



Professor Nigel Balmer

Research Director, Victoria Law Foundation

THE FUTURE OF LAW

11:30am-12:30pm

Emerging Legal Markets: Understanding and reaching the latent market for legal services

Part 1: Who are they & why don't they buy?

In part one, 'Why Don't They Buy?' we will learn about the 'missing majority'. Eminent researcher Nigel Balmer will help us understand more about who is in the missing majority – what they do now, what they want, and what they need. Sara Rayment will help us think about how we might design services around a new cohort of consumers, and Jessie Weatherley will help us explore the 'missing link' of marketing: how to reach them and help them choose when they need your help.

About Professor Nigel Balmer

Nigel joined the VLF in December 2018 as its inaugural Research Director. He has been conducting empirical research for over twenty years and is an expert in applying social science and modern quantitative methods to explore how the public understand and interact with the law.

Nigel's research includes work on the role of law in everyday life, attitudes to justice, public experience of and response to legal issues, the interaction between legal and health problems, and design of legal services and legal aid. He is best known for his work on legal need surveys around the world, including recent guidance supporting global access to justice initiatives under the UN's Sustainable Development Goal 16.

Nigel is also Honorary Professor of Law and Social Statistics at University College London and a Chartered Statistician and Chartered Scientist.