



FROM INSIGHT TO IMPACT

ENSURING VALUE FROM DIGITAL, DATA AND AI

INTRODUCING REACH DIGITAL AND DATA GROUP

Reach Digital & Data Group helps organisations turn digital, data and AI ambition into sustainable operational capability.

We work with leadership teams to understand what matters, design the right delivery and governance structures, and support execution through to steady-state operation. Our focus is not on technology for its own sake, but on capability, outcomes and long-term value.

Drawing on deep public and private experience, and informed by industry best practice and academic partnerships, we tailor our approach to your context — ensuring what we build is practical, proportionate and can be confidently run by your organisation.

HOW WE'RE DIFFERENT

We work with your organisation, not alongside it. Our teams embed into your governance, delivery and decision-making structures, building capability as outcomes are delivered — not as a separate consultancy exercise.

We take responsibility across the full lifecycle, from discovery and architecture through delivery and into operation, ensuring early decisions stand up in live, complex environments.

We are independent and outcome-led. We don't sell technology and we don't create dependency. Our success is measured by how confidently you operate without us.

Our approach is shaped by real delivery conditions — multi-supplier landscapes, constrained capacity, live services and political reality

The result is capability that lasts, value that continues beyond our engagement, and organisations left stronger, more confident and in control

OUR FOUNDERS

Lead Consultant Profile

Gavin Mander has over two decades experience within data and technology, with a large proportion focused on helping organisations enhance their data capabilities to deliver business value. Gavin is committed to helping organisations become self-sufficient in managing their data, ensuring long-term business value through strategic, innovative, and collaborative approaches. His experience covers the full data lifecycle, including the creation of robust data governance structures, cloud-based data solutions, and real-time analytics frameworks.



Gavin's career has been across a number of sectors including Retail, Health & Social Care, Technology and Public Sector; this has included Head Of & Director level roles within FTSE100 organisations and he has led delivery of public sector programmes of national significance. He has contributed to industry data management and AI forums as well as podcasts on data strategy.

Programme Architecture & Delivery

Jonathan Knott has over three decades of experience leading digital, data and technology programmes across national health organisations and local government, specialising in programme architecture and delivery coordination to enable data-led transformation and sustainable business value. His experience covers programme and portfolio design, governance, delivery assurance and benefits realisation, working closely with data, product and technology teams to structure and sequence complex initiatives effectively.



Jonathan has delivered across local authorities including Liverpool, Lancashire, Rotherham, Leeds, Lincolnshire, Sandwell and Bradford, as well as national health bodies such as NHS England, contributing to programmes of national significance including Covid-19 Digital Testing. He is recognised for coordinating complex, multi-supplier environments and ensuring data-led programmes are well-architected and successfully delivered.

OUR METHOD

Our methodology is modular and flexible. Each stage can be engaged independently, sequentially or in parallel, depending on your priorities, maturity and constraints.

We tailor our engagement to meet you where you are, without forcing unnecessary steps.

Our methodology is designed to ensure digital, data and AI initiatives move from insight to impact, with decisions grounded in evidence and delivery shaped by real operational constraints.

We work across four connected stages — Understand, Architect, Deliver and Operate — which together provide a structured but flexible approach that adapts to organisational context, maturity and ambition.

We begin by understanding what matters, focusing on strategic objectives, operational challenges, data readiness and value opportunities. This creates clarity, alignment and a shared view of priorities before commitments are made.

We then architect the right response, defining programme structures, governance, operating models and delivery approaches that are realistic, proportionate and deliverable. This stage ensures delivery is set up for success rather than forced to compensate for weak early decisions.

Through delivery, we mobilise teams and suppliers to execute change with discipline. We manage risk, dependencies, benefits and performance across complex environments, ensuring outcomes are achieved rather than simply reported.

Finally, through Operate, we embed a sustainable Data Office that maintains trusted data, clear ownership and ongoing compliance long after programmes conclude

SERVICE STAGES OVERVIEW - OUR FOUR STRATEGIC PROPOSITIONS

ARCHITECT

Define the right programme structures, governance, operating models and procurement approaches — providing a clear, deliverable blueprint for mobilisation.

