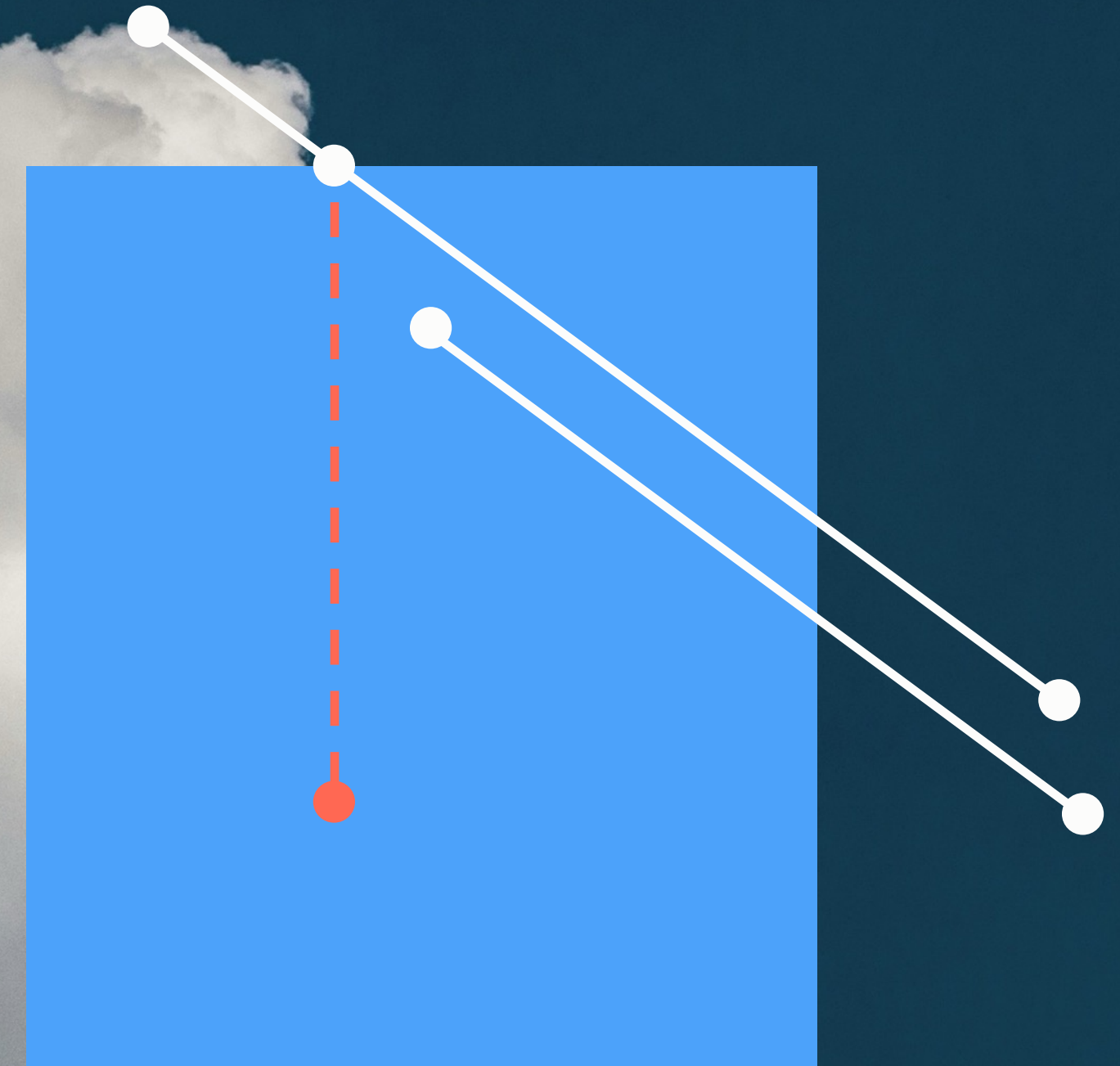




Data Science & Machine Learning

G-Cloud 15 Services

Service overview

Data Science & Machine Learning

Designed for organisations that need to use data more effectively to improve services and operations, this service provides end-to-end support to research, design, develop, and deploy data science and machine learning solutions.

The focus is on applying the right analytical techniques to real public sector problems, from exploratory analysis and forecasting through to robust model development and production deployment. Work is delivered in a practical, delivery-focused way, either as a standalone engagement or embedded within wider software and cloud programmes.

