



Digital Strategy & Transformation Advisory

ESTABLISHED
2016

REFERRALS

100
%
WORD OF MOUTH

SECTOR
EXPERIENCE

200+
YEARS
COMBINED

CERTIFIED

CE+
CYBER
ESSENTIALS



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PART A SERVICE-SPECIFIC INFORMATION

A1 SERVICE SUMMARY

Service Name

Digital Strategy & Transformation Advisory

Service Description

We help public sector organisations see what's possible – and get there.

BetterGov delivers digital strategy and transformation advisory services that turn ambition into action. We align technology, data, operating models, and investment to strategic outcomes – providing the clarity and roadmaps that enable confident decision-making. From current state assessment through to benefits realisation, we design strategies grounded in delivery experience.

Local Government: Lancashire: 25 projects over 39 months. Strategy that became delivery across Adults, Children's, and Corporate services. Kent: 7+ years as continuous strategic partner through reorganisations, administration changes, and evolving priorities.

Devolved Administrations: SAAS (Scottish Government): Digital strategy and business case development for student finance transformation. Gateway Reviews passed, ministerial funding secured, programme delivery on track.

Crown Dependencies: States of Jersey: 30 months as trusted advisor across government – from strategic options to operational implementation. States of Guernsey: 84 months embedded partnership across multiple transformation programmes.

Central Government: CCS strategic discovery – £32.1B market analysis informing national procurement policy. 152 English LAs surveyed, 47 Director-level interviews. We bridge the gap between digital ambition and operational reality. Strategy consultants who've implemented systems. Technical experts who understand policy. Programme managers who've delivered transformation at scale. Not PowerPoints that sit on shelves – roadmaps with governance, funding models, and delivery plans that survive first contact with reality.

G-Cloud Classification

CATEGORY	DETAIL
G-Cloud Lot	Lot 3: Cloud Support
Service Category	Strategic Business Analysis (F-200-000-000)
Framework Reference	RM1557.15

Scope Boundaries

This service includes:

Full Programme Management: End-to-end programme leadership for complex transformation – governance design, board reporting, benefits realisation, risk management. Multi-workstream coordination.

PMO Services: Project office capability without permanent headcount – reporting frameworks, resource planning, financial tracking, dependency management.

Programme Setup & Governance: Business case development, spending control navigation, Gateway Review preparation, governance framework design.

Assurance & Compliance: Gateway Review support, IPA assurance preparation, spending control submissions, security assurance (IL3/IL4/SECRET), DV-cleared delivery.

Specialist Capabilities: Ministry of Defence (SC/DV cleared), Scottish Government, Parliamentary delivery, NHS programme management.

Exit & Transition: Contract exit management, knowledge transfer, service transition, supplier coordination.

This service does not include bespoke software development, ongoing managed service operations, or 24/7 production support unless explicitly agreed in the call-off contract.

A2 FEATURES

Key capabilities that differentiate this service:

Strategy That Delivers We don't do strategy-only. WLGA strategy became Flintshire pilots. Lancashire strategy became 25 delivered projects. Strategy consultants who've implemented systems - we design what we know can be built.	AI & Automation Expertise AI-enabled front door triaging, demand modelling, meeting transcription, case audit automation. Practical AI that solves real problems - not hype, but pilots with measurable outcomes. Ethical frameworks that satisfy governance.	Cross-Authority Transformation WLGA: Business process standardisation across 22 Welsh LAs. Getting multiple authorities to agree and adopt shared approaches is the hard part - we design engagement that builds consensus and delivers harmonisation.
Multi-Year Trusted Advisor States of Jersey: 30 months across government. Lancashire: 39 months. Kent: 7+ years. We become strategic partners, not one-off consultants. Relationships that span administrations, reorganisations, and strategy changes.	Devolved & Crown Dependency Experience Wales: WLGA, Social Care Wales, Neath Port Talbot, Powys. Crown Dependencies: States of Jersey, States of Guernsey. We understand devolved governance, bilingual requirements, and island constraints.	Roadmaps That Survive Reality Not PowerPoints that sit on shelves. Roadmaps with governance structures, funding models, delivery plans, and benefits realisation. Strategy designed by people who've delivered transformation at scale.
A3	BENEFITS	

VISION → REALITY TRANSFORMATION

STRATEGY → DELIVERY NOT SHELFWARE

100%
WORD OF MOUTH

We bridge the gap between digital ambition and operational delivery. Strategy consultants who've implemented systems. Roadmaps designed by people who've delivered.

Lancashire: 25 projects delivered. States of Jersey: 30 months from strategy to implementation. We design what we deliver - roadmaps that become reality.

All our work comes through referral and reputation. We don't cold call, we don't bid competitively against incumbents. Councils find us because other councils recommend us.

