



Avalie Digital

Where Security Meets Innovation

Service Definition

**AI Strategic Adoption
& Machine Learning
Implementation**



Crown
Commercial
Service

G-Cloud 15



Table of Contents

Summary

Background

Service Features

Service Benefits

Our Approach

Case Study Evidence

Social Value

Service Management

Key Personnel & Leadership



Summary

Avalie Digital is a specialist consultancy led by former Council Enterprise Architects and Service Leads who bridge the gap between internal operational reality and external commercial expertise. We empower councils to harness Artificial Intelligence (AI) and Machine Learning (ML) models to transform public service delivery and the resident experience. Moving beyond theoretical "readiness assessments," we deliver practical, hands-on deployment of Generative AI, Local Large Language Models (LLMs), and Microsoft Copilot configurations.

From identifying automation opportunities to deploying secure AI models, we provide the strategic roadmap and technical governance needed to implement AI safely, ethically, and effectively within a local government context. Our service addresses the specific tension in the public sector: the need to automate administrative burdens (Social Care, Housing, Revenues) vs. the critical requirement for data sovereignty, GDPR compliance, and ethical governance.

Background

For local authorities, Artificial Intelligence represents a paradigm shift in how services are designed and delivered. However, moving from "pilot" to "production" requires more than just technology; it requires a foundational readiness in data quality, ethical governance, and staff skills and training.

Avalie Digital's approach ensures AI is not an isolated experiment but a core component of your digital estate. By aligning AI adoption with Enterprise Architecture (EA) principles, we help councils navigate the complexities of using intelligent automation to manage increased data demands while maintaining a secure and compliant operational posture.



Service Features

Our AI adoption service is designed to be ethical, secure, and highly practical:

- **AI Readiness Assessments:** Strategic evaluation of organisation digital estates for AI potential.
- **Opportunity Identification:** Pinpointing high-impact Machine Learning and automation use cases.
- **Ethical Governance:** Designing secure oversight frameworks to ensure ethical AI application.
- **AI Bias & Fairness Auditing:** We conduct systematic reviews of machine learning models and training datasets to identify and mitigate algorithmic biases, ensuring that AI-driven decisions such as those in housing allocations or social care remain equitable and compliant with the Public Sector Equality Duty.
- **Generative AI Implementation:** Deploying models to enhance citizen interactions and support.
- **Automated Workflows:** Developing intelligent workflows using Power Automate and AI capabilities.
- **Data Quality Audits:** Assessing foundational architectures to ensure data is "AI-ready".
- **Vendor Evaluation:** Expert selection and assessment of AI-driven SaaS and third-party solutions.
- **TDA Oversight:** Technical Design Authority governance for secure AI model deployment.
- **Standards Alignment:** Ensuring full compliance with GDS ethical AI and data standards.
- **Staff Productivity Training:** Hands-on training for leveraging AI tools in daily council operations.
- **Eliminating Hallucinations:** By grounding AI in a Single Source of Truth established during our data analysis, we significantly reduce the risk of AI misinformation in sensitive areas like housing and social care.



Service Benefits

We ensure AI delivery translates into tangible improvements for both staff and citizens:

- **Accelerated Service Delivery:** Intelligent automation of manual tasks speeds up response times.
- **Enhanced Decision-Making:** Using predictive analytics and ML to drive data-led insights.
- **Operational Cost Reduction:** Optimizing workflows and resource allocation through automation.
- **Improved Citizen Experience:** Providing 24/7 AI-powered self-service options for residents.
- **Predictive Personalisation:** Using machine learning to analyse interaction patterns and suggest services proactively, shifting from reactive to predictive delivery to enhance the citizen experience.
- **Risk Mitigation:** Establishing robust guardrails to prevent biased or unethical AI outcomes.
- **Future-Proofed Architecture:** Preparing council systems for emerging cognitive technology trends.
- **Seamless Integration:** Designing AI solutions that integrate directly into existing council workflows (such as Oracle database schemas or ERP systems) via API-first architectures to prevent technical silos.
- **Hidden Data Insights:** Unlocking maximum value from existing data silos through AI analysis.
- **Social Value Support:** Freeing staff from repetitive tasks to focus on high-value community support.
- **Scalable Solutions:** Delivering AI models tailored to the demands of new unitary authorities.
- **Transparency & Trust:** Ensuring all AI usage in public services is explainable and transparent.



