

Policy Lab Setup & Optimisation

G-Cloud 15





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1 Service Overview

There is a wave of change in government driven by the Public Design Review, which looks at how early policy assumptions can be tested through the application of design methodologies to ensure policies drive public value and meet citizen needs. Policy creation is often assumptive, without the space to test policy ideas we cannot be sure that the policies deliver public value, or the delivery methods provide value for money when implemented.

A way to make policy creation and delivery more effective is to bring design process into upstream policy making. A multidisciplinary team can test policy hypotheses and early policy ideas validating, evidencing and shaping policy itself. We re-design policy making process then design future state cloud-based supporting business architecture, leveraging AI tooling built on our cloud test environment, to show the benefits of AI in policy making.

Frog's Policy Lab Setup & Optimisation assesses the current state of policy making, design and delivery processes, then shapes and stands up a new future state model office or lab. We bring together a multidisciplinary team to test early policy hypotheses. Policy Labs increase likelihood that a policy will: meet user and departmental needs and optimise spend when it comes to policy delivery.

The service includes design of lab value proposition, lab projects prioritisation framework, lab operating model, lab workflow and AI tooling, lab engagement strategy and lab roadmap to scaling. It also includes running policy labs and policy design capability as a managed service and designs the cloud based business architecture necessary to scale the lab approach.

The setup of a policy lab is the application of strategic design methods to policy making which informs all downstream delivery including large cloud-based services, platforms and SaaS based implementation. This G-Cloud offering is a strategic planning activity relating to large scale delivery change that policy making effects.

2 Business Need

All government departments are increasingly under pressure to provide a business case for spend and to evidence policy outcomes in delivery. There is an opportunity to apply design and agile methodologies to the policy lifecycle, to bring policy and delivery closer together in an iterative process that tests, validates and evidences policy decisions. Taking this approach to policy design enables policy teams to create an audit trail of decision making and a more tangible business case for delivering policy in a way that clearly meets departmental, and user needs while aligned to the original intent.

- **Policy Labs enable existing upstream policy teams** - helping them become less reactive and assumption based to more strategic and evidenced through a rigorous approach to testing policy hypotheses.
- **Policy Labs work hand in hand with delivery teams** - de-risking design and delivery decisions by evidencing early, how a policy can deliver value.
- **Policy Labs model the capability and business architecture needed for effective policy making** – acting as a low risk proof of concept, to model underlying systems and tooling needed to scale value
- **Policy Labs turn your users into co-designers of policy** - increasing uptake, adoption, advocacy, impact and outcomes of policy and service delivery.
- **Policy Labs prove out the use case for cloud based AI tools** – showcasing the ability for AI to rapidly expedite policy making, increasing the throughput of policy teams

Setting up a Policy Lab and / or optimising a lab to adapt and work more efficiently within the changing departmental ecosystem brings policy making and delivery much closer together in a more agile process.

By applying user centred and co-design methods to upstream policy we: evidence, validate and de-risk policy making decisions ensuring that downstream delivery solutions have the best chance of delivering policy outcomes.



Testing early policy ideas and solutions arms senior civil servants and ministers by enabling them to rapidly access an evidence base that supports meaningful and fiscally responsible policy decisions, de-risking departmental spend and helping to create an audit trail of decision making through to delivery.

3 Our Approach

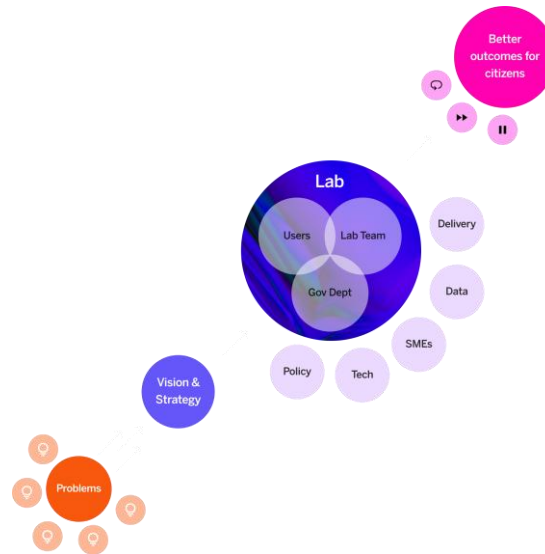
We use tried and tested design problem solving methodologies and apply them to policy and strategy challenges. Design is not simply for delivery; it is highly effective in every area of the policy lifecycle but less well implemented upstream where the greatest value can be realised.

