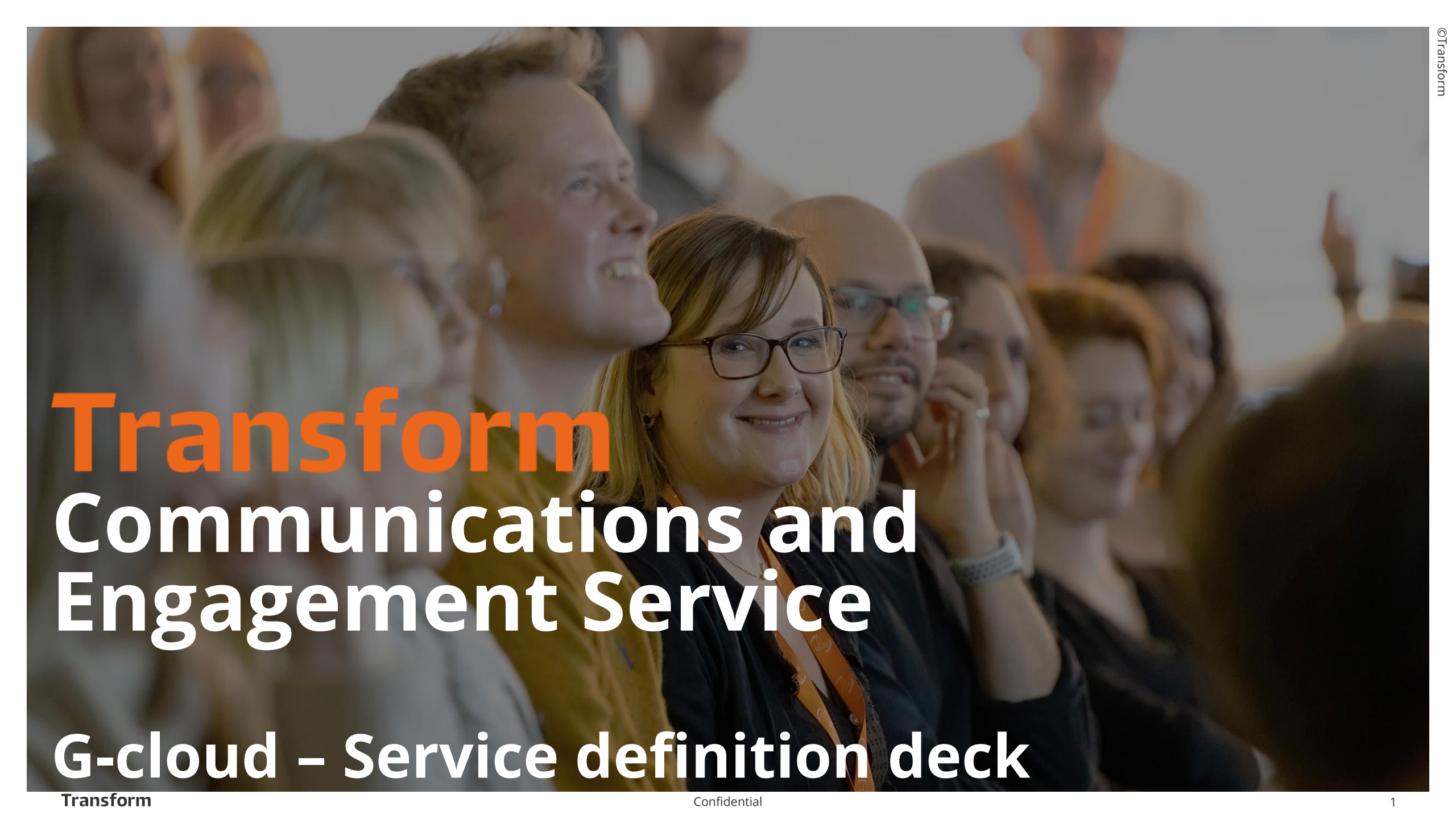




Transform Communications and Engagement Service

G-cloud – Service definition deck

Communications and Engagement Service.

Our Communications and Engagement Service provides expert stakeholder engagement and communications advice, plans and activities, tailored to internal and external audiences, that build trust to deliver successful transformation programmes (digital and cloud). With extensive public-sector experience, we support complex, politically sensitive environments across central and local government, managing organisational reputations.

Communications and Engagement Service.

Service Features

- Development and implementation of communications and engagement strategies, aligning with organisational strategy and transformation goals
- Development or review of stakeholder maps and plans, including measuring impact of engagements
- Management of stakeholder engagement activities and internal and external communications
- Development of recommendations on channel strategy for target users / audience
- Independent communications advice, reviews and recommendations
- Reputation management

Service Benefits

- Organisation aligned behind a clear communications and engagement strategy
- Consistency of messaging to external stakeholders / audiences
- Clear explanations of digital and technology implementations, including cloud migration
- Channel strategy helps secure reach and impressions with target audience
- Improvement in reputational management
- Individuals understand what they need to do differently and why
- Creative and innovative approach in delivering all communications assets



Our Consulting practice
listens hard, then comes up
with insightful, surprising
ways to tackle your toughest
challenges.

We're **multi-lensed** first

Our Consulting Practice is for public-facing organisations with **ambitious goals**.

Organisations who're trying to **tackle big problems** for citizens, customers and the people who serve them, but are struggling with the **pace of change, stakeholder dynamics, legacy tech, budget or resource constraints**, and the unique demands of public-serving organisations.

Our practice addresses your toughest challenges with domain experts, an **incisive, proven methodology and a fresh, multi-lens approach**.

Unlike rigid consultancy engagements or siloed specialist partners, we work **closely with you to ask the right questions**, identify your best opportunities and design practical, innovative solutions—then build, manage and help embed them.

For the first time, public-facing organisations get the **depth and breadth of the big consulting firms with the flexibility and culture of your favourite partner**.



Our offering

Road Mapping

Agile Planning

Channel Strategy

Evidence-based advice

Problem Solving

Digital Strategy

Social Impact

Outcome Definition

Objective Thinking

Managing change

How we transform

Strategy development & realisation

From helping clients define their identity and purpose to creating roadmaps that translate strategy into reality, founded on the three key pillars of all organisations: people, processes and technology. We meet you where you are.

Including:

- Collaboration and engagement, probing questions and analysis
- Facilitation of workshops, playback sessions, and focus groups
- Strategy realisation framework
- Articulation of outputs and comms
- Commercial expertise as required

Driving successful change

Enabling our clients to transition smoothly from their current state to their To Be state, in a structured way that ensures change is sustained in the long term. We maximise the benefits of the change while minimising disruption and resistance

Including:

- Creating the vision - provides direction, gains alignment and stakeholder buy-in
- Plan the change - lays foundation for well-structured and executed change
- Manage the change - implementing agreed plan, guiding transition
- Evaluate & Sustain - maintain and integrate into org culture long term

Business case development

Unlocking funding for clients to drive positive, strategic change. Structuring a robust, evidence-based and data-rich case to present to funders. This ranges from full 5 case documents to bespoke justification papers and governance support

Including:

- End-to-end capability, blending delivery and technical expertise
- Ongoing stakeholder engagement, from public consultation to policy makers
- Focus on the “why” – case for change
- Bespoke approach reflecting need
- Data collection and modelling to determine cost/benefits ratio





**We ask the questions
that take you
somewhere great.**

Bridging the public transport accessibility gap for greater customer confidence

Bridging the public transport accessibility gap for greater customer confidence

Helping Passenger Assist into the next phase of a better, simpler, and more inclusive railway

Challenge

We had to develop a Business Case that would:

- Provide a **clear roadmap** for transformation
- Build the **strategic vision**
- Navigate a highly fragmented governance structure to **achieve buy-in**
- Ensure **readiness for implementation**

Solution

We:

- Designed **multiple roadmap** options using robust prioritisation and evaluation methodology
- Built a business case that provided decision-makers with a **clear rationale for funding**
- **Navigated governance** to ensure approval
- Defined new team structures, cultural alignment and training efforts to **support implementation readiness**

Results

- The Business Case was **unanimously endorsed** by the industry
- The Minister for Rail announced the funding for Phase 5 in the House of Lords, underscoring the **Government's commitment to transforming** the railway
- 100% of the required **funding was approved** by DfT
- This roadmap aligned the industry with ATP guidelines and compliance needs for a **standardised approach to assistance services**
- Better tools to **reduce the number of failed assistances** while enhancing customer confidence
- Equipping decision makers for **sustained transformation**



Delivering an award-winning tool to close the (gender pay) gap on equality



Government
Equalities Office



Delivering an **award-winning tool** to close the (gender pay) gap on equality



Government
Equalities Office

Creating lasting positive impact with a reporting tool; from Discovery to Beta

The challenge:

Closing the Gender Pay Gap (GPG) was a top strategic priority for the Government Equalities Office (GEO).

The GPG refers to the difference in earnings received by men and women and was calculated by The Office for National Statistics (ONS) by using the difference in average gross hourly earnings, between men and women as a percentage of men's earnings.

Cadence was appointed to lead the development of the reporting tool, from Discovery through to Alpha and Beta phase prototypes.

The solution:

Working in partnership with the GEO, **effective and wide-reaching user research revealed a complex range of needs** from a diverse stakeholder group. This enabled the design of service that not only met the reporting requirement, but also a much wider range of requirements relating to publication and use of the information produced.

Our 'one team' approach, underpinned by a culture of trust, safety and mutual respect, exceeded the expectations of our customer and made the best use of the combined expertise available, **producing a service that successful passed GDS assessments at each stage of review.**

The results:

- The work **won a ministerial award** for Excellence in Project Delivery in the department's annual awards.
- Work was recognised for having a **lasting positive impact** in our wider society, for addressing pay-related inequalities and its economic realities.
- The tool has been **widely discussed in the national media.**
- GPG reporting has led to an **increased number of organisations taking action** to address the disparity and the causes behind it.





**Transform is a fresh
alternative to Big
Consulting.**

Who we are.

We are Consultants & Builders

Who work across the **public and private sectors to solve organisational challenges**, design solutions and build digital services – working for clients like Department for Education, IKEA, Ministry of Justice and Local Government.

We work with you from problem statement to go-live. We don't hand off until the job is done, and **your people are ready**.

We are Transformation Partners

Who help our clients navigate change through consultancy, design, data & technology services, meeting them where they are to **turn knotty problems into elegant solutions** with maximum efficiency and impact.

Our people care about delivering the right things in the right ways. **We're all in.**

We are Thinkers & Doers

Who work out **what needs doing and does it**—simple as that. Our strategic thinking is better because we understand what delivery looks like, and our delivery is better because we stay aligned with the strategy and outcomes.

A can-do attitude backed by a why-do ethos.

What we do.

We **define, design, build** and operate systems that solve our clients' toughest challenges and seize their biggest opportunities.

That often means combining strategy, data, AI, technology, and change management. Sometimes we manage and operate the systems we create; other times, we hand it over for the client to run – standing by to make improvements when things change.

It all comes down to **making an impact**: improving lives, supporting citizens, streamlining workflows, and making the world a better place.

Who we do it for.

We specialise in public sector and public-facing organisations—from government agencies and local authorities to energy, utilities, transportation and healthcare.

We also work for some of the world's most dynamic brands across automotive, retail, financial services, and consumer goods.

If you have a lot of customers or citizens, a complex data ecosystem, a legacy tech stack, and an ambition to make a big impact... we should talk.

How we do it. (Through diverse multi-disciplinary teams no silos, no competing targets, no ego.)

Technology	Research & Service Design	Data & AI	Product & Delivery	Consulting
Data Engineering & Data Architecture	Research	Data & AI Strategy	Product Management	Change Management
Software Engineering	Service Design	Data Analytics & Science	Delivery Management	Strategy Development and Realisation
DevOps & Test Engineering	Content Design	CRM Services	Business Analysis	Programme Management and Governance
Enterprise & Solution Architecture	User Experience			Target Operating Model

Who we work with.



Why us?

Full end-to-end capabilities.

Transformation fails because it's disjointed. We're management consultants who **deliver what we design** with end-to-end capabilities, deep domain experience and an open, collaborative culture.

We have the breadth and depth of Big Consult without the rigidity, **meeting you where you are** - working with you, not *at* you - to leave you better off.

We're personally invested. This work matters.

Multi-disciplinary teams.

Our strategic thinking & delivery is better because **we focus on strategy and outcomes**, not silos. Instead of the rigid playbooks of Big Consult, we assemble unified, multi-disciplinary teams to consult, design, engineer and deliver new digital experiences.

We understand the **power of diversity of people and teams** and are committed to making a bigger impact faster.

High confidence/Low ego. Many lenses, no silos. In it together.

A specialisation in public-facing organisations.

We have **deep experience with local and national government** and know how to navigate the corridors of government, from local councils to national agencies to railroads and utilities.

Our people are united around a commitment to make a difference to people's lives. **Got citizens to serve?** We should talk.

We believe in the power of technology to change lives.