Our Approach

Avalie Digital use a structured framework to manage the complexity of large-scale technology transformations. We emphasise knowledge transfer, working side-by-side with your team to build internal capacity.

An example of our approach to AI Strategic Adoption & Machine Learning Implementation. We use a structured framework to manage mergers and transformation complexity:

Phase 1:

Discovery and Recommendation

1 - Pre Mobilisation

2 - Review

3 - Vision



Phase 2:

Project Management and Implementing

4 - Implement

5 - Integration

6 - Finalise





1. Pre-Mobilisation

Strategic Alignment: We analyse your current landscape to align people, processes, and technology with your security, compliance, and AI readiness goals.

Consultation: We engage with leadership to define the scope of AI strategic adoption within a secure and compliant context.

2. Review

Process Mapping: We map your "As-Is" processes to identify high-impact areas where AI/ML can transform public service delivery.

Feasibility & Data Audit: We assess data quality and infrastructure readiness using Archimate tools to ensure foundational architectures are "AI-ready".





3. Vision

Target Architecture: We design secure AI governance and oversight frameworks that align with GDS ethical AI standards.

Convergence Roadmap: We deliver a phased transition plan moving from pilot projects to full-scale, scalable AI automation.

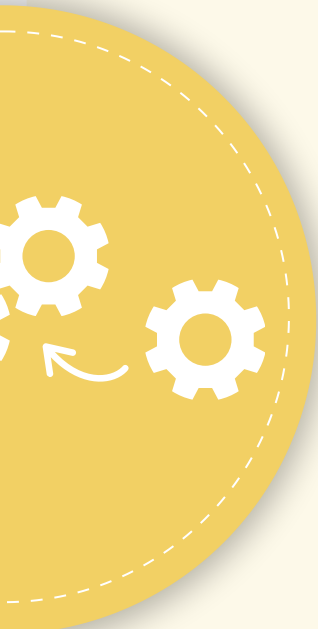
4. Implement

Model Deployment: We implement Generative AI and Machine Learning models within secure environments, overseen by a Technical Design Authority (TDA).

Automated Workflows: We develop intelligent workflows and AI to streamline repetitive manual tasks.



5. Integration



Governance Establishment: We engage or set up a TDA to oversee ethical AI use, ensure transparency, and prevent the emergence of "shadow AI".

Knowledge Transfer: We provide specific training to ensure your internal teams can manage and maintain AI models post-handover.

6. Finalise & Support

Impact Assessment: We measure success through productivity metrics and decision-making improvements to produce a report on the impact in terms of time savings and costs.

Project Closure: We conduct a formal review to ensure all AI implementations are explainable, ethical, and fully integrated into the council's digital estate.





Case Study Evidence

Full case studies can be found on our website, www.avalie.co.uk or by contacting us.

Data Readiness for AI – The Alliance (High Peak & Staffs Moorlands)

Challenge: Legacy Oracle database schemas and fragmented data structures risked "hallucinations" and inaccuracies in future AI-driven Housing Rents and Repairs modules.

Action: Conducted forensic analysis of legacy databases to architect a "Single Source of Truth" and implement foundational data cleansing.

Outcome: Established a high-integrity data foundation that serves as the essential prerequisite for deploying reliable, accurate AI agents without the risk of data misinformation.

Secure by Design AI Framework – Home Office (Synergy Programme)

Challenge: Ensuring data privacy and security for a 250,000-user ERP consolidation where AI agents must not access sensitive information above a user's clearance level.

Action: Applied frameworks and Data Protection Impact Assessments (DPIAs), implementing strict controls to understand the risks involved for proposed AI implementation.

