



Adrian Booth

Once a Trading Standards officer always a Trading Standards Officer is typical of how so many of us feel about ourselves and this wonderful profession, we are so blessed to be a part of. The ethics, morals and fairness inherent to any TSO are etched into our souls but none more so than Hebden Bud alias Adrian Booth. More on that later.

One of the great qualities about this profession is that its skills and codes of behaviour are so readily transferable whether around the globe to those that wish to emulate us or across sectors in this country and elsewhere. There was a time when the only place to work as a TSO was in local government and indeed that is where our roots grew and probably for the most part remain. The 1960s/70s saw the early seeds of UK Trading Standards talent being sought by emerging countries and our Government who appointed the first Trading Standards Adviser at a senior level to the Board of Trade and then DTI. Far more importantly however was the trend in industry towards a get it right first-time culture fuelled by the growing value they, and we, attached to the innovative Home Authority Principle. A new and exciting partnership approach to Trading Standards was fast emerging. Business saw value and prosperity in working hand in glove with their local TSS and TSOs attached the same importance to helping them prosper, employ and support local and the national economies. There was a complete change of mindset which paved the way for public/private regulatory partnership and mutual effectiveness. Important though enforcement was and is, compliance and prevention were just as critical. The adoption of the HAP platform into UK law as the Primary Authority model we see today is testament to the creative culture that Trading Standards demonstrated then and now. Wanting to help and not hinder good business practice and success is a big part of the modern Trading Standards DNA.

So it is that Hebden Bud, Adrian, has become one of the greatest examples of a TSO whose career truly embraces life in public service and a parallel life in the private sector. Over 40 years a TSO he has spent 25 of them working for big business. He has never once thought of or described himself as an ex TSO. Quite the contrary he has always said he is a TSO who happens to work in the commercial sector. A modern Trading Standards Practitioner who perfectly reflects the transferability of our professional skills and qualifications across sectors and who has never seen the need to compromise on the integrity and values core to his profession. He remains Honorary Treasurer for his Yorkshire & Humber Branch just as he has done for the past 28 years. Few could match such a marriage of commitment and belief in his profession and his peers. Thank goodness our Institute moved with the times and changed the rules to allow those working outside the local government sector to hold full membership and office. How silly and strange to think that once wasn't the case. The CTSI Business Members Group section is thankfully indicative of the new way and is full of wonderful Trading Standards professionals like Adrian.

1995 had seen the launch of Adrian's TSO career in business when our colleague Harold Gay recruited him to Boots plc. He found himself being dispatched to Thailand, Japan, the Middle East and the USA as the Boots brand spread around the globe. His 16 exciting years there saw him working with Boots other brands like Fads, Do It All, Halfords and Children's World, setting up a then pioneering online Boots offer and evolving an early Primary Authority partnership between Boots and Nottinghamshire TSS. He moved to Asda in 2011 and led it through the complexity of new food information regulations affecting over 40,000 lines. He implemented tighter product integrity



controls after the horsemeat crisis, developed a new product recall system and his work on alcohol pricing rules won him international recognition by parent company Wal-Mart. In 2017 Adrian joined Morrisons as its Regulatory Manager and immediately set up a Primary Authority partnership with Wrexham. He has sat on numerous committees with the British Retail Consortium, responded to countless consultations and was for example one of the Business Reference Panel consulted by CTSI in developing the latest Guidance for Traders on Pricing Practices. Recently he has been working with the Home Office on the introduction of additional controls on the retailing of knives and corrosive substances.

All of this is such a long way from his start with South Yorkshire CC as a 16-year-old. Moving around departments he soon developed a love for photography and found himself at all the local PR glamour events. His hankering for life in a laboratory however saw him make the life changing move to the new South Yorkshire Trading Standards Unit. He scraped thousands of pencils testing for lead in paint, stretched hundreds of babies' dummies to breaking point and much more before another life changer i.e. the new Chief Consumer Protection Officer Bob Wright. Out came the camera again as Bob put Adrian to work publicising the brilliant work of South Yorkshire TSS. He got involved with the Young Consumers competition so hugely supported by Bob and his team as well as exciting enