

GCloud 15 - Lot 3 (Cloud Support)

Service definition document - Coaching & Upskilling

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1. Introduction

1.1. Introduction

This is the service definition document for Loomery Ltd Cloud Services under the G-Cloud 15 framework agreement.

1.2. Overview of services

Loomery offers the following services, to enable public sector organisations to plan, deliver and maintain effective cloud services.

Service name	Description
Discovery	Loomery's Discovery service helps organisations assess current digital capabilities, validate needs, and shape outcome-driven strategies. We combine user research, technical evaluation, and service mapping to explore readiness, define migration pathways, and mitigate risk. Our approach builds alignment and confidence, enabling efficient and user-focused modernisation.
Alpha delivery	Loomery's Alpha Delivery service explores the feasibility through structured prototyping, data auditing, and integration testing. We assess architectural viability, validate migration assumptions, and map dependencies early to reduce risk. This phase supports secure, scalable transition planning and sets the foundation for cost-effective delivery in Beta and beyond.
Quality and excellence	Loomery's Quality and Excellence service embeds rigorous quality assurance throughout the digital product lifecycle. We combine test automation, exploratory QA, accessibility auditing, and performance monitoring to ensure services are reliable, inclusive, and ready for scale. Working in line with agile and DevOps practices, we help teams ship faster, reduce risk, and maintain excellence from build to live operation.
Coaching and upskilling	Loomery's Coaching and Upskilling service builds in-house capability across digital disciplines; delivery, design, product, and engineering. Through embedded mentoring, tailored training, and hands-on support, we equip teams with practical skills, confidence, and independence. Our playbooks reduce vendor reliance and support continuous professional development and transformation.

Maintaining a live environment	Loomery's Maintaining a Live Environment service ensures digital products are stable, secure, and continuously improving. We provide embedded, cross-disciplinary support to manage live services through incident handling, root cause analysis, proactive monitoring, and trend reporting. Our approach supports resilience, performance and knowledge transfer, helping internal teams build capability and reduce the frequency and impact of service issues.
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1.3. Use of subcontractors and partners

All services detailed within this document are delivered by Loomery Ltd. Depending on the specific requirements, Loomery may enlist partner organisations to deliver the works. This will always be declared to the buyer before the commencement of the works.

2. Detailed service descriptions - Coaching & Upskilling

Services features and benefits

Service Features	Service Benefits
• Embedded coaching during live delivery across disciplines • Upskilling in agile working and cross-functional collaboration • Coaching on DevOps and cloud-native delivery practices • Training in user-centred design and accessibility standards • Product management coaching • Mentoring for project and programme delivery management • Digital leadership coaching for transformation • Produce customised training materials and playbooks • Shadowing and pairing with Loomery practitioners	• Builds confident, autonomous teams across product and technology • Reduces long-term reliance on external partners • Increases delivery speed and agility • Improves design outcomes and user experience standards • Enhances internal teams' strategic decision-making and prioritisation skills • Empowers internal leaders to manage complex delivery • Embeds change with skilled transformation-ready teams • Accelerates onboarding with tailored learning content • Creates hands-on learning culture through embedded delivery

• Train-the-trainer approach for sustainable capability uplift	• Retains and reuses skills across evolving teams
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Scope

Loomery's coaching services build in-house capability across digital disciplines, including delivery, design, product, and engineering. We provide embedded mentoring, training, capability assessments, and hands-on support to equip teams with practical skills, confidence, and independence. We believe in reducing reliance on vendors and focus on enabling continuous professional development of client teams.

Approach

Phase	Description
Identify goals and success criteria	Understand operational context, existing team skills, and areas of dependence on external partners. Map and measure competencies, from basic service operation to advanced troubleshooting, optimisation and leadership behaviours. Align on upskilling goals and success criteria.
Design tailored up-skilling approach	Create a structured curriculum combining coaching, training, pairing, and practical exercises. Develop materials and playbooks tailored to the Buyer's cloud services, workflows and maturity. Define a train-the-trainer model to establish sustainable in-house capability.
Deliver coaching and experiential learning	Provide in-context coaching during live delivery alongside structured training. Model best practice, facilitate shadowing and pairing, and reinforce agile and DevOps behaviours and principles.
Enabling operational independence	Embed tools, templates and playbooks that teams can use without vendor dependency. Enable teams to troubleshoot issues, optimise services, and apply best practices confidently. Strengthen cross-functional collaboration through shared practices, ceremonies and standards.
Measure progress and embed continuous development	Evaluate progress against learning goals, role expectations and service needs. Provide coaching to embed new behaviours and mature capabilities over time. Recommend pathways for ongoing development, growth and internal training.

