

LaingBuisson

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PUBLIC POLICY PROJECTS

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2022

# Candidate Information Pack Research Director



## About LaingBuisson

LaingBuisson is the foremost name in healthcare and social care business intelligence, and we have established our reputation for insightful, objective and independent advice over 30 years. We are widely viewed as the go-to provider of market intelligence on health and social care not only by providers working in the sector, but also by advisors and suppliers.

We are also the chosen provider of data on the independent healthcare sector to the Office for National Statistics (ONS), which we are rightly proud of, underlining as it does the quality, integrity and importance of what we do. This data is also used by international bodies such as the WHO and the OECD.

Our reports, consultancy work and data are all highly-respected in the sector and play a key role in shaping business decisions and in influencing government policy. Our work is regularly cited in the press and recent appearances include *The Telegraph*, *The Times*, *The Guardian*, *The Financial Times* and Radio 4.

We publish four market-leading journals covering UK and international healthcare, social care, and medical travel and health tourism, drawing upon unique data and high-quality journalism to deliver in-depth analysis of the sector's stories, alongside contributions from key industry associations and sector experts.

We also hold a series of high quality, well-attended conferences and events aimed at senior executives from health and social care providers, advisors, investors and suppliers to the sectors. These are supplemented by a successful series of webinars. In addition, we have two annual awards ceremonies.

## About Public Policy Projects

Public Policy Projects (PPP) is a global policy institute offering practical analysis and development across a range of sectors, including health, social care, life sciences, net-zero and climate change. At Public Policy Projects, we believe that good public policy is the essential foundation of an open, liberal society. Most public policy issues are complex and involve difficult choices and trade-offs. PPP lays out the fundamental tenets of what is required for good health policy and aims to foster good practice and policy improvement across the whole health and care sector. PPP creates an environment where good public health policy is debated, helping to shift opinion for positive change. Our developing work in the environment sector not only looks at the impact of climate on health but is also extending practical policy around extending COP and the net zero debate. The mission of Public Policy Projects is to learn both from our own experience and from the experience of others and to make contributions to the policy debate which address real world choices based on real-world evidence.

We disseminate our policy through independent reports but often the more important part is the process of gathering the evidence based on PPP's ability to convene the key stakeholders around a topic. Thus, our roundtables and webinars are important for policy debate. We also publish journals and bring together communities to foster the wider conversation. Conferences and events act as channels to further increase our footprint and our social media activities help maximise the currency of our message.

## LaingBuisson's mission and values

LaingBuisson's mission is to help organisations make informed and insightful decisions in the UK and international healthcare and social care markets by providing the best independent market intelligence and data.

We ask all of our team to adhere to our values of Integrity, Teamwork and Service. Our purpose is to provide high quality, insightful business intelligence to our clients and fulfilling work for our people. We are in business to be profitable, but it is the way we do business that defines us.

We explain our values as follows.

### Integrity

- We have a reputation for integrity, impartiality and independence. Our objectivity, transparency and experience are central to our success story.
- We have a thirty-year track record serving the healthcare and social care sectors with the highest quality business intelligence and data.
- We are trusted and respected for the work we do, and this means that providers, advisors, commissioners and investors look to LaingBuisson's work when they need to make key decisions.
- We are the chosen provider of data on the independent healthcare sector to the UK's Office for National Statistics.

### Teamwork

- We value and trust our colleagues and believe a strong and motivated team fosters the best service to our customers.
- We promote diversity and respect the views of others and foster an environment where people trust and feel safe putting forward their opinions.
- We seek commitment and good performance, and recognising people spend a great deal of time at work, aim to inject a sense of fun alongside the serious business of getting a good job done well.
- We value collaboration both internally and with our partners and all undertake to facilitate this through good communication.

### Service

- We seek first and foremost to please our customers. We keep our promises and act honestly.
- We listen to our customers and, where appropriate, offer challenge to ensure we provide them with the products and services that they really need.
- We commit to giving our customers superlative service, whether this means the timely delivery of products, returning a call or email promptly, or ensuring they are kept up to date on the progress of projects.
- We have an entrepreneurial spirit - we are proactive in seeking opportunities and creative in providing solutions.

