

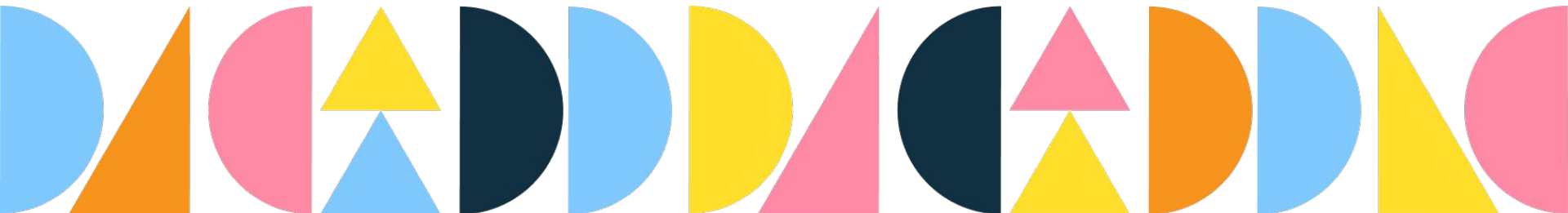
PUBLIC | G-CLOUD 15

Digital Strategy and Value
Mapping

PUBLIC



About PUBLIC



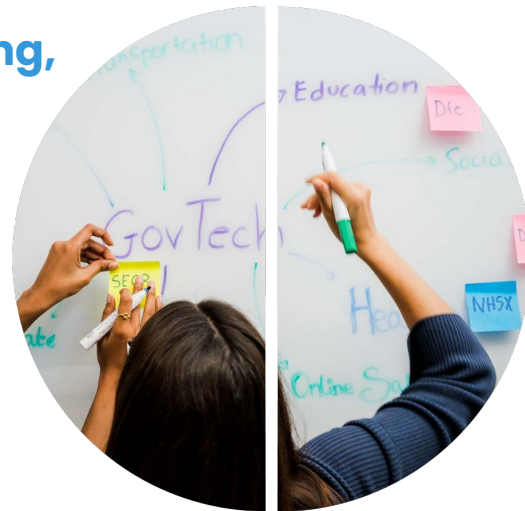
Our Mission | Why do we exist?

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

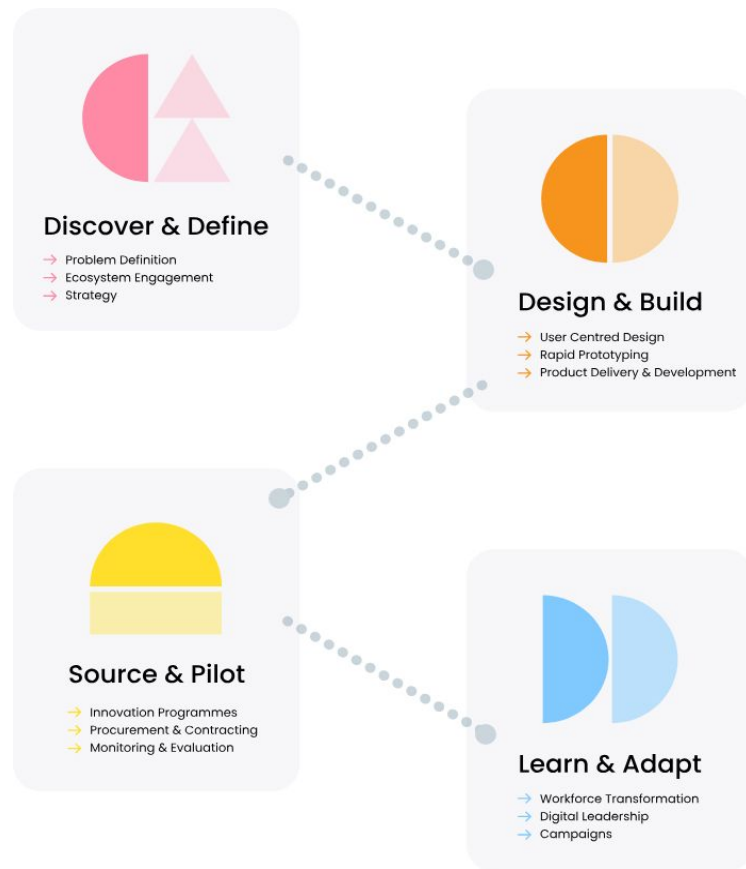


Our Approach | The transformation life cycle

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



Llywodraeth Cymru
Welsh Government



City of
Westminster



**TRANSPORT
FOR LONDON**



Public Agencies



Information Commissioner's Office



Office for Product
Safety & Standards



Geospatial
Commission



Health
Innovation
Manchester



The
Health
Foundation



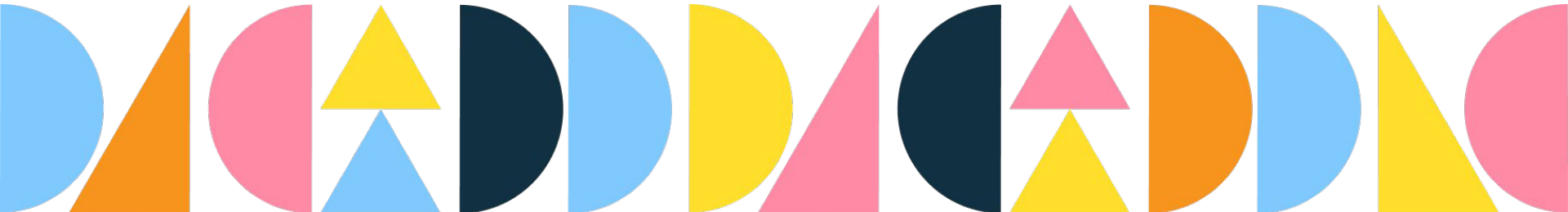
Equality and
Human Rights
Commission

Private Sector



Service Offering

Digital Strategy and Value Mapping



Digital Strategy and Value Mapping

PUBLIC's offering:



What: PUBLIC works with public authorities to set their the digital strategy and vision. A key part of this is working with authorities to help them understand which digital initiatives can drive the greatest value, and to build a clear, robust case for change. Our digital strategy work aligns closely with UK Government best practice - ensuring that public authorities can align with the GDS Roadmap for Digital Modern Government, Service Manual and AI Playbook. We leave our partners with a clear, actionable plan for driving digital change - with specific milestones and action points - and buy-in across the organisation for what needs to be done, and the skills and confidence to do it.