It is particularly useful where teams need to improve decision-making, automate or enhance processes, or move from ad-hoc analysis to reproducible, trusted models that can be maintained and improved over time.

Who this service is for

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This service works well for organisations that:

- Want to improve decision quality using evidence-led analysis
- Need forecasting, scenario modelling, or predictive insights to support planning
- Have data but lack the skills or capacity to turn it into reliable models
- Need explainable, accountable models suitable for public sector use
- Want to reduce bias and risk compared with opaque “black box” approaches
- Need support taking models into production, not just building prototypes

It is commonly used by digital, data, analytics, operational, and policy teams responsible for improving outcomes through better use of data.



What the service includes & excludes

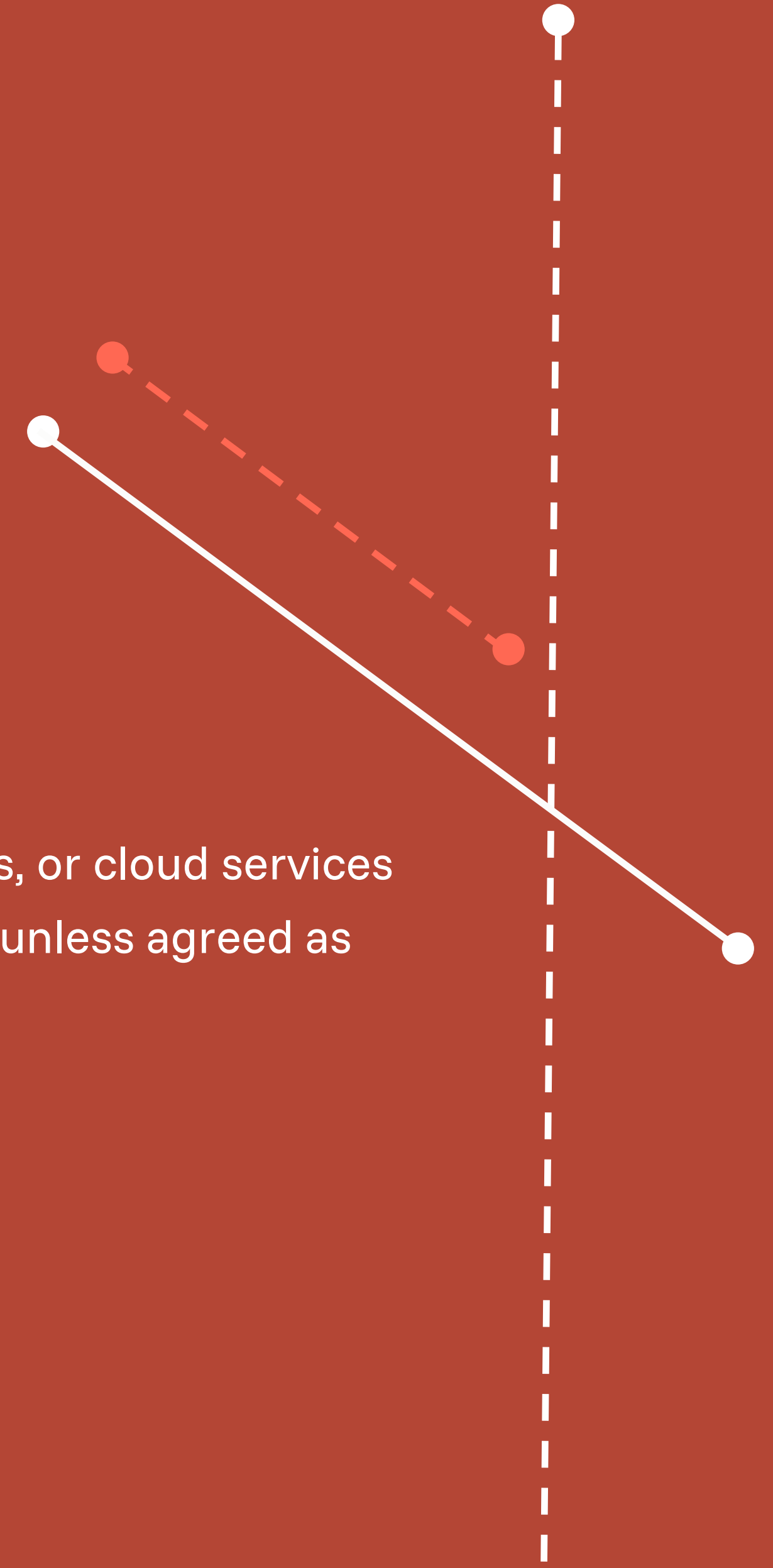
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In Scope

