

# Cleveratom

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Matthew Eaves, Director of Creativity

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# Cleveratom

## developing creative learning environments



**Cleveratom**, based in Chelmsford, Essex, is a specialist learning consultancy that aims to nurture creativity in education and business through the use of new and emerging technologies. The company works with a wide range of “learning organisations”, consulting on the application of information technology in education, designing and developing learning environments and personalised learning tools, building software solutions, participating in major government programmes like “Building Schools for the Future”, and running staff training and development programmes. Among Cleveratom’s clients are the BBC, the National Health Service (NHS), Becta (government agency leading the drive



for information technology in learning) and a number of universities and education authorities.

Matthew Eaves, Director of Creativity, describes the company’s unique contribution to the learning environment. “We sit between education and technology, building solutions around the individual needs of the learner. We have a rare combination of skills and have put together a team that brings a balanced, multidisciplinary approach. One of our directors is a former head teacher, and two more are experienced in software development and web-based technologies.” Matthew himself brings experience of developing cutting edge creativity in learning projects around the world with organisations like the BBC, British Council, Apple and Oracle.

Cleveratom’s unique approach and experience helped it to win major contracts in its first six months of operation. For the NHS, Cleveratom evaluated sophisticated digital tools to support online professional development. For the BBC, the company redesigned the “BBC Blast” truck,

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Steven Kear, Programmes Director

a mobile creative studio that tours the UK offering digital media and creative experiences as part of a creative forum that aims to inspire and motivate young people in the UK to realise their talents in art, dance, film, music and writing.

The company is currently focused on opportunities for improving creativity in learning throughout Essex and the East of England. “The majority of our work is based between London and Norwich,” says Matthew Eaves. “It’s important that we can work closely with our clients, developing tailored solutions.” In one project, Cleveratom is working with a group of schools and colleges to help them connect with each other and share learning experiences as part of the new Diplomas scheme. In Norwich, the company worked with City College to develop a new social and learning space for the 120+ students with autism, involving the students themselves in designing the space and some of the furniture.

**Essex provides an environment for small businesses like Cleveratom to establish and get the support they need to become the successful companies of tomorrow, enabling them to grow, prosper and sustain themselves.**

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INVEST Essex provides confidential advice and practical support to companies wanting to establish a presence or expand in the UK. We promote Essex as an outstanding business destination and help existing and potential investors make the most of our strategic location, thriving business environment, and quality of life.

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