Outcome: A rigorous security architecture that ensures AI implementations remain compliant and secure, preventing unauthorised data exposure across multi-departmental environments.

AI Experience in Industry – International Bank

Challenge: Legacy rule-based monitoring produced excessive false positives and lacked the agility to detect sophisticated, non-linear financial crime patterns across international data streams.

Action: Implemented a hybrid predictive analytics framework using supervised and unsupervised machine learning models and automated the pipeline.

Outcome: Achieved superior detection of previously unseen patterns and complex criminal typologies. The transition significantly improved operational efficiency by reducing false positives, allowing investigators to focus on high-fidelity threats.



Social Value

Avalie Digital is a purpose-driven SME consultancy. We understand that public sector contracts are about more than just delivery; they are an opportunity to generate additional value for society. We align our service delivery with the UK Government's Model Award Criteria (MAC) to ensure every engagement supports broader social, economic, and environmental goals.

MAC1



COVID-19 RECOVERY



MODERN WORKPLACES

Leveraging expertise to help public sector bodies transition to permanent, secure, and efficient hybrid working models.



DIGITAL ACCELERATION

Partnering with clients to recover lost momentum by accelerating cloud adoption and digital transformation.



MAC 2



TACKLING ECONOMIC INEQUALITY



REGIONAL FOCUS

Headquartered in Margate to drive opportunity outside major cities and in coastal communities.



SME SUPPLY CHAIN

Prioritising spend with SMEs/VCSEs and paying promptly to sustain the local ecosystem.



SKILLS DEVELOPMENT

Internal training in Enterprise Architecture & Cyber Security to close the digital skills gap.



COMMUNITY SUPPORT

Sponsors of Ramsgate FC juniors. Investing in youth sports for health and social cohesion.

MAC 3



FIGHTING CLIMATE CHANGE



REMOTE-FIRST

We eliminate commuting emissions for 100% of staff, minimising travel-related carbon footprints.



GREEN CLOUD

Transitioning clients from energy-heavy legacy infrastructure to efficient hyperscale cloud environments.



CIRCULAR ECONOMY

Strict WEEE compliance. We support "Right to Repair" and refurbish hardware for charity.



PAPERLESS WORKFLOW

Operating a fully digital environment to maintain a carbon-neutral administrative footprint.



MAC 4



EQUAL OPPORTUNITY



50:50 GENDER SPLIT

Exceeding industry averages for the technology and architecture sectors.



BLIND RECRUITMENT

Removing unconscious bias to ensure we hire the best talent based purely on capability.



DISABILITY CONFIDENCE

Providing assistive technologies and fully flexible working for staff with health conditions.



INCLUSIVE SECURITY

Cyber Essentials accredited with ongoing security training for all employees.

MAC 5



WELLBEING



FLEXIBILITY

Focus on delivery, not "presenteeism".
Support for carers.



VOLUNTEERING

Supported time off for local charities and community causes.



MENTAL HEALTH FIRST

Qualified Mental Health First Aiders available. Open culture free from stigma.



Service Management & Operations



ONBOARDING & EXIT

- **Mobilisation (Days 1-5):** Workshops, Project Definition Document (PDD).
- **Discovery:** Pre-configured data collection templates.
- **No Lock-in:** Full IP handover (RAG reports, Data models) in open formats.
- **Knowledge Transfer:** Formal handover sessions.



SECURITY & COMPLIANCE

- **Data Sovereignty:** 100% UK processing and storage.
- **Compliance:** GDPR, DPA 2018 (DPA available), NCSC Aligned.
- **Standards:** Least-privilege access, no persistent data retention.



SUPPORT & GOVERNANCE

- **Hours:** 09:00–17:30 Mon–Fri (excluding UK Bank Holidays).
- **Response:** Within 1 business day (Urgent escalation paths defined).
- **Reporting:** Weekly/Monthly progress & RAID log updates.