- Discovery to define objectives, constraints, and success measures
- Exploratory analysis and statistical investigation
- Predictive modelling, forecasting, and scenario analysis
- Explainable, robust model development with bias reduction
- Production-grade ML and MLOps (deployment and monitoring)
- Integration, documentation, and team enablement

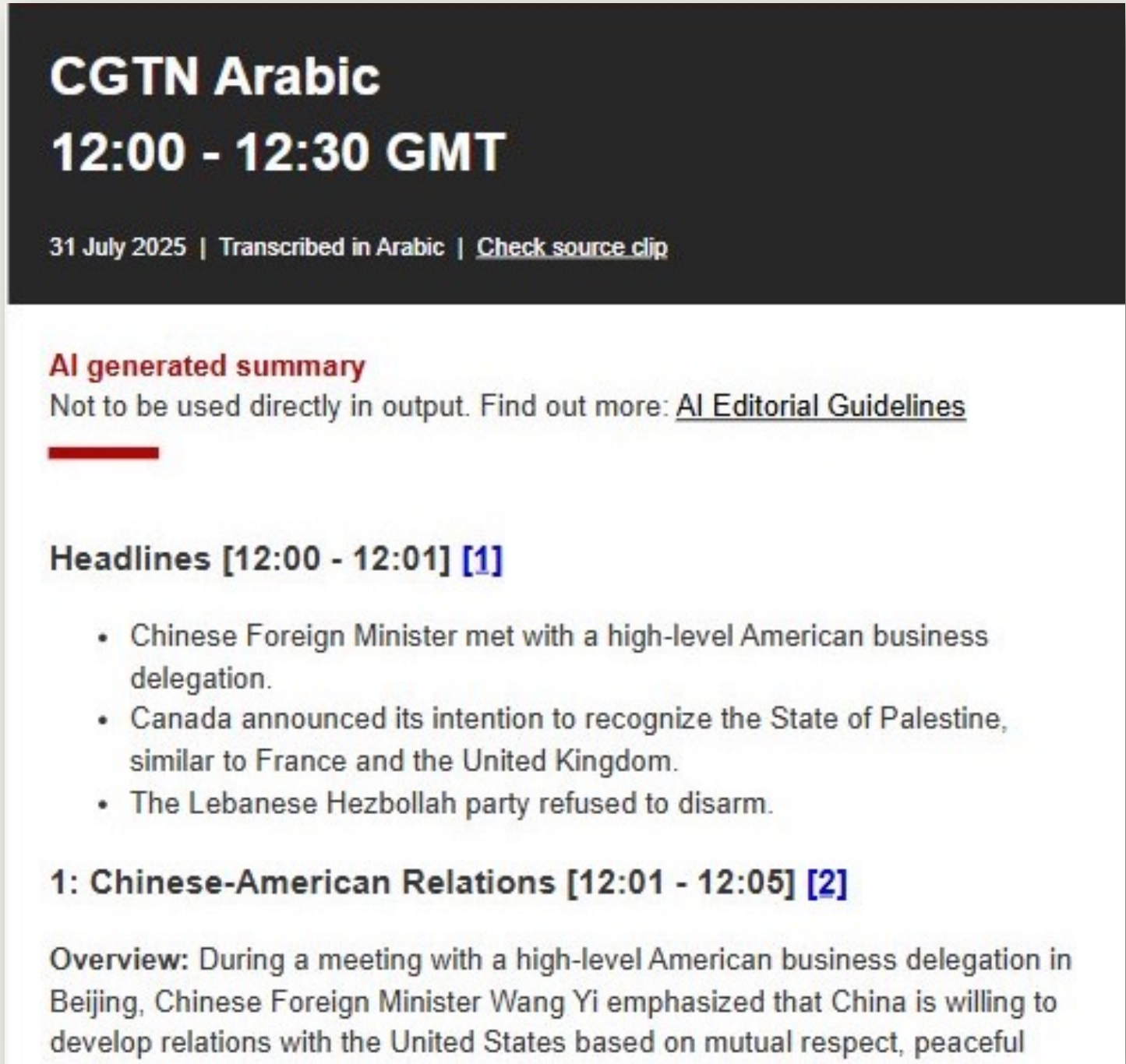
Out of Scope

- Ownership of live services
- Procurement of tools, licences, or cloud services
- Business-as-usual operations unless agreed as part of the scope





Case Study: BBC
GenAI



Solutions Delivered

Softwire helped bring GenAI, responsibly and securely, to BBC News journalists.

