

The  
**Whitehouse**  
Consultancy

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# EDUCATION SECTOR SPECIALISTS

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**Issues-led communications**

## **Address**

The Whitehouse Consultancy  
Metal Box Factory,  
30 Great Guildford Street,  
London, SE1 0HS

## **Website**

[whitehouseconsulting.co.uk](http://whitehouseconsulting.co.uk)

## **Twitter**

[@Whitehouse\\_PA](https://twitter.com/Whitehouse_PA)



# FOREWORD

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Since The Whitehouse Consultancy was founded in 1998, education has been one of our key practice areas. We have consistently engaged with decision-makers, policy influencers, media and the public to deliver successful results for a wide-range of clients.

With uniquely experienced members who've held Children's Services and Education portfolios in local government and worked with and for national politicians, The Whitehouse Education Team has operated in all areas of education policy; from early years, right through primary, secondary, further and higher education, working with clients from the private, public and third sectors.

Today, Whitehouse offers unrivalled expertise and is a go-to agency for those seeking change in the education and children's services sector. Whatever your challenge, we can help.

A stylized, handwritten signature in black ink, consisting of a large, sweeping 'C' followed by a horizontal line and a small upward flourish.

CHRIS WHITEHOUSE  
Chairman



# OVERVIEW

The Whitehouse Consultancy is an award-winning issues-led communications agency with decades of experience in public affairs, press and media relations, stakeholder engagement, crisis communications and training.

We support business and policy objectives; and run high-profile campaigns for clients in the private, public and charitable sectors that influence policy, legislation and public opinion, and build support among key opinion formers and decision makers. We have offices in London and Brussels covering our clients' communication needs at the local, national and international level.

The Whitehouse Consultancy works across policy areas including: education, energy, health and social care, food and nutrition, infrastructure, media, transport and welfare.

We understand our clients' needs and provide a bespoke service which is proactive and achieves tangible results.

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A photograph of three students in school uniforms sitting at a desk. The student on the left is a young man with braces, smiling broadly. The student in the middle is a young woman with dark hair, also smiling. The student on the right is a young man, slightly out of focus, also smiling. They are all wearing white shirts and blue and white striped ties. The background is a blurred classroom setting with a computer monitor visible on the right.

So, what do we stand for?





## FOR EXPERTISE

The Whitehouse Consultancy is an integrated, issues-led communications agency. Our passionate team of expert consultants have decades of experience in the education sector to help deliver your vision.



## FOR INNOVATION

Our sector-leading team implement the latest digital techniques, delivering award-winning campaigns and content to bring your objectives to life.



## FOR EXCELLENCE

We pride ourselves on fostering strong partnerships, which is why we are trusted by key policy-makers, influencers, national and specialist media organisations, research groups, think tanks and trade bodies.



## FOR CHANGE

There are organisations who are in a position to bring about positive change in our education system.

You're one of them.

**Let's make it happen.**



# WE'RE TRUSTED

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Our team have worked with a range of organisations on key campaigns, events and projects.

Google



SCIENCE  
MUSEUM

SCHOOLS  
WEEK

sparx

ACTION  
CEREBRAL PALSY

Ark

coram



tes

NaSS



# WHAT DO WE DO?

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## CAMPAIGNS

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Developed and implemented the UK's first national awareness week for obesity.

We achieved more than 600 pieces of media coverage and an average media/social media reach of over 21 million people per year.

## POLICY

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Established a groundbreaking, agenda-setting report for our client, Action Cerebral Palsy.

This resulted in an internationally-recognised award being conferred on the charity's CEO and a launch at The Speaker's State Apartments.

## GRAVITAS

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Raised the profile of The Ace Centre, a charity for people with learning disabilities.

This resulted in the centre being chosen to receive key funding from The Guardian, and followed with a visit from the Prime Minister.

## ENGAGEMENT

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Achieved legislative change for the School and Nursery Milk Alliance via engagement with key Parliamentarians.

We have now built a cross-party Parliamentary membership scheme to maintain advocacy, build trust and further policy aims.

## LEADERSHIP

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Founded and operate the Urology Trade Association, the leading body representing 95% of the industry.

Described by a former Government Minister of State as 'one of the most effective bodies at engaging with Parliamentarians'.