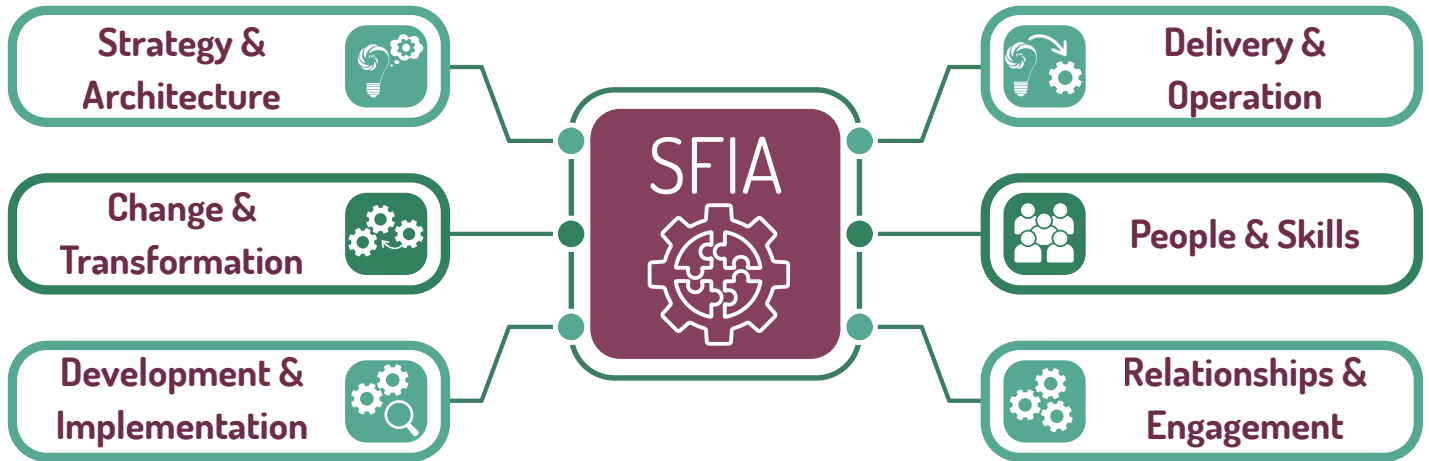


COMMERCIALS

- **Pricing:** SFIA Rate Card (Time & Materials) or Fixed Price.
- **Ordering:** Via CCS G-Cloud Digital Marketplace.
- **Invoicing:** Monthly in arrears based on delivery.



Pricing and definitions (SFIA)



SFIA Level	Level Description	Applicable Capability Areas	Day Rate
1	Follow	All six capability areas	£450
2	Assist	All six capability areas	£550
3	Apply	All six capability areas	£700
4	Enable	All six capability areas	£850
5	Ensure / Advise	All six capability areas	£975
6	Initiate / Influence	All six capability areas	£1,150
7	Set Strategy / Inspire	All six capability areas	£1,250

- Consultant's working day is 8 hours, excluding travel and lunch
- Working week is Monday to Friday, excluding national holidays
- Office hours: 9:00am to 5:30pm, Monday to Friday
- Travel, mileage, and subsistence within the M25 are included
- Professional indemnity insurance is included in the day rate
- All prices are exclusive of VAT

Overall price will be tailored on a case-by-case basis, bespoke to the tender



The Avalie Difference

Avalie Digital is a consultancy focused on sector-specific expertise, employing only Subject Matter Experts (SMEs) with extensive public sector experience. The team understands the nuances and challenges of government operations. Their approach adheres to strict professional standards, incorporating Enterprise Architecture principles (TOGAF) into deliverables while maintaining a strong security-first posture (CISM) for resilience and compliance.

Depth Over Breadth



We do not rely on generalist teams; we rely on specific public sector expertise. Avalie Digital exclusively deploys consultants with deep government tenure. This concentrated technical rigour allows us to deliver secure, compliant, and operationally viable outcomes.

