# Public-Private Sector Bridge

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# Introduction

Recent TGF TC discussions have started to address the difficulties that private sector businesses can encounter when engaging in public sector transformational projects with a view to providing some guidance that helps consortia, programmes and projects to address these issues.

This note identifies an initial set of differences in views from public and private sector perspectives such that patterns to facilitate private-public sector bridges can be identified.

| **Private Sector View** | **Public Sector View** | **Class** | **Relevant TGF Patterns** | **Means to Address** |
| --- | --- | --- | --- | --- |
| Primarily motivated by profit | Motivated by meeting public liabilities/demands |  |  |  |
| Brand is everything.  Reputation (market presence and value) is vital to retain and acquire business | Local or regional pride.  Customers probably cannot choose another supplier but will seek public approval |  |  |  |
| Desire reusable solutions that can be sold elsewhere | Likely to require capabilities to meet specific local requirements/desires |  |  |  |
| Participation may be time-limited (e.g. by contract) | Effectively exist forever |  |  |  |
| Data is private | Data subject to FOI and forthcoming data sharing legislation |  |  |  |
| Probably not bound by geography or limited in ability to expand sphere of operations | Geographically bound and limited in areas of responsibility |  |  |  |
| Constantly seeking competitive edge | Collaborate with other government bodies at the same level and with related responsibilities |  |  |  |
| Competitive – want as much business as they can handle | Collaborative in order to provide the best realistically possible citizen experience |  |  |  |
| May not understand Government or have pre-existing relationships with government organisations | Have relationships with a range of government organisations |  |  |  |
| Unlikely to have mandatory rights over customers | Have many legal obligations to citizens and businesses |  |  |  |
| Free choice on associations and desired customers | No choice over citizens that they Are responsible to |  |  |  |
| Customer identities defined by business systems/business need. A single customer identity is reasonably straightforward to achieve. | Customer identities often tied to national identifiers e.g. NHS no, social services no. A range of these are probably required for modern transformational projects |  |  |  |
| Can elect what markets to be active in/services to offer | Will need to offer services to meet obligations |  |  |  |
| Maybe prepared to take risks/experiment | Inability to be seen to ‘fail’ leading to risk adverseness |  |  |  |

Nig Greenaway

Fujitsu Fellow

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