

Our BIG birthday news: we're now an employee-owned company!

30th June 2021 18:11

Proud to be
employee-owned



On our 20th birthday, we have some very exciting news to share...

As of 1st July 2021, we became an **employee-owned company!**

This new chapter follows two decades of growth and success as a family-owned business, and will ensure DJS Research's legacy is protected, with the company remaining independent for many years to come.

We are now one of 500+ employee ownership trust (EOT) companies in the UK and one of just three employee-owned market research companies nationwide.

The move will ensure the company stays firmly in the hands of our loyal and talented staff who are the very heartbeat of DJS Research. Each and every person has driven our success, and employee-ownership is a way to recognise their hard work and move forward within a framework that will hear their voices more than ever before.



The new ownership structure has a proven track record in creating long-term growth and security. Employee-owned businesses also tend to have engaged, fulfilled and

productive workforces, as well as being resilient during economic challenges – so we really feel like we're onto something great!

For the most part, it will be business as usual for the company, however, Alasdair Gleed, who has been a Board Director for more than 10 years at DJS Research, has taken over the role of Managing Director, while our company founder and current MD, Danny Sims, has moved to a Chairman role.



"We are so proud of the company we have created and how it has grown and evolved, and it's really important that we protect its legacy and ensure it remains independent for many years to come," said Danny, speaking about the transition.

"Employee ownership is a way to do this; it's progressive and forward-thinking and offers a way to give back to our incredible and talented workforce who have made DJS Research everything it is today."

Jane Frost CBE, Chief Executive of the Market Research Society, was hugely encouraging in her words of support for our move to employee ownership.

“Structures like employee ownership very much reflect the way that society is moving,” she said.

“I believe that one of the key benefits is that a business model in which talent has such an important stake is one in which all the company are empowered to learn and act, a fundamental pillar of Intelligence Capital. Having met the team at DJS several times I feel sure they will make a huge success of this new departure and I wish them the best of luck.”

In the build up to our company transition, we have been working closely with the Employee Ownership Association (EOA). The organisation has offered us guidance every step of the way and will continue to do so in the coming weeks and months.



BETTER BUSINESS TOGETHER

“We congratulate DJS research and its new employee owners - their move to employee ownership will sustain the values and independence of the business for the longer term,” said Deb Oxley OBE, Chief Executive of the EOA.

“Businesses that give employees a stake and a say build trust and shared responsibility, therefore uniting leaders and employees behind a common purpose. This leaves the business in a better position to flex and adapt for the future,” she added.

Want to know more? You can read more about [employee ownership and what it means for our company here](#) – or watch our video below. If you have any questions, please don't hesitate to [get in touch](#) and we'll be happy to answer them.

Exciting times are ahead!