Buyer outcomes

- Clear understanding of the skills required to operate and optimise cloud services, mapped to roles, responsibilities and ongoing service needs.
- Practically equipped teams that can confidently deliver and run cloud services.
- Reduced reliance on external suppliers, supported by reusable playbooks and documented processes
- Improved delivery speed and quality, driven by stronger agile, DevOps and cross-functional collaboration skills
- Enhanced product, design and engineering decision-making, supported by hands-on coaching grounded in live delivery.
- Leaders and practitioners empowered to manage complex digital delivery, increasing organisational resilience and transformation readiness.
- A sustainable capability uplift, with teams retaining and reusing skills across future programmes and evolving cloud services.

3. About Loomery

3.1. Overview

Loomery is a digital product consultancy that helps organisations design, build and improve user-centred services. We support public sector organisations through Discovery, Alpha, Beta and Live phases, ensuring they meet service standards alongside creating sustainable in-house capability.

Our approach is making-led and evidence-driven. We work in multidisciplinary teams to rapidly prototype, test and iterate services with real users. Decisions are grounded in what users need, technical feasibility and organisational constraints from day one.

With end-to-end product design and delivery experience, we have both a broad and deep understanding of how to ship great products. We have the pragmatism to balance ambition with reality, working closely with both business and digital teams to translate requirements into clear propositions, and ultimately backlogs and delivery plans.

3.2. Core propositions

Practical Strategy

We identify the right things to build by making, testing and learning fast

We help you move from ambiguity to clarity through rapid experimentation and user feedback. Our work includes product and proposition strategy, customer research and insight, rapid prototyping and UX design, technical strategy, creating proof of concepts and service design. We work digital and business teams to validate ideas quickly, so they can commit to taking the right opportunities forward.

Smarter Making

We accelerate progress, delivering outstanding products at pace and growing your team's capabilities

Our multidisciplinary teams bring together product design (UX and UI), front-end engineering, cloud engineering, and product leadership to deliver working software in weeks, not months. We work alongside digital teams to provide coaching, training and tooling to build sustainable capability that leaves them better equipped for the next challenge.

3.3. Case studies

Rapid Discovery to Live Service: enabling the University of Exeter's digital student experience in just three weeks

Loomery's longest standing client is the University of Exeter. We have partnered with them on multiple strategy and technology engagements over the past 5 years, including building multiple new digital products and supporting and maintaining existing experiences.

- Early in COVID, it became clear that much of the first university term of the 20/21 year would be experienced online. This shift risked a diminished experience for new students and consequently a costly increase in deferrals or dropouts.
- Over that summer a team of four from Loomery spoke to incoming and current students, prototyped concepts for improving the experience and delivered a 'New Students' Guide' website (built in React) to make it easy for students to find the information they needed as they began on their journey at Exeter.
- Following Discovery and Elaboration, after just **three weeks of development** we were ready to launch the first version of the site, a week ahead of our targeted deadline of A level results day. In the following three weeks we released three more iterations of the site.

Later, we built a mobile app for students and a backend platform of shared services for the university (in **node.js**) to power a student app and other products. We developed the platform on AWS with a microservice-based, event-driven architecture. The platform took approximately three months to build and deploy.

"My faith has been restored in the ability of a good team to deliver a technical solution to budget, on time and beyond the expectation of the original brief." - Ed Creed, Head of Digital at Exeter.

Further reading:

<https://www.loomery.com/university-of-exeter>

<https://www.loomery.com/university-of-exeter-app>

<https://www.loomery.com/insights/exeter-cloud-platform>

Helping **MOO.com** replatform and redesign their commerce experience

Since early 2023, Loomery has been collaborating extensively with MOO, a leader in branded merchandise and printing. This has been a transformative journey, creating a new platform to help them realise their growth ambitions and future-proof their operations.

