

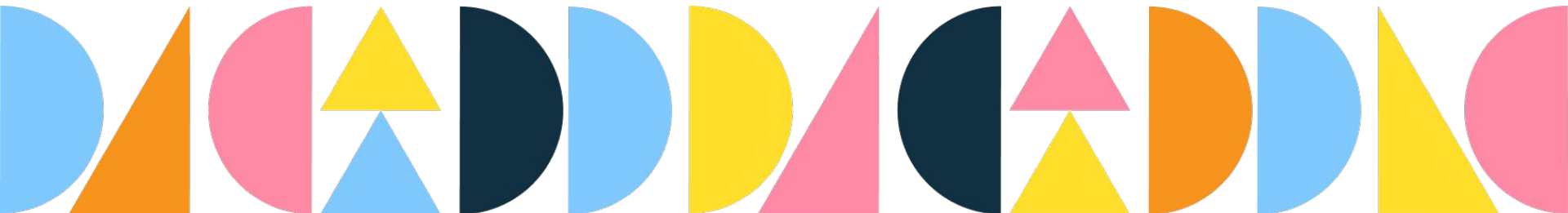
PUBLIC | G-CLOUD 15

Digital and Data PMO

PUBLIC



About PUBLIC



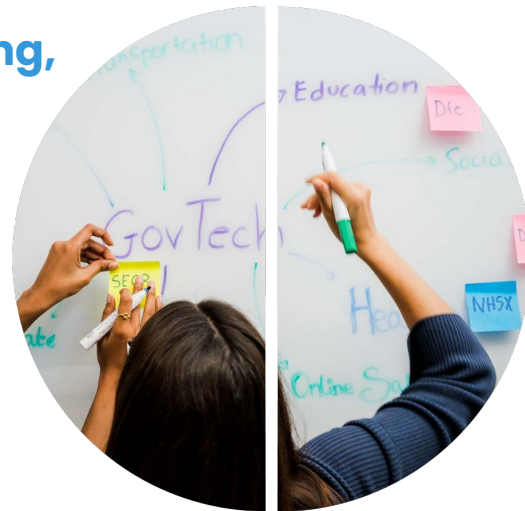
Our Mission | Why do we exist?

