



# FLIPSIDE

## Service Definition

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Flipside Group

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# Service Overview

**Service:** Digital Transformation and Cloud Product Delivery

Wellset Repro Limited (trading as Flipside Group) provides high-impact, consultancy-led support to help public sector organisations plan, design, and deliver user-centric digital transformation and cloud-based products. We specialize in the full end-to-end project lifecycle, providing tailored teams to move services through GDS-aligned Discovery, Alpha, Beta, and Live transition phases.

Our service is designed for public sector buyers (including Central Government, Local Authorities, and Healthcare) seeking to:

- **Modernise Legacy Services:** Transitioning complex legacy systems to secure, scalable cloud environments.
- **Build New Digital Products:** Developing accessible websites, mobile applications, and AI-enabled features.
- **Drive Operational Efficiency:** Implementing automation and AI to reduce administrative burden and improve citizen outcomes.
- **Ensure Compliance:** Delivering solutions that meet the **Government Service Standard**, **Technology Code of Practice**, and **WCAG 2.2 AA** accessibility requirements.

As an SME, we offer the agility and innovation needed to deliver sustainable, value-for-money cloud solutions that are secure by design and handle data in strict accordance with UK GDPR.

## Service Features

- **GDS Phase Delivery & Assessment:** Structured support for Discovery, Alpha, Beta, and Live phases, including user-centred discovery and service assessment for cloud-based services.
- **Architecture Analysis:** Digital architecture and delivery options analysis.
- **Design & Build:** Design and build support for cloud-based applications and websites.
- **Cloud Engineering:** Engineering of scalable digital products using modern cloud technologies.
- **AI Feature Design:** AI-enabled feature design to improve digital service efficiency.
- **Prototyping & MVP:** Prototype and MVP development to validate digital solutions.
- **Agile Planning:** Agile delivery planning for digital and cloud-based products.
- **Quality Assurance:** Accessibility, usability, and service standards assurance.
- **Vendor-Agnostic Guidance:** Vendor-agnostic guidance on platforms, tools, and delivery approaches.
- **Ongoing Optimisation:** Ongoing optimisation planning for digital products and services.

## Service Benefits

- **Accelerated Delivery:** Accelerates delivery of usable cloud-based digital products.
- **Risk Reduction:** Reduces delivery risk through validated prototypes and MVPs.
- **Outcome Focus:** Improves service outcomes using AI-enabled design approaches.
- **Future-Ready:** Enables scalable, future-ready application and website delivery.
- **User-Centric:** Aligns engineering decisions with user and organisational needs.
- **Efficiency:** Reduces rework through early testing and iterative development.
- **AI Adoption:** Supports informed adoption of AI within digital services.
- **Quality Standards:** Improves accessibility, usability, and overall service quality.
- **Faster Decisions:** Enables faster decision-making through evidence-led planning.
- **Continuous Improvement:** Supports continuous improvement of digital and cloud services.

## How the Service is Delivered

Our delivery model is built on Agile principles, optimized for the public sector's need for transparency, quality assurance, and value for money.

### Agile Framework & Methodology

We employ a user-centric, iterative approach—typically using Scrum or Kanban—to ensure continuous delivery of value. We align our work with the GDS Service Manual, progressing through Discovery, Alpha, Beta, and Live phases. This ensures that every digital product we build is tested, validated, and capable of passing Service Assessments.

## Collaborative Tailored Teams

We deploy tailored teams specifically assembled to meet the project's unique requirements (e.g., Product Managers, UX Researchers, Developers, and QA). We operate as an integrated team with the buyer, fostering a "one team" culture. This includes:

- **Co-location & Remote Flexibility:** A "blended" working model using our London office, buyer locations for key workshops, and secure remote collaboration tools.
- **Upskilling & Knowledge Transfer:** Collaborative delivery is used as a vehicle for upskilling the buyer's internal staff, ensuring long-term digital capability and self-sufficiency.

## Governance and Transparency

We provide the buyer with total visibility of progress through:

- **Iterative Rituals:** Daily stand-ups, fortnightly Sprint Reviews, and "Show and Tells" to demonstrate progress to stakeholders.
- **Real-time Reporting:** Direct access to project management boards (e.g., Jira, Trello, or Azure DevOps) and automated burn-down charts to track velocity.
- **Continuous Feedback:** Regular retrospectives to refine processes and ensure the engagement stays on track.

## Standards and Quality Assurance

All delivery is Standards-Driven. We adhere to:

- **The UK Government Service Standard:** Ensuring services are accessible, secure, and user-focused.
- **Technology Code of Practice:** Ensuring architectural decisions are robust, cost-effective, and avoid vendor lock-in.
- **WCAG 2.2 AA:** Integrated accessibility testing from the first prototype through to the live service.

## Support Model

Support is provided as part of the Service during UK business hours (09:00–17:30, Monday to Friday, excluding UK public holidays). Support covers issues and queries directly related to the delivery of the Service and within the agreed scope.

Flipside provides a **single named point of contact**, who will be a delivery lead or technical consultant, for the duration of the Service. The named contact is responsible for coordinating support activities, managing communications, and acting as the initial escalation point for Service-related issues.