- We turned MOO's ambition of selling branded merchandise on a new digital platform into a validated product. Through an extensive discovery, we gathered insights from real customers to validate assumptions of what the new platform needed to achieve for users and created a compelling vision.
- Developed the product roadmap and designed the early end-to-end experience that enabled MOO to build and launch a completely new ecommerce storefront. Loomery provided delivery management support to de-risk the product launch, providing a controlled rollout and helping MOO build confidence as traffic and volume increased.
- We launched MOO's first new physical product to their online store in years, and accelerated their ability to launch many more. In the first year of the new platform's life we oversaw the launch of over 250 new products, and significantly reduced the cycle time to launch a product from months to weeks.
- Loomery's nearshore engineering team continues to collaborate with MOO today, building out the critical operational infrastructure that will enable the platform to scale to international markets and underpin the company's long term commercial growth plans.

From leading discovery to embedding with multiple development teams and helping to build product, design and research capability, we have accelerated progress across technology teams at MOO. Loomery left MOO with stronger internal capabilities than they started with. We embedded repeatable product, delivery and launch practices that continue to shape how teams work today.

"Loomery's delivery leadership has been absolutely critical in turning our strategic vision for branded merchandise into a reality. The momentum they created was transformative for MOO." - Claire Donald, Chief Product and Technology Office, [MOO.com](https://www.moo.com)

Further reading:

<https://www.loomery.com/moo>

<https://www.loomery.com/moo-introducing-branded-merch>

End to end development to modernise a key security process: Tesco Business Intelligence Tool

Tesco wanted to create a digital product to help organise and visualise their cyber data. The goal was to better communicate the status and impact of security efforts at the multinational retailer, with the C-suite as the primary audience.

- Loomery created a bespoke business intelligence product for executives at Tesco, shipping the first **version to beta users two months** after first cutting code.
- The Technology stack was React in the frontend and node.js in the backend.
- We provided a lean cross-functional team of a PM, full stack engineer and designer who collaborated closely with the security team at Tesco to define and develop the new platform.

Adam Bruce, Head of Product at Tesco, said: *"Working with the Loomery team is super easy. They've turned complex problem statements into really simple solutions and it seems almost effortless. They're extremely flexible to make sure our needs are met and the quality of the output is fantastic."*

Full case study is here: <https://www.loomery.com/insights/building-intelligent-products-for-cyber-security-needs>

A new Student App for the University of Bath - from Discovery, to Alpha to Live

- In March 2023, the digital team at the University of Bath joined forces with Loomery. With a student population nearing 20,000 the challenge was clear: create a best-in-class student experience.
- Their ambition was to rapidly ship a new mobile app to students with a simple feature set initially, to start to learn about student demand and behaviour.
- An intensive 3-week discovery phase was followed by 16 weeks of development with a lean team before the first release.

Ian Blenkarn, Director of Education and Student Services said: *"It was a really positive experience working alongside Loomery on the development of the student app; their constant focus on the user experience and the needs of our students ensured the project development stayed on the right track."*

Full case study is here:

<https://www.loomery.com/university-of-bath>

3.4. Data back up, restoration and business continuity

Loomery's Business Continuity Plan (BCP) outlines our strategy to maintain business operations during unexpected disruptions, emergencies, or crises. The plan is reviewed annually (most recently in December 2025), and updated as necessary. Its purpose is to:

- Minimise disruption to services during incidents
- Protect employee wellbeing
- Maintain client satisfaction
- Protect company assets and data
- Comply with legal, regulatory, and environmental obligations

A full copy of Loomery's Business Continuity Plan is available upon request.

Points of contact

The primary BCP contact is Tim Checkley, co-founder and director, and the secondary BCP contact is Brett Thornton, co-founder and director.

Disasters impacting IT services

In the event of a disaster impacting IT systems, devices, or devices, or data security, Loomery will take the following actions:

- *Lost or stolen devices:*
 - Employees must immediately report lost or stolen devices to the primary or secondary BCP contact.
 - Device access will be remotely disabled, and a remote wipe will be initiated where possible.
 - Passwords to key accounts (Google Workspace, Slack, etc.) associated with the device will be reset
- *System outage (e.g., Google Workspace, Slack):*
 - The primary or secondary BCP contact will coordinate with service providers to identify the issue and estimated recovery time.
 - Temporary alternative communication channels will be activated if needed (for example, WhatsApp).
 - Critical business documents backed up in a cloud storage will be accessible via secondary authorised accounts if required.
- *Data breach or suspicious activity:*
 - Any suspicious activity must be reported immediately to the primary or secondary BCP contact.
 - An initial security investigation will be conducted to assess the scope and impact.
 - External cybersecurity support will be engaged if necessary.
 - Clients will be notified in accordance with Loomery's incident response and data breach notification policy.
- *Access management during an incident response:*
 - Access to critical systems will be reviewed and restricted to key personnel until the incident is resolved.
 - New temporary accounts may be issued if necessary for business continuity.

Loomery's Business Continuity Plan applies to all Loomery employees, regardless of contract type, and covers both client-facing roles and internal operations.

Data back up and restoration

In case of data loss, backups will be restored from the most secure version within 24 hours. This is made possible due to:

- Loomery staff's primary working devices are Apple Macs, which have 'time machine' backups for local files.
- All critical files are kept on a cloud-hosted shared drive (not locally).

- All data held on SaaS services (ie. Google Workspace, iCloud, Slack) have their own backups.
- Loomery does not hold any physical media backups or a locally networked server.

3.5. Onboarding and offboarding

There are two Google Workspace administrators. They are both able to create new user accounts, specify access controls, and delete existing user accounts.

Onboarding

Initial account set up:

- We perform checks with prospective employees and contractors to ensure correct identity.
- We enforce the 'strong password' requirement as specified by Google. You can't use a password that is particularly weak (e.g. "password123"), or that has been used before on your account.
- 2FA is mandated on Loomery's Google Workspace and Slack accounts.

Access to data:

- New users are provided access to shared files but no confidential client data by default. We use Google Workspace permission-based access controls.
- Most documents are only accessible to people with an active @loomery.com Google Workspace account.
- New users are provided access to shared files but no confidential client data by default.
- Sensitive documents and personal data are controlled on a fine-grained user-by-user basis. This is determined by the project lead on an engagement.

Offboarding

User de-registration is carried out by founder, director and DPO Tim Checkley. We maintain data security after an employee leaves by:

- Revoking password recovery access
- Changing the user's password
- Revoking all OAuth 2.0 application tokens
- Resetting the user's sign-in cookies

- Revoking security keys and app password access
- Deleting the user's account

Access to all services is controlled via Google Workspace accounts, which are decommissioned as above.

3.6. Security

Accreditations

Loomery holds Cyber Essentials accreditation. This necessitates comprehensive information security arrangements including:

- IT and communications systems policy, which includes systems and data security policy. This policy is available on request.
- Data protection policy and privacy notice, which includes specific clauses on confidentiality, record-keeping, audit, sharing personal data, and data subject's rights and requests. This policy is available on request.

Training and monitoring

- All staff have realtime protection enabled on their devices, which provides vulnerability monitoring, identifies and remediates device misconfigurations, and delivers regular mandatory security training.
- An MDM solution is used for managing devices remotely, rolling out new configurations and policies, and controlling software installed.
- Slack and Google Workspace both provide audit logs and proactive alerting that help detect and respond to suspicious activity.

Data storage

- Loomery stores data in a cloud-based instance of Google Workspace.
- Google has industry-leading knowledge and expertise in building secure cloud infrastructure and applications at scale.
- Access to data is determined by granular access control policies, and we enforce multi-factor authentication for all Loomery team members.
- No local copies or back ups of Personal Data are made by Loomery team members.
- Hard disk encryption is in place on all Loomery Laptops FileVault full-disk encryption using XTS-AES-128 encryption with a 256-bit key.

Loomery conducts regular reviews of people, process and technology risk. This is typically instigated when we take on a new piece of work with specific security or data handling requirements.

3.7. Other framework agreements

Loomery's public sector team operate through the following frameworks:

Framework	Notes	Status
Digital Outcomes 6 (RM1043.8)	Lot 1 only	Active
Digital Outcomes & Specialists 7 (RM1043.9)	Lots 1 and 3	Pending review

3.8. How to obtain further information

For further information please contact Loomery's head of delivery mark@loomery.com or see our website www.loomery.com