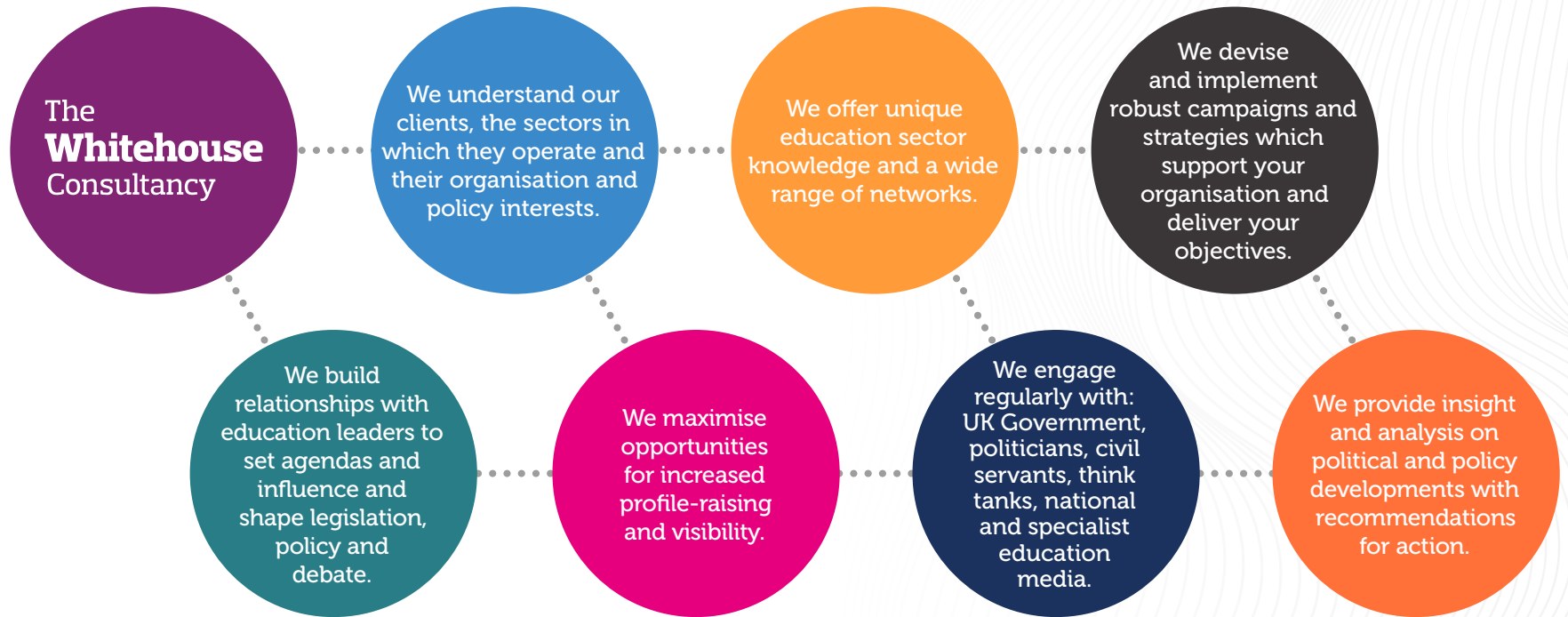
## DIGITAL

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Created innovative social media and content plans for a wide-range of clients within the sector.

We generated effective insight-driven digital marketing, content production, seamless online distribution, audience targeting and bespoke infographics.

# WHY US?





# THREATS & OPPORTUNITIES

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**Impacting  
constantly  
changing  
education  
policy**

**A Secretary  
of State seeking  
to make their  
mark**

**Decreased  
funding and  
introduction of  
new funding  
models**

**Difficulties  
with teacher  
recruitment  
and retention**

**Labour's  
proposals for  
a 'National  
Education  
Service'**

**Academic and  
skills-based  
curriculums  
in further and  
higher education**

**Dichotomy  
between  
Conservative  
and Corbynite  
policies**

**Uncertainty  
surrounding  
Academies,  
Free Schools  
and Grammar  
Schools**



# CASE STUDY: ACTION CEREBRAL PALSY

## IDENTIFY INTERVENE IMPACT

The Whitehouse Consultancy developed a strategy to meet Action Cerebral Palsy's policy goals. The charity aims to improve education provision for children with cerebral palsy and advocates specific teacher training modules on specialist teaching for children with the condition.

We created an accessible 'MP and Caseworkers' Guide' to enable all Members of Parliament to answer questions their constituents have about cerebral palsy and followed this by meetings with the Department for Education, Ministers, backbenchers and opposition MPs. We created a groundbreaking report and engaged with the Secretary of State for Education, who provided a keynote speech at the charity's report launch at the Speaker's State Apartments.

Following this, our client's Chief Executive, Amanda Richardson MBE, was awarded the Winston Churchill Memorial Trust Award to conduct global research and we formulated her findings into the 'CP Pledge', which received cross-party support. The Department for Education also agreed to distribute the charity's specialist training resources.

***"Without The Whitehouse Consultancy's help, we would not be in the position we are in today in which we have a strong voice on behalf of children with cerebral palsy and their families." - Amanda Richardson MBE***



# YOUR TEAM

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## **Paul Church** | Associate Director and Head of Education

Paul leads for the agency on high-profile accounts across the education, health and third sectors, providing senior counsel, strategic advice and impactful campaigns for clients. He has strong political antennae built up though over a decade of experience in senior roles in national, regional and local government, having served as: Chief of Staff to a Government Minister, Adviser to a former Secretary of State, Head of Consultancy & Parliamentary Relations for a leading international political communications business and an elected councillor for a flagship Council in an iconic part of London, holding executive roles in the: adult social services, children's services, education, equalities and public health portfolios, for the first local authority in the UK to receive an outstanding from OFSTED for its children's services whilst he held the portfolio.