UNDERSTAND

Clarify objectives, challenges and opportunities through focused strategic, operational and data discovery — creating a shared view of priorities and value.



DELIVER

Mobilise teams and suppliers to execute change with control — managing risk, performance and benefits across complex, multi-supplier environments.

OPERATE

Embed and run a sustainable Data Office — ensuring trusted data, clear ownership and ongoing compliance

Together, these propositions enable joined-up decision-making, controlled delivery and capability that lasts beyond the programme.

*Our services can be procured **directly, through our strategic partners** or via established public sector frameworks, including **YPO**, with availability through **G-Cloud 15** shortly. This ensures rapid, compliant access without compromising independence or delivery quality.*

1. UNDERSTAND – STRATEGIC, OPERATIONAL & DATA DISCOVERY

Service Description

We help organisations clarify strategic intent, operational challenges, technology constraints and data readiness through a structured discovery approach. We assess people, processes, technology, performance and data maturity to define issues, opportunities and strategic options aligned to organisational objectives.

Service Features

- Strategic Discovery – Review of business vision, strategy and outcomes
- Data Discovery – Optional assessment of data maturity, quality and analytical capability
- Opportunity & Use-Case Identification – Identify priority issues and value opportunities
- Programme Reviews – Assessment of people, process and technology readiness
- High-Level Business Case Definition – Benefits, risks, constraints and investment rationale
- Roadmap Development & Leadership Presentation – Evidence-based forward planning

Service Benefits

- Clear understanding of challenges and opportunities
- Evidence-based prioritisation for investment decisions
- Alignment between strategy and Digital & Data outcomes
- Reduced strategic and delivery uncertainty
- Actionable roadmap enabling fast progression to definition

Service Scope

- Stakeholder interviews and strategic workshops
- Business, technology and data assessments
- Current-state analysis and maturity review
- Opportunity analysis and prioritisation
- Roadmap and recommendations presentation

Service Constraints

- Requires stakeholder availability and documentation
- Discovery outputs are directional, not detailed design
- Detailed solution design occurs in Architect
- Timeboxed per engagement
- Follow-on phases procured separately

2. ARCHITECT – PROGRAMME, GOVERNANCE & OPERATING MODEL DEFINITION

Service Description

We define WHAT will be delivered and HOW. Architecting includes defining operating models, programme structures, governance frameworks, procurement pathways and data governance functions. This work provides the blueprint required before mobilisation or delivery begins.

Service Features (Six Architecture Types)

- Technology Delivery Programme Architecture
- Organisational Transformation Architecture
- Procurement Programme Architecture
- PMO Architecture
- Portfolio Office Architecture
- Data Office Architecture

Service Benefits

- Clear definition of scope, operating model and delivery approach
- Reduced programme and procurement risk
- Full alignment between commercial, governance and delivery capability
- Faster mobilisation due to high-quality blueprinting
- Improved supplier outcomes through structured programme definition

Service Scope

- Programme definition and blueprinting
- Solution shaping and design principles
- Governance and methodology design
- Procurement preparation and evaluation model definition
- Mobilisation readiness assessment

Service Constraints

- Requires engagement with business and technical leads
- Does not include detailed technical design or delivery
- Procurement execution may require additional services
- Delivery work begins in the Deliver phase
- Dependent on prior discovery inputs where relevant

3. DELIVER – MOBILISATION, EXECUTION & PROGRAMME DELIVERY

Service Description

We mobilise and execute transformation programmes. We deliver technology programmes, organisational change, data platforms, operating model implementations, PMO implementations and governance structures. We manage suppliers, risks, benefits and performance to ensure outcomes are achieved.