Support outside the agreed scope of Service delivery is not included as standard. Additional support, including ticket-based support, extended support hours, or ad hoc assistance, may be provided by agreement and will be charged on a **time-and-materials basis**.

## Incident Management and Response

An incident is defined as an unplanned interruption to the Service or a reduction in Service quality. Upon identification of an incident, Flipside will assess the issue, determine priority, and initiate appropriate corrective actions.

Flipside will:

- Acknowledge incidents within a reasonable timeframe during support hours
- Work to restore Service functionality as quickly as practicable
- Provide updates to the Customer as appropriate
- Record incidents and actions taken to support continual service improvement

## Support Model Summary

| Section                    | Description                                                                            |
|----------------------------|----------------------------------------------------------------------------------------|
| <b>Support Hours</b>       | 09:00–17:30, Monday to Friday, excluding UK public holidays.                           |
| <b>Scope of Support</b>    | Issues and queries relating to in-scope Service delivery.                              |
| <b>Point of Contact</b>    | Single named delivery lead or technical consultant.                                    |
| <b>Incident Definition</b> | Unplanned interruption or reduction in Service quality.                                |
| <b>Incident Response</b>   | Assessment, prioritisation, corrective action, and communication during support hours. |

|                             |                                                                         |
|-----------------------------|-------------------------------------------------------------------------|
| <b>Escalation</b>           | Managed by the named point of contact.                                  |
| <b>Out-of-Scope Support</b> | Not included as standard.                                               |
| <b>Optional Support</b>     | Additional or extended support available on a time-and-materials basis. |

## Security and Compliance

Flipside maintains a robust security and governance posture to ensure the safety of citizen data and the quality of our digital delivery.

- **Cyber Essentials Certified:** We hold valid Cyber Essentials certification, verifying our adherence to government-backed cyber hygiene standards.
- **Vetting & Personnel Security:** All staff involved in delivery meet the **Baseline Personnel Security Standard (BPSS)** as a minimum. We can provide SC-cleared personnel where project requirements dictate.
- **Data Privacy:** All services are delivered in strict alignment with **UK GDPR** and the **Data Protection Act 2018**, with "Privacy by Design" embedded in our product development lifecycle.
- **ISO 27001 (Information Security Management):** Our information security policies and controls protect the confidentiality, integrity, and availability of all data, supported by rigorous risk management and incident response protocols.
- **ISO 9001 (Quality Management):** We apply documented quality management policies to ensure consistent service delivery, continual improvement, and effective operational governance throughout the project lifecycle.
- **ISO/IEC 42001 (AI Management):** We implement specialized AI governance and risk management policies. This ensures that any AI-enabled features we design or deploy are ethical, secure, and transparent.
- **Standards Alignment:** Our work adheres to the **Technology Code of Practice** and the **Government Functional Standard for Digital, Data and Technology**.

## Onboarding and Offboarding

### Rapid Mobilisation & Alignment

Flipside supports rapid mobilisation, typically within **10–14 working days** of contract commencement. We initiate every project with a "**Sprint 0**" to establish a solid foundation, which includes:

- **Technical Setup:** Setting up secure development environments, version control (e.g., GitHub/GitLab), and CI/CD pipelines.
- **Governance & Security:** Confirming security protocols, BPSS vetting requirements, and Business Continuity arrangements.
- **Cultural Alignment:** Establishing "Ways of Working," communication channels (Slack/Teams), and stakeholder maps.
- **Definition of Ready/Done:** Aligning on quality gates and success metrics to ensure immediate productivity in Sprint 1.

## Seamless Exit & Knowledge Transfer

We ensure a structured, orderly, and risk-managed exit to prevent vendor lock-in and ensure the buyer retains full ownership of the digital asset. Our exit strategy includes:

- **Comprehensive Documentation:** Handover of technical architecture, API documentation, user manuals, and "as-built" specifications.
- **Asset Transfer:** Transfer of all source code, design files (Figma), and configuration scripts to the buyer's controlled environments.
- **Knowledge Transfer Workshops:** Structured "shadowing" and training sessions for the buyer's internal technical and operational teams.
- **Resilience & Continuity:** Maintenance of a robust **Business Continuity Plan (BCP)** throughout the transition to minimise operational risk and service disruption.
- **Final Review:** A closing retrospective to ensure all project objectives were met and handover is verified as complete.

## Pricing Model

Our commercial approach is designed to provide transparency and ensure the most economically advantageous delivery for our public sector partners.

- **SFIA-Aligned Rate Card:** All pricing is based on Flipside's SFIA-aligned rate card as published in the G-Cloud Marketplace.
- **Fixed-Price Delivery:** Fixed-price commercial models may be agreed for clearly defined Discovery or Alpha phases where scope, deliverables, and outcomes are established in advance. This provides budget certainty for foundational project stages.
- **Volume Discounts:** We are open to discussing volume-based discounts for large-scale or multi-phase engagements to provide additional value for money.
- **Expenses:** Day rates include travel and subsistence within London. Travel outside London is agreed in advance and charged per the buyer's standard travel policy.