Trustworthy service setup, complex data products and responsible AI delivery

G-Cloud 15 - Lot 3

Projects by IF Ltd

PROJECTS BY IF LTD
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Introduction

Company information

IF is a specialist strategy and planning studio that helps organisations set up and shape digital products and services that people can trust. Our team combines senior expertise in emerging technologies, human behaviour, policy, and risk, enabling clients to move faster with more confidence and less organisational, delivery or reputational risk.

We have helped teams across central government, regulators, healthcare, justice, financial services, and large-scale identity systems, often in contexts where data, AI, consent, user needs and sensitive decisions require particular care.

Value proposition

Public services are undergoing a rapid shift towards AI-enabled, agentic and data-driven delivery models. Departments now face rising expectations to improve existing services, plan and set up new AI-supported services, and assure these technologies so they can be deployed safely, transparently and in line with public expectations.

Our service, grounded in our Responsible Technology and trustworthy service delivery methodology, helps public sector organisations to:

- Improve existing services by identifying where trust, explainability or confidence barriers limit uptake, and applying responsible technology patterns to increase usability, inclusion and service adoption.
- Set up, plan, validate and launch new AI-enabled or agentic services, ensuring they are safe, ethical and aligned with user needs from the outset.
- Provide assurance for AI, through structured risk assessment, trust and transparency frameworks, and practical methods for demonstrating compliance with emerging regulatory and assurance expectations.
- Align services with regulatory, policy and ethical requirements, including safety, privacy, inclusion, digital identity standards, and the UK's developing AI assurance landscape.

- Reduce delivery risk by identifying user, operational and reputational risks early and providing evidence-based mitigation strategies by applying human-centred approaches.

This approach has supported outcomes such as increased consent in hard-to-reach communities, transparency systems now used in UK hospitals, and contributions to national digital identity and AI policy frameworks.

What the service provides

From implementing personalised services, to creating and maintaining data services, through to integrating AI technologies. We specialise in taking ideas from principles and getting them into practice in ways that meet organisational needs and create impact for people.

This cloud support service provides specialist support across the lifecycle of public-sector digital services, including:

- Responsible AI and agentic service assessment
- Risk modelling, safety analysis and governance development
- Trust and inclusion assessments
- User experience and service set up and planning
- Prototyping, user interface patterns and future experience visions
- Qualitative, quantitative and technical research
- User research, user testing and validation
- Speculative technical architecture
- Policy and regulation-aligned support for identity, eligibility and verification flows
- Support to teams working on AI adoption, transparency and cloud-based service transformation

Social value

IF is, and always has been, a woman, ethnic-minority owned and led business. We are proud that 50% of our workforce, and the majority of our management team, are women. We have diversity built into the core of our business offering and operations.

We know that more diversity in our team means better work and outcomes for our clients and, ultimately, their users. That's why we make sure that we have policies and behaviours within the organisation that support people from minority backgrounds to help set them up for

success. This includes diversity, equity and inclusion policies, equal opportunities, grievance procedures, bias checked recruitment and workplace adjustments.

During projects we make sure that Project Leads have the support they need to manage healthy and inclusive team practices, with clear escalation should psychological safety be in jeopardy.

Our work and research exposes the needs and gaps in DEI within research and current technology. IF looks to bridge these gaps so that technology is trusted by everyone, especially historically unheard groups.

Kickstart economic growth

We build capability in public sector teams through collaborative delivery, practical skills transfer and reusable frameworks (e.g., AI user interface patterns, trust assessment models).

Measured by: number of staff upskilled; maturity improvements; reuse of frameworks.

Make Britain a clean energy superpower

We operate hybrid-by-default, minimising travel and reducing carbon impact across projects.

Measured by: travel emissions logs and project environmental reporting.

Break down barriers to opportunity

We specialise in inclusive service planning, particularly for people at risk of digital or service exclusion.

Examples include culturally appropriate consent systems used across five Middle East humanitarian response countries to increase access to 60% of communities .

Measured by: participation metrics, accessibility audits, inclusion criteria.

Build an NHS fit for the future

Our work with health organisations has delivered transparency systems, safety patterns and risk controls that improved clinician confidence across 5 UK hospital sites and supported services saving a life per week at launch .

Measured by: user trust scores, adoption metrics, clinical confidence indicators.

Metrics & Monitoring

- Every project includes:
- Defined social value KPIs
- Quarterly tracking
- Named accountable lead
- Progress reported in review meetings

Overview of the G-Cloud service

This service provides expert support for setting up, assessing, improving and assuring cloud-based public services, with a particular focus on AI, agentic services, identity, privacy, accountability, transparency and user trust. We rely on our proven Responsible Technology methodology to help clients address data or technology challenges, and demonstrate trustworthiness.

Where departments are adopting new technologies, we help ensure that services remain safe, explainable, inclusive and aligned with regulatory expectations.

Capabilities delivered include:

- Service measurement, baselining and success metrics
- Evidence gathering through primary and secondary research
- Human-centred risk and threat modelling
- Human-centred policy development and governance
- Concept testing and option appraisal
- User experience strategy and assurance
- Learning, skills transfer and capability building
- Service proposition definition and validation

- AI assessment and reference patterns
- Service principles and trust assessment
- Failure mode, edge-case and unhappy-path mapping
- Technical architecture review and data modelling
- Operationalising AI policy into guidelines, processes and ways of working
- AI governance models and assurance frameworks

Associated services

These additional services are available via our rate card.

Included:

- Risk assessments, AI assessments and trust frameworks
- Concept validation and transparency pattern guidance
- User research (qualitative, quantitative, technical)
- Service setup and experience planning
- Governance and policy guidance
- Documentation, toolkits and implementation support
- Capability building and training sessions

Not included:

- Software development or hosting
- Managed cloud infrastructure
- Third-party platform licences

Data protection

Information Assurance

We comply with the UK GDPR, Data Protection Act 2018, and operate secure information management processes appropriate for handling sensitive datasets across health, identity, financial services and justice contexts. We also hold certification for Cyber Essentials Plus.

Data Back-Up and Restoration

All project artefacts, documentation and deliverables are stored in secure cloud repositories with daily backups and a minimum 30-day retention. Alternative requirements can be agreed at onboarding and documented in the Order Form.

Business continuity statement/plan

Our continuity plan covers:

- Scope: all client-facing delivery
- Critical functions: secure access, communication, delivery operations
- Dependencies: cloud collaboration tools, secure storage systems
- Acceptable downtime: typically <24 hours (or as agreed)
- Continuity actions: failover systems, alternative communication channels, internal resource reallocation

A more detailed plan can be provided to the buyer on request.

Privacy by Design

Privacy is embedded throughout all work, from initial risk assessment through to user experience setup and planning. Our methods include culturally appropriate consent journeys, transparency systems and privacy-safe research practices, as used in humanitarian, NHS and digital identity settings.

Using the service

Ordering and Invoicing

To discuss requirements or place an order, contact hello@projectsbyif.com We support buyers to complete the Order Form. Invoices are issued monthly in arrears; payment terms are 30 days net.

Availability of Trial Service

Proof-of-concept or small-scale exploratory engagements can be agreed case-by-case.

(See rate card for costs.)

On-Boarding, Off-Boarding, Service Migration, Scope etc.

On-boarding includes:

- Kick-off meeting with the multidisciplinary team
- Assignment of a delivery manager
- Agreement of governance, cadence and communication pathways
- Sharing of documentation, tools and access requirements
- Optional training for client teams

At the kick-off of any project, we agree what project success, and failure, looks like for that specific engagement. We use our expertise, our Responsible Technology methodology, and horizon scanning to help understand and prioritise potential trust issues and 'watch outs' we should consider in the work.

We develop our plans, work, research and outputs with you. Prioritising collaboration, working as one team, and delivering meaningful value.

Off-boarding includes:

- Agreed notice periods
- Knowledge transfer

- Final documentation delivery
- Support for data export
- Optional exit planning (see rate card)

Training

A detailed implementation plan can be provided to the buyer on request.

Service Management

Our service management approach includes:

- Named delivery manager and senior oversight
- Weekly progress reporting
- Defined escalation routes
- Service desk for issue reporting
- Agile delivery with continuous improvement
- Clear monitoring of constraints and risks

Service constraints

Constraints may include:

- Standard business hours (extended support available)
- Dependencies on client data, systems or staff availability
- Maintenance windows for shared tools
- Limits on customisation for certain frameworks or patterns

Service levels

Service levels (response times, reporting requirements, availability, etc.) are agreed with the buyer and documented in the Order Form. There are no additional costs to this.

Outage and Maintenance Management

We reduce risk by:

- Using resilient cloud tools with uptime SLAs
- Monitoring system availability
- Clear incident response workflows
- Contingency processes for urgent or ad-hoc requests

Financial Recompense Model for not Meeting Service Levels

We do not offer service credits.

Provision of the service

Customer Responsibilities

Responsibilities may include providing:

- Access to relevant personnel
- Background documentation
- Timely feedback
- Access to internal systems where needed
- Participation in research or workshops

Technical Requirements and Client-Side Requirements

May include:

- Access to collaboration tools
- Data or environments needed for analysis
- Availability of subject matter experts

Requirements will be documented in the Order Form.

Outcomes/Deliverables

Deliverables may include:

- AI and agentic service risk assessments
- Trust assessments
- Research reports (qualitative, quantitative, technical)
- Service maps, conceptual models and user interface reference patterns
- Service blueprints, user journeys and experience models
- Responsible AI frameworks and tools
- AI policy and AI governance tools,
- Roadmaps, tech and operational requirements documentation for future implementation
- Transparency and explainability guidance
- Governance and policy recommendations

- Future service vision and options
- Implementation and adoption guidance

After-sales Account Management

We provide ongoing support including:

- A dedicated point of contact
- Relationship and communication management
- Regular review sessions
- Advice on adoption and continuous improvement
- Opportunities to reuse patterns, frameworks and tools

Termination Process

Either party may terminate per Contract terms of GCloud 15. At termination, we provide:

- All completed deliverables
- Knowledge transfer and documentation
- Support for transition or closure activities

Our experience

Case Study 1: Crown Prosecution Service (CPS)

CPS needed to move fast, but safely: they required a clear, practical route to deploy AI in one of the UK's most high-risk, scrutinised environments, and they needed it before caseload pressures became unmanageable.

Action

We worked with CPS to rapidly establish a trustworthy service delivery framework for AI that enabled innovation without exposing the organisation to risk working with delivery teams on critical AI use cases. We:

- Introduced risk-calibrated human oversight ("mindful friction") to prevent overreliance and ensure critical decisions always remain with qualified prosecutors.
- Built a decision matrix, risk taxonomy, transparency patterns and audit mechanisms so CPS could safely accelerate development and still meet legal, ethical and public scrutiny requirements.
- Embedded this into a lightweight delivery method the organisation could adopt at speed, enabling responsible experimentation while maintaining control.
- Established a feedback and monitoring approach to collect continuous human feedback and performance automatic checks of the AI use cases in Alpha and Beta phase.

This gave CPS a structured, urgent-response model for adopting AI under increasing operational pressure.

Outcomes

- CPS launched to private Beta new AI-enabled casework tools faster and with significantly lower risk of rollback or reputational damage.
- CPS colleagues adopted AI enabled tools with more confidence and lower levels of AI rejection

- Prosecutors gained time back in their day, easing caseload pressure and improving decision quality.

Case Study 2: Citizens Advice

Demand for advice was surging, with more people facing crisis situations and fewer human advisers available. The organisation was approaching a breaking point: without new service models, vulnerable people would face longer waits, lower quality advice, or no access at all.

Citizens Advice urgently needed a way to scale support safely, without losing the compassion, fairness and trust their service depends on. AI offered possibilities, but only if deployed responsibly and transparently.

Action

We helped Citizens Advice rapidly define how AI could be introduced safely, ethically and at scale by:

- Creating a Responsible Technology strategy for AI so leadership could make fast, confident decisions about adoption.
- Setting up and planning trustworthy, automated advice journeys that protect vulnerable users and provide transparency, contestability, and routes to human support.
- Developing service patterns showing where AI could augment advisers, automate simple tasks, or unlock entirely new support pathways.

This work gave the organisation a clear, immediate path to relieve pressure while staying aligned to public-sector expectations for safety, inclusion and accountability.

Outcomes

- Citizens Advice gained the ability to scale support without scaling headcount, protecting service continuity under rising demand, and meeting new user needs.
- Leadership now has a clear, risk-managed roadmap for AI adoption across all service lines.

- The approach provides a blueprint other public services can use to respond urgently to growing demand, particularly where safeguarding and fairness are paramount.

Case Study 3: Government Digital Service (GDS)

As UK government departments accelerate the use of AI and autonomous systems, many teams are under pressure to move quickly in response to ministerial priorities and operational need. However, without shared standards or clear design principles, early experimentation with agentic AI risked becoming fragmented, inconsistent, and unsafe.

GDS needed to act urgently to provide reusable patterns that would stop risky AI adoption before it began, while still enabling departments to respond to ministerial and operational pressure to innovate at speed.

Action

Working with the GDS AI Studio, we are developing a shared set of service delivery patterns for agentic AI in government, focused on near-term adoption and real-world use. This includes:

- Practical guidance for delegating tasks to AI systems while maintaining appropriate human oversight and decision-making authority.
- Clear transparency and accountability models that enable departments to explain, audit, and challenge agent behaviour over time.
- Risk-calibrated interaction and interface patterns that help teams choose safe levels of autonomy and prevent unintended escalation.

Outcomes are ongoing:

- GDS now has a set of early-stage user interface and service patterns that support more successful adoption of AI and agentic technologies by embedding trust, transparency, and accountability into how services are designed and operated.

Further work

Beyond the examples above, we have extensive experience helping large, complex organisations deploy trustworthy, AI-enabled services at scale. This includes:

- supporting a major global technology provider to embed explainability reference patterns now deployed on over three billion devices;
- enabling a national health provider to introduce human-centred transparency mechanisms that improved safety and saved lives;
- helping a major insurer build the internal capability to assure and scale AI responsibly, reducing operational costs by tens of millions per year;
- working with central government departments to align on a strategy for digital identity;
- working with international NGOs to establish trust-based data governance models for sensitive, high-risk contexts.

Across these projects, our Responsible Technology approach has consistently enabled organisations to adopt AI safely, increase public confidence, reduce delivery risk, and unlock value while maintaining compliance, fairness and accountability.

Clients

Projects by IF
Making trust the new experience since 2016



Alt text: A collection of client logos from Projects by IF, from projects the team have worked on since 2016. Clients include Google, Government Digital Service, and Bloomberg Philanthropies.

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