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

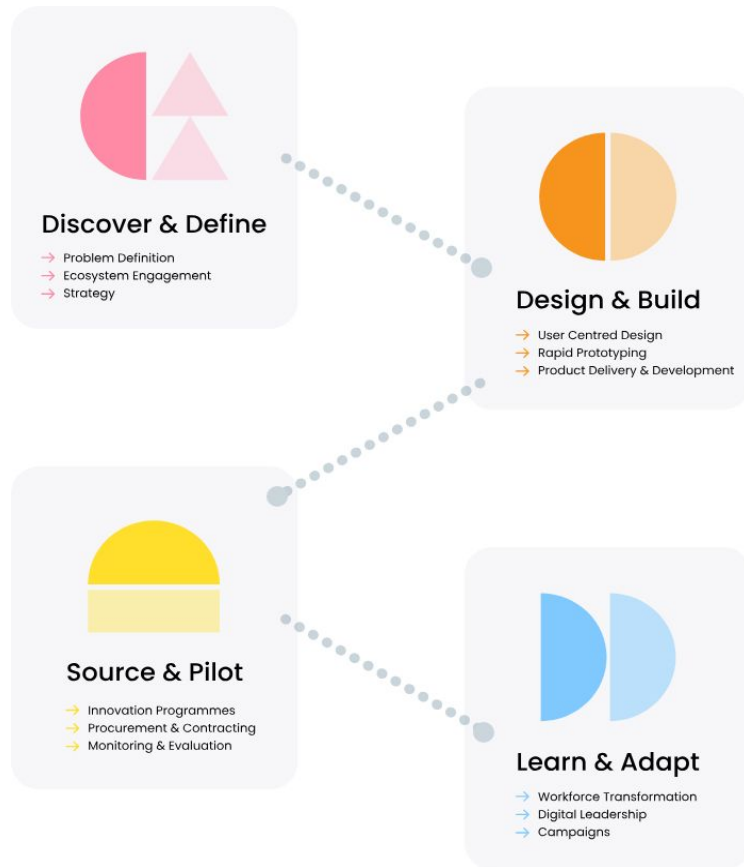


Our Approach | The transformation life cycle

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



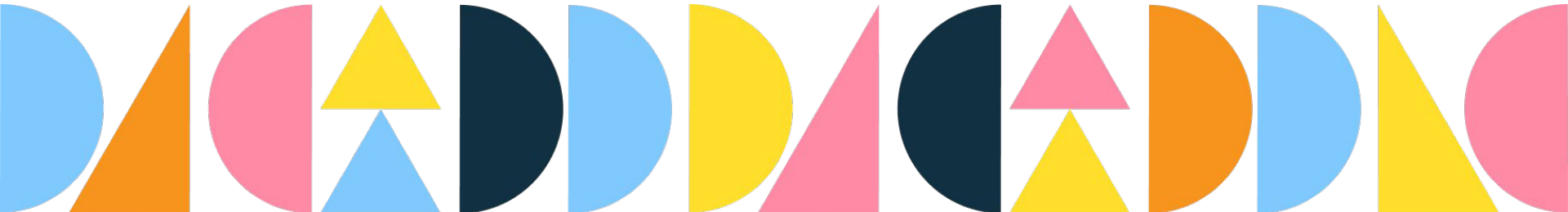
Equality and
Human Rights
Commission

Private Sector



Service Offering

Digital and Data PMO



Digital and Data PMO

PUBLIC's offering:



What: PUBLIC delivers a flexible Digital and Data PMO service, providing a unified, organisation-wide view of all digital and ICT projects – both in-delivery and in the pipeline. Our service is designed to bring total transparency to your entire portfolio, allowing all stakeholders to see the flow of work. We support partners in critical areas like Agile Delivery Management, running SCRUM teams, and improving infrastructure through robust security and 'infrastructure as code' principles. We perform GAP analysis, develop Tech Menus, and visualise work in progress for effective, data-driven leadership decision-making, including resource allocation clarity. Crucially, we build internal capability and capacity to reduce long-term reliance on external partners.



How: Our core operating approach is built on visual management, using a fully transparent Kanban board to show the end-to-end process of work, from 'idea' to 'live,' aligned with GDS best practice and dashboards to visualise performance metrics and programme spend. We implement a structured 'Front Door' process for demand and intake, ensuring all new digital and data proposals are captured in a standard, comparable format with the minimum required information. All work is managed through the GDS Service Manual lifecycle: Discovery, Alpha, Beta, and Live. At each phase gate, a governance board checks earlier assumptions and decides on 'continue/change/stop' to ensure the work remains the right job for the authority.



Why: Our Digital and Data PMO service enables 'apples-to-apples' comparison of potential work, allowing your organisation to prioritise the highest value-for-money projects. We establish a consistent, repeatable way of proposing, assessing, and prioritising work, supported by realistic capacity and capability data. We implement a formal, transparent mechanism to say "no" or "not now," making prioritisation visible, defensible, and understandable to manage stakeholder demand effectively. This approach results in an agile PMO that continuously improves how projects are selected, run, and measured, driving greater clarity, improved decision-making, and better service outcomes.



Potential Customers: Our service is designed for all types of UK public authorities, including Local Councils, Central Government Departments, and Agencies. We structure our service to be highly modular and scalable, recognizing that a small District Council needs a different level of support than a Large Metropolitan Borough or a Central Ministry. Our model can be deployed as a foundational service focusing on establishing the core 'Front Door' and Portfolio View, or as a full-service offering, including hands-on Delivery Management and capacity building, tailored to the client's current maturity and resource availability.

Digital and Data PMO

Features:

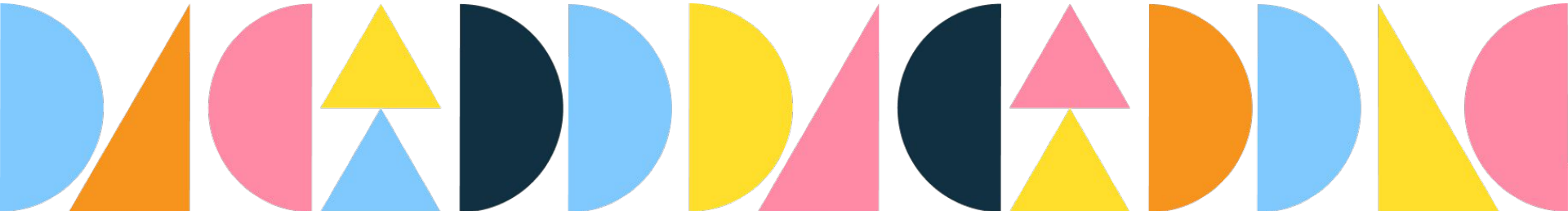
- Setting overall digital and data strategic plans and implementation frameworks
- Portfolio and programme management, including status updates and visualisations
- Managing spend and budgets, including identifying opportunities for savings
- Creating, reviewing and appraising business cases
- Managing procurement and onboarding processes or suppliers / contractors
- Ongoing contract management, performance management and contract exit