How: We start by assessing authorities' as-is digital maturity, covering their technology estate, procurement and processes, development practices, skills, capability and culture. We benchmark authorities' performance against relevant sector benchmarks (for example: LGA DDaT Capability Framework for local government), and relevant comparisons from our internal library. We then build a clear, compelling digital roadmap, with actionable steps and usable templates to speed up processes - supported by an HMT-aligned business case and ROI projections.. We engage widely with digital teams and users (internal and external) when assessing as-is maturity and setting the future vision, to ensure proper buy-in and support.



Why: Developing a clear vision - tied to a clear understanding of the value of digital initiatives - is the foundational step for any organisation looking to drive digital change. Our support helps authorities to understand their current digital and AI maturity compared with their peers, before identifying specific opportunities for change. This gives a clear roadmap for the organisation to follow, as well as helping to navigate funding and sign-off processes. Finally, our approach of working closely alongside authorities' staff members (covering a wide range of technical levels) ensures that we help to build a workforce that is equipped with the right technical skills and confidence to enact long-term digital transformation.



Potential Customers: We work with a wide range of different public authorities, and can scale up or down the depth and complexity of activities to meet different organisations' needs. We have worked with FE Colleges, local authorities, NHS Trusts and large governmental departments. For each, we tailor the as-is scoring and benchmarking, and adjust the technology recommendations we make (for example, we tailor approach to application management, technology budgets, key system choices, insourcing vs. outsourcing of different capabilities).

Public sector Digital Strategy and Value Mapping

Features:

- Setting overall strategic objectives or 'missions'
- 'As-is' digital review, covering technology estate, processes, skills and culture
- Define specific, concrete and measurable commitments for change
- Identify recommended technology solutions and vendors, with implementation plans
- Build clear, HMT-compliant business case for digital change, with clear ROI
- Align with GDS Blueprint for Modern Digital Government and AI Playbook

Benefits:

- Clear alignment across the organisation for the digital 'North Star'
- Ability to measure digital progress, based on relevant benchmarks
- High-quality technical advice to manage system change, integration and legacy modernisation
- Staff with the skills and confidence to drive digital change within the organisation

How does it work

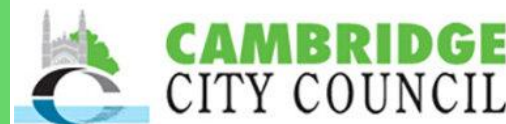
- Our methodology is collaborative and tailored to each client's specific needs. It includes:
 - a. Assessment Workshops: Engaging with leadership to align digital and AI goals with organisational mandates.
 - b. Audit and Analysis: Utilising sector-specific frameworks to evaluate digital and AI readiness using a benchmark scoring system..
 - c. Strategic Development: Crafting tailored strategies and roadmaps for digital and AI integration - across systems, processes, and skills and culture.
 - d. Implementation Support: Providing ongoing support and embedding our team within yours to ensure successful strategy execution.
- **Engaging Stakeholders:** Throughout the digital and AI strategy development process, we engage stakeholders (internal and external users) through regular workshops, interviews, and alignment sessions. This ensures that all parties are on board and committed to the strategic vision.

Example: Building a Digital Strategy for a Local Council

PUBLIC

What was the challenge?

Cambridge City Council (CCC) was navigating complex challenges across three key areas: data & information management, technology procurement, and the quality of their services' user experience. These challenges were manifested by disconnected IT systems, vendor lock-in, and a fragmented user experience for citizens. The Council recognised the need for a comprehensive DDaT strategy to streamline their transformation efforts over the next five years, to move towards a future state of efficient data handling, strategic technology management, and enhanced customer experience.



How did we solve the problem?

We spent time with over 40 members of staff at CCC through stakeholder interviews, workshops, and site visits, and combined this field research with analysis and benchmarking against dozens other councils. This process allowed us to diagnose key barriers and opportunities for improvement in the as-is state of the Council and, based on this deep understanding, a definition of a target state for the Council. We drafted nine distinct missions to achieve this target state that were designed to modernise CCC's DDaT capabilities from technology procurement through to the end user experience. We then prioritised and sequenced these nine missions over the course of five years and shepherded the Strategy through preparation for final approval before the Council's Transformation Board.

What did we deliver?

1. Strategic Report and Supporting Materials

Detailed documentation of the proposed digital strategy, including nine missions with priority actions, RACI alignment to operating model, costs, benefits, and further supporting materials such as user journey analysis and contract management clauses.

2. Cost-Benefit Model

A financial analysis tool to evaluate the potential benefits and costs associated with implementing each element of the strategy.

3. Transformation Map

A visual representation showing the interdependencies and timeline both across all missions and within missions over a 5-year period, aligning with council priorities and digital transformation goals.

4. Ongoing Support in Contract Negotiations

Assistance with improving procurement practices to ensure the effective execution of the digital strategy.