



THINKING PUBLIC SECTOR

175,000 decision makers

120,000 email addresses

48,000 organisations

Available Selections

Job Function
Seniority
Geography
Organisation Type
Employee Bands
Size of Population Served
Telephone Numbers
Email

Costs

Rental, Lease & Purchase *per thousand records*

Single Use ... £160
12 Months Lease ... £275
Outright Purchase ... £450

Selections *per thousand records*

Email Address ... add £75
Telephone No's ... add £30

Other Selections ... add £10

Broker Commission 15%

Output & Delivery

Email ... £25 only
CD-ROM ... £50 only

Minimum order value: £250

All costs exclude VAT

DMA List Warranty: 003692

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Thinking Public Sector is a meticulously researched database covering key decision makers within all aspects of public sector organisations, covering Central and Local Government, Further and Higher Education, and the NHS.

The database gives users access to a wide range of senior-level contacts, typically commanding large budgets across extensive multi-site establishments, throughout the UK. They frequently have multiple roles and responsibilities, and a key facet of the research behind this file is the ability to identify all the appropriate contacts for a particular target audience.

Built and updated on a continuous rolling basis through desk and telephone research, the database offers extremely high levels of accuracy, with each contact being verified on average every four months.

Sectors covered by Thinking Public Sector are as follows:

- **Central Government/Civil Service:** 741 organisations
Government departments and related agencies of the UK, Wales, Scotland and Northern Ireland administrations
- **Criminal Justice:** 688 organisations
Courts and Prison Service
- **Further & Higher Education:** 1,756 organisations
Universities, FE and HE Colleges, and 6th Form Colleges
- **Housing Associations:** 1,756 organisations
Key social housing organisations
- **Local Government:** 686 organisations
Metropolitan, Unitary, County and District Councils, London Boroughs, plus Fire and Police Services
- **The Health Service:** 10,392 organisations
Health Authorities, Trusts, PCTs and GP's (Dentists also available)
- **Care Homes:** 21,427 organisations
Wide range of facilities, selectable by size, type of care and type of client
- **Parish Councils:** 11,242 organisations
The key level of representation for rural and suburban communities
- **Regional Government/Quangos:** 285 organisations
Regional Development Agencies, Connexions, Chambers of Commerce and other agencies

This database has proved highly effective for an enormous range of organisations including conferences and events, training, lobbying, products and services and more.

Please see overleaf for more breakdowns.

Call Thinking Data on 0844 736 2512
or email think@thinking-data.co.uk



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Job Functions

	Contacts
Chief Executive/Chief Officer	54,373
Top Level Director	14,592
Academic & Student Services	16,188
Administration & Planning	22,061
Adult Services	3,295
Building & Engineering	2,541
Catering	1,317
Children's Services & Education	4,309
Communications & Marketing	5,471
Economic Development	1,801
Emergency Services	2,242
Environmental	5,460
Facilities, Property & Estates	9,600
Financial	9,790
Health & Public Safety	44,554
Heritage & Museums	810
Housing	5,693
IT & Computing	11,314
Legal Services	2,288
Library & Information Services	8,216
Medical & Clinical Specialisms	12,287
Partnership & Co-ordination	4,159
Personnel & Human Resources	7,156
Purchasing & Procurement	3,735
Recreation & Sports	2,776
Regulation & Control	3,702
Social Security & Welfare	1,648
Training	3,069
Transport & Highways	3,039

NB: Certain contacts may have more than one job function. Please call for nett counts.

All volumes are subject to confirmation.

Sector Coverage

	Contacts	Email
Care Homes	21,448	14,496
Central Government/ Civil Service	4,465	4,676
Criminal Justice	1,146	880
Further & Higher Education	16,149	13,918
Housing Associations	8,470	3,661
Local Government	54,752	48,889
Parish Councils	14,082	9,312
Regional Government/Quangos	1,042	504
The Health Service	54,513	23,993

Geography

	Contacts
Channel Islands	267
East Midlands	13,318
Eastern	17,056
Isle of Man	173
London	22,656
North East	7,209
North West	19,452
Northern Ireland	5,035
Scotland	16,594
South East	24,019
South West	16,762
Wales	9,186
West Midlands	14,816
Yorkshire and Humberside	12,988