

UPLIFT

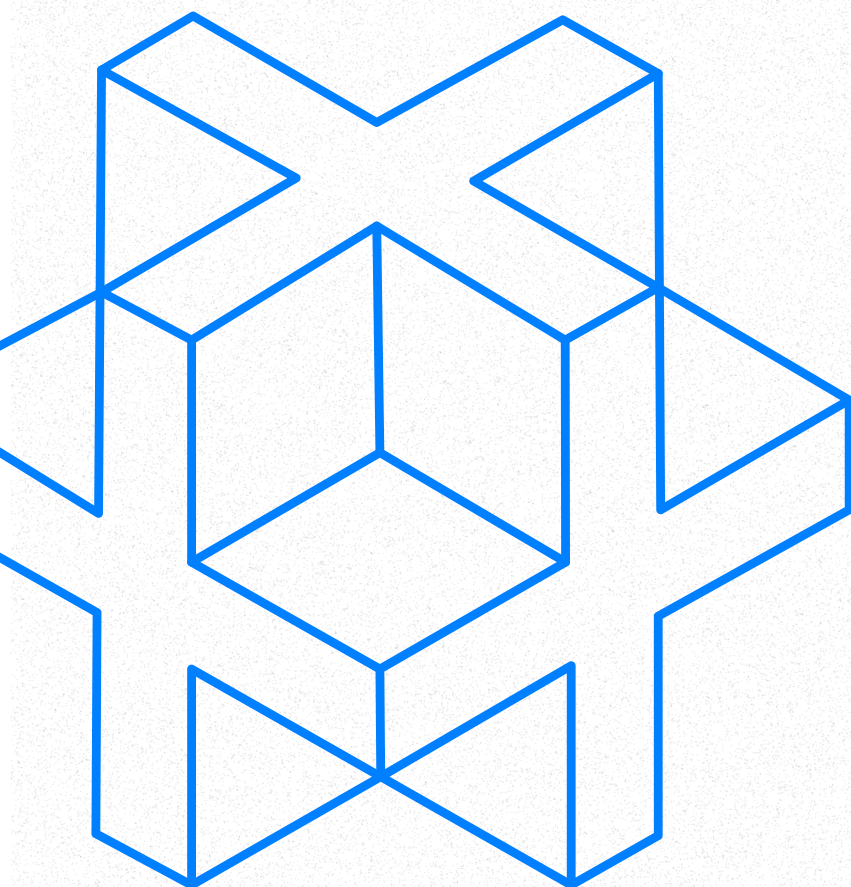


*A triple-impact strategy for
regional transformation.*

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A New Model for Regional Development

What if your region could solve its data infrastructure problem, create skilled local jobs, and build the workforce of the future—all through one programme? Introducing Uplift: Newton Day's triple-impact strategy for regional transformation.

This integrated strategic delivery model combines real project delivery, localised hiring through internship programs, and next-economy training into a single solution. Uplift is specifically architected to empower mayoral leadership in effectively harnessing the transformative potential of Artificial Intelligence for their constituent communities.

By embedding workforce development directly into infrastructure delivery, Uplift ensures that the benefits of digital transformation are felt locally and sustainably. It builds lasting capabilities within communities, enabling residents to participate in and drive the growth of their own economies. With Uplift, regions are not only future-proofing their digital infrastructure but also cultivating the talent needed to sustain it.



The Regional Challenge

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Every mayor wants the same thing: a region that works. For business. For people. For the future. But getting there isn't straightforward. Most regions today face three interconnected challenges:



OUTDATED DATA INFRASTRUCTURE

Fragmented systems, poor interoperability, and limited knowledge sharing make it nearly impossible to scale AI or deliver joined-up services across industry, education, transport, or healthcare.



A WIDENING SKILLS GAP

Too many young people are underemployed, while local employers can't find the talent they need to grow. The result? Missed opportunity, imported talent, and rising inequality.



SHORT-TERM PROJECTS, LONG-TERM DISAPPOINTMENT

Budgets are spent on pilots, consultants, and platforms that rarely build local capability or leave anything lasting behind.

Uplift represents a novel paradigm for regional development, one that fosters a synergistic relationship where smarter data and the cultivation of skilled local talent converge to drive sustainable and impactful growth.

93%

OF COUNCILS
IDENTIFIED STAFF
CAPACITY AS A BARRIER
TO AI ADOPTION.

[CCN County Spotlight
report](#)

71%

OF COUNCILS NOTED A
LACK OF NECESSARY
TRAINING AMONG STAFF.

[CCN County Spotlight
report](#)

57%

OF GOVT. OFFICIALS AGREE
THAT OUTDATED IT
INFRASTRUCTURE HINDERS
AI PROGRESS.

[SAS Data & AI in the UK
government report](#)

The Triple-Win Solution

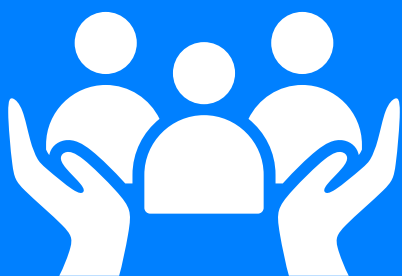
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Regions are under pressure to not only modernise their infrastructure but also to cultivate a future-ready workforce capable of navigating the complexities of the digital age. Uplift is Newton Day's 3-in-1 strategy that directly addresses this critical need.

By simultaneously focusing on strategic modernisation initiatives, targeted upskilling programmes for local talent, and the cultivation of a thriving ecosystem for innovation and growth, Uplift provides a holistic framework for regional transformation.

1. FIX THE DATA FOUNDATION

We deploy Catalyst Data Hub to solve data fragmentation, AI-readiness, and system integration challenges on a conditional free-to-use basis. This becomes the backbone for smarter decision-making, cross-industry collaboration, and scalable digital services.



2. CREATE LOCAL JOBS

We hire, train and embed local interns directly into transformation projects—providing hands-on delivery capacity without inflating consulting costs. Interns work on real problems that matter to your region, guided by our expert hub team.

3. GROW THE WORKFORCE OF TOMORROW

Over 26 weeks, interns receive world-class training in business strategy, innovation, digital systems, marketing, AI, and new economy skills—preparing them to become long-term assets to your region's economy.



Why Uplift Works

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Uplift isn't a consultancy service. It's a strategic delivery model that balances real-world impact with long-term value creation. Here's why it works:

✓ We've Done It Before

With a 20-year track record delivering data infrastructure and transformation initiatives for regional bodies like Transport for London and West Midlands Transport Authority, we know how to navigate complexity and deliver outcomes.

✓ We Own the Tech—So You Don't Have to

Catalyst Data Hub is offered free to use, with no upgrade or licence fees—ever—provided the regional authority funds the internship programme and supports the project delivery. We can do this because we built and own the entire technology stack. No vendor lock-in. No hidden costs. Just value.

✓ Talent Is Grown, Not Bought

Instead of chasing expensive consultants or waiting for elusive unicorn hires, Uplift trains local people to become the workforce your region actually needs. This creates a growing economy and a sustainable legacy of talented people committed to the local community they serve.

✓ We Deliver with You, Not to You

Our central Newton Day team provides expert oversight and guidance, but delivery happens in your region, with your people, solving your priorities.

Uplift isn't just affordable. It's regenerative. It builds capability, not dependence. And that's the kind of investment that keeps paying back.



A Strategic Advantage for Municipal Leaders

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Mayoral leadership understands the importance of impactful local projects. Uplift is designed to deliver exceptional and measurable returns, exceeding the outcomes of many standard regional investments. By backing Uplift, your municipality unlocks a cascade of benefits that extend beyond immediate project outcomes, fostering long-term capability building and driving robust economic growth.

Investing in Uplift yields the following key benefits for your region:



FUTURE-READY DATA

Catalyst-powered OS that enables AI adoption, inter-agency collaboration, and better, faster public services.



REAL LOCAL DELIVERY

Interns deliver projects with expert oversight and on-the-job training. Your region sees rapid and meaningful delivery, not just training hours.



SKILLED LOCAL TALENT

26-week programme covering business, strategy, innovation, consulting, digital systems, and customer success creates job-ready professionals.



VISIBILITY AND POLITICAL CAPITAL

Uplift delivers jobs, digital transformation, and regional capability and a blueprint for repeatable, inclusive growth.



NATIONAL IMPACT, LOCAL SUCCESS

As Uplift scales, your region becomes a model for progressive, AI-ready growth—something to celebrate, replicate, and be proud of.



Let's Uplift Your Region

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For municipal executives prioritising enhanced data infrastructure, robust job creation, and sustainable future prosperity, Uplift delivers transformation where it matters most:

- ✓ **Optimised systems:** Implementing intelligent technology for enhanced operational efficiency and smarter decision-making.
- ✓ **Empowered communities:** Fostering economic growth and improved quality of life through strategic initiatives.
- ✓ **Upskilled human capital:** Cultivating local talent and a future-ready workforce.

Uplift is a transparent solution, devoid of prohibitive licensing fees and vague promises.

Ready to discuss Uplift's application in your region? Book a personalised walkthrough and we will outline a sample programme and our rapid implementation approach.

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