



Art Projects for Schools Limited has been fortunate to have obtained the services of Gareth through his company The Clever Fox Group for the last twelve months. He has been instrumental in developing a clear marketing and communications focus in the business as well as bringing discipline to our people management. For the last six months he has been working with us five days a week.

His support and advice have enabled us to finally put to bed a traumatic period in the company's history. He has

- Taken over the sales and marketing team.
- Developed the confidence of individuals through re-assigning roles
- Created a brand strategy for the company.
- Negotiated a new wage structure
- Introduced big company practices to the structure of the organisation
- Acted as mentor to several members of staff including myself
- Used his considerable connections to further the best interests of the business including a full market research piece on the perception of our brand by a top London agency
- Brought a new focus to financial disciplines within the business

Quite simply, if Covid-19 had not occurred we would be looking at moving back into profit for the company securing many jobs. This is entirely due to the contribution of Gareth. We could not afford to lose him.

Dan Dickey

CEO

Art Projects for Schools Limited