BBC VOLT aids journalists in monitoring television channels from around the world. It ingests ~1500 clips/day, transcribes ~3000 hours/week, and processes ~50TB/month of TV clips. Users can search through transcripts, and in multiple languages.

We have used generative AI to deliver product outcomes that were previously not feasible:

- Summarising long transcripts into clear, digestible bullets
- Generating daily digests and sending key highlights to users
- Allowing natural language search across transcript content to find semantically similar topics
- Improving the accuracy of video transcriptions with the Whisper model

We worked directly with BBC editors and journalists to co-design grading criteria to benchmark AI output on coherence, factual accuracy, completeness, and trustworthiness, ensuring editorial standards were met. Summaries included verifiable references with timestamps, ensuring trust and transparency.

Results & ROI

VOLT has evolved from a search-and-transcribe tool into an intelligence platform, empowering BBC journalists with near real-time analysis, cross-channel comparisons, and digestible daily tailored insights. This has saved their time wading through 3,000+ hours of weekly content and manual searching.

The project established BBC best practices for AI evaluation, validation, and deployment, feeding into wider organisational efforts to adopt generative AI responsibly.

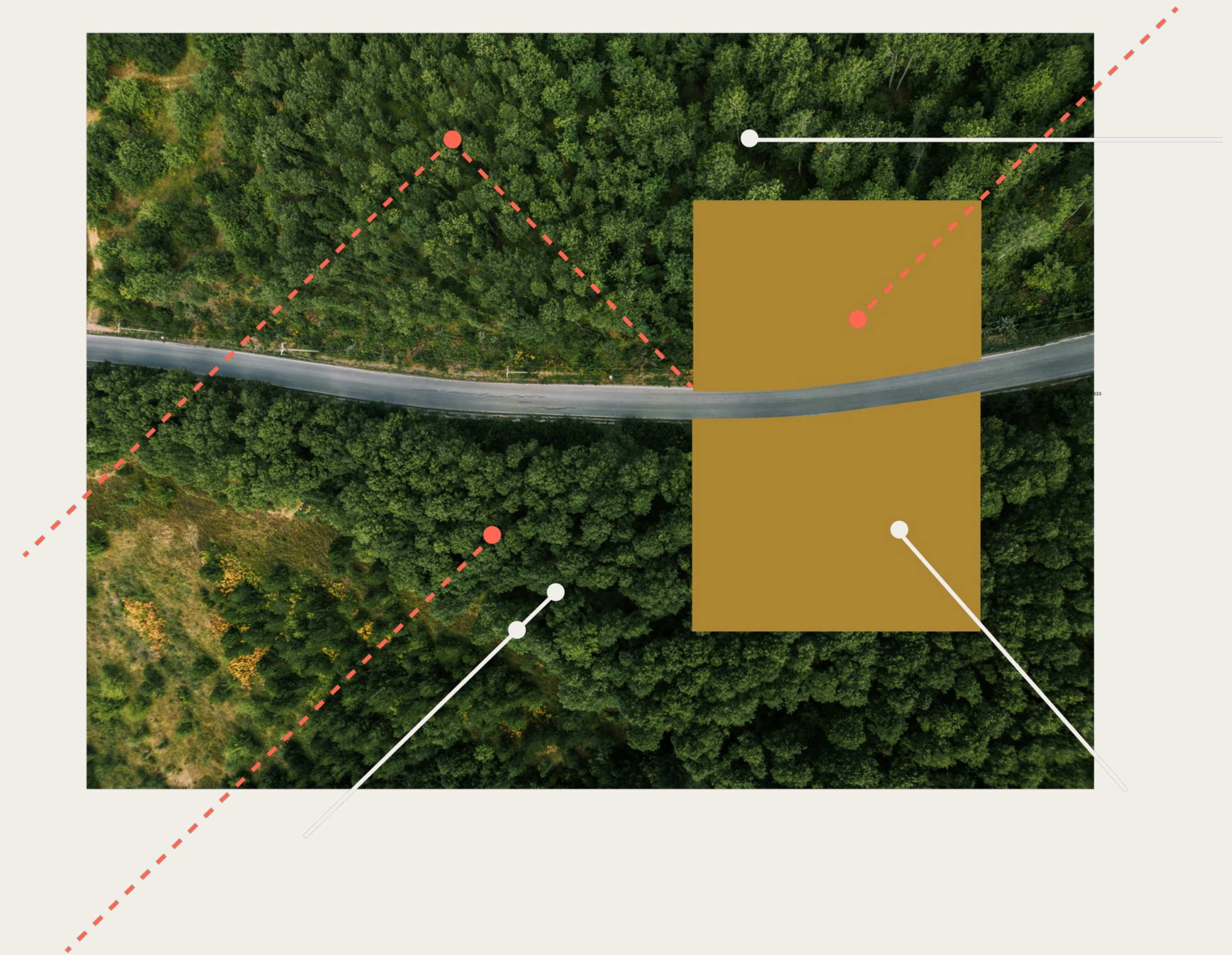
Time scales and effort

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Engagements typically range from a few weeks to several months, depending on the complexity of the service, the stage of delivery, and whether migration or ongoing support is required.

The service can be delivered as:

- A short scoping or health check engagement
- Exploratory data analysis or discovery
- Production model deployment and ongoing MLOps
- Access to systems, environments, and relevant stakeholders is needed to support delivery.