A4

PLATFORM EXPERTISE

PLATFORM	EXPERTISE LEVEL	EXPERIENCE
Digital Strategy & TOM	Expert	Lancashire (39 months), States of Jersey (30 months), WLGA (22 Welsh LAs). End-to-end strategy development, target operating model design, roadmap creation. Strategy grounded in delivery.
AI & Emerging Technology	Expert	AI use case identification, vendor evaluation, pilot design, ethical frameworks. Front door triaging, demand modelling, automation assessment. Practical AI that solves real problems.
Social Care & Education Systems	Expert	Mosaic, Liquidlogic, Synergy, Eclipse, Capita One. Strategy informed by implementation experience. We understand what transformation means at the system level because we've configured these platforms.
A5	CASE STUDY	

CLIENT SUCCESS

Lancashire County Council

Challenge: Major county council needed strategic transformation across Adults, Children's, and Corporate services. Complex portfolio of 25 discrete projects requiring coordination, prioritisation, and sustained delivery over multiple years.

Solution: 39-month strategic partnership. Digital strategy translated into delivery roadmap. Programme management across 25 projects. Dependency coordination, benefits tracking, governance frameworks.

Outcome: All 25 projects delivered. Strategy became reality. Transformation objectives achieved across Adults, Children's, and Corporate. Governance maturity embedded. Long-term trusted advisor relationship established.

CLIENT SUCCESS

SAAS (Scottish Government)

Challenge: Crown Dependency government needed trusted advisor for digital transformation across health and social care. Multiple strategic decisions required - system selection, procurement approach, integration strategy.

Solution: 30-month strategic partnership. Children's Mosaic implementation strategy. EMIS contract renegotiation advisory. Adult Social Care system analysis. Strategic options appraisal across government departments.

Outcome: Children's Mosaic delivered within 10 months. EMIS contracts consolidated. Strategic roadmap for Adult Social Care established. Trusted advisor relationship across government. Multiple contract extensions.

CLIENT SUCCESS

SAAS (Scottish Government)

Challenge: Student Awards Agency for Scotland needed digital strategy and transformation programme for student finance systems. Complex legacy landscape requiring comprehensive modernisation. Ministerial priority requiring compelling business case and assured delivery approach.

Solution: Digital strategy development and transformation advisory. Business case development securing ministerial funding. Gateway Review preparation and assurance support. 24-month programme roadmap with governance frameworks and benefits realisation planning.

Outcome: Funding secured from Scottish Government. Gateway Reviews passed first time. Programme delivery on track with clear benefits realisation. Strategy that secured investment and survived scrutiny.

PART B COMPANY-WIDE STANDARDS

B1 ABOUT BETTERGOV

Better Group Limited trading as BetterGov is a specialist consultancy supporting UK public sector digital transformation since 2016.

“
We build capability, not dependency
”

— BetterGov

BetterGov works alongside internal teams to build capability and reduce dependency, ensuring services can be sustained after engagement completion. We measure success by what organisations can do independently, not by how long they need us.

How our values inform our delivery



Why BetterGov?

- **Public Sector Specialists** Deep expertise in Local and Central Government
- **100% UK-Based** All delivery staff UK-based with security clearances
- **Outcome-Focused** Success measured by results, not activities
- **Standards Aligned** GDS, DSS, DSSW, Technology Code of Practice

Our Services

- Digital Transformation
- Cloud Services
- Programme & Project Management
- Systems Implementation

- Technology Consulting
- Capability Building
- Service Design
- User Research

B2

DELIVERY
APPROACH

■ Operating Model

■ Delivery Mode

- Agile delivery (Scrum/Kanban)
- PRINCE2 Project Management
- ITIL-aligned service management
- Transparent milestone tracking

- Remote-first with secure tools
- On-site for critical workshops
- Hybrid as required

Risk Management

We actively identify common failure modes in cloud support engagements - unclear scope, data access delays, dependency risk, stakeholder availability - and address them through early scoping checkpoints and formal risk ownership. Problems are surfaced early, not discovered late.

Tooling & Frameworks

CATEGORY	DETAILS
Project Management	Azure DevOps, Jira, Confluence, Our own tools
Collaboration	Microsoft Teams, SharePoint, Miro, Power BI, Our own tools
Methodologies	Agile, PRINCE2, ITIL

Security clearances: BPSS standard on all staff. SC and DV available on request. Associates and subcontractors are vetted to the same security and quality standards as permanent staff.

B3 SERVICE MANAGEMENT

Every engagement has a dedicated Engagement Lead and Director oversight.

■ Governance

- Clear roles and accountability
- Proactive risk management
- Formal change control

■ Reporting

- Weekly/fortnightly status
- Governance meetings
- Lessons learned reviews

We maintain a live risk register with named owners. Escalation triggers are defined at engagement start, not discovered during crisis.

Escalation Matrix

LEVEL	OWNER	RESPONSE
First	Project Manager	Resolve within agreed timelines
Second	Account Director	Intervention within 24 hours
Executive	Director	Immediate action on critical issues

B4 SECURITY & COMPLIANCE

CE+ CYBER ESSENTIALS	ICO REGISTERED	ISO 9001/27001 Aligned	UK DATA CENTRES
■ Data Residency All customer data stored exclusively in UK-based data centres.		■ UK GDPR Full compliance with technical and organisational measures.	
B5	AI & AUTOMATION		

AI and automation are used only to support analysis and operational efficiency. All decisions, recommendations, and outputs are reviewed and owned by named consultants. There are no autonomous actions.