1. Policy Lab Setup

We begin by working with a cross section of Departmental senior stakeholders e.g., Deputy Directors, Directors and Director Generals across a spectrum of strategy, policy and delivery, subject matter specialists' areas to clearly define:

- A Policy Lab value proposition - aligned to the triangulation of departmental strategy, stakeholder and user needs, ensuring the new Lab delivers value to each
- Policy Lab success metrics and value measurement criteria to validate public spend, and delivery of public value and policy outcomes
- A prioritisation framework for the Policy Lab's backlog, a way to make go / no-go decisions to decide which kind of problems the Policy Lab should tackle as much as which ones it should not
- The business case that underpins the new Policy Lab and the value it generates, as well as the funding models and sponsorship necessary to enable successful delivery
- A future state operating model for how the department's Policy Lab will work to enable other departments and / or teams , as well as the underlying cloud based business architecture and AI tooling needed for scale
- A Policy Lab model office to activate the operating model and delivery roadmap, identifying pain-points and opportunity areas based on the current state wider departmental ecosystem, highlighting where we enable existing teams and how we unlock greater value with the new capability
- Policy Lab workflow and tooling to clearly articulate and define the systems and assets needed to allow the Policy Lab leadership and delivery teams to operate effectively
- An engagement strategy to develop an effective pipeline of projects and evangelise the good work the labs does – expanding the labs influence and impact

INDICATIVE POLICY LAB INPUTS AND OUTCOMES



N.B indicative example of Policy Lab approach Policy Labs bring multidisciplinary teams and co-design approaches to traditionally linear and sometimes assumptive policy making process. They bring users right into the heart of policy making process, reducing the risk of policy errors or inefficient delivery spend by -de-risking decision making and validating (or invalidating solutions) in the very early stages of policy making.

2. Delivery of Lab Exemplars & Scaling

When we have clearly defined the need for the new lab, the value it creates, measurement metrics and delivery mechanisms, we help you activate to begin realising that value. This can include:

- Based on the creation and prioritisation of a backlog we can co-define with you project archetypes and therefore the delivery teams and flex capability you might need to deliver them, providing those people at scale. E.g., capabilities such as:
 - Core lab leadership and operational delivery team as a managed service dependent on your needs
 - Policy Design Directors
 - Policy Lab Product Owners
 - Providing core policy design delivery team capabilities not limited to;
 - Policy designers
 - Service designers
 - User researchers
 - Content designers
 - Interaction designers
 - Data analysts
 - Tech Architects
 - AI engineers
 - Business analysts
 - Providing policy design flexible capabilities dependent on policy design project archetypes, not limited to;



- Behavioural scientists and researchers
- Economists
- Data scientists
- Technology strategists & architects
- Business designers & modellers
- Policy SMEs
- Legal, legislation and regulation SMEs
- Cultural change specialists
- Internal change comms and engagement specialists
- a roadmap to scale – identifying ways to optimise the Policy Lab, unlocking value for a department as a core capability or how to develop other policy labs in specific programmes or policy areas and what the collaboration model would look like
- revision and review of the operating model, workflow and AI , tooling, skills and capabilities to optimise the Policy Lab's performance over time, as we learn more about what works best within the department or programme ecosystem and the cloud based business architecture needed for scale.

4 Buyer Responsibilities

Please refer to the Supplier Terms listed with this service on the Platform. These may contain additional Buyer obligations/costs the Buyer is subject to that are not identified anywhere else in the Supplier's Application or on the Platform.

If these responsibilities do not match your expectations, then please contact us in order that we can explore options to vary our approach.