Service Features

- Mobilisation of internal teams, suppliers and delivery tooling
- Detailed implementation planning for all workstreams
- Execution of technology and organisational change programmes
- Implementation of PMO (Programme Management Office)
- Implementation of Portfolio Management Office (Agile or Traditional)
- Implementation of Data Office (initial setup prior to steady-state)
- Deployment of Agile, PRINCE2 or hybrid delivery methodologies
- Supplier management, performance oversight and coordination
- Programme-level reporting and governance cadence
- Risk, dependency and issue management across the programme
- Benefits tracking and realisation reporting
- Programme execution and workstream management
- Programme recovery and stabilisation interventions

Service Benefits

- Predictable and controlled programme delivery
- Stabilisation and recovery of failing programmes
- Improved supplier accountability and performance
- Clear governance enabling timely decisions
- Reliable reporting and programme transparency

Service Scope

- Mobilisation of teams, tools and governance
- Implementation of governance offices (PMO, Portfolio, Data Office)
- Execution of delivery activity across workstreams
- Programme-level reporting and assurance
- Operational readiness for transition to BAU
- Programme reset and recovery

4. OPERATE – DATA OFFICE

Service Description

We operate a business-led Data Office that coordinates data ownership, stewardship, governance, quality and standards to ensure organisational data remains trusted, consistent and usable beyond programme delivery. The Data Office provides an enduring capability that supports reporting, insight, automation and AI readiness, while reducing data risk and embedding accountability across the organisation.

Service Features

- Data Office leadership and coordination
- Business data ownership and stewardship operation
- Data governance, quality and standards management
- Metrics, definitions and reporting consistency
- Data issue, risk and escalation management
- Continuous data capability improvement and enablement

Service Benefits

- Trusted, consistent organisational data
- Clear accountability for data ownership
- Reduced data risk and compliance exposure
- Improved insight and decision-making
- Sustainable data capability beyond programmes

Service Scope

- Operating the defined Data Office model
- Running data governance and stewardship processes
- Managing data quality, standards and definitions
- Coordinating data initiatives and dependencies
- Supporting analytics, automation and AI readiness
- Knowledge transfer to internal teams

Service Constraints

- Requires active business ownership and engagement
- Client retains all data ownership and accountability
- Depends on defined Data Office architecture
- Not responsible for platform or infrastructure operations
- Timeboxed unless procured as ongoing service
- Regulatory decisions remain with the client

HOW THE SERVICE IS PROCURED VIA G-CLOUD & OUR COMMERCIAL MODEL

How Customers Buy This Service

This service is offered as a single G-Cloud service listing.

Customers can commission:

- individual service stages, or
- any combination of stages, or
- a complete end-to-end engagement

All work is delivered under:

- one call-off contract
- one Statement of Work
- one commercial arrangement with clear Scope, outputs, duration and pricing are agreed upfront.

Pricing Approach

Pricing is agreed through the Statement of Work and is transparent and flexible.

We offer:

- SFIA-aligned day rates for specialist roles
- output-based pricing for defined deliverables
- retained pricing for ongoing Data Office Operations
- No infrastructure, licensing or hosting costs are included.

SUPPORT MODEL AND ACCOUNT MANAGEMENT

We provide engagement-based support aligned to the services delivered, focusing on assurance, continuity and successful outcomes. We operate client-side and do not provide infrastructure or cloud platform support.

Our support model includes:

- **Standard Support**
Included with all engagements. Provides access to named consultants and delivery leads during UK business hours (09:00–17:00, Monday to Friday) to support discovery, definition, delivery and governance activities.
- **Enhanced Support**
Available for time-critical, complex or high-risk programmes. Provides increased availability, accelerated response times and enhanced assurance and escalation support, agreed through the Statement of Work.
- **Managed Data Office Support**
Where we operate a Data Office, we provide ongoing support for data ownership, stewardship, quality management, governance cadence and issue escalation.
- A named Engagement Lead or Programme Lead is provided for all services and acts as the primary point of contact, with senior oversight available where required

MOBILISATION & EXIT

Each engagement begins with structured mobilisation, establishing clear objectives, governance, roles, ways of working and reporting arrangements to ensure a controlled and effective start.

Mobilisation includes:

- agreed scope, outcomes and success measures
- onboarding of ReachDDG and client teams
- establishment of governance, cadence and reporting
- Exit and handover are planned from the outset.

On completion, ReachDDG ensures:

- full knowledge transfer and supporting documentation
- orderly handover to internal teams or third-party suppliers
- no reliance on proprietary tools, frameworks or methods

This approach ensures continuity, reduces dependency risk and supports long-term organisational sustainability.

