

EAST COAST CONSULTANTS

WHO ARE WE?

East Coast Consultants (ECC) is a new consultancy established to provide support to SMEs mainly in the tourism, leisure and rural development sectors. Roger Brown is the principal and he works with a number of associates - mainly Rory Malcolm of RMA.

Our aim is to provide organisations, companies and business owners with practical assistance in the day to day running and/or forward planning of their enterprise. We recognise that many smaller enterprises often have a higher workload than they have staff to cope but do not wish or cannot afford to employ additional staff. ECC is able to fill this gap by working with permanent staff on particular projects or simply by providing part-time or occasional support. We specialise in working with private sector clients to help them realise their business ambitions in a cost-effective manner.

Roger Brown was originally a town planner working in local government. In the late 1980s he was appointed to manage one of the first Destination Management Organisations in Scotland following which he established his own tourism and rural development consultancy. During this period he worked on many assignments including assisting with the original feasibility study for the Scottish Seabird Centre, North Berwick; producing a tourism development plan for County Armagh, Northern Ireland; providing the tourism input to what was to become the first community forest project in Scotland (Laggan Forest, Newtonmore); and analysing and reporting on national survey responses submitted to Scottish Natural Heritage as part of its preparations for Right to Roam legislation. He also worked with Rory Malcolm on producing a tourism development plan for a private estate on Arran. For the past 14 years he has been Chief Executive and Sales Director of PPD Ltd, one of Scotland's leading specialist direct marketing companies. He has now stepped down from that role and established **East Coast Consultants**. He has spent over 30 years working in Scottish tourism and rural development with a broad perspective gained from the public and private sectors as well as the practical experience of establishing and running a SME.

Rory Malcolm has been actively engaged as a consultant since 1986 (when he joined PKFA in London) and set up Rory Malcolm Associates (RMA www.rmaconsultants.co.uk) in 1998. Since that time he has helped a diverse range of clients within both the private and public sectors within the UK and overseas. His experience in Scotland has seen him helping hotels, restaurants, theatres, garden centres and farmers wanting to diversify into tourism. His overseas experience includes France, Italy, Germany, Belgium, Finland and Tanzania.

RMA provides a range of services to the tourism industry and values working with small proprietor-owned businesses as much as large multinationals. His specialist sectors are accommodation and food and beverage and he is a fluent French speaker. Prior to joining PKFA Rory worked in a variety of management positions with the Novotel hotel group in the UK where he gained valuable experience in hotel operations.

WHAT DO WE DO?

East Coast Consultants key strengths are:

- market research (both desk based and original face-to-face interviews/field work)
- assessment of market demand and/or financial viability for either existing businesses who may be expanding/changing direction or for green-field/new start projects
- business planning
- marketing planning (as part of a business plan)
- spreadsheet modelling/operating projections
- operational audits (what are the key issues faced by the business, what solutions are there etc)
- business reviews (where's the business now; where does it need to be in 5 years time etc)
- public/private sector partnership advice and evaluation
- international networking

CONTACT US

If you would like further information and to find out what East Coast Consultants could do to help your business, please contact us as follows:

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