

AI services
G Cloud 15 (Lot 3)
January 2026



Contents

- About Channel³ Consulting
- Our approach: Power of Three (Now, Next and Future)
- Service description – AI services
- Service features and benefits
- Our experience
- How we work

1. About Channel³ Consulting

Channel³ Consulting is a specialist digital transformation consultancy, founded in 2009, working primarily with the public sector to help organisations use technology to deliver better outcomes and more resilient services.

We work across health, social care and wider public services, partnering with organisations at national, regional and local levels; from policy-setting bodies to NHS Trusts and local authorities delivering change on the ground.

To date, we have supported over 100 public sector organisations on complex digital, data and cloud-enabled transformation programmes, including large-scale EPR implementations, shared care records, cloud adoption, service modernisation and operating model change. Our work spans the full lifecycle from strategy and business case development through to delivery support, assurance and benefits realisation.

2. Our approach – Power of Three: Now, Next and Future

We act as an independent advisor and delivery partner, combining strategic insight with hands-on experience of working in complex, regulated environments.

We bring together a multidisciplinary team spanning cloud, data and digital transformation, alongside practitioners with direct health and care experience who understand the realities of deploying technology in complex frontline operating environments. This ensures our work is practical, safe and sustainable.

Our work is guided by our Power of Three: Now, Next, Future.

- Now: addressing immediate pressures by stabilising services, assuring existing digital and cloud environments, and tackling delivery, performance and risk issues.
- Next: building stronger digital and cloud capabilities through improved architecture, governance, security, service management and supplier oversight.
- Future: shaping innovative operating models and future-ready services

that enable sustainable, long-term value.

Within G-Cloud Lot 3, Channel 3 provides independent cloud support services focused on advisory, assurance and enablement. We do not provide or operate cloud infrastructure or resell cloud services. Instead, we support clients to make informed decisions, manage risk, optimise cost and performance, and build internal capability to govern and evolve cloud services effectively.

We are guided by values of collaboration, integrity and impact. We work side by side with our clients, act as a trusted and independent advisor, and focus relentlessly on delivering outcomes that make a measurable difference.

3. Service description – AI services

Channel 3 helps public sector organisations adopt AI responsibly and effectively. Our service covers full lifecycle from discovery through to implementation, and scaling, providing readiness assessments, governance frameworks, pilot oversight, and ROI tracking. We focus on strategy, compliance, and sustainable adoption, ensuring measurable value and alignment with organisational priorities.

Channel 3 supports health and local government organisations through every stage of AI adoption. We do not build AI models or host infrastructure; instead, we provide strategic planning, governance, ethics frameworks, and change management to ensure safe, compliant, and impactful AI deployment.

Our approach includes:

Discovery

- AI readiness assessments
- Ethics and governance workshops
- Use case development
- AI strategy and roadmap creation
- Leadership engagement and vision workshops

Implementation

- Business case development and ROI modelling
- Procurement support and market engagement
- Pilot management (design, deployment, evaluation)
- Compliance with NHS standards (DTAC, NICE ESF, GDPR)

- Change management and workforce engagement

Scaling

- Programme management for multi-site rollouts
- Benefit realisation and continuous improvement
- Readiness assessments for scaling
- ROI tracking frameworks
- Integration with organisational culture and governance

4. Service features and benefits

Features

1. End-to-end AI adoption lifecycle support
2. Structured readiness and ethics frameworks
3. Evidence-based business cases and ROI tracking
4. Pilot/implementation oversight with compliance assurance
5. Programme governance for sustainable scaling

Benefits

1. Accelerates safe and effective AI adoption
2. Aligns AI initiatives with organisational priorities
3. Reduces risk through governance and compliance
4. Demonstrates measurable clinical and operational impact
5. Builds organisational capability for long-term success

5. Our experience

Channel 3 has extensive experience supporting health and social care organisations to adopt AI responsibly and effectively. We have delivered ambient AI pilots and undertaken options appraisals to assess feasibility, compliance, and impact on patient safety and workforce efficiency. These projects have helped organisations make informed decisions about investment and implementation strategies. At a

national level, we worked with NHS Wales to develop an AI architecture roadmap, setting out strategic priorities and phased capabilities to enable safe and scalable deployment across the health system. This complements our broader track record of delivering complex transformation programmes across acute, community, mental health, integrated care systems, and local authorities. Our approach combines strategic insight with practical delivery, ensuring AI initiatives align with organisational priorities, comply with regulatory standards, and deliver measurable benefits for patients, staff, and the wider system.

We recognise that ethical adoption of AI is critical to building trust and achieving sustainable value. Our methodology embeds ethics and governance from the outset, supported by structured engagement with leadership and frontline teams. We use evidence-based business cases and ROI modelling to ensure investment decisions are transparent and defensible. This includes readiness assessments, ethics workshops, and phased implementation planning, enabling organisations to balance innovation with compliance and risk management. By combining robust governance with clear benefit tracking, we help clients realise measurable returns while safeguarding patient safety and public confidence.

6. How we work

We work collaboratively and side by side with client teams. Our aim is always the same: to leave organisations more confident, more capable, and better positioned to deliver lasting change.

Commitment to quality

Our work is supported by recognised standards including Cyber Essentials, ISO 27001, ISO 20000 and ISO 14001, giving clients confidence in our security, service management and environmental practices.

Quality assurance runs through every stage of delivery. We use clear governance, defined checkpoints and senior-led reviews to keep programmes on track. Client feedback is captured through structured loops and regular step backs so we can adapt quickly and maintain momentum.

Our focus is on delivering measurable outcomes. We work with clients to define what success looks like and track benefits throughout delivery, ensuring real and sustained impact.



**Providing independent, delivery-focused
cloud support services for**
public sector organisations navigating
complex change.

www.channel3consulting.co.uk