

Counter-



# Partners for progress

G-Cloud 14  
Service Definition  
Document

# At Counter, we embed teams of highly engaged, tech problem solvers from diverse backgrounds into the very fabric of your organisation.

## Our mission

Counter is part of the Northcoders Group, which also includes the Northcoders and Tech Returners brands. The Group's mission is to deliver life-changing opportunities for people from all walks of life whilst providing the tech industry with the skills it needs.

## What we do

At Counter we assemble and land cost-effective teams of highly skilled UK based technical problem solvers. They are cherry-picked from the Group's diverse and highly sought after Northcoders and Tech Returners talent pools before being trained in our unique counter-consultancy approach.

Teams are made up of Associate Consultants led by a Counter Tech Lead who all collectively choose to work on solving your organisations unique challenges.

At the end of our engagements we give you the option to absorb any of the Counter Associate Consultants as FTEs at no cost.

Counter commercially stands behind all of the cloud solutions that our teams deliver.

## Core Counter Capabilities

Counter teams deliver innovative and forward thinking Cloud based solutions in:

Software Engineering Support

Mobile and Cloud Apps

Data Engineering

Cloud Engineering Services

AI / ML Cloud Development

Low Code / No Code

At Counter, we are flipping the script. Instead of transient advisors, we offer you a dedicated team that has chosen to work with you. Our consultants aren't just hired hands; they are invested partners culturally aligned with your organisation's values and vision.

## Our Counter Approach:

### 1. Counter Associate Consultants

Cherry picked from highly sought after Northcoders and Tech Returners talent pools.

Northcoders and Tech Returners have been creating a new class of diverse technical problem solver since 2016. We have selected, trained and introduced over 3500 new and returning technologists into the UK tech market. These technologists now work at over 500 organisations. Our alumni have a proven track record to progress in their organisations very quickly to senior and leadership positions.

Counter Associates are then cherry picked from those who express interest in your organisation and your projects. The best of the best. Chosen for technical excellence, cultural alignment and ability to deliver value as part of a team. Before being engaged on client projects they are further upskilled on our unique counter consultancy practices to ensure that they are constantly delivering with your success in mind.

### 2. Counter Tech Leads

Assigned experienced Tech Leads who are adept delivering and mentoring for success.

Counter Tech Leads are usually Northcoders or Tech Returners alumni that have either had successful careers delivering for our other clients. Or have forged Careers delivering training and technical solutions for the wider Northcoders Group. They are responsible for two key deliverables.

Firstly, they ensure that all Counter projects are delivered successfully with modern practices and future proofed for long term usability.

Secondly they make sure that every Counter Associate is technically and strategically aligned with your mission and upskilled to deliver within your stack, working practices, processes and ceremonies. They set the standard so that the whole team are able to deliver modern, sustainable and high class solutions for you.

We're builders of long-term value, focused on incremental improvements that promote sustainable growth. You can trust that knowledge we bring won't walk out of the door when the project ends.

### 3. Transferring Associates as FTEs

[Our people can become your people.](#)

Our legacy is not just the solution we create and deliver, but also the incredible people who can transition into your workforce to be an integral part of your ongoing your respective missions.

Intrinsic to our Counter proposition is that our engagements deliver immediate outcomes as well as long term capability that outlasts our engagements. Critical business knowledge uncovered and delivered by our Counter Consultants does not have to leave our your organisations at the end of our engagements. At no extra cost you will always have the option to retain our Associate Consultants as FTEs at the end of our engagements.

### Counter Costings

The Counter model means you are able to get the leadership and experience of a Tech Lead paired with a team of Associates who have been selected and primed to rapidly deliver and excel for you. This allows us to be able to offer such a competitive pricing model without compromising on quality.

Our illustrative blended day rate for a team of 5 Counter Consultants which includes 1 Tech Lead and 4 Associate Consultants is £380 per person.

Counter teams need a minimum of 6 months in order for our Associates to benefit from having the mentorship and leadership from the Tech Lead. In that time the team will have been able to deliver critical solutions to your organisations as well as be fully integrated into your practices, processes and culture. After 6 months you can then choose to absorb the Associates as FTEs and the Tech Lead will return to Counter.

At Counter, we are not just consultants; we're innovators, drawn from a myriad of backgrounds and experiences, each bringing unique perspectives to the table.

## What makes a Counter-Consultant?

### 1. Been through the Northcoders our Tech Returners selection and onboarding process which is designed to find people who are:

- natural problems solvers
- shown an aptitude for picking up technical concepts quickly
- not afraid to work hard
- NB. in 2023 Northcoders had 14,000 applicants with 1079 people starting our courses

### 2. Have completed Northcoders or Tech Returners training which gets people:

- used to learning tech principles fast and in a tech agnostic way
- have only learnt modern tech practices and best ways of working
- accustomed to collaborating in teams or pairs to collectively achieve innovative outcomes
- comfortable with being out of their comfort zone and trained to find solutions methodically and quickly

### 3. People have come to tech from all walks of life:

- they have not usually completed a CS degree and would not have chosen to get into tech at age 17
- have come to tech from many different careers or life backgrounds
- bring a wealth of domain experiences and diversity of thought
- represent a diverse talent pool comprising a spectrum of people from different genders, ages, cultures, social backgrounds and neurodivergences.

### 4. Triple filtered! Aligned, selected and onboarded from our already uniquely selected pools to deliver short term outcomes and long term sustainable capability for you.