**Intelligent Analytics**

AI-powered dashboards support insight generation - human analysts interpret and validate findings

**Process Automation**

RPA reduces manual effort by up to 60% - all automation is auditable and reversible

**AI Strategy**

Advisory services for responsible AI adoption aligned with government frameworks - governance first, capability second

Our AI Principles

AI is optional - never required for service delivery

Human-led decision making on all outputs

Governance and explainability before deployment

No autonomous actions without explicit approval

B6**SERVICE LEVELS****■ Response Targets**

SERVICE	TARGET
Enquiry	4 working hours
Proposal	5 working days
Mobilisation	10 working days
Critical escalation	4 hours

Maximum quarterly credit cap: 15% of fees.

Service levels are monitored by the Engagement Lead and reviewed as part of regular governance, with trends and corrective actions shared transparently. We track what matters, not what's easy to measure.

■ Service Credits

PRIORITY	RESPONSE	CREDIT
P1 Critical	4 hours	5%
P2 High	8 hours	3%
P3 Medium	24 hours	2%
P4 Low	48 hours	1%

Support Tiers

TIER	AVAILABILITY	INCLUDES
Standard	Mon-Fri 09:00-17:30	Email, phone support
Extended	Mon-Fri 07:00-21:00	+ Priority escalation
24/7	24 hours, 7 days	+ Critical incident response

B7**ONBOARDING & EXIT****■ Mobilisation**

- Kick-off and scoping
- Access provisioning
- Risk and compliance checks
- Team familiarisation

■ Exit & Handover

- Deliverable sign-off
- Knowledge transfer
- Data export
- Deletion confirmation

Exit planning begins at engagement start. Knowledge transfer is structured to avoid single points of failure. Default retention: 90 days post-closure for audit purposes, then secure deletion. Trial service available: one-day consultancy sessions for prospective customers to evaluate our approach before commitment.

B8**CUSTOMER RESPONSIBILITIES**

- Timely system and data access
- Documentation and approvals
- Data ownership, GDPR, and IP (Customer retains ownership of all deliverables unless otherwise agreed)

- Named decision-maker
- Prompt query responses
- Third-party coordination

B9**TECHNICAL
REQUIREMENTS**■ **Prerequisites**

- Stable internet connection
- Modern browser (Chrome, Edge, Firefox)
- MFA capability

■ **Constraints**

- Third-party dependencies
- Scheduled maintenance windows
- Bandwidth for large data transfers

B10**TRAINING & KNOWLEDGE
TRANSFER**■ **Included**

- Onboarding sessions
- User documentation
- Handover knowledge transfer

■ **Optional Add-Ons**

- Advanced workshops
- Change management support
- Continuous learning programmes

B11**SOCIAL
VALUE****Our Commitments**

- **Net Zero 2035** Carbon reduction plan aligned with government targets
- **Living Wage** Accredited Real Living Wage employer
- **TOMs Framework** Social value measured and reported transparently
- **SME/VCSE Priority** Local and diverse supply chain engagement

B12**REPORTING & KPIS**■ **Monthly**

- Milestone progress
- Risk and issue status
- Resource utilisation

■ **Quarterly**

- Project health assessment
- Benefits realisation
- Lessons learned

Reporting outputs are designed to support internal governance, audit, and assurance requirements. Reports can be shared directly with finance, procurement, and oversight teams without modification.

B13**PRICING****Time & Materials**

SFIA-aligned day rates

Fixed Price

Milestone-based payments

Outcome-Based

Performance-linked fees

Detailed SFIA rate card provided as separate PPG upload.

B14**ORDERING & INVOICING**

Orders placed via Public Procurement Gateway (PPG) using Contract Award Service.

TERM	DETAIL
Billing	Monthly in arrears or milestone-based
Payment Terms	30 days (Public Sector Payment Policy)
Payment Method	BACS transfer

All invoices include detailed breakdowns by deliverable and resource, suitable for finance review and audit trail requirements.

B15 BUSINESS CONTINUITY

MEASURE	TARGET
Recovery Point Objective (RPO)	Up to 24 hours
Recovery Time Objective (RTO)	24-48 hours for critical services
DR Testing	Annual minimum (ISO 22301 aligned)

B16 DATA PROTECTION

Full compliance with UK GDPR and Data Protection Act 2018.

■ Technical Controls

- Encryption in transit and at rest
- Access controls and audit logs
- Regular security assessments

■ Governance

- Designated Data Protection Officer
- ICO registration maintained
- Breach notification procedures

B17

ACCESSIBILITY

WCAG 2.1 AA
Fully compliant

WCAG 2.2
Patterns adopted in all new deliverables

Formats
HTML, PDF, large print, Easy Read

B18

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Digitally Driven, Socially Empowered

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