Futures Prospectus

Thirty years of excellence in future foresight, market, industry, social research, skills modelling, and business consultancy.

2020

PYE TAIT CONSULTING
Can't predict the future? Think again.

The future can be predicted with the right approaches and the right resources. The US and most European governments spend millions doing it. We can do it for you – but for a good deal less.

Pye Tait Consulting is a well-known, multi-disciplinary business consultancy delivering professional research for a huge range of client types from governments, regulators and professional bodies, to trade federations and regional and local authorities. We have an outstanding track record in futures research and fully understand the challenges associated with these types of commissions. Our knowledge and expertise have been amassed from over 830 projects across innumerable sectors.

“We often a subtler, qualitative approach is needed to achieve meaningful foresight.”

Keith C. Pye, Director

We have undertaken horizon scanning, determined future drivers, developed possible future scenarios, plotted roadmaps and modelled business change, including skills and workforce forecasting over periods of up to fifteen years. We have interrogated and analysed hundreds of datasets, led innumerable workshops, focus, Delphi and Nominal groups, conducted around 450 phone and online surveys, and completed thousands of detailed interviews. We use the most advanced software and research techniques and we are well-versed and effective presenters at stakeholder events, conferences and webinars.

Why is Pye Tait Consulting special?

All consultancies can offer research, analysis, and dissemination. But, for us, they are the minimum. What makes us special is our unique blend of:

- Culture
- Thinking
- Flexibility
- Professionalism
- Innovation

If you are seeking a contractor, an agency to work for you – then we are probably not going to be a good fit. On the other hand, if you want your professional agency to work with you, to advise, innovate and build a successful piece of work, then we’re your people.

Our culture is can-do, friendly, open, and highly professional. Our brain power is top-notch, and we firmly believe that the best outcomes emerge not from rigidly-specified project plans but from flexible – objective-driven and iterative, project builds.
What questions can be answered reliably?

The questions are endless – how many people? What new technologies? How will business work? What will be the impact of climate change? And far more ...

The answers come from:

- Proprietary modelling
- Primary research
- Deep qualitative evidence
- Extensive statistical work on datasets
- Rational, reasonable assumptions and transparent coefficients.

Beyond a very limited time horizon, most employers find it impossible to predict with any degree of certainty how various drivers, e.g. policy or technological, will lead to substantive change. Employer surveys (either by phone or online) can be useful but are not bulletproof when it comes to forecasting future patterns and trends. Consequently, qualitative approaches are also very important for acquiring answers to key research questions and obtaining detailed insights.

Working with large organisations on complex studies

We have a strong track record of managing dozens of complex research projects under direct contract to blue-chip clients such as Government departments (including BEIS, Defra, DfE, DCMS and EHRC), devolved Governments (both the Scottish and Welsh Governments), regulators (Food Standards Agency, Ofqual, Security Industry Authority, Legal Services Board, etc) and other publicly funded bodies such as local and regional authorities, the Royal Society, the Gatsby Foundation, the Careers & Enterprise Company, Historic England and numerous others.

We understand the unique political environment in which our public sector and not-for-profit clients operate and how we need to respond. General elections, ministerial and/or policy changes can sometimes shift the emphasis placed on existing project priorities and tighten timescales. We always strive to be as flexible as possible.
Quality and Delivery Standards

- ISO9001 accredited since 1999
- Company Partner of the Market Research Society
- Full member of the UK Evaluation Society and the Social Research Association
- Cyber Essentials registered
- Registered with the Information Commissioner's Office
- Rigorous internal systems: e.g. weekly project review meetings on progress, task allocations, timescales and deadlines
- Contingency team members fully informed at all times.
- Scheduled client communications

Portfolio snapshot

**Labour Market Outlook and Technology Research:** Two reports for the Engineering Construction Industry Training Board (ECITB), examining business trends and policy, workforce numbers, labour supply issues, skills gaps, training needs and analysis of the future outlook for the sector. The technology strand probed in detail around trends affecting engineering construction, business impact (and changes in demand) for a range of specific occupations.