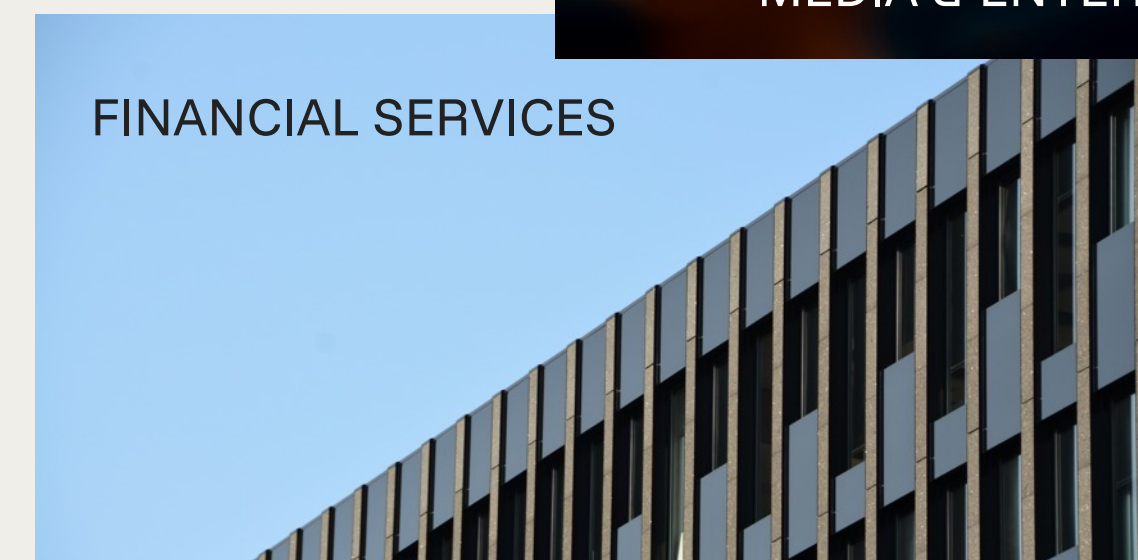
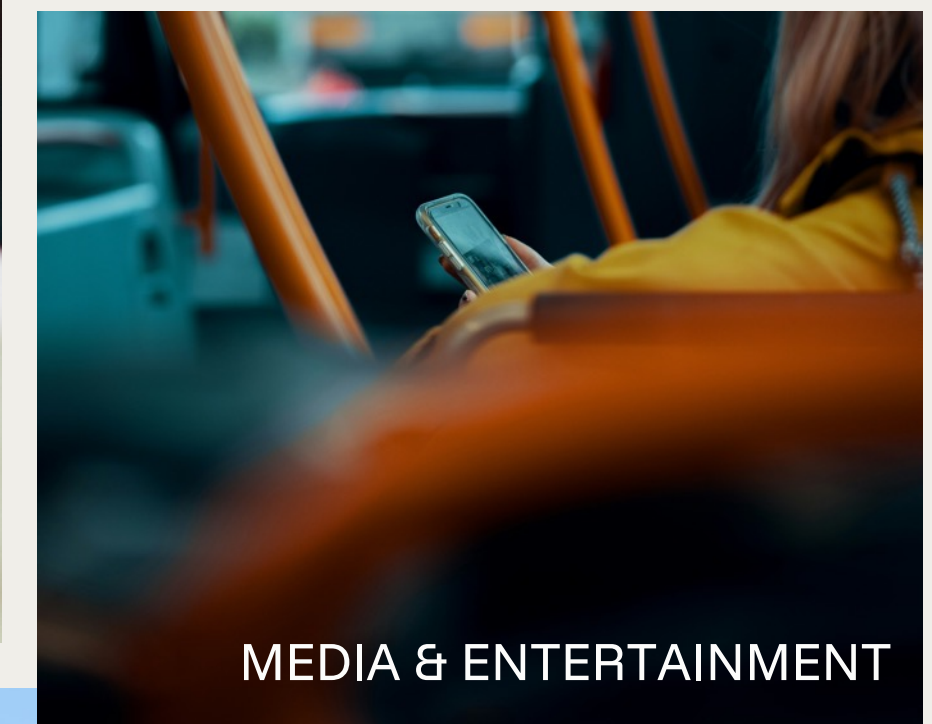
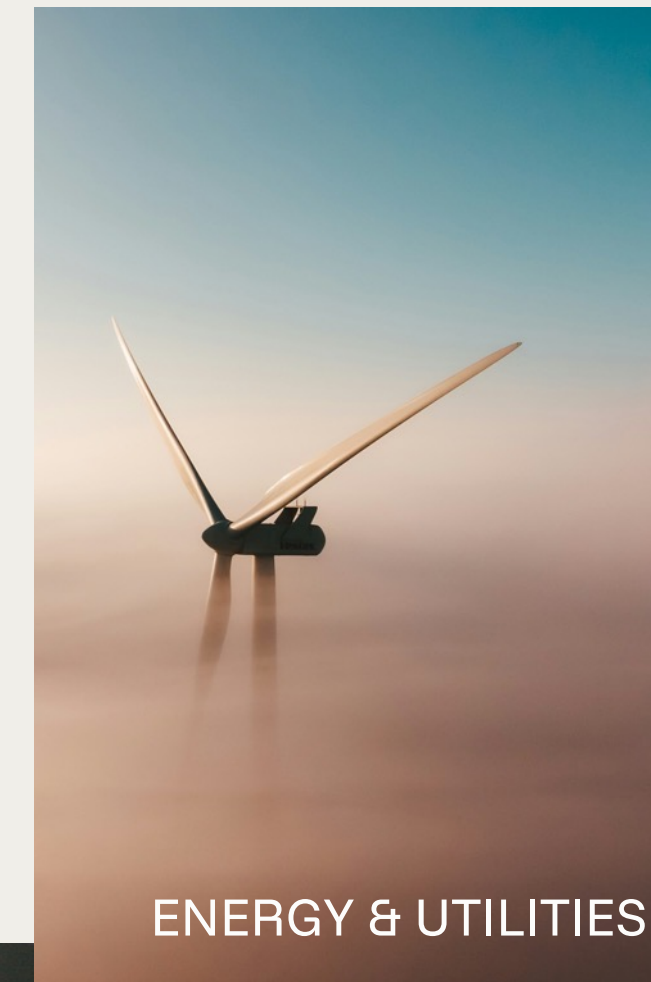
About Softwire

Softwire is a digital and technology consultancy that works with organisations to design, build, and improve digital services.

We support teams across the public sector with work ranging from discovery and delivery through to data, cloud, and AI-enabled services. Our focus is on solving real problems, working collaboratively, and delivering work that stands up to scrutiny.

We take a pragmatic approach to AI, helping organisations explore where it can add value, put appropriate controls in place, and integrate it safely into existing services and ways of working.

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Our Capabilities

We have expertise across multiple sectors

Our multi-skilled cross-functional teams offer full-lifecycle management and ownership of outcomes across a range of domains, using a range of specialisms.