An articulate advocate, Paul was educated at the London School of Economics & Political Science and has served as trustee of an education charity, a governor at four schools across secondary, primary and early years and Board Member of a registered social housing provider. He works frequently with Ministers and officials at the Department of Education and Department of Health & Social Care and is Co-Chairman of the Public Relations & Communications Association's Education Group, Director of External Affairs for The Conservative Party's Education Society and an elected Board Member of the industry-leading Public Affairs Board.

**[paul.church@whitehouseconsulting.co.uk](mailto:paul.church@whitehouseconsulting.co.uk)**

**Linked** 

# YOUR TEAM

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## **Mayar Raouf** | Head of Communications and Crisis Communications

A trained journalist, Mayar is responsible for the development and implementation of strategies to secure coverage for clients at all levels of the media in order to raise their profiles, promote their messaging, and to engage audiences ranging from parliamentarians and policymakers, to teachers and healthcare practitioners, to consumers and parent groups.

Mayar's extensive network of journalist contacts and prior media training enable her to secure high value coverage on behalf of our clients that furthers their institutional objectives; while also supporting our clients' communications' capacity through the provision of guidance and training – along with practical support – in media management.

A member of the Whitehouse team since 2012, Mayar has worked on national media campaigns for clients including National Obesity Awareness Week, the Association of Educational Psychologists and Action Cerebral Palsy. Her work for the European Specialist Sports Nutrition Alliance has won several high profile industry awards.

Mayar was previously a member of the London Legacy Development Corporation's communications team during London 2012, and has also worked for the British Council, the United Nations High Commissioner for Refugees, a respected multimedia publishing house and three overseas national newspapers.

**[mayar.raouf@whitehouseconsulting.co.uk](mailto:mayar.raouf@whitehouseconsulting.co.uk)**

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# YOUR TEAM

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## **Stephen Roberts** | Consultant

Stephen works across the education sector supporting clients' communications strategies and providing continual and high-level political and industry insight and intelligence. Prior to Whitehouse, Stephen worked for a large multinational communications agency, supporting both public affairs and public relations campaigns. Stephen has a particular interest in the cross-over between media, technology and education as well as the impact of social media on children's health and also manages the day to day running of the All-Party Parliamentary Media Group.

Stephen is a graduate of the University of Bristol where he read politics and international relations and also studied at Tianjin Foreign Studies University in China as part of a British Council scholarship, where he learned Mandarin and Chinese culture.

**[stephen.roberts@whitehouseconsulting.co.uk](mailto:stephen.roberts@whitehouseconsulting.co.uk)**

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# YOUR TEAM

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## **Laura McCarthy** | Consultant

Laura has worked on a range of education clients, spanning: academies, EdTech, school suppliers, school meals and nutrition. She supports clients' external communications and provides them with key sector political intelligence.

Laura graduated from Trinity College Dublin with a degree in Philosophy and Political Science, where she also founded a society that promotes the awareness of social development globally. She has since worked for a range of Select Committees at Parliament and for a bespoke Parliamentary Monitoring Service, providing insights to global clients.

In her spare time, Laura plays an active role in a number of education charities, including teaching English to unaccompanied asylum seekers. She has played an integral part in activist campaigns on school funding and improving life chances.

**[laura.mccarthy@whitehouseconsulting.co.uk](mailto:laura.mccarthy@whitehouseconsulting.co.uk)**

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# YOUR TEAM

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## **Jake Johnstone** | Associate Consultant

Jake provides clients in the education sector with political insight and policy guidance, as well as wider communications and PR advice. Prior to Whitehouse, Jake has been an active political campaigner with experience of running a number of successful campaigns for Members of Parliament and has a strong background in graphic design, digital and insight-driven marketing. During his career Jake has delivered on key projects, including branding for the world-renowned educational outreach centre, the Science Museum, DFID's inaugural Global Disability Summit, an international conference on disabilities, the University of Westminster and an education campaign in Scotland.

Away from politics, he has worked on a number of community campaigns for former Shadow Cabinet members and the Mayor of London and delivered on key projects for Danone, Halifax and award-winning West End and touring theatre productions. Jake offers valuable experience in digital content production, social media targeting, insight-driven campaigning and graphic design.

**[jake.johnstone@whitehouseconsulting.co.uk](mailto:jake.johnstone@whitehouseconsulting.co.uk)**

**LinkedIn** 

The  
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Consultancy

**Paul Church**

Associate Director & Head of Education

**Telephone**

020 7793 2537

**Email**

[paul.church@whitehouseconsulting.co.uk](mailto:paul.church@whitehouseconsulting.co.uk)

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