

# Coal Face AI Ltd

## Public Sector Capability Statement

Practical AI discovery, readiness, training and implementation support for public-sector organisations

Coal Face AI helps organisations move from AI interest to practical AI delivery. We work with public-sector teams, operational organisations and delivery partners to identify realistic AI opportunities, assess readiness, reduce risk, train staff and develop practical implementation roadmaps.

Our focus is operational value: saving time, improving decision-making, reducing manual workload, supporting staff capability and helping organisations adopt AI safely and responsibly.

## Company Overview

Company name: Coal Face AI Ltd

Trading name: Coal Face AI

Company type: UK private limited company

Registered in: England and Wales

Core capability: Practical AI consultancy, AI discovery, readiness assessment, training, automation, data analytics and implementation support

Delivery model: Founder-led consultancy supported by trusted technical delivery partners where required

Website: [coalface.ai](http://coalface.ai)

Coal Face AI is built around a practical view of artificial intelligence: AI should solve real problems, support people, improve operations and create measurable value. We help organisations understand where AI genuinely fits, where it does not, what risks need managing, and what actions should be taken next.

## Core Public Sector Services

### AI Readiness Assessment

We assess organisational readiness for AI adoption across strategy, people, process, data, technology, governance, security, risk and operational maturity.

Typical outputs include:

- AI maturity assessment
- readiness score
- strengths, gaps and risks
- priority improvement areas
- practical recommendations



- leadership briefing
- implementation roadmap

## AI Discovery and Opportunity Mapping

We help teams identify where AI can create value by reviewing workflows, pain points, manual processes, data flows, information bottlenecks and recurring operational tasks.

Typical outputs include:

- AI opportunity map
- prioritised use case register
- feasibility assessment
- benefit/risk scoring
- quick-win identification
- pilot recommendations
- delivery roadmap

## Use Case Pilots and Proofs of Concept

We support the design and delivery of small, focused AI pilots that allow organisations to test value before committing to wider implementation.

Example pilot areas include:

- internal knowledge assistants
- policy and document search
- workflow automation
- report generation
- data analysis assistants
- virtual assistants and chatbots
- operational dashboards
- generative AI productivity tools

## AI Training and Awareness

We deliver practical AI training for leaders, managers and staff. Sessions can be tailored to different levels of confidence and technical understanding.

Training topics include:

- what AI is and what it is not
- generative AI in the workplace
- safe and responsible AI use
- prompt engineering
- AI productivity workflows
- risks, limitations and hallucinations
- data protection considerations
- use case identification



- practical team exercises

## Responsible AI, Data Ethics and Governance

We help organisations think through the ethical, operational and governance implications of AI adoption.

Areas covered include:

- human oversight
- transparency and explainability
- data protection
- bias and fairness considerations
- risk assessment
- user impact
- auditability
- safe deployment
- policy and usage guidance
- responsible AI adoption

## Workflow Automation and Process Improvement

Coal Face AI supports the identification and design of automation opportunities that reduce repetitive work, improve consistency and free staff time for higher-value tasks.

Potential areas include:

- document processing
- internal reporting
- form handling
- inbox and request triage
- knowledge retrieval
- meeting and action tracking
- data entry reduction
- administrative workflow redesign

## Data Analytics and Reporting

We help organisations make better use of the data they already hold by improving reporting, dashboards, data visibility and decision-support workflows.

Support can include:

- management reporting
- dashboard design
- data quality review
- operational metrics
- AI-readiness for data
- reporting automation



- insight generation
- decision-support tools

## Typical Public Sector Use Cases

Coal Face AI is well suited to supporting public-sector use cases such as:

- AI readiness reviews
- AI opportunity assessments
- staff productivity improvement
- internal knowledge assistants
- policy and document search tools
- public-service workflow automation
- case triage support
- reporting and dashboard automation
- AI training for staff and leaders
- responsible AI guidance
- data ethics support
- generative AI adoption planning
- AI pilot design
- operational decision-support tools
- procurement and tender response support
- digital transformation discovery

## Sectors Supported

Coal Face AI can support AI discovery, readiness, training and implementation work across a range of public-sector and public-service environments, including:

- local government
- central government
- education
- not-for-profit organisations
- blue light and emergency services
- defence, security and resilience
- health operations and non-clinical productivity
- culture, media and sport
- public-sector supply chains
- public-private delivery partnerships

For health-sector work, Coal Face AI currently positions itself around non-clinical AI support such as administrative automation, reporting, knowledge management, staff training, operational analytics and productivity improvement. Clinical diagnostic AI, medical device AI and treatment decision systems would require specialist clinical, regulatory and safety partners.



