

Engagement & Communication service definition

Overview

Our Engagement and Communication Planning service is specifically developed for local authorities in the public sector, creating tailored strategies to effectively involve stakeholders throughout digital transformation and cloud migration projects. This service addresses the critical need for transparency, buy-in and collaboration in complex public sector environments, where multiple departments, partners, councillors and citizens may be impacted. It aligns with UK government best practices, including the Government Digital Service (GDS) Service Manual guidance on user research and engagement. By designing clear channels, messages, and timelines, we help clients build trust, manage change effectively, reduce resistance and ensure project outcomes deliver genuine public value through inclusive and responsive planning.

Service Scope and Approach

The service starts with a thorough stakeholder analysis and planning phase, working closely with project leads, change managers and communications teams, to map the engagement landscape and define objectives.

Key elements of our approach include:

- **Stakeholder Mapping and Segmentation:** Identification and prioritisation of internal (staff, IT, leadership) and external (citizens, partners, suppliers, regulators) audiences, assessing influence, interest and potential concerns.
- **Channel and Timeline Development:** Selection of appropriate communication channels and creation of phased timelines aligned to project milestones, such as discovery, alpha, beta and live stages.
- **Risk and Change Management Integration:** Proactive identification of communication risks (e.g. misinformation, resistance) and strategies to mitigate them.

Our methodology is collaborative and iterative, drawing from established frameworks and adapted to local authority contexts.

Deliverables

Clients receive a complete set of planning outputs, including:

- A comprehensive engagement and communication plan document with stakeholder maps, channel matrices, message frameworks, and timed schedules.
- Ready-to-use templates for communications (e.g. presentation slides) and feedback tools (e.g., survey questions, workshop agendas).
- Risk assessment and mitigation summary tailored to engagement challenges.

All deliverables are provided in accessible digital formats compliant with WCAG standards and designed for easy adaptation by internal communications teams.

Engagement Model

Engagements typically span 4-7 weeks, depending on project scale, stakeholder complexity, with delivery available remotely, on-site or hybrid to suit team availability. We facilitate co-creation workshops to ensure ownership and provide knowledge transfer on plan execution. Pricing is fixed fee, scoped collaboratively with options for phased development aligned to project stages.

Value Proposition

This service fosters stronger stakeholder alignment and smoother change adoption, significantly reducing project delays caused by resistance or misunderstanding while enhancing public trust and accountability. Local authorities benefit from higher engagement success rates, more inclusive decision-making, and improved project outcomes, such as greater staff uptake of new systems or positive citizen feedback on service changes. Our public sector experience consistently delivers plans that support effective governance, minimise reputational risks and maximise the benefits of digital investments.

This service is advisory and planning-oriented, providing detailed strategies and materials without including ongoing execution, content production, or channel management, enabling seamless integration with other G-Cloud services or internal teams for full implementation.

