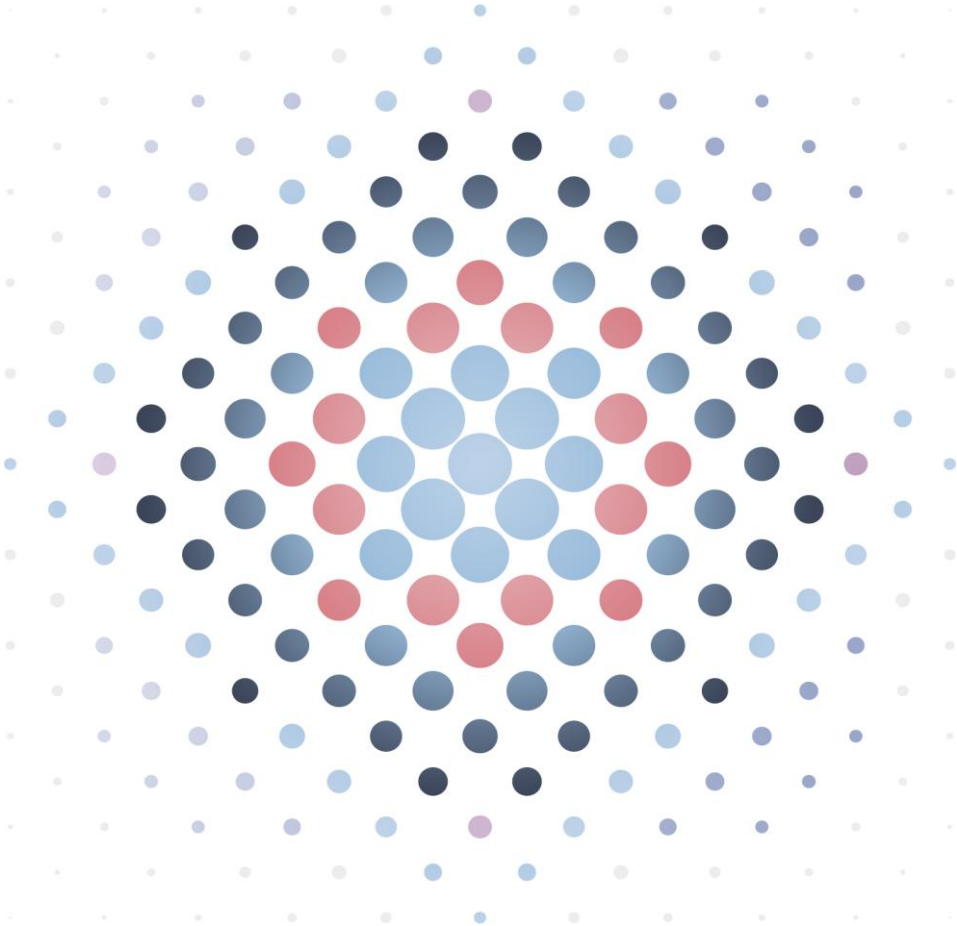
G-Cloud 15 Service Definition

Cloud Communication Support

January 2026



alma economics

Contents

Alma Economics Overview 1

Service Overview 1

Business Need 4

Pricing 5

Contact 5

Alma Economics Overview

Alma Economics is an independent research, technology, and communication organisation. We are a team of economists, social researchers, data scientists, technologists, and communication professionals, working together on the most critical issues facing our society today.

Some teams produce insight. Others build software. Others craft stories. We do all three — because the challenges we face don't come in parts. Powered by world-class research, we work where disciplines intersect because that's where real change happens.



Research

Unparalleled analytical expertise that shapes policy for the world as it actually is.



Technology

Cutting-edge digital tools that let policy live, breathe, and iterate in real time.



Communication

Complex ideas turned into stories that inspire action and drive decisions.

Our partners and clients include some of the most forward-looking and innovative organisations in the public, private and voluntary sectors. We support central government, arm's-length bodies, local authorities, and public agencies in the UK and globally to design, appraise, and evaluate policy, programmes, and digital investments, particularly in relation to cloud-enabled services.

Service Overview

The Communication Support service helps public sector organisations design and deliver clear, credible, and effective communications for cloud, digital, data, and technology-enabled programmes. The service can be deployed at any stage of the policy, programme, or project lifecycle, from early stakeholder engagement and discovery through to implementation, adoption, and post-delivery learning.

The service covers strategic communication planning, stakeholder and audience analysis, message development, engagement strategy, and delivery across digital, written, and facilitated formats. This includes communications to support service change, policy rollout, digital adoption, consultation, programme mobilisation, and operational delivery. Outputs are designed to support informed decision-making, stakeholder confidence, behaviour change, and successful implementation.

Our approach integrates evidence-led insight, user-centred design, and inclusive engagement principles to ensure communications are accessible, proportionate, and aligned to delivery realities. Communications are grounded in qualitative insight, economic analysis, behavioural understanding, and real-world constraints, helping organisations move from strategy to action without losing the message along the way.

Features

Communication planning and stakeholder engagement

We design structured communication and engagement plans that identify priority stakeholders, define clear objectives, and sequence activities to support decision-making, delivery, and adoption. Engagement is proportionate, evidence-led, and aligned to programme milestones.

Copywriting and editing support

We provide clear, accessible copywriting and editorial support for digital, technical, cloud, and policy communications, ensuring messages are accurate, consistent, inclusive, and aligned to user needs and organisational standards.