Benefits:

- High-quality management of complex, multi-faceted projects and programmes
- Clear visibility and transparency on progress for all required stakeholders
- Alignment with best practices set by GDS and other government departments
- Compliance with procurement and business case processes – to ensure that all spend managed meets legal and reporting standards

Digital and Data PMO

How does it work?

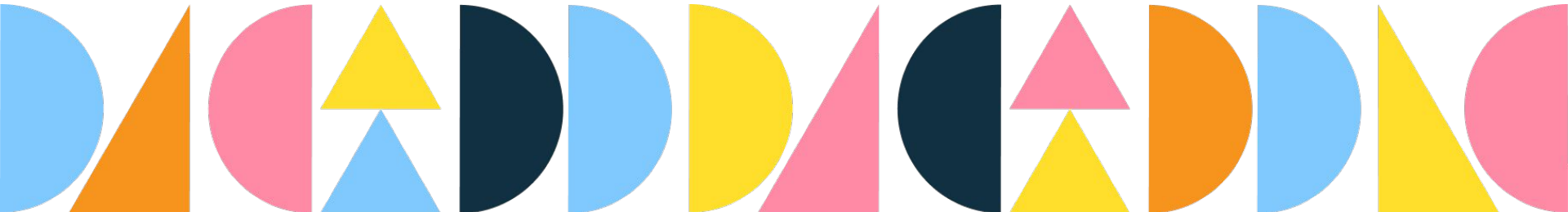


How does it work

- We work with our partners to rapidly stand up a Digital and Data PMO function, and set the right scale and complexity, depending on programme needs:
 - a. Assessment Workshops: We understand your overall programme objectives, priorities and blockers – and what PMO support you might need
 - b. Strategy and Roadmap: We agree your digital programme strategy, with a clear implementation plan – with clear milestones and stage-gates
 - c. Assurance Board: We set up a central assurance process to review technology project proposals, and to approve, delay or reject projects. We support with business cases, costs and ROI calculations.
 - d. Procurement and Onboarding: We run  Procurement Act compliant procurement processes to select vendors / contractors, and deliver a smooth onboarding process to mobilise project resources.
 - e. Portfolio Management: We manage the progress, reporting and spend across your portfolio, and build clear reporting tools and dashboards that can be used to track status across the organisation.

Relevant Experience

Digital and Data PMO



Citizens AI Agents: Portfolio Management Office



Government
Digital Service

Situation

In 2025, PUBLIC partnered with the Government Digital Service (DSIT) to rapidly establish and deliver a high-velocity Portfolio Management Office (PMO) for the Citizen AI Agents programme – supporting the UK's ambitious AI Frontiers programme. This landmark initiative was designed to reduce citizens' cognitive burden by transitioning the UK Government from a model of static digital information to a proactive, agentic AI ecosystem.

Activity

The PUBLIC team were tasked with overseeing a £12M budget and coordinating a multidisciplinary workforce of 100+ roles, comprising civil servants, pro bono industry experts, and Managed Service Providers (MSPs). Our objective was to ensure the effective delivery of four core user-facing agentic AI products, while mobilising the foundational "Once" data architecture and "AI Studio" design and discovery capability through four key workstreams.

PUBLIC also plays an integral role in supporting GDS prepare for the next financial year and scaling the GOV.UK AI programme and takes a leading role in coordinating across government linking Frontiers with wider AI initiatives across DSIT, CDDO, and departments, ensuring synergies are captured.

Outcome

- **Recruitment and onboarding:** Recruited and onboarded over 100 contractors in coordination with contracting, business operations, finance and other departmental support functions.
- **Full Portfolio Visibility:** Established a consistent delivery rhythm where every stream had a named lead, defined scope, and documented spend trajectory.
- **Rapid Prototyping:** Delivery of a private beta of an AI agent (Companion) and user-tested proof of concepts for three others.
- **Foundational Capability:** Successfully stood up the data architecture layer and design workstreams
- **Future Readiness:** Drafted credible business cases for future financial years, grounded in solid evidence and value for money analysis in partnership with commercial, finance, and product stakeholders.