

Case Study 2 – Capital Conflict Management

Founded in 2008 Capital Conflict Management provide conflict management services to over-13s who are at risk or involved in serious violence. They are funded by service delivery contracts with a number of Boroughs and police forces.



2012

Turnover: £245,989

Full Time Employment: 4

Part Time Employment: 1

2013

Turnover: £366,494

Full Time Employment: 3

Part Time Employment: 2

Delivery: Deloitte carried out several vital pieces of work for Capital Conflict Management (CCM), as part of their participation on the Pioneers programme. This included “Facing the Market” a detailed report looking at market research, product assessment and competitor analysis. This was a total of 6 weeks work from Deloitte staff including several intensive 3-4 hour sessions with the CCM team and 40 20-minute phonecalls with previous, current and prospective CCM clients. CCM’s entire business plan was also re-written and remodelled during the process with extensive input from Deloitte’s consulting team.

From a governance perspective, Deloitte were also able to source a board expert who acted as company secretary for four months and then mentored the new company secretary for several months after that.

With marketing and communications also a key area, Deloitte were able to arrange workshops for the team with Deloitte brand experts, and leverage their supply chain to bring in Dare, an award-winning marketing agency, to build a new website for CCM that appealed to their highly diverse audiences.

Impact: The work has had a dramatic positive impact on the performance of CCM and its functionality as a business. “Facing the Market” has become a key reference point for all strategic decisions being taken by senior management and revolutionised CCM’s strategic planning. In combination with the business planning work, it has also critically helped with translating plans into clear actions and deliverables.

From a governance perspective, the addition of a company secretary and board development work has transformed their board from one that made decision-making difficult to “a board to be proud of”, according to CEO Andy Simon. The web development work has also given them an “outstanding” website which greatly improves their ability to take direct referrals, which should significantly increase their impact.

Future: The Pioneers programme has substantively changed the way in which CCM approaches its business. With a clear business and action plan now in place, and strong collateral and business intelligence, they are confident of reaching their target of working with all 18 gang and violent crime groups in London, and are already in advanced negotiations with some of these.

www.capitalconflict.com

“The assistance received from our team has got us into a position where growth is now a reality rather than a hope.”

- Andy Simon, CEO, Capital Conflict Management