# Trust, Security and Compliance

Coal Face AI has taken steps to ensure it is ready to work with serious organisations and public-sector buyers.

Current credentials and cover include:

- Cyber Essentials certified
- Professional indemnity insurance: £1,000,000
- Public liability insurance: £1,000,000
- Employers' liability insurance: £10,000,000
- UK limited company
- Responsible AI and data ethics approach
- Human-in-the-loop design where appropriate
- Data protection-aware delivery
- Secure-by-design implementation mindset

Coal Face AI can provide company, insurance, Cyber Essentials and supporting procurement information on request.

## Delivery Approach

Coal Face AI uses a practical, structured delivery model.

### 1. Understand

We begin by understanding the organisation, its people, processes, constraints, systems, risks and objectives.

### 2. Assess

We assess AI readiness, data maturity, workflow suitability, technical feasibility and governance considerations.

### 3. Prioritise

We identify and prioritise use cases based on value, feasibility, risk, complexity and likely adoption.

### 4. Design

We define the right delivery approach, whether that is a workshop, pilot, proof of concept, training programme, roadmap or implementation project.

### 5. Deliver

We support delivery through founder-led consultancy, practical implementation support and trusted technical partners where required.



## 6. Transfer

We focus on knowledge transfer, documentation, training and adoption so that the organisation is not left dependent on external support for every next step.

## Remote and In-Person Delivery

Coal Face AI can deliver remotely or in person depending on the nature of the engagement.

Remote delivery is suitable for:

- AI readiness assessments
- stakeholder interviews
- discovery workshops
- training sessions
- use case mapping
- report development
- implementation planning
- partner support

In-person delivery is available for:

- leadership briefings
- board-level AI sessions
- operational workshops
- site/process observation
- strategic planning
- sensitive or complex stakeholder engagement
- major programme kick-offs

Coal Face AI is based in the UK but can support international clients remotely and can travel for suitable engagements, subject to commercial, legal, security and practical considerations.

## Partner and Subcontractor Support

Coal Face AI is available to support larger suppliers, primes, IT consultancies, cyber firms, digital transformation companies and public-sector delivery partners.

Partner support can include:

- AI discovery lead
- AI readiness specialist
- workshop facilitator
- responsible AI/governance support
- generative AI subject matter expert
- computer vision prototype support
- automation opportunity assessment



- public-sector AI training
- use case prioritisation
- bid and solution design input

Coal Face AI can operate as a specialist subcontractor, delivery partner, discovery partner or AI advisory resource.

## Founder Profile

Coal Face AI is founder-led by Thomas Wilson, an AI specialist with a background in operational leadership, defence, maritime operations and practical AI development.

Thomas combines real-world operational experience with technical AI knowledge, including MSc-level artificial intelligence expertise and practical experience developing computer vision, AI readiness and AI adoption approaches.

This blend allows Coal Face AI to bridge the gap between technical AI capability and real organisational delivery.

## Procurement Status

Coal Face AI is preparing for public-sector procurement and can provide relevant supplier information, insurance evidence, Cyber Essentials certification and company documentation on request.

Coal Face AI has submitted an application to join the Crown Commercial Service RM6200 Artificial Intelligence Dynamic Purchasing System. This capability statement should not be interpreted as confirmation of appointment to RM6200 unless and until that appointment is formally confirmed.

## Suggested First Engagement

For most public-sector organisations, the recommended starting point is an AI Readiness and Opportunity Assessment.

This provides a structured view of:

- where the organisation is now
- where AI could realistically help
- what risks need managing
- what data/process barriers exist
- which use cases are worth piloting
- what the next 30, 60 and 90 days should look like

This gives leaders a practical basis for decision-making before committing to larger AI implementation projects.



# Contact

Coal Face AI Ltd

Website: [coalface.ai](http://coalface.ai)

Email: [insert preferred business email]

Location: South Yorkshire, United Kingdom

Delivery: UK and international, remote and in-person by arrangement

Practical AI. Built for the coal face of real organisations.

