

AI-Assisted Content Simplification and Readability Improvement

Service Definition

1. Service overview

The AI-Assisted Content Simplification and Readability Improvement service provides a structured approach to assessing and improving the clarity, readability and accessibility of digital content.

The service supports public sector organisations to simplify complex content, improve comprehension and align content with accessibility and inclusive communication requirements.

2. How the service works

The service is delivered through an assessment of agreed digital content using AI-assisted analysis techniques. This includes evaluating readability, sentence structure, language complexity and consistency against plain language and accessibility principles.

Findings are reviewed by specialists to produce prioritised recommendations for content simplification and readability improvement. Outputs focus on guidance and suggested changes rather than automated publishing.

The service supports informed decision-making while maintaining appropriate human oversight.

3. Skills and experience

The service is delivered by teams with experience in:

- Content design and plain language principles
- Readability and accessibility standards
- AI-assisted content analysis



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- Public sector digital content
- Content governance and quality assurance

Teams have experience supporting public sector organisations to improve clarity and inclusivity across large content estates.

4. Relevant experience

The supplier has the ability to deliver content assessment and improvement initiatives for public sector organisations, including work focused on readability, accessibility and content clarity. Includes analysing high-volume content, identifying complexity risks and supporting prioritisation of improvements.

5. Onboarding and offboarding

Onboarding

Onboarding includes:

- Confirmation of scope and objectives
- Agreement of content sources and formats
- Definition of assessment criteria
- Stakeholder alignment and information gathering

Buyers are responsible for providing access to content and relevant background information.

Offboarding

Offboarding includes:

- Delivery of analysis outputs and recommendations
- Handover of documentation and findings
- Clarification of next steps and priorities

No ongoing access is required following service completion unless agreed.



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6. Service constraints

The service provides analysis and recommendations only. It does not include automated publishing, bulk content rewriting or implementation unless explicitly agreed.

Assessment quality depends on the completeness and quality of provided content. Buyers remain responsible for approving, implementing and governing any content changes and for ensuring compliance with organisational policies and standards.

7. Service management and support

Service management includes:

- Planned delivery against agreed milestones
- Progress updates and stakeholder communication
- Issue identification and resolution

Support is provided throughout the delivery period and is proportionate to the time-limited, assessment-based nature of the service.

8. Technical and operational requirements (if applicable)

Buyers require:

- Access to digital content sources
- Named stakeholder contacts
- Agreement on content formats and volumes

No specialist software installation is required.

9. Hosting, data and security

Not applicable.

The service does not require hosting or long-term data storage. Any content accessed during delivery is handled in line with agreed security and information governance requirements.

10. Exit, data return and deletion

On service completion:

- All agreed outputs are provided to the buyer
- Any temporary working data is deleted or returned as agreed

Exit activities ensure a controlled and secure end to the service.



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