5 Service Management

This service can be delivered as a defined project, or on a day rate basis. Given the nature of Policy Design and Policy Labs being a new or nascent capability and / or service for most departments, we can run as a manage service while helping you to build the internal capability.

6 Protection of Data

This service is based on a security classification of 'Official', however should you have a requirement for a different security classification that you would like us to consider, please contact us to discuss.

7 On-boarding and Off-boarding

Capgemini shall undertake on-boarding and off-boarding activities agreed within the Order Form (including as a minimum an exit plan in line with the Call-Off Contract terms) which will be charged for in accordance with the Pricing section for this service.



8 Skills and Knowledge Transfer

Capgemini recognises that skills and knowledge transfer is a critical element in the provision of G-Cloud services to public sector clients. Where possible and applicable, this forms part of the delivery plan for the service agreed at the start of the engagement. Our consultants and engineers are experienced in providing skills and knowledge transfer for major private and public sector clients.

Where appropriate, we may use a standard approach, tailored to topic, skills-gap and individual, to ensure consistency and effectiveness. The approach, Capgemini's Assess-Plan-Implement framework, has been used repeatedly by our teams to structure the work involved in transferring skills and creating new teams capable of driving and sustaining change long after the end of the formal programme. The framework can be applied throughout a project to understand knowledge transfer objectives, plan training delivery methods and materials, and deliver and evaluate success.

9 Vendor Accreditations/Awards



For the 13th year in a row, Capgemini has been recognised as one of the World's Most Ethical Companies® by the Ethisphere® Institute. This is an acknowledgement of our ethical culture that makes us an employer of choice and responsible player in the eyes of our clients, shareholders, and the wider community.



ISO 9001 Quality Management for Management Consultancy and IT Implementation and services to the Public Sector



ISO 27001:2013 - Provision (Delivery) of IT services including business applications development, maintenance and Data, Digital and Cloud technologies.



NelsonHall has identified Capgemini as a Leader in its 2022 NEAT Vendor Evaluation for Learning Services due to its ability to meet future client requirements as well as its capability to deliver immediate learning benefits to them.



Capgemini is the first amongst consultancy and technology firms to be recognized six times in a row for its thought leadership reports.



2023 Ecovadis Platinum Rating: We maintained a platinum rating, recognising us as a responsible and sustainable business in the top 1% of companies assessed.



Better Society Awards: Our collaboration with Code Your Future to offer digital skills training won a Better Society Award in 2022. The awards celebrate efforts by commercial organisations to create a better society.



Inclusive Top 50 UK Employers List: We achieved second place in the Inclusive Top 50 UK Employers List 2022/23 – a list that assesses companies for best practice on diversity, equality and inclusion



UK Best Workplaces for Women: We were listed as a Best Workplace for Women by Great Place to Work®. This listing is based on responses from our team to an anonymous survey about their employee experience.



UK Best Workplaces for Wellbeing: We are listed by Great Place to Work® as a Best Workplace for Wellbeing



Great Place to Work: We were certified as a Great Place to Work® in 2023, reflecting our employees' experience of working at Capgemini in the UK.

10 Sub-contractors

Capgemini UK may use the following subcontractors to deliver this service:

- Capgemini Technology Services India Limited.

11 Business Continuity and Disaster Recovery

No disaster recovery plan is provided as part of these Services.

12 Pricing

This service is priced in accordance with the SFIA Rate Card attached. Capgemini can also provide offshore resources at reduced rates where appropriate. Projects can be priced either on a Time & Materials or Fixed Price basis.

13 Ordering and Invoicing

Please refer to the Supplier Terms for this service.

We would be pleased to arrange a call or meeting to discuss your requirements of our service in more detail.



14 Termination Terms

Please refer to the Supplier Terms for this service.

15 Further Information

For more information about this or any of our G-Cloud services, please contact our Public Sector Team.

Phone: 0370 904 4858

Email: publicsector.opps.uk@capgemini.com including the following information:

1. The name of this service.
2. The name of your organisation.
3. Your name and contact details.
4. A brief description of your business situation.
5. Your preferred timescales for starting the work.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

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