

Service Definition Document

Engagement & Communication Planning Services





Engagement & Communication Planning Services

Opencast provides *Engagement & Communication Planning* services under the G-Cloud framework (Lot 3: Cloud Support Services), tailored to support cloud migration, transformation and digital delivery programmes across UK government, health and regulated public-sector organisations. Our approach ensures that all stakeholders are informed, aligned and engaged throughout change, enabling programmes to deliver value with transparency, trust and confidence.

We combine strategic communication planning, structured governance, accessibility-first content, and continuous feedback loops to create communication approaches that meet user needs. We focus on strengthening collaboration, reducing friction, managing expectations, and supporting smooth delivery across complex, multi-disciplinary teams.

Service Features:

- Structured communication plans with defined channels, cadence, responsibilities and governance.
- Accessible documentation libraries supporting transparency, version control and self-service.
- Feedback loops embedded in delivery, measuring sentiment, satisfaction and outcomes.
- Accessibility standards compliance baked into engagement materials, channels and workflows.
- Stakeholder mapping and RACI ownership embedded within communication plans clearly.
- Channel strategy matrix defining audiences, message types, frequency and format.
- Accessible templates and tone guidelines aligned to WCAG Government Standard.
- Stakeholder engagement calendar and campaign planning integrated with delivery milestones.
- Governance rhythms: stand-ups, showcases, steering boards, escalation paths documented clearly.
- Living communication backlog with KPIs, dashboards and measurable delivery outcomes.

Certified



This company meets high standards of social and environmental impact.

Corporation



Service Benefits:

- Clear accountability accelerates decisions reduces confusion and improves delivery predictability.
- Transparent information access builds trust, reduces queries, and empowers stakeholders.
- Evidence-based feedback drives continuous improvement, service effectiveness and experience.
- Inclusive communications increase reach, satisfaction, compliance with organisational obligations.
- Clear accountability reduces confusion, accelerates decisions, streamlines collaboration effort.
- Right message reaches right people quickly, improving engagement and outcomes.
- Inclusive communications increase reach, reduce complaints and meet compliance obligations.
- Predictable touchpoints align communications to delivery phases, reducing surprises significantly.
- Transparent governance shortens issue resolution time and strengthens accountability culture.
- Data-driven visibility supports prioritisation, continuous improvement, risk management.

Certified



This company meets high standards of social and environmental impact.

Corporation



About Opencast

Who we are

Opencast is an independently owned full-service UK technology consultancy specialising in designing, building, and running human-focused digital and technology solutions.

Opencast works at the heart of UK government, healthcare and innovative business to develop solutions that include support for critical systems and services and help for millions of people. Opencast delivers improved digital experiences, better operational performance, responsible emerging tech and innovation, and enhanced insights through data.

Opencast believes in making life better through the power of people and technology. Its vision is to make a positive impact on society through solutions that are simpler, more sustainable and fairer for all.

Who we work with

Opencast specialises in developing end-to-end enterprise solutions for government, healthcare and innovative business. Our public sector experience includes working with:

- Advisory, Conciliation and Arbitration Service (ACAS)
- Department for Education (DFE)
- Department of Health and Social Care (DHSC)
- Department for Work and Pensions (DWP)
- Government Digital Service (GDS)
- Her Majesty's Revenue and Customs (HMRC)
- Home Office (HO)
- Marine Management Organisation (MMO)
- Ministry of Justice (MOJ)
- Ministry of Defence (MOD)
- NHS Business Services Authority (NHSBSA)
- NHS England (NHSE)

Certified



This company meets high standards of social and environmental impact.

Corporation



Our team

Our teams have an excellent delivery track record, bringing years of technology and digital experience to our clients. Our people display qualities and behaviours that underpin our values.

Our values:

- We build trust
- We enable people
- We work together
- We do the right thing
- We make a difference

In practice that means our people are hard-working, smart self-starters who think independently and use their intuition to deliver for our clients with confidence and transparency.

Our people also have a strong sense of team and always treat each other with respect. Our people have experience working in both full Opencast teams, as well as mixed client and supplier teams.

Our culture empowers independent-minded people in our mission to do the right thing for our clients, our team and wider society: good teamwork to make life better.

Client Partnership

Opencast appoints a Client Relationship Director (CRD) at the start of our engagements to manage the partnership between the client and Opencast. The named CRD will be available to attend calls or visits on-site and will act as a point of collaboration and escalation where required.

The CRD will be tasked with creating a true partnership with the client and to ensure that maximum value is gained by the client from the partnership.

Typically, we also involve our senior consultancy team including our Directors of Capability and Practice Leads. Drawing on decades of experience, they bring other viewpoints and ideas for consideration, not just within the project space, but also in other technologies, services, or business.

Certified



This company meets high standards of social and environmental impact.

Corporation



People Management

Opencast takes its people care very seriously. Our aim is to provide committed people who care about the success of both Opencast and our clients.

In addition to the CRD, our consultants benefit from dedicated People Experience Partners (PEEPs) that provide pastoral care, as well as close links in with our Practice Leads that lead our capability development. These roles are supported by our wider People Experience Team, ensuring that our people are supported from all sides.

In the unlikely event that a personnel change is required, Opencast work closely with the client to ensure a smooth transition and an effective handover.

People Vetting

Our consultants provide references and background checks to meet the requirements of the client. We clear all employees to BPSS level as a minimum, and many of our consultants have or are eligible for SC clearance. Opencast typically cover the costs of obtaining standard checks and references and will inform the client if there are any issues or delays to the vetting process prior to consultants starting work with the client.

Pricing & Quality of People

Opencast is proud of its reputation for quality and delivery and take great care in selecting the right people for the right assignments.

We have a rigorous interview process, conducting both competency-based and values-based interviews and assessments as part of the recruitment process. Our employees are often people who are already known to us or have been passed on by personal recommendations and the vast majority are permanent employees.

We can provide our services on either a Time & Materials (T&M) or Fixed Price basis to match your needs. For T&M services, please refer to our SFIA Rate Card.

Certified



This company meets high standards of social and environmental impact.

Corporation



Value Adding Activities

Opencast recognise the strategic importance of our clients' projects, and to ensure the ongoing success of their services. We treat knowledge transfer and handover activities as first-class deliverables, setting up our clients for success.

Opencast work closely with its clients to:

- Provide additional ad-hoc project/delivery status updates as required
- Be available for advice and guidance for strategic or tactical next steps
- Provide information and collateral to facilitate stakeholder presentations
- Attend calls or assist directly with stakeholder meetings
- Provide guidance and opinions upon best practice
- Facilitate workshops or "brown bag" sessions to share experiences and knowledge and become active members of communities of practice
- Encourage networking between client sponsors and project staff to other trusted clients of Opencast for industry or technology sharing (i.e. other Government departments or health and social care organisations)

Certified



This company meets high standards of social and environmental impact.

Corporation



opencastsoftware.com
clientservices@opencastsoftware.com
0191 276 5656