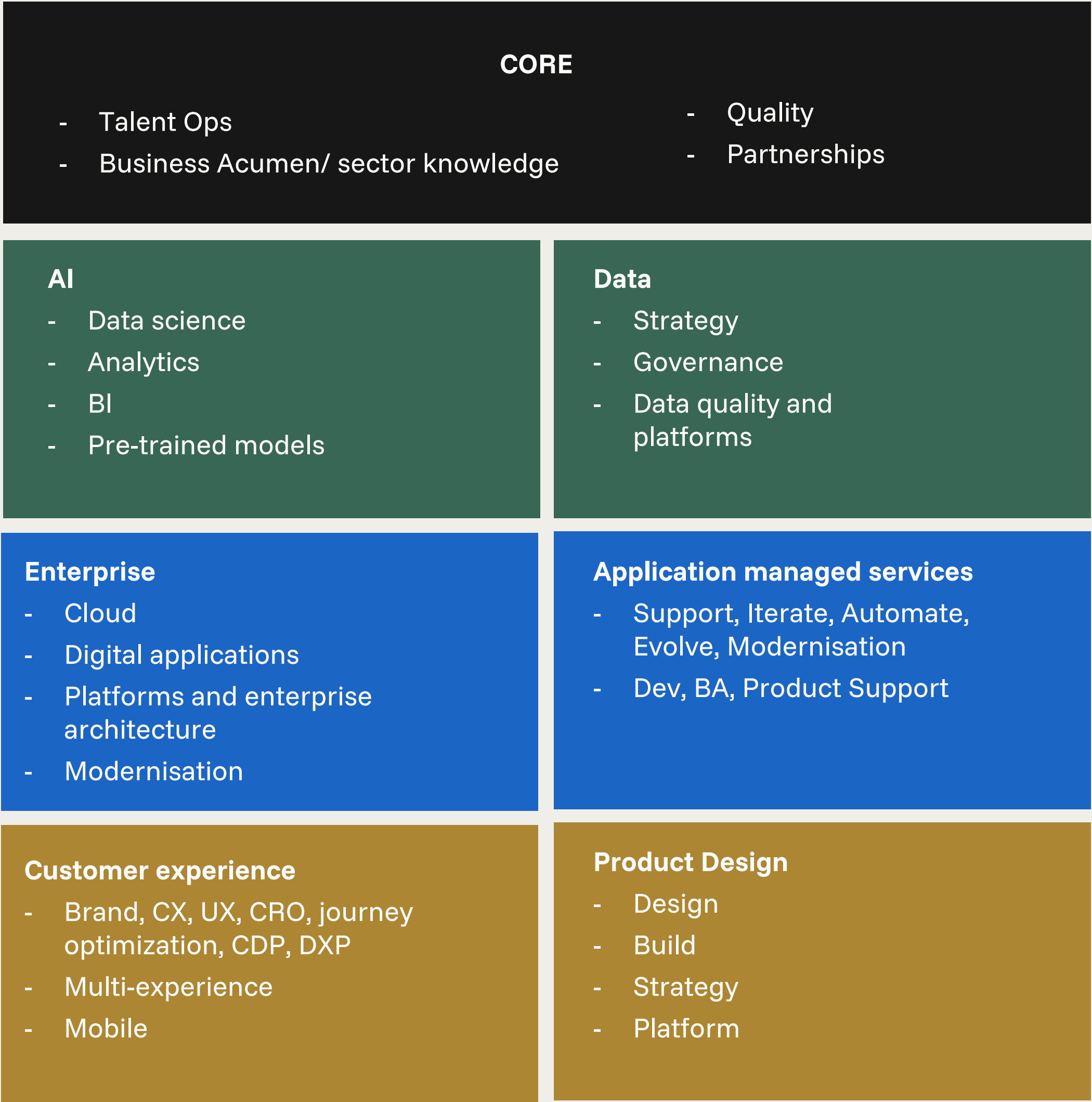
Enablers



Brand, Differentiated Experience, Engagement Revenue



Optimisation, Modernisation, Continuous improvement



Working in the the public sector

We have experience delivering work across central government, arm's length bodies, and the wider public sector.

Our teams are used to working within public sector constraints, including governance, assurance, procurement, and delivery standards. This includes supporting the responsible use of data and AI, with appropriate oversight, transparency, and risk management.

We work closely with policy, operational, and delivery teams, adapting our approach to fit existing processes, capability, and levels of confidence with emerging technologies.

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Thank you for reading

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