## PPP's mission and values

PPP believes that good public policy is the essential foundation of an open, liberal society.

Most public policy issues are complex and involve difficult choices and trade-offs. There is plenty of scope for honest disagreement about how to balance conflicting interests; it is the role of political leaders to make those choices and accept responsibility for the choices they make.

But that system only works when political rhetoric is connected to reality and the programmes which are presented to voters represent real options. If voters sense that the ideas are unrealistic, or that the implications have not been thought through, they conclude that the political class is at best self-serving and at worst corrupt.

Good public policy addresses the trade-offs and makes the choices explicit so that political leaders can be held to account for the implications of the choices they make.

This process requires an understanding of international context. In the age of the internet, Covid and climate change the list of issues which can be addressed at the purely national level is growing shorter all the time.

The mission of PPP is to learn both from our own experience and from the experience of others and to make contributions to the policy debate which address real-world choices on the basis of real-world evidence.

## Our work

As Research Director, one of your focuses will be LaingBuisson's market reports, leading the team that produces them and the authors that write them. Our titles include:

### Healthcare

Diagnostics  
Dentistry  
Health Cover  
Digital Healthcare  
Mental Health Hospitals  
Out of Hospital Healthcare  
Private Acute Healthcare

### Social Care

Adult Specialist Care  
Care Homes for Older People  
Childcare  
Children's Services  
Dementia Care  
Homecare and Supported Living  
Retirement Housing

### International

Medical Travel and Tourism  
International and Expatriate Health Cover

You will also work on consultancy projects. Selected recent clients include:

### Public

Department of Health and Social Care  
Department for Education  
Office for National Statistics  
Nottinghamshire County Council  
Middlesbrough Council  
Peterborough City Council  
County Councils Network  
Guy's and St Thomas' NHS Foundation Trust  
NHS Wales

### Private

Advent international  
Sovereign Capital  
HCA  
Boots  
AstraZeneca  
BNP Paribas  
JP Morgan  
Octopus Investments  
Mayo Clinic Healthcare in partnership with Oxford University Clinic

### International

Malaysia Healthcare Travel Council  
Dubai Health Authority  
Spanish Ministry of Health, Social Policy and Equality  
Fresenius  
Visa, Inc  
Roche Diagnostics

LaingBuisson also publishes four journals – *Care Markets*, *Healthcare Markets*, *Healthcare Markets International* and the *IMTJ* (International Medical Travel Journal); run a series of half-day seminars and full-day conferences; and hold two annual awards ceremonies which celebrate the best in UK health and social care, and international medical travel and tourism respectively. As Research Director, you will be a contributor to our journals and will also speak at our conferences.

The Research Director will also lead PPP's team of Policy Analysts whose work feeds into our policy reports and insights, webinars and roundtables and online journals and magazines. PPP's current research programmes cover:

- Social Care
- Health Equalities
- Diagnostics, Diseases and Treatments
- Genomics
- Integrated Care and Primary Care Systems

PPP also undertakes policy consultancy projects in areas which supports its mission and values. Our proposals for public policy development are generated through conversations and research among real world practitioners of public policy development; our objective is to move beyond mere expression of political aspiration and explore the practical questions raised by policy delivery.

## The benefits of working at LaingBuisson and PPP

### Informing markets and policy that affect our everyday lives

LaingBuisson is a small company, comprising around 30 members of staff. However, we work with a vast array of partners and independent consultants, all of whom we count as part of the LaingBuisson ‘family’, to achieve our objectives. Research is at the heart of all we do and as our research leader, you will work with teams across our business so that their work reflects our latest research and thought leadership.

