

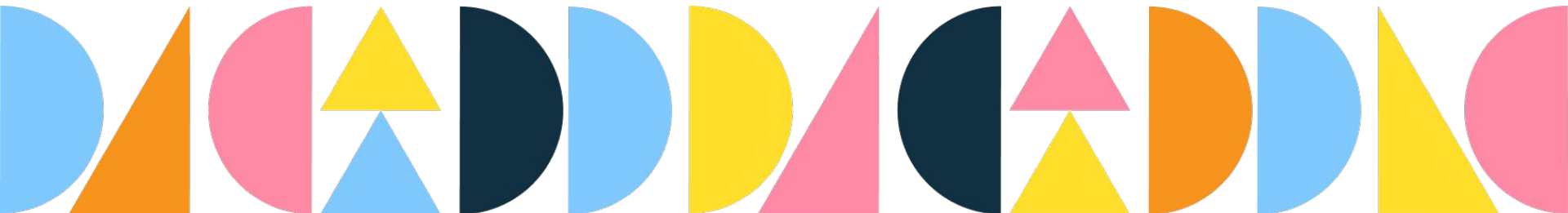
PUBLIC | G-CLOUD 15

Data Strategy and Value Mapping

PUBLIC



About PUBLIC



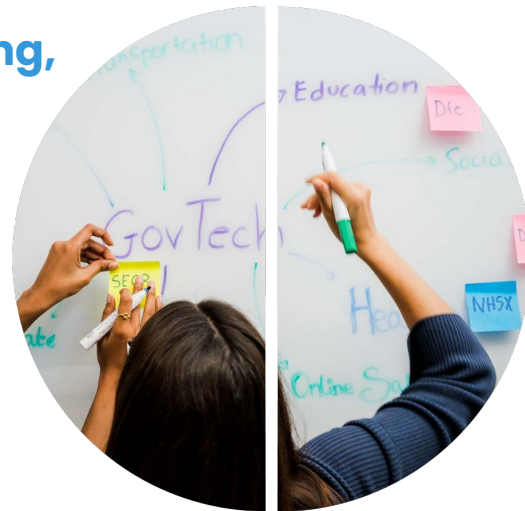
Our Mission | Why do we exist?

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

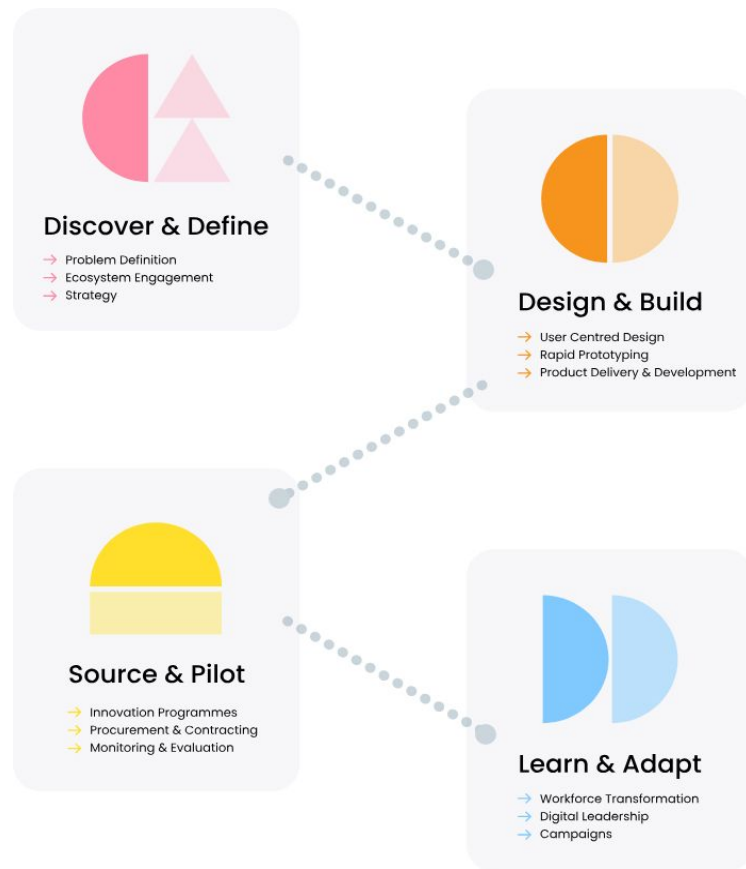


Our Approach | The transformation life cycle

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



Ryan Shea

Co-Managing Director

- 15 years of technology, strategy, and public sector expertise across both the US and UK
- Ex- Monitor Deloitte, London Business School MBA.



