zero strategy, sustainability advisory, and financial risk technology.

Here to Dare

“Here to dare” is more than a motto, it is our mindset.

We dare to think and act differently, to explore beyond limits, and to create opportunities through bold innovation and collaboration.

We believe in shared journeys, celebrating results, milestones, and even challenges, because true responsibility means growing together.

We imagine a future where business thrives through the synergy of technology, humanity, and sustainability.

The BIP World

BIP is a world of innovators, designers, data engineers, change managers, producers, and marketers, all working together, contaminating each other with ideas, energy, and passion.

We want to leave a mark with what we do and share a journey with every company we work with.

We're 6000 people, 47 nationalities, 12 countries, united by a drive to empower organisations through technology and passion.

Our people, the BIPers, are the heart of our success. They thrive in an environment that encourages self-expression, growth, and balance, inspiring them to engage clients with the values they live by.

5 Other Information

The scope of our G-Cloud Service

The scope of our G-Cloud service is defined in this document and the associated features and benefits. It covers the supply of professional services to support the evaluation, selection and deployment of cloud solutions and services for a range of public sector organisations.

Are we a reseller?

BIP is not a reseller and it is totally independent of all product vendors and solution providers.

Support provided to buyers

When buyers have shortlisted one or more of our services, they may ask clarification questions prior to purchase. This helps them understand, in more detail, if we are the best supplier for them and how they can benefit from our service. We then use our knowledge of the cloud solution marketplace to advise and guide clients through the specification, selection and deployment process.

How users work with this G-Cloud service

Users can use this service to obtain professional advisory support for their GenAI needs. This can be on a short term, long term or ad-hoc basis using either selected specialists or a team approach.

Service onboarding and off-boarding process

When a client buys us using one of our G-cloud services, we typically undertake an initiation process at the start of the service to ensure the client's requirements are fully understood and that they are clear about what we will do, how we will do it and what we will deliver. We will also discuss and agree how any issues will be raised and managed from either side during the service operation.

At the end of the service, we will typically undertake a review with the client to ensure they are happy with what has been delivered and that their expectations have been met. We can also discuss and future support if this is appropriate.

Pricing

We provide services and our day rates are shown in the SFIA rate card for this service.

Service definition and how it will be delivered

The services defined in this document and the associated features and benefits will be delivered by one or more of our consultants with full management support and quality assurance from our public sector portfolio leadership. The service will be delivered from our office, working remotely or at the client's offices, depending on which is most appropriate.

Our security certifications and standards

BIP has the Cyber Essentials Plus Certificate of Assurance which is renewed each year.

Our approach to personnel security

BIP's personnel checking process for new employees includes all components of the employment processes described on Gov.uk, including validating their right to work in the UK.

We cover checking original versions of the necessary documents with the new joiner and making and retaining copies of these documents.

The identity documents and other information gathered are sufficient to enable Government Security checks to be undertaken. BIP maintains an extensive pool of appropriately security cleared consultants.