



## Developing Policy

We deliver robust, well thought out policies that are firmly rooted in our deep understanding of markets and are designed to support our clients in achieving their goals.

*Developing policy and policy positions is a core function of governments, regulators, competition authorities, consumer bodies and businesses. We understand the differences, similarities and the interaction between competition, regulation, consumer, social and wider public policy goals. We help our clients develop robust policies that align with their core purpose, deliver on their objectives and are finely targeted, proportionate and realistic.*

We support our clients in identifying their core policy objectives in the context of their overall strategic goal. Our background across a broad spectrum of policy making in many different sectors, allows us to draw out the overlaps, gaps and interactions between different types of policy objectives from public to consumer policy, from regulatory to competition policy.

Creating policy frameworks using our bespoke analytical approach, we draw on our extensive experience and knowledge, but also on lessons from around the world. We take an outcomes focussed approach designed to achieve our clients' objectives. We design new policy interventions and we look hard at whether existing policies are hindering what clients want to achieve.

We have worked with policy makers in government, competition authorities, regulators, businesses and consumer bodies. So we can help our clients engage with their stakeholders – be that other policy making bodies, or firms, or consumers – to improve the design and effectiveness of policies as well as to communicate them effectively.

We work closely with internal teams, advise Chief Executives and other senior decision makers and engage directly at Board or Council level to support decision-making where required. Our unique knowledge base and deep experience gives our clients confidence that they are getting the right expert support to make the right policy choices for their business.

**Regina Finn** has been the driving force that has transformed regulation across significant utility sectors such as telecoms, water and electricity. She has introduced innovative and future looking incentive schemes to tackle new and emerging challenges facing these sectors. Regina is skilled at gathering buy-in from stakeholders during reform.



☎ +44 (0) 2071935927  
+44 (0) 7771901892

✉ [regina.finn@lucernapartners.com](mailto:regina.finn@lucernapartners.com)

**Heather Clayton** has almost unparalleled experience of UK regulation, uniquely splitting her career between competition and consumer roles. She understands what works and what doesn't. She has developed and introduced new regulatory frameworks across many different sectors from utilities to financial services to health.



☎ +44 (0) 2071935912  
+44 (0) 7768298601

✉ [heather.clayton@lucernapartners.com](mailto:heather.clayton@lucernapartners.com)

**Simon Less** has an impressive track record of insightful analysis that cuts through traditional thinking. He has been the architect of many new regulatory initiatives in the water sector, energy, environment and competition and consumer policy. He grounds regulatory frameworks within the current public policy context to deliver workable solutions.



☎ +44 (0) 2071935976  
+44 (0) 7713632327

✉ [simon.less@lucernapartners.com](mailto:simon.less@lucernapartners.com)