Johnny Hugill

Co-Managing Director

- 10+ years delivering digital transformation in the public sector
- Leader in public procurement and finance reform
- UK Government Procurement Expert Group - Member



Richard Llewellyn

Chief Technology Officer

- 10+ years of technical leadership, assurance, and advisory across the public sector
- Leader in scaling product teams in both startup and enterprise contexts

Our Clients & Partners | Who do we work with?

Central Government



Ministry
of Defence



Ministry
of Justice



Crown
Commercial
Service



Foreign &
Commonwealth
Office



Department for
Business & Trade



Cabinet Office



Ministry of Housing,
Communities &
Local Government



Department for
Science, Innovation,
& Technology



Department
for Transport



Department
for Culture
Media & Sport



Department
for Education

NHS
England

Local Authorities



GREATER
MANCHESTER
COMBINED
AUTHORITY



Hackney



Llywodraeth Cymru
Welsh Government



City of
Westminster



**TRANSPORT
FOR LONDON**



GLOBAL OPPORTUNITY. SHARED FUTURE.

Public Agencies



Office for Product
Safety & Standards



ofgem



Geospatial
Commission



Health
Innovation
Manchester



The
Health
Foundation



Equality and
Human Rights
Commission

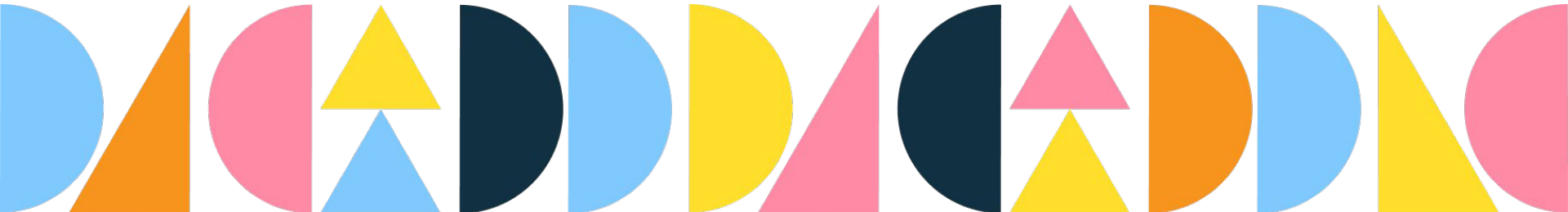
Private Sector

nationalgridESO

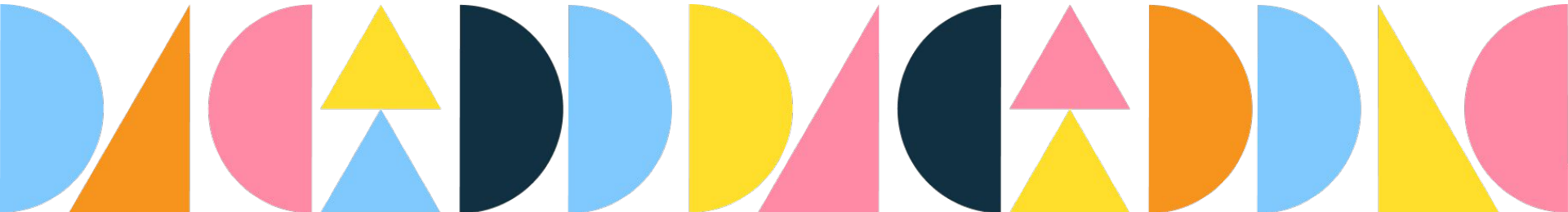


Service Offering

Data Strategy and Value Mapping



Data Strategy and Value
Mapping
How does it work?