*“A researcher joining our team offers insight and expertise into a sector which touches everyone throughout their life. You will have the opportunity to apply your skills, explore ideas and work at the centre of a vibrant multi-disciplinary team.”*

William Laing, Founder and Executive Chairman, LaingBuisson

PPP is LaingBuisson’s sister company and focuses on public policy. The company offers a range of policy reports across health, life sciences, social care, infrastructure, climate and energy as well as thought leadership on current policy issues. It also holds a programme of events and webinars.

*“The mission of Public Policy Projects is to learn both from our own experience and from the experience of others and to make contributions to the policy debate which address real-world choices on the basis of real-world evidence. Good public policy is what connects political aspiration to hard reality. That is what we aim to provide.”*

Rt Hon Stephen Dorrell, Executive Chair, Public Policy Projects

LaingBuisson is located in offices in London, Berkhamsted and Blackpool. Research is based in London, alongside our Sales and Editorial teams. Blackpool is home to our Data team, whom you’ll work with regularly. Our Digital Media, Event and International Medical Travel teams are in Berkhamsted.

PPP’s policy analysts and event team are based in London. It also has an office in Worcester. The shared finance department of the two companies is in Worcester.

You may be asked to travel between offices occasionally, not only for your work but also so you get to know your colleagues in person.

The Research Director will be a direct employee of LaingBuisson and will also provide services to PPP.

### Professional development

We know that one of the things that our employees look for is to develop their own careers. On joining LaingBuisson, you will be given on-the-job training to enable you to do your job. We will also discuss with you any skills gaps you may have (e.g. training on a particular computer program) and, as appropriate, arrange training. Your professional development is in your own hands. We are happy to support ongoing training for our people and do so through a combination of training courses which we organise for teams and courses identified for individuals. If you find a course which you consider will help you in your role, please speak to your manager and HR.

Other opportunities lie in the wider business and as they arise, as appropriate, we like to consider our current team first, whether that is for promotion or a sideways move into a different specialism.

### Flexible working

LaingBuisson has a flexible working policy. While our normal office hours are 9am-5:30pm in all of our offices, our employees are welcome to work flexible hours subject to the needs of their team and the agreement of their manager.

Following the pandemic, we have adopted a hybrid working policy and colleagues will work some days at home and some days at the office. We would discuss your preferred working pattern with you when you join.

## Salary and bonus

We offer a competitive salary which is reviewed annually. The overall remuneration package for this role is £80,000 (OTE). There is a generous basic salary and a structured bonus based on the performance of each of LaingBuisson and PPP separately and severally.

## Holidays

Members of our Executive Committee have 25 days leave per year plus paid holiday on the usual bank and public holidays as recognised in England (i.e. New Year's Day, Good Friday, Easter Monday, May Day, Spring Bank Holiday, Late Summer Bank Holiday, Christmas Day and Boxing Day).

## Pension

LaingBuisson offer an autoenrollment pension. The current contribution rates are 5% (employee) and 4% (employer).

## Other benefits

The other benefits offered by LaingBuisson include:

- Life Insurance (4 x salary)
- Health cash plan
- Season ticket loan
- Cycle to work loan
- Tech loan scheme
- Employee assistance programme

## The job of Research Director

LaingBuisson and PPP are looking for a proven senior research manager to provide vision, management, strategic direction and co-ordination to the research programmes and research teams of both companies. You will be able to identify opportunities for co-ordinating research programmes to the mutual benefit of LaingBuisson and Public Policy Projects and will act as an ambassador for both companies and their research.

Based at both LaingBuisson and PPP, you will have a background in economics or public health and care policy and an interest in how economics and public policy influence one another. A demonstrable interest in healthcare services, life sciences and environment and climate is highly desirable.

You will also manage LaingBuisson's research team (6 people in total) and PPP's research team of 8 analysts.

