



Avalie Digital

Where Security Meets Innovation

Service Definition

Digital Skills & IT
Empowerment
Training



Crown
Commercial
Service

G-Cloud 15



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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 provide specialist training to upskill council staff in modern digital functions and Enterprise Architecture. As a Microsoft Partner Our expert-led sessions focus on maximising the value of Microsoft 365, Power Platform, and data-driven decision-making. We bridge the digital divide, ensuring teams are confident, productive, and capable of delivering efficient, modern public services.

We deliver targeted coaching on the specific tools running your Council—from Microsoft 365 and Google Workspace productivity suites to complex Enterprise Architecture (OrbusInfinity) and Cyber Resilience protocols. Our goal is to break the cycle of consultant dependency. We train your internal teams to maintain the systems we build, ensuring that when our project ends, your capability remains.

Background

As local authorities transition to cloud-native and modern operating models, the "human element" is often the most important element to transformation. Technical deployment alone does not guarantee success, true adoption requires a workforce that is empowered and confident to use these tools effectively.

Our training service moves beyond generic tutorials, focusing on Council-specific scenarios—such as using Power Automate for housing repairs or Power BI for social care insights. By aligning staff capabilities with Enterprise Architecture (EA) frameworks like TOGAF, we ensure that your internal teams can maintain and evolve your digital estate long after our consultants have finished their engagement. This approach brings the council on the journey of continued improvement, enabling faster, more accurate citizen service delivery.



Service Features

Our training modules are interactive and tailored to the unique needs of local government:

- **Microsoft 365 Workshops:** Customised productivity training for local government environments.
- **Power BI Insights:** Hands-on training for creating data-driven service dashboards.
- **Power Automate Sessions:** Streamlining repetitive manual council tasks through low-code automation.
- **Enterprise Architecture Training:** Expert-led sessions on TOGAF frameworks and industry standards.
- **EA Modelling Tools:** Specialist coaching on Orbus Infinity and ArchiMate software.
- **Security Training:** Managing and securing environments and working in secure environments for teams in the council.
- **Flexible Delivery:** Interactive webinars and on-site classroom-style learning options.
- **GDS Accessibility Training:** Ensuring digital services meet mandatory accessibility standards.
- **Digital Champion Coaching:** Specialist support for internal "Digital Champions" to lead peer-to-peer adoption and change management.
- **Executive Digital Literacy Briefings:** High-level, condensed coaching for senior leadership and elected members to understand the strategic impact of cloud-native operating models and data-driven governance.
- **Data Protection training:** Understanding Personal Identifiable data, Protective marking, DPIA's and GDPR deep dives.
- **Generative AI & Prompt Engineering:** Practical, expert-led training on the ethical use of Large Language Models (LLMs) and Copilot. We focus on "Prompt Engineering" for local government—teaching staff how to securely use AI for drafting committee reports, summarising consultations, and automating routine citizen correspondence while maintaining human-in-the-loop oversight.



Service Benefits

We ensure that your investment in cloud technology translates into measurable operational gains:

- **Improved Customer Experience:** Upskilled staff can resolve citizen queries faster and more accurately using modern digital tools.
- **Increased Productivity:** Advanced Microsoft 365 proficiency reduces time spent on administrative tasks.
- **Reduced Admin Burden:** Automation of repetitive workflows via Power Automate.
- **Data Insights:** Departments gain the ability to create and manage their own Power BI dashboards.
- **Digital Inclusion:** Supporting staff retention and morale by levelling up technical skills across the workforce.
- **Improved Employee Experience:** By providing staff with the tools and confidence to master modern digital functions, the authority fosters a culture of professional growth and reduces the frustration associated with navigating complex, outdated manual systems.
- **Sustainability:** Internal teams gain the skills to maintain architecture post-handover, reducing consultant dependency.
- **Maximised ROI:** Driving full value from existing Microsoft licensing and cloud investments.
- **Security & Compliance:** Improving data security awareness and adherence to governance standards and GDPR.
- **Accelerated Agility:** Enabling the workforce to adopt new cloud-based operating models rapidly.
- **Evidence-Based Decisions:** Fostering a culture of data-driven decision-making across all service areas.
- **Safe AI Adoption:** Reduces the organizational risk of "Shadow AI" by providing staff with an approved, secure framework for using Generative AI tools within Council environments.



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 Digital Skills & IT Empowerment Training. We use a structured framework to manage mergers and transformation complexity:

Phase 1 :

Discovery and Recommendation

1 - Pre Mobilisation

2 - Review

3 - Vision



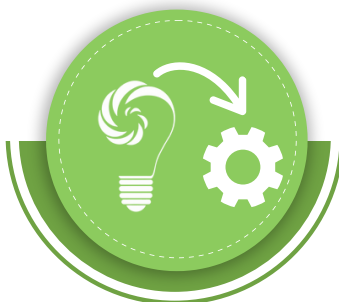
Phase 2 :

Project Management and Implementing

4 - Implement

5 - Integration

6 - Finalise





1. Pre-Mobilisation

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

Stakeholder Engagement: We identify key learning requirements across diverse council departments to ensure the training addresses real-world pain points.

2. Review

Skills Gap Analysis: We conduct assessments of current staff capabilities to tailor the training curricula to your specific needs.

Environment Alignment: Our experts review your existing implementation of systems to ensure training is grounded in your actual environment.





3. Vision

Curriculum Design: We develop council-specific scenarios, such as using Power Automate for housing repairs, to make learning relevant and impactful.