Data Strategy and Value Mapping

PUBLIC's offering:



What: PUBLIC provides an end-to-end data strategy and value mapping service designed to enhance the data capabilities of government partners, focused on enabling better data capture, use and sharing. This offering includes identifying key data use cases to improve services or decision-making, reviewing current processes for data ownership (including data management and cleaning), audits of data sources and IT systems, identification of core needs and gaps, development of customised cloud implementation roadmap, and support on delivery. As part of this, we ensure that roadmaps include a clear value proposition, with costs and ROI calculations baked in. We help our partners to become data-driven and cloud-enabled organisations that can effectively meet their service delivery goals and enhance financial and operational outcomes.



How: The delivery of PUBLIC's data strategy service begins with a detailed assessment of the client's current data use cases, process, capabilities and infrastructure. PUBLIC employs a mix of workshops, stakeholder interviews, and data ecosystem analyses to identify areas of improvement and benchmark performance against peers. We use sector specific data maturity tools – such as the Data Maturity Assessment for Government: Framework for central government departments, or the LGA DDaT Framework for local authorities. We then develop a clear, actionable roadmap for transforming the organization's use of data. This includes steps for technology integration, skill development, and process optimisation, all supported by ongoing consultancy and support services to ensure successful adoption and adaptation.



Why: Public sector organisations collect data from a wide array of sources and often store them in disparate IT and data systems that cannot communicate with each other, or that are not shared with partner organisations, or the general public. This lack of clear ownership and integration creates a barrier to improved public services, more efficient operations, and informed policy-making. Our data strategy offering equips government bodies with the tools and knowledge necessary to make informed decisions, improve operational efficiency, and enhance service delivery.



Potential Customers: PUBLIC engages a wide range of customers within the public sector, including local and national government agencies, healthcare organisations, transport bodies and educational institutions. These clients often face unique challenges such as budget constraints, legacy systems, and complex regulatory environments. PUBLIC's data strategy services are designed to be flexible and scalable, making them suitable for a variety of public sector entities looking to leverage digital transformation to meet their specific needs and objectives.

We help you drive operational efficiencies, unlock new insights, and improve citizen services through integrated data in the cloud

The challenge

Government organisations collect data from a wide array of sources and often store them in **disparate IT and data systems that cannot communicate with each other**. This lack of integration creates a **barrier to improved public services, more efficient operations, and informed policy-making**.

What we do



Our Data Strategy offering is designed to address this challenge, offering a strategic solution that helps you **determine where data integration can create the most value for you**; consolidate relevant data sources; and outline a **clear, actionable cloud capability roadmap** so that unified data can improve services and innovation.

The value we deliver

The following slides describe **what problems** we've encountered in organisations like yours; **the methodologies, solutions, and technologies we use to solve them**; what we deliver; and the **positive outcomes** that result from this work.

£15 million

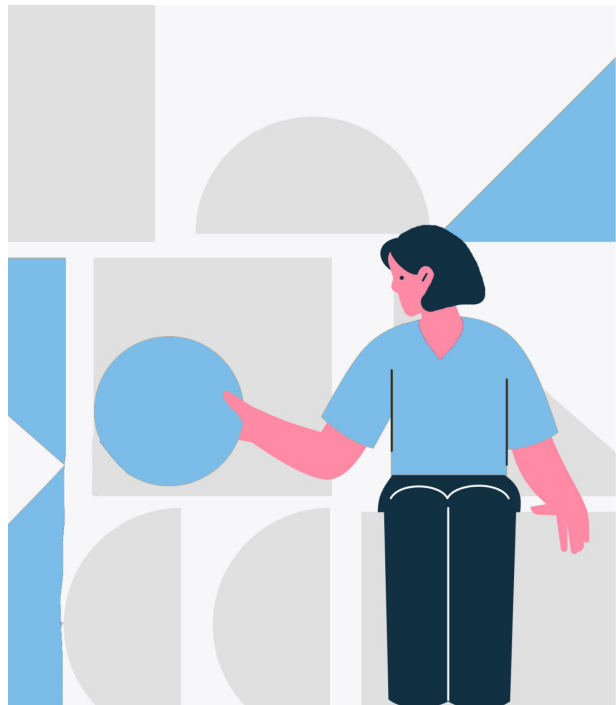
Average cost to business of **poor data quality**¹

-30%

Average **reduction in business revenue** due to poor data quality²

"How can we make sense of all the data in our organisation?"