### Key responsibilities:

- To provide strategic leadership and day to day management of the research programmes of LaingBuisson and PPP.
- To provide team leadership and line management of LaingBuisson's Research Project Manager and Research Executives.
- To provide direction and line management to PPP's team of policy analysts and work with them and the wider PPP team on the development of topics for study.
- To work on the development of LaingBuisson's and PPP's current range of market reports, including transforming them into regularly updated subscription or sponsored products.
- To work with LaingBuisson's Research Project Manager and PPP's Operations Director to ensure the successful and timely delivery of policy and market reports.
- To develop new titles to add to the range of LaingBuisson and PPP reports, and to contribute to the writing of some.
- To be responsible for the development and consistency of our market models.
- To present at our conferences and webinars, as appropriate.
- To represent LaingBuisson and PPP as a media spokesperson (radio, TV, press)
- To liaise regularly with LaingBuisson's Database Manager to ensure the timely collection, curation and delivery of data to support our market reports programme and wider research activities.
- To contribute to consultancy projects undertaken by LaingBuisson and PPP, both separately and severally, engaging with third-party consultants as appropriate.
- To manage client relationships and contribute to the development and marketing of LaingBuisson and PPP's research expertise.
- To provide training and development for the research teams at LaingBuisson and PPP.

### Person Specification

- Education: educated to at least Master's degree level in Economics or a closely related field.
- Management: prior experience of team leadership and research management, with the ability to supervise and train co-workers.

- Professional expertise: in depth research and econometric skills; a sound understanding of the policy environment and how this relates to the work we do as economists; highly numerate with strong analytical skills and attention to detail.
- Communication: excellent writing, presentation and interpersonal skills; fluency in English (spoken and written) to a strong business standard.
- Personal style: self-starter who is able to work independently but who is collegiate in approach; able to motivate a team and work within that team to get things done; confident and resilient and able to engage in robust debate both internally and externally.
- Change and improvement: proven track record of driving innovation and improvements, of processes, products and research techniques.
- Subject knowledge: an understanding and preferably experience of research/policy development in healthcare, social care and life sciences.
- Client management: experience of working with stakeholders at all levels of organisations; able to build and maintain strong client relationships; demonstrable networking and influencing skills.

### Wider contribution

Similar to other senior staff, you will be expected to contribute to corporate activities and initiatives, such as staff meetings, development programmes and other corporate projects as necessary. You will be a full member of LaingBuisson's and PPP's Executive Committees.

### Key relationships

Key relationships in this role include:

- William Laing, Founder and Executive Chairman of LaingBuisson. He has overseen LaingBuisson's research since 1987.
- Rt Hon Stephen Dorrell, Executive Chair of PPP and Director of LaingBuisson
- Mark Steel, CEO, PPP
- Sarah Ward, Commercial Director, LaingBuisson
- Rt Hon Chris Skidmore, Vice Chair of Research, PPP
- Bridget Whelan, Operations Director, PPP
- Joe Foley, Database Manager, LaingBuisson
- Michael Neaves, Research Project Manager, LaingBuisson
- Lottie Moore, Policy Manager, PPP

While we will provide you with the support you require to succeed and you will need to work collaboratively, you will also have a high degree of autonomy and independence and you will be encouraged to take responsibility for your own workload. Our ideal candidates will have the skills, experience and drive to progress and advance their careers with us.

## How to Apply

To apply, please send your CV and a covering letter to [jobs@laingbuisson.com](mailto:jobs@laingbuisson.com) quoting RD0522 in the subject line.

This is where you make your case for the job. Please read the job specification carefully and make sure you tell us how you fit the person specification and what you could bring to LaingBuisson and PPP and to this role.

If your application is taken forwards, you may be asked to provide further information, to complete a work-related assessment and be invited to an interview. Your aptitude in English and Excel will be tested as part of the work-related assessment.

Applications will be reviewed on a rolling basis.

Before applying, please note the following:

- LaingBuisson and PPP are committed to promoting equality and diversity in all our work. We welcome applications from all suitably qualified people regardless of their race, sex, disability, gender reassignment, marriage/civil partnership, pregnancy/maternity, religion or belief.
- This role is offered on a full-time basis but we will consider applications to work flexibly or on a job share basis.
- You must have the legal right to work in the UK as we are unable to sponsor work visas.