Competency Mapping: We establish clear learning paths for any role in the organisation ensuring it is catered to their specific needs.



4. Implement

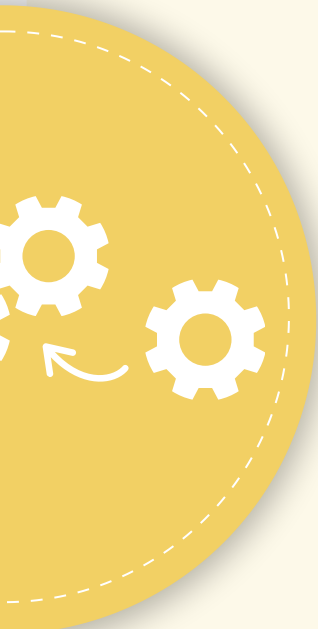
Interactive Delivery: We lead engaging, practical sessions—including workshops and webinars—that focus on "learning by doing".

Technical Deep-Dives: We provide specialist coaching on many Microsoft, Google, Security, TOGAF, Data protection and modelling through ArchiMate.





5. Integration



Post-Training Support: We provide documentation and "Drop in hours" to reinforce learning and help staff apply new skills to live tasks.

Knowledge Transfer: We focus on ensuring internal teams gain the proficiency required to maintain your architecture post-handover.

6. Finalise & Support

Project Closure: We conduct a formal review to assess outcomes, measures of success, lessons learned, and the achievement of identified cost savings. We measure the success of the programme through staff feedback, competency tests and productivity metrics.

Sustainability Review: We conduct a final review to ensure the authority is empowered to manage its digital estate without ongoing reliance on external consultants.





Case Study Evidence

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

Enterprise Architecture & Strategy (Kent County Council)

The Training: We delivered a comprehensive enablement programme for Kent County Council focused on the OrbusInfinity platform.

The Scope: We trained the central Enterprise Architecture team and wider Technology staff on EA foundations, Orbus configuration, and maintaining the "Golden Thread" of data.

The Outcome: KCC staff can now update their own system records and contract details within the tool, ensuring the architecture repository remains a living, accurate asset without external help.

Large-Scale Cloud Productivity (East Kent Services & Partners)

The Training: We supported East Kent Services (a shared service for multiple councils) during a major transition to Google Cloud (G Suite/Workspace).

The Approach: We moved beyond classroom theory to deliver "Drop-in Sessions" and floor-walking support. We handled the specific "How do I do X in the new system?" queries that stop staff working.

Microsoft Equivalency: We have delivered identical migration support for Microsoft 365 implementations at partner councils, ensuring staff can navigate Teams, SharePoint, and OneDrive securely.

Cyber Resilience & Runbooks (Housing Plus Group)

- **The Training:** Working with Housing Plus Group, we developed and tested specific Disaster Recovery (DR) Runbooks.
- **The Approach:** We didn't just write the manuals; we ran Practice Run-Throughs with the teams.
- **The Outcome:** The IT and Security teams have "muscle memory" of their specific roles during an incident. They know which server to restore first and who to call, drastically reducing reaction time in a real event.



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.

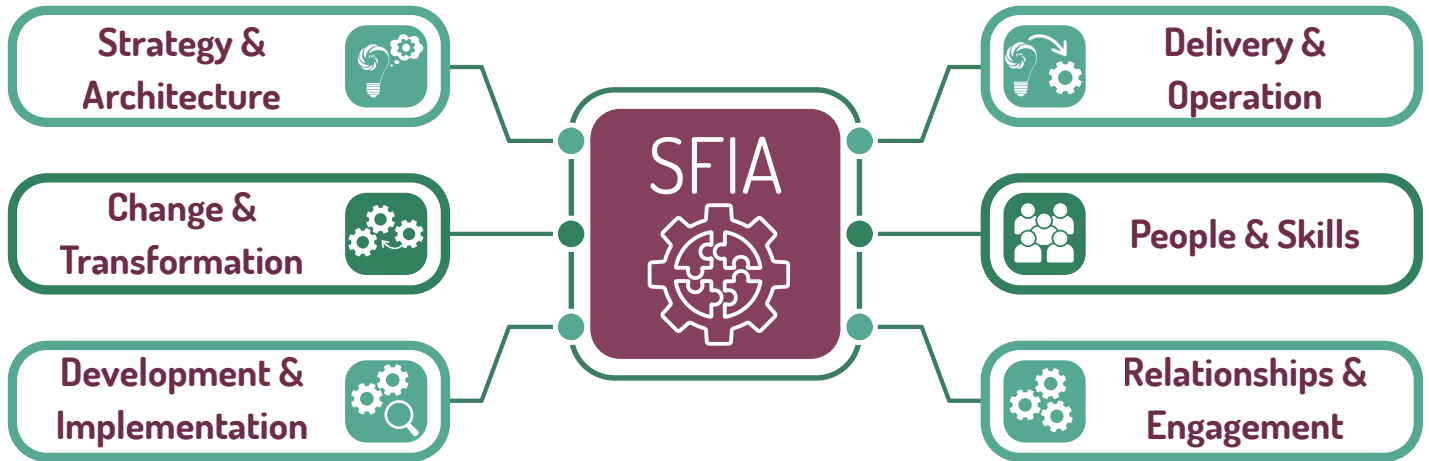


COMMERCIALS

- **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 Mlles



- **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