**Skills Profile for the Palace of Westminster:** Among our ongoing work is the study of the impact of heritage and new technology on the skills and workforce for the massive restoration and renewal work on one of the world’s most recognisable and prestigious sets of buildings. The timeframe for futures forecasting is ten to fifteen years.

**Technical Skills Legacy:** One of our most challenging recent futures studies, looking into the demand for, and supply of, technical infrastructure skills required in Norfolk and Suffolk over the next 15 years. It involved over 1,600 projects, £36bn worth of planned infrastructure, a base workforce of over 150,000 people and a technical workforce of around 98,000 across 14 disciplines.

**Research into understanding current and future apprenticeship training by construction businesses:** Our client wished to segment and quantify current and future apprenticeship training by SMEs to assess whether training by these businesses was finite or could be expanded significantly, with the idea of mitigating any skills shortages. The project also examined whether different business models used by SMEs affected their ability or willingness to take on apprentices and the extent of any trade-off between technology and human capital.
Our Directors and Research Team

Team bios

**Miranda E Pye** BA, MA, DipM, MIEx (Grad), CMRS, Director
Strategic oversight of all Pye Tait’s research projects. She shares responsibility for the quality and validation of research outputs, manages many of her own commissions and has worked with numerous Steering Groups, Advisory Groups and Task and Finish Groups. Current involvement in work for Palace of Westminster, ECITB, and CITB. Managed research for regulators such as Ofqual, the Security Industry Authority and Legal Services Board.

**Keith C Pye** BA, MPhil, Chartered MCIPD, FBIS, MMRS, Director
Designed and undertaken numerous quantitative studies. Specialises in sample frame and questionnaire design, statistical analysis and modelling. Designed Pye Tait’s skills scoring model as the basis for data gathering and quantifying/visualising skills and training needs. Prior to incorporating Pye Tait, Keith accrued eighteen years’ experience working at the highest levels of education and business. Currently working on the Technical Skills Legacy and other modelling projects.

**Adrian Smith** BA, Senior Consultant
More than ten years’ experience. Managed many future-focused research projects over that time. Specialises in research (secondary and primary) including interviews and workshops with participant groups spanning professional and trade bodies, employers, training providers, awarding organisations and schools. Designs research tools/questionnaires.

**Dr Tom Wilson** MSci, MA, PhD, Senior Research Executive
Cambridge PhD. Early career managing the peer review and publication of research at the Royal Society of Chemistry. Proven track record in managing high quality, insightful qualitative and quantitative research projects, having worked with regulators, sector bodies, LEPs and local authority clients. Specialises in skills and training research, has been deeply involved in futures projects and has worked in relation to engineering construction, renewable energy technologies in the health sector.

**Michael Oberreuter** BA, MLitt, Senior Research Executive
Early career spent working for the EU in Brussels and the German Electronics Association. An accomplished project manager, writer and presenter. Managed a wide range of projects at Pye Tait, cutting across a range of sectors, spanning engineering construction, horticulture and the Scottish building standards system. He is highly experienced in undertaking skills needs analyses, including horizon scanning, and has worked closely with industry, representative bodies, local authorities and education and training providers.

**Terry Massey** BSc, Senior Research Executive
An experienced all-round researcher, taking responsibility for detailed qualitative and large-scale quantitative research on behalf of numerous clients and spanning a wide range of sectors. Specialises in skills needs analysis and future forecasting, particularly in engineering and construction. Currently working on the Technical Skills Legacy and work for the Seaﬁsh Authority.

The Team is supported by a number of Research Executives and Assistants as well as an in-house CATI-survey team.
Our specialist areas:

✓ Future studies
✓ Evaluation
✓ Feasibility
✓ Science, technology and innovation
✓ Modelling/analysis; time series
✓ PESTLE/SWOT analysis
✓ Competence mapping
✓ Benchmarking

✓ Primary research: Expert elicitation, surveys, nominal groups, workshop design, interviewing, etc.
✓ Literature reviews
✓ Customer journeys
✓ Employee/Employer engagement
✓ Data visualisation

Ready to find out more?

Call us on 01423 509433
Email us at info@pyetait.com
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