- Counter Consultants are only selected from our pool of qualified people
- They actively opt into your projects and see their long term future in your organisation
- Final selection is based on technical excellence and cultural alignment to the team and your organisation
- They are then onboarded to intrinsically understand how to be a successful team player and expert partner for your organisation.



At Counter, we're not your usual tech consultancy. We are partners for progress. We foster a culture of innovation that flexibly fuels your organisation for the long term.

## Counter Partnerships

As we say, Counter is not your usual tech consultancy. We do however, partner with some very well respected consultancies on public sector engagements. We work seamlessly together in partnerships or within consortia to deliver the outcomes organisations need.

We work in partnerships with consultancies to provide:

- teams to work alongside consultancies coming to the end of long engagements so that Associates assimilate the knowledge to keep it within organisations as they become FTEs.
- to work alongside consultancies in a blended capacity on specific statements of work to fuel delivery and outcomes.
- expertise in specialisms that other consultancies don't already bring to the table

## Counter Case Study 1

### HMRC

Through a partnership with Equal Experts we are providing a team of Data and Cloud Engineers at HMRC to deliver a critical Statement of Work within one of their data teams. The Tech Lead is providing capability and mentorship to the Associates to alleviate the pressure from more senior members of the bau team within that department. At the end of the engagement, the Associates will then be able to apply for permanent roles within that department at HMRC.

Our counter-approach is built to benefit your organisation, the solutions we create together and the people who can be intrinsic to your workforce for many years to come.

## Counter Case Study 2

### Rolls Royce

Northcoders provided a new department within Rolls Royce with teams of Software Engineers. The teams were selected and mentored into Rolls Royce to quickly be able to work on the platform that underpinned the value proposition of the new department. Once up to speed the Counter teams were able to replace more expensive contractors that were initially working on the build. At the end of the engagement Rolls Royce decided to retain 75% of the Associates as FTEs.

“We wanted to build a capable technology team quickly and have them grow with the business. Counter handled all that for us, and the technical mentorship they’re providing to the Associates has made a huge difference to their trajectory. We were impressed with Counter’s speed and responsiveness”

Ian Whitford  
CTO at R2 Factory, Rolls-Royce

### Organisations we have worked with:



# Features & benefits of our Counter-Approach

- Counter provides teams of 4-6 Associate Consultants who are led by 1 Tech Lead at a cost effective blended day rate
- The Associate Counter-Consultants see their long term future as FTEs within or your organisation
- You can transfer our Counter Associate Consultants as FTEs at the end of delivering a statement of work after a minimum period of 6 months
- There are no further fees involved in absorbing Counter Associate Consultants as FTEs
- Every team is always led and supported by a dedicated Tech Lead, who:
  - leads the team to deliver the projects
  - helps integrate the team into your organisations practices, processes and culture
  - ensures the team delivers in your unique stack to solve your unique challenges
  - embeds modern practices and innovative solutions in their deliverables
  - empowers the team of Associate Consultants to be able to work independently by the end of the engagement enabling seamless transition to FTEs
  - frees up your seniors times so they can focus on their critical workload



# Social Value

Northcoders Group's mission is to deliver life-changing opportunities for people from all walks whilst providing the tech industry with the skills it needs. We want to create a thriving and diverse digital community, built by people who love tech and we believe we're stronger when everyone is included.

As a training provider Northcoders and Tech Returners selects, trains and introduces over 1000 new Technologists into the UK Tech market every year. Our courses are free for job seekers, with government-funded scholarships available to provide accessibility to low-income & out-of-work individuals.

Our commitment to social value and ESG is intrinsic to what we do and what we stand for. We track and report on a number of KPIs on Social Value. Here are 3 key themes:

## 1. Tackling Economic Inequality

**KPI:** To improve social diversity, we want to increase the number of students who can enter our industry without having to go to university.

**Goal/target:** To increase this proportion year on year.

**Reporting Metric:** Percentage of Northcoders who have not been to University. Clear evidence of scaling by total public sector spend awarded.

**Reporting Format:**  
Northcoders Group PLC Annual Report

## 2. Tackling Workforce Inequality

**KPI:** To improve workforce inequality, we want to increase the number women and gender minorities choosing to do our course and have a career in the tech industry

**Goal/target:** To increase the number of women and gender minorities that are moving into tech.

**Reporting Metric:** Percentage of Northcoders graduates who are women or report as a gender minority person. Clear evidence of scaling by total public sector spend awarded.

**Reporting Format:**  
Northcoders Group PLC Annual Report

## 3. Fighting Climate Change

**KPI:** To offset the amount of Carbon we produce annually, we plant a tree for every Northcoders graduate

**Goal/target:** Committed to achieving net zero emissions by 2030

**Reporting Metric:** Number of Northcoders we graduate, trees we plant and the amount of CO2e avoided.

**Reporting Format:** Number of people we train every year reported in

**Reporting Format:**  
Northcoders Group PLC Annual Report

Number of trees planted and the amount of CO2e avoided

## Awards and Accreditations



Tussell Tech 200



Best Performing Company,  
Business Process Outsourcing



Prolific North Tech Award



DFE Skills Bootcamps



Digital & Tech Company  
Of The Year



Cyber Essentials Plus



Chamber Business  
Of The Year

Like our counter approach?  
Want to know more?  
Drop us a line today

### Counter

Part of Northcoders Group  
Manchester Technology Centre  
Oxford Road  
Manchester  
M1 7ED

[counter.partners](mailto:counter.partners)

[workwithus@counter.partners](mailto:workwithus@counter.partners)

0330 808 0006



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