From local authorities to central government, we have heard our clients say that they need help properly understanding the value that AI is going to bring them before they go and buy it.



Specifically, we help our clients:



Prioritise which parts of their IT and data ecosystem to integrate first, based on customer need



Access data: Gain access to the data they need to execute on their mandate as an organisation



Efficiently and securely integrate those IT and data systems in the cloud



Creating a long-term, organisation-wide plan for improved data interoperability

Our methodology

We offer three tiers of support, ranging from foundational (short and sharp) to complex (ongoing over time)

	Foundational			Dynamic	Complex
	1. Align Understand the organisation's mandate & strategic priorities	2. Assess Audit organisational functions, workflows, technology, and data	3. Progress Identify opportunities	4. Synthesise: Develop roadmaps to integrate data and solve high-priority use cases	5. Deliver: Deliver full data transformation
Key considerations to address	- What are your organisational goals and objectives? - What are the key functions and activities that require data, and what are the specific data needs?	- What data do you have, and in what systems is it stored? - What is the content and quality of the data? - What are the core challenges to address across the IT infrastructure?	What are the key opportunity areas? What will make the most difference for your organisation, staff, and users?	- How do we allocate time and resources to get data unification done?	- Implementation of roadmaps, running strategy, mentoring leadership, owning certain outcomes, embedded in teams
Methodologies	- Interviews and workshops with key stakeholders to understand key functions, and identify and prioritise data needs	- Assessment of all client documents related to data and IT systems, governance and security protocols, and workflows - Interviews with key stakeholders to address knowledge gaps	- Prioritisation of opportunity areas based on impact and feasibility - Dependency mapping	- RACI matrix with responsibilities - Stakeholder engagement to socialise plans with decision makers	- Agile delivery management practices including sprint planning, retros, reviews
Solutions	- Prioritised set of data needs	- Data and technology infrastructure map - Identification of barriers and enablers to data	- Data unification prioritisation framework and staged implementation plan	- Project roadmap gantt charts - Business case - Risk register - Transformation map	- Agile ceremony supporting materials such as sprint planning and retro boards

The value we deliver to you

As a result of working with us, you can expect:

- **Strategic Data Integration:**
Identifies and prioritises key IT and data systems integration, aligning with your organisational goals and user needs for maximal impact.
- **Clear Cloud Implementation Roadmap:**
Offers a detailed, actionable roadmap for data unification, guiding your organisation through each step of integration with prioritised use cases and strategic planning.

We unlock your ability to:

- **Enable operational efficiencies**
- **Enhance decision making with data**
- **Improve public services**

Deliverables: We will hand over the following at the end of our engagement

Foundational

- Comprehensive data and IT systems inventory of your organisation - what data you hold and where it is
- Prioritised list of data use cases to focus data unification efforts

Dynamic

- Data unification roadmap for high-priority use cases

Complex

- Full implementation and operationalisation of data unification use cases

Public sector Data Strategy and Value Mapping

Features:

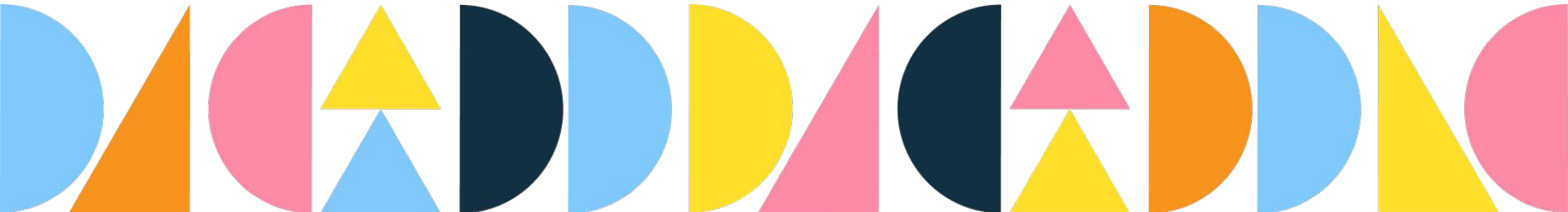
- Setting overall strategic data objectives or 'missions'
- 'As-is' data review, covering technology estate, processes, skills and culture
- Mapping data capture, linking and sharing use cases, with clear ROI
- Define specific, concrete and measurable commitments for change
- Identify recommended data solutions and vendors, with implementation plans
- Use GDS Data Maturity Assessment Framework to benchmark against peers
- Build register of data assets with owners, actions and systems