Public Sector DNA



We don't just understand government; we come from it. Our team is comprised exclusively of experts with deep tenure in the public sector, ensuring an innate understanding of the complexities, nuances, and regulatory landscapes you navigate daily.

Secure by Design



Security is our baseline, not a bolt-on. Led by CISM professionals, we integrate rigorous risk management and security protocols into everything we do, ensuring your data and systems remain resilient against evolving threats.

TOGAF Aligned



We aren't just "tech delivery", we are Enterprise Architecture trained. We embed TOGAF-certified Enterprise Architecture principles into every engagement, ensuring that our solutions are not just functional, but strategically aligned, scalable, and built to last.

Key Personnel & Leadership

Joe Brackenborough



- **Public Sector Expertise:** Deeply rooted experience in both local and central government, expertly navigating the specific nuances and complexities of the sector.
- **Strategic Leadership:** Dedicated to leveraging technology as a catalyst for organisational evolution and reshaping business cultures within government frameworks.
- **Technical Translation:** Combines exceptional problem-solving capabilities with deep expertise to demystify complex systems for non-technical public sector stakeholders.
- **Security & Architecture:** A certified CISM professional who bridges the gap between technical risk management and enterprise architecture to ensure secure, scalable solutions tailored to government security standards.
- **Commitment to Innovation:** A proven track record of leadership within pioneering public sector authorities, driving service innovation.



Emily Mles



- **Government Project Delivery:** extensive experience managing projects within the public sector, ensuring strict adherence to governance and transparency requirements.
- **Stakeholder Engagement:** Expert in navigating the complex landscape of public sector stakeholders, ensuring that digital initiatives are understood and embraced by diverse user groups.
- **Adoption & Communication:** Uses digital marketing expertise to drive user adoption of new government services, bridging the gap between technical rollout and citizen or staff engagement.
- **Process Optimisation:** seamless integration of project governance with digital strategies to maximise return on investment for public funds.



LEAN Management



Cyber Security



Ivan Goldsmith



- **Mission-Critical Systems:** Specialised expertise in delivering complex solutions for local government, including Housing, Planning, AI, and ERP systems.
- **Navigating Complexity:** A profound understanding of the nuances involved in large-scale public sector transformation, ensuring projects succeed despite technical and organisational challenges.
- **Public Sector Authority:** A distinguished track record across the public sector, driving the implementation of systems that underpin essential government services.
- **Rigorous Delivery:** Masters technical intricacies and robust methodology to ensure projects are delivered to scope and budget, consistently exceeding expectations in high-pressure government environments.

 BSc Hons Degree



Our Associates

Katherine Cheesman



- **Local Government Specialist:** Deep background in managing operations and projects specifically for councils and shared services, providing her with an insider's view of local government challenges.
- **Operational Nuance:** Understands the specific operational pressures and cultural nuances of the public sector, allowing for smoother technology adoption.
- **Holistic Change Management:** excels in bridging the gap between technical operations and user adoption, ensuring workforce buy-in for new government technologies.
- **Training & Enablement:** Hands-on experience as a Technical Software Trainer, ensuring that public sector staff are fully empowered to use new systems effectively.

Will Costello



- **Public Sector Intricacies:** Armed with a profound understanding of the unique governance, policy, and operational intricacies inherent in central and local government.
- **Transformational Strategy:** Lead revolutionary digital advancements within a prominent metropolitan council, demonstrating proven success in large-scale government change.
- **User-Centric Design:** Harmonises deep technological acumen with a user-centric philosophy to ensure government services are accessible, efficient, and citizen-focused.
- **Strategic Governance:** Expertise in devising digital strategies that help organisations define clear objectives and establish the requisite governance for successful goal attainment.





Avalie Digital

Where Security Meets Innovation

Let's Work Together



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VISIT WEBSITE

www.avalie.co.uk

**BOOK A DISCOVERY
CALL**

Start your transformation journey with us today.



HOW TO BUY

Available on G-Cloud Digital Marketplace



OUR AIM

We aim to responding to all queries within 1 business day