Informative multimedia production from engaging videos to documentaries

We produce high-quality multimedia content, including short films, animations, and documentary-style outputs, to explain complex cloud services, programmes, and changes clearly and consistently to diverse audiences.

Data-driven communications applying usage and adoption metrics

We use quantitative data such as usage analytics, adoption rates, and engagement metrics to shape messaging, target communications, and refine campaigns in real time, ensuring communications are effective and measurable.

Integrated engagement tools

We design and deploy integrated cloud engagement tools, including surveys and feedback mechanisms, to gather structured insight, test messages, and inform continuous improvement throughout delivery.

Campaigns and targeted messaging to support cloud services

We develop and deliver targeted communication campaigns that support cloud service rollout, change adoption, and behaviour change, tailored to specific user groups, delivery stages, and policy objectives.

Benefits

Ability to communicate complex ideas more clearly

Complex technical, policy, and delivery information is translated into clear, structured messages that are understandable to non-specialist audiences without losing accuracy across cloud services.

Faster engagement with users, partners, and stakeholders

Targeted, well-timed communications accelerate understanding, engagement, and response from users and delivery partners, reducing delays and friction during implementation.

Stronger compliance through auditable communication records

Clear documentation and traceable communication outputs support audit, assurance, and compliance with governance, assurance, and information management requirements.

More inclusive, accessible communication experiences

Communications are designed to meet accessibility standards and inclusive engagement principles, ensuring equitable access for diverse audiences.

Greater transparency and accountability in communication flows

Structured communication planning and reporting provide clear lines of accountability, improving trust, oversight, and decision traceability.

Consistent messaging across teams and services

Aligned messaging frameworks ensure consistency across programmes, services, and delivery teams, reducing confusion and conflicting information.

Highest standards of accuracy and clarity

Rigorous editorial and quality-assurance processes ensure communications are precise, reliable, and free from ambiguity or misinterpretation.

Accessibility for those with learning disabilities or processing difficulties

Content is designed using plain language, structured formats, and alternative media to support users with learning disabilities or cognitive processing needs.

Business Need

Our clients increasingly require clear, consistent, and auditable communication to support the successful delivery of cloud and digital services. As programmes grow in complexity, decision-makers must engage diverse users, delivery partners, and stakeholders, often at pace, while meeting accessibility, transparency, and assurance requirements. Poor communication creates delivery risk, slows adoption, undermines trust, and weakens governance.

Alma Economics addresses this need by providing communication services for cloud-enabled programmes that:

- Translate complex technical and policy concepts into clear, user-focused messaging.
- Support effective stakeholder engagement across delivery, governance, and assurance.
- Enable consistent, accurate communication across teams, suppliers, and services.
- Embed accessibility, inclusion, and compliance by design.
- Provide auditable communication records to support assurance and accountability.

We help our clients move beyond ad-hoc or reactive communications towards structured, evidence-led communication approaches that actively support adoption, reduce delivery risk, and strengthen confidence among diverse communities, partners, and decision-makers.

Social Care Data Maturity Assessment

Analysed how well social care organisations collect, manage, and integrate digital data, producing recommendations for improving data and cloud-based infrastructure. Supported 22 local authorities, producing individual reports for each one, with advice on the practical steps they can take to improve their data maturity and integrate cloud technology.

Return on investment of digital technology adoption in adult social care

Built a decision support tool over the cloud that helps social care providers estimate financial returns from adopting various digital technologies. Also reviewed existing telecare and workforce software, compiled case studies, and then aggregated results into a user-friendly cloud dashboard.

Preliminary evaluation of the Virtual Reality Pilot programme

Evaluated the impact of a cutting-edge VR training program in child welfare. Assessed using virtual reality technology to change how teachers, carers, and legal professionals make decisions. This was a new exploratory research area for the industry, where we provided up-to-date advice and support on new technology entering the market.

Review of Agricultural technology and data

Commissioned to analyse the system on how livestock are tracked, and disease outbreaks are prevented and managed.

Held interviews, surveys, and focus groups with farmers, delivery partners, and agencies to understand what's working, what's not, and where improvements were needed in relation to data and technology. User Experience experts analysed the cloud system itself to find out how user-friendly it is.

Our final report made 32 recommendations – some focused on policy, others on cloud technology, transformation, and usability – all designed to make the system simpler, clearer, and more effective.

Pricing

Pricing for this service is provided in line with the Alma Economics G-Cloud 15 rates matrix held on the UK Government Digital Marketplace.

Typical engagements range from short, targeted, analytical sprints to support specific decisions, through to full end-to-end economic appraisal and modelling for major longitudinal programmes.

Detailed pricing and resourcing assumptions are agreed at the call-off stage.

Contact

For further information or to discuss your requirements, please contact:

Alma Economics Ltd

London:	+44 20 8133 3192	43 Tanner Street, SE1 3PL, London, UK
Athens:	+30 21 3099 6457	Ifigenias 9, 14231, Athens, GR
Sacramento:	+1 916 954-4518	1401 21st Ste R, Sacramento, CA 95811

Email: info@almaeconomics.com
Website: www.almaeconomics.com

Please include the service name, your organisation, a brief description of your requirement, and indicative timescales.

+44 20 8133 3192 43 Tanner Street, SE1 3PL, London, UK
+30 21 3099 6457 Ifigenias 9, 14231, Athens, GR
+1 916 954-4518 1401 21st Ste R, Sacramento, CA 95811

Copyright © 2026 All rights reserved
Company Number 09391354, VAT Number GB208923405, Registered in England and Wales

LinkedIn company/alma-economics
almaeconomics

alma economics