OUR SUCCESSES

County Council

Client: Large County Council transforming their IT Department and reprocurring £100m+ IT supplier contract

Summary:

- Set up Data Product Team that implemented a Microsoft Fabric Data Platform
- Provided the Data Product Owner setting Data Product Strategy and directing the Data Product Team
- Developed organisation-wide Value Streams across Directorates (Adults, Children's, Place and Fire & Rescue)
- Developed Data Plans which included engagement with Corporate Performance & Data Platform Teams
- Data Governance recommendations and implementation plan to CLT (based on our Service Ready Data Principles)
- Programme Management of supplier transition

We have relationships with partner and academic organisations which helps provide a view of best practice across Local Government

Adult Social Care

Client: Large Adult Social Care provider undergoing an organisation-wide transformation programme

Summary:

- Engaged executives to define Corporate KPIs (such as Regulatory Compliance, Occupancy, Staff Retention), took a user-centred approach to design and implement self-service dashboards
- Implemented a Data Warehouse and set up an BI reporting team that delivered a KPI dashboard with drill-through to operational level
- Set up Data Governance Board and processes
- Worked closely with the Transformation Director to define the Programme workstreams and delivery approach, lead the Data Workstream

Central Government

Client: Supporting implementation of nationally significant Central Government programmes

Summary:

- NHS – established a delivery methodology and then operationally managed the delivery of the COVID Testing Solution, excellent Information Governance was an essential component
- DWP – designed 'Value Steering' process ensured £10m+ budget was focused on the highest ROI projects
- Programme delivery of a national GP Pensions Solution for Capita
- Programme delivery of the NHS Secondary Uses Service – Data Warehouse

CUSTOMER FEEDBACK

Refreshing Approach

A previous client who has operated at CEO/MD level within SME & FTSE100 organisations shared:

"I have worked with Reach on a couple of occasions and found their approach to be refreshing. All too often you enter into a consulting arrangement that can quickly turn into 'upsell' or you become so dependent on the consultant to fill a gap in your organisation it is very difficult to then remove the cost and stand alone.

I have always felt that Reach walk with me and then alongside, by that I mean that when I need more detailed support they are available to provide, but when the organisation starts to be able to stand on their own two feet they are ready to walk away. I was always safe in the knowledge that they were at the end of the phone to offer advice that was built on the relationships we had built rather than the need for a new PO!

All of the teams were good to work with, adapting well to the environment. However, I was comforted that behind the friendly can-do approach were many many years of experience. That experience and the working relationship we built meant that they were never afraid to say push back when they thought the direction was wrong, however the level of pragmatism they brought also mean they respected and understood that a purist approach to the problem was not always the answer that was required.

It felt more like I had an embedded team than a 3rd party consultant and that's testament to the individuals, the tools they brought and the approach they took."

OUR COMMITMENT TO YOU



CUSTOMER FIRST

Every decision we make is guided by what's best for you



LASTING IMPACT

We're here to implement changes that go beyond the immediate, giving you benefits that sustain over time



ENHANCEMENT

We'll leave your organisation stronger and more capable than when we arrived



TRANSPARENCY

We're open about our role and how long we'll be involved from the very beginning



NEEDS-BASED SERVICES

If you don't need it, we won't suggest it

Our recommendations are tailored to your specific requirements



YOUR WHY

We aim to fully understand the 'why' behind your goals and will persistently seek clarity to ensure we're on the right path



CONNECTING THE DOTS

We ensure a clear link between your business objectives and the digital, data & AI changes and the benefits they're expected to deliver

If we can't make this connection, we won't recommend proceeding



INDEPENDENT ADVICE

We don't have a stake in selling specific technology products or services
Our advice is always unbiased and in your best interest

APPENDIX

UNDERSTAND - DISCOVERY ACTIVITY – OUR APPROACH: UNDERSTAND, ASSESS, DEFINE

Service Ready Data Principles

Our Service Ready Data Principles explain what good looks like for an organisation's data. We use the Principles during the Discovery Phase to help identify what improvements you can make to become a more data-driven organisation.

The diagram below shows the steps we follow to define the Data Improvement Plan deliverable:

