

## East Coast Education

“The WorkSpace offers a working environment and location that is conducive to running and growing small businesses. It offers a support network that is committed to helping you succeed and a range of support services that is geared to helping ensure you have what you need to do so”.

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### The Business

East Coast Education Ltd is an education consultancy, helping government and close to government agencies turn policy into practice. The emphasis is on strategic advice, policy development, implementation and evaluation in the 14-19 education reform programmes.

### The Background

East Coast Education was formed in 2000 by Barry Smith while he was working as a consultant in New York.

In the USA, an ‘east coast education’ is a metaphor for an Ivy League education (so while the company name was not originally a reference to the Berwick location it has proved very apt). Barry had spent the previous 10 years as a teacher before moving to New York and working as a consultant.

On moving back to the UK, Barry formalised the consultancy establishing it as a legal entity. In 2004 East Coast Education bought into a larger education consultancy, AlphaPlus Consultancy Ltd, allowing the company to pursue more substantial projects as well as adding the ability to scale up the workforce and draw on other areas of expertise to broaden the type of work that could be undertaken.

East Coast Education Ltd also moved into publishing with an eight textbook deal with Longmans.

### The Service

East Coast Education has worked in three main areas of work: Qualification development and support with work done for the Qualifications and Curriculum Development Authority (QCDA), NCFE (a national awarding organisation) and the Learning and Skills Improvement Service (LSIS). Literacy, Numeracy and employability policy development and implementation – work here involves *Skills for Life* and Functional Skills development.

East Coast Education has a number of strategic partners allowing the company to draw in work from other sources and get involved in extremely large education projects. Key partners for this work include Tribal Education and Deloitte. Other partners help the company add additional dimensions to the core service and key here is the relationship with Mindfizz Multimedia Ltd. Key evaluation partners include the Centre for Developing and Evaluating Lifelong Skills (CDELL), at the University of Nottingham and the Centre for Education and Industry at the University of Warwick.

### Why Berwick WorkSpace?

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