Benefits:

- Clear alignment across the organisation for the data 'North Star'
- Ability to measure data maturity, based on relevant benchmarks
- Implementing clear data practices relating to personal data, ethics and compliance
- Staff with the skills and confidence to use data more effectively
- Updating and modernising systems so they can be used to enable more modern data practices

Data Strategy

Case Studies



Delivering better outcomes through linked data with BOLD

PUBLIC

What was the challenge?

Citizens falling within different vulnerability domains have their data dispersed among different Government agencies, making it difficult to understand the experience of these individuals when they receive treatment or support from any single body. By linking together datasets about vulnerable adults, BOLD aims to improve the support provided to citizens at the most vulnerable and critical moments of their lives. It was necessary to create a technology framework to link the data held on them across Government and PUBLIC supported the BOLD team within the MOJ to shape this framework.



Ministry
of Justice

How did we solve the problem?

PUBLIC led the identification of data linking use cases that would improve policy and operational decision making in four vulnerability domains: homelessness, substance misuse, reducing reoffending and victim pathways. We engaged over 100 domain experts in data needs and developed a long list of over 300 linked data use cases structured as user stories. In parallel, PUBLIC developed a standard and replicable approach to Data Discovery and developed a roadmap for how to access data with expert and operational insight, including a tailored approach to develop DPIAs and DSAs, staffing considerations, and operating frameworks for efficient access to data.

What did we deliver?

1. Mapping data demand

Identified 300+ data linking use cases that would improve policy and operational decision making in four vulnerability domains

2. Mapping data supply

Developed a standard and replicable approach to Data Discovery and developed a roadmap for how to access data

3. Technology & analytics design

Mapped and detailed the complex technical challenges associated with linking datasets across government.

4. Wider impact projects

Develop a series of wider impact projects in parallel to Examples include developing a master data-sharing approach; or creating a forward-looking data sandbox; developing a shared data dictionary

5. Strategy & evaluation

Developed a robust approach to evaluation, in collaboration with evaluation experts within Government to clearly measure value

Email ryan@public.io to learn more

Enhancing Product Safety & Policy with OPSS

PUBLIC

What was the challenge?

The Office for Product Safety & Standards (OPSS) currently relies on a limited number of lower-quality, internal and external datasets complemented with open source intelligence to fulfil its critical functions of across product safety market surveillance, enforcement, and policy formation, severely undercutting its ability to proactively identify and rigorously assess product safety risks, as well as substantiate larger-scale policy and regulatory transformation.



Office for Product
Safety & Standards

How did we solve the problem?

PUBLIC worked with the Office for Product Safety and Standards (OPSS) to advance its data maturity across core data-reliant functions by defining priority needs and identifying, researching, and prioritising new data sources for acquisition. Our work will help OPSS mitigate public safety risks and support policy and regulatory change to keep citizens safe.

What did we deliver?

1. Inventoried data landscape

We meticulously cataloged over 100 vital data sources crucial for product safety. This inventory detailed content, quality, accessibility, value, and pricing.

2. Mapped the product safety regulatory regime

We mapped the entire product safety regulatory framework across the UK. We identified key stakeholders responsible for enforcement and documented their product safety initiatives.

3. Defined users' data needs

We delved into user needs, uncovering more than 50 user stories from over 10 OPSS teams. These stories provided essential insights into diverse data requirements.

4. Collected best practices from market

We sourced best practice insights from international product safety bodies regarding use of data for proactive identification and assessments of product safety risks.

5. Developed data acquisition roadmap

We developed a strategic roadmap for data acquisition aligned with OPSS's digital development plans. This roadmap enables the expansion and diversification of data sources, supporting timely risk analysis.

Email ryan@public.io to learn more