



# **Public service AI design, validation and deployment**

## Service Definition Document

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## 1. Service overview

pattnr.ai's service provides specialist support to help public sector organisations design, deploy and assure the use of AI-enabled services in day-to-day operations. It is aimed at organisations that want to adopt AI in ways that are accurate, efficient, ethical and aligned with public sector values. We typically work with public sector organisations at the early stages of their AI adoption journey.

The service combines bespoke consultancy, research-informed methods and human-centred design. We work collaboratively with client teams to understand organisational context, user needs and operational constraints before supporting the design, testing and evaluation of AI-enabled services.

A core focus of the service is assurance and evaluation. We support organisations to assess performance, risks and impacts of AI systems, including through structured testing and the use of synthetic populations designed to reflect the diversity of UK society. This helps organisations make more informed decisions about deployment and ongoing use.

## 2. Scope of the service

This service typically supports public sector organisations at the early stages of adopting or expanding the use of AI-enabled services. Engagements often begin with discovery and scoping to understand organisational objectives, user needs, operational constraints and existing technical environments. This informs a bespoke, research-led approach to service design and deployment that is tailored to the specific context of each organisation.

The service includes human-centred design and stakeholder engagement, ensuring that the needs of different user groups are considered from the outset. We support the evaluation of AI system performance, accuracy and usability, alongside ethical assurance, transparency and accountability review. Where appropriate, this includes structured testing and impact assessment to support informed decisions about deployment and ongoing use.

Delivery is supported by dedicated project management and direct access to specialist consultants. Services are delivered remotely by default, with on-site support available by agreement. Outputs, documentation and knowledge transfer activities are agreed at the start of each engagement to support internal capability development.

## 3. Delivery approach

Delivery follows a bespoke, engagement-led approach tailored to each buyer's context and objectives. Engagements typically begin with a structured discovery phase to understand organisational needs, user groups, existing processes and technical environments. This phase is used to identify opportunities, risks and

constraints, and to agree priorities, scope and outputs before substantive delivery begins.

Each engagement is supported by a dedicated project manager who acts as the primary point of contact for the buyer. The project manager coordinates delivery, manages timelines and dependencies, and ensures clear communication throughout the engagement. Delivery is carried out by specialist consultants with relevant experience in AI, service design and assurance.

Work is delivered collaboratively with client teams, including digital, policy, operational and subject-matter experts as appropriate. This collaborative approach supports knowledge sharing, transparency and alignment with organisational practices, and ensures that solutions are designed to meet the needs of different users.

Delivery is remote-first by default, using secure online collaboration tools. On-site workshops or meetings can be provided by agreement where they add value.

#### 4. Ethics, assurance and quality

Ethical, transparent and accountable use of AI is central to this service. We support public sector organisations to consider ethical implications from the earliest stages of design, including impacts on different user groups, transparency of system behaviour and appropriate levels of human oversight. Ethical considerations are embedded throughout delivery rather than treated as a standalone activity.

Assurance focuses on helping organisations understand how AI-enabled services perform in practice. We support structured evaluation of accuracy, reliability, usability and potential impacts, using research-informed methods and proportionate testing approaches. Where appropriate, this includes the use of synthetic populations designed to reflect the diversity of UK society, supporting more inclusive assessment of outcomes.

Quality is supported through a human-centred design approach that prioritises user needs and real-world contexts. We work with stakeholders and end users to gather feedback, test assumptions and identify issues early. Findings are documented and shared with client teams to support informed decision-making and continuous improvement.

The service supports assurance and decision-making. Responsibility for governance, approvals and final decisions remains with the buyer at all times.

#### 5. Security and data handling

Security and responsible data handling are integral to the delivery of this service. All staff involved in service delivery are subject to pre-employment screening that conforms to the Baseline Personnel Security Standard (BPSS) and BS7858:2019.

The service is designed to minimise the handling of personal or sensitive data wherever possible. Where access to buyer data is required, this is limited to what is necessary to deliver the agreed scope of work and is handled in accordance with buyer policies and instructions.

Data is accessed and stored using secure systems and practices appropriate to the sensitivity of the information involved. The service does not require the supplier to act as a data controller or processor unless explicitly agreed. Ownership of all data, models and outputs remains with the buyer unless otherwise agreed in writing.

Security responsibilities, access requirements and data handling arrangements are confirmed during discovery and documented as part of the statement of work.

## 6. Onboarding and offboarding

Onboarding begins with an initial kick-off and discovery phase to confirm objectives, scope, stakeholders, timelines and delivery approach. Access requirements, security arrangements and communication channels are agreed at the start of the engagement and documented in the statement of work.

During delivery, regular check-ins are used to review progress, manage risks and adjust scope where required. Documentation and interim outputs are shared with the buyer to support transparency and collaboration.

Offboarding takes place at the end of the engagement or at agreed milestones. This includes handover of agreed outputs and documentation, knowledge transfer to relevant teams, and confirmation that any access to buyer systems or data is removed. Any data provided by the buyer is returned or securely deleted in line with agreed arrangements.

## 7. Commercial

This service is provided on a bespoke basis, with pricing agreed at call-off to reflect the scope, duration and expertise required for each engagement. Pricing may be agreed using day rates, fixed-price projects or a combination of both, depending on buyer requirements.

Indicative pricing and example day rates are provided in the separate pricing document. Fixed-price work can be agreed following an initial discovery phase where requirements and deliverables are clearly defined.

Delivery is remote-first, and costs associated with remote delivery are included in agreed pricing. Any travel or on-site delivery costs are agreed in advance with the buyer.

Discounts may be available for educational organisations and for longer or repeat engagements, subject to agreement.