



create  
change

# Who we are

Create/Change works with complex organisations to transform through digital, data and technology. We partner with government departments, NHS organisations and universities to deliver better services, reduce costs and build digital maturity.

Our approach is **change through delivery**. We embed with your teams, work alongside your people, and build the capability and resilience you need for long-term success. Rather than creating dependency on external advisors, we leave you stronger and more capable than we found you.

We bring **120+ digital experts** - with deep experience across user research, service design, delivery management, technical architecture, AI and data science. Our teams have delivered transformation programmes at scale: from DfE Service Lines strategy (supporting 30+ projects over 2.5 years) to MoJ national Probation Recall service (95% adoption across 10,000 users).

We work on the problems that matter: public safety, health inequalities, skills and education, and digital transformation at scale.



In 2022 and 2024  
Tussell and TechUK  
ranked us as one of  
the UK's  
fastest-growing  
GovTech companies.

**Source:** Cabinet Office  
public procurement data



## Digital Transformation & Culture Change

Helping leaders transform culture and embed digital ways of working.

## Product & Service Delivery Outcomes

Helping you deliver inclusive digital products and services that meet the needs of users and deliver on policy objectives.

## Digital teams & specialists

Helping you accelerate delivery while building internal capability and driving a culture of continuous improvement and innovation.



Transformed services



Digital strategy



Capability and culture change



User-centred design



Accelerated delivery



AI and data science



Discovery to Live



Agile

# Clients

create/  
change



Department  
for Education



Department  
of Health &  
Social Care

**NHS**

England



Ministry  
of Justice



Home Office



Department  
for Culture  
Media & Sport



HM Prison &  
Probation Service



Pearson



Central Digital  
& Data Office



Department  
for Environment  
Food & Rural Affairs



Department for  
Science, Innovation,  
& Technology



Cabinet  
Digital



“

The new Consider a Recall service is seen as a major achievement for HMPPS. Create Change are an exemplar for engaging HMPPS stakeholders/SMEs

**Ministry of Justice**

“

This is exactly the type of thing I wanted from this user research. It's so gratifying to see.

**Central Digital and  
Data Office**

“

The best application of AI I've seen in government.

**Cabinet Office  
Digital**

# Our work

## Applied AI



### Cabinet Office / Cross-Government AI search

The volume of unstructured information held by government is vast: imagine a stack of paper 20,000 miles high in the centre of Whitehall. Working with Cabinet Office we've prototyped machine learning and natural language processing tools to make the knowledge in these documents transparent & accessible

## Digital transformation at scale



### Dept. for Education

Between 2018-2022 we worked with DfE to shift the department from policy-led to user-focused. We mapped 400+ services, defined 57 Service Lines, and supported 30+ projects over 2.5 years. We passed 10 GDS service assessments, trained 20+ civil servants to lead delivery, and delivered 300+ hours of service design training.

## National service transformation



### Ministry of Justice: Probation Recall

From Discovery to Live we developed a national probation service for 14,000 users across the UK. Regarded by MoJ as a digital exemplar, the service achieved 95% adoption in Public Beta and ensures equitable outcomes for 26,000 cases annually. Recall passed all GDS assessments, and was transitioned to MoJ's in-house team.

# Our work

## Coaching and strategy



### NHSE's Digital Prevention Portfolio

Create/Change is working with NHSE's Digital Prevention Services portfolio to support a transformation from project-based delivery to a product-led model. We're helping to establish foundational practices, increase capability, and improve governance in a high-accountability, safety-critical area

## Change management



### Dept. for Health and Social Care

During DHSC's major restructure, we engaged leadership and staff through co-design workshops and confidential 1:1s, rebuilding trust and giving leaders evidence to shape new structures with staff buy-in. We helped their Digital Transformation and AI teams develop internal propositions, used our network of digital leaders to benchmark them against other GDaD teams, and provided change management support throughout the DHSC/NHS England merger.

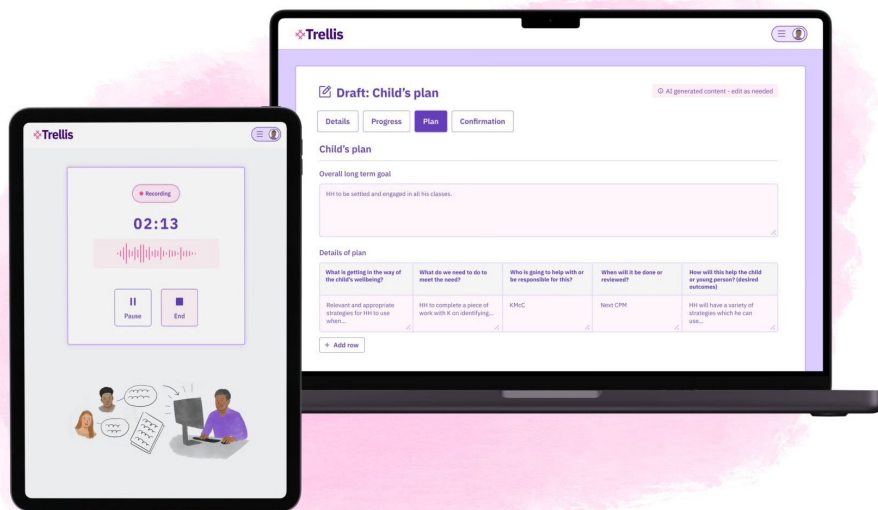
## Digital strategy and customer experience



### University of Manchester

We delivered a rapid, high impact engagement with UoM to develop their digital customer experience strategy and future operating model. This included online research with 2000 prospective students, interviews with over 90 staff, horizon-scanning, competitor benchmarking and digital maturity assessment.

# AI user-centred design & ethics



**Trellis** is an AI transcription product for teachers supporting children with Additional Special Needs. It turns meeting audio and other sources into compliant ASN documents, and checks they meet best practice for policy, privacy and safeguarding.

Trellis has been co-designed with Teachers, Quality Improvement Officers and SMEs and is currently being piloted in Scottish schools.

- **User-centred design** based on extensive field research in schools
- **AI Ethics** informed by our [human-in-command](#) approach
- **Best-in-class data governance** supported by mentorship from the [Information Commissioner's Office](#)



# AI change and adoption

We work with GDaD leadership teams to set strategy for AI adoption, build capability and embed best practice.



"The best example of AI evaluation I've seen in government."  
*Head of Digital, Cabinet Office*

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"Create/Change...are working with us on new ways of teaching kids using technology. A really good example of us collaborating and finding new ways of doing things."  
*Jonathan Slater, Former Permanent Secretary, DfE*



Find out more

**[www.createchange.io](http://www.createchange.io)**