



**TVI Value-driven
implementation approach**
*Foster Carer Marketing
Implementation*



Our execution principles

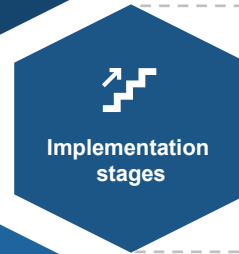
Our goal is to help councils move from an approved business case to live, operational digital services with speed, agility and control, ensuring early and measurable benefit realisation.

Approval of the FTV business case means the council is **ready to procure and mobilise** for implementation, with the digital solution, support, funding, procurement route and delivery expectations clearly defined



Our implementation approach is underpinned by a clear **set of delivery values** that ensures consistency, scalability, flexibility and rapid benefits focused delivery (see next slide).

A strong **track record of delivering rapid, user-centred digital solutions in local government**, we bring the experience, knowledge and credibility to do this with confidence.



These principles are applied across a **simple and repeatable implementation framework** that guides councils from business case approval to fully operational digital services.

TVI provides **end-to-end support** including programme/project management, change, service design and delivery support, to accelerate progress and reduce risk.



We apply a tiered model that **tailors the level of governance, pace and delivery method** to the complexity, benefits and risk of **each implementation**

TVI works alongside your digital partners to ensure new technology is implemented smoothly, adopted by staff and delivers lasting value for services and communities.

TVI's implementation delivery values

Clear structure, governance, ownership and capacity

Clear Delivery Structure – Defined project/programme setup, operational ownership and governance.

Right Skills and Capacity – The council and partners provide the skills and resource to deliver.

Consistency – A common, repeatable set of implementation stages used across all opportunities.

Tailored methods, appropriate controls and delivery discipline

Scalability – Framework adapts to size, complexity and risk.

Flexible Delivery – Tiered model allows appropriate delivery methods and governance.

Pace with Control – Parallel design/build/readiness, supported by timely decisions.

Evidence-led, user-centred, transparent design and testing

User-Centred Design – Decisions grounded in user needs and service impact.

Iterative and data-led – Test, learn and improve as you rollout.

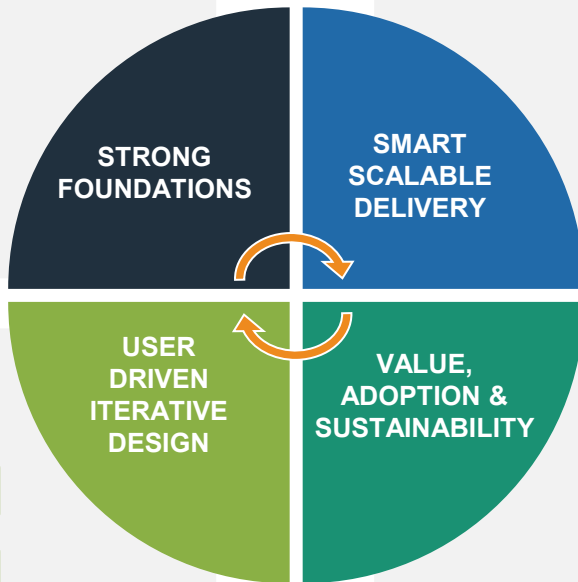
Transparency – Clear visibility of progress, risks and decisions.

Outcome focused delivery and long-term change

Benefits-Focused – Measurable outcomes and financial impact guide delivery.

Partnership Approach – Co-designed and delivered with services and partners.

Embedding and Sustainability – Adoption, capability-building and ongoing benefits.



Where TVI adds value



TVI sits between councils and technology suppliers, bringing delivery experience, governance expertise and pragmatic programme and project management. We help local authorities and our digital partners **turn ambitious ideas into working solutions** - bridging strategy and implementation, managing complexity and ensuring solutions deliver tangible, evidence-backed benefits.

Our implementation offer

TVI provides end-to-end support including programme/project management, change, service design and delivery support, to accelerate progress and reduce risk.

Contracting and Procurement

- Develop requirements specifications based on user needs, service design and future operating models.
- Support supplier shortlisting and evaluation through market engagement, scoring and due diligence.
- Support a compliant procurement process – at accelerated timelines

Programme, Project and Change Delivery Oversight

- Experienced delivery leads to plan, govern and coordinate design and implementation activity in a pragmatic way
- Use of agile and hybrid delivery methods to maintain pace and flexibility.
- Rapid set-up of delivery plans, RAID logs and PMO tools to bring structure and control from day one

Service Design and New Operating Models

- Conduct practical as-is analysis to understand pain points and opportunities.
- Co-design future service models, changes to process, workflows and roles aligned to the digital solution.
- Ensure new processes integrate seamlessly with the technical configuration provided by the digital partner

Change Management and Adoption

- Manage stakeholder engagement, change planning and communications.
- Support training, coaching and change readiness to ensure new tools are used consistently.
- Transition to live and early operational stabilisation.

Benefits Measurement and Realisation

- Define benefits, KPIs and success criteria at the outset.
- Build simple benefit trackers to demonstrate early impact.
- Support continuous improvement after rollout to maximise value.

Fast Track Implementation

- Pilot first to test, learn and prove value early with coordinated testing/UAT to ensure solutions work
- Run design, build and change readiness in parallel to accelerate delivery and shorten time to go-live.
- Streamlined governance, templates and supplier collaboration to resolve issues quickly.

TVI's implementation support model: Foster Carer Marketing

FOUR KEY STAGES OF IMPLEMENTATION

WHICH MEANS



A higher performing
recruitment funnel built
around the customer

1 Mobilise

- Procurement route
 - Requirements gathering
 - Long list
 - Short list
 - Supplier selection
 - Contracting
 - Supplier on board
- IT due diligence
 - DPIA
 - Architecture assessment
- Project set up and management
- Define and initiate consent process for current carers data

2 Design & improve

- Identify opportunities for 'customer centric' redesign to the full recruitment and retention customer journey
- Develop and implement action plan to deliver improvements
- (Re) design identified processes, procedures, forms or policies
- Develop foster carer profile and set personas
- Digital audit to identify and implement quick wins to improve customer experience
- Develop marketing strategy, content and plan

3 Test & refine

- Initial 3-4 month testing of marketing strategy & plan
- Build KPIs and monitor test phase performance by personas
- Refine marketing strategy and plan based on learnings from test phase
- Iterate content and marketing materials for campaigns
- Identify and act quickly on refinements to customer journey as new customers move through the process

4 Embed & measure

- Ongoing execution, monitoring and review of marketing strategy and plan
- Measures developed and monitored to routinely manage performance of recruitment funnel
- Governance arrangements established to manage performance, using data to inform decision making and drive improvements
- Customer feedback loops and communication channels embedded

- Improved recruitment & retention performance by tailoring and targeting recruitment activities to customers' requirements
- A foster carer recruitment journey that is continually refined and improved with the customer at the heart
- Data routinely informs strategy and actions to drive improvements
- A responsive and positive experience for potential, new and existing foster carers

Contact the team:

sales@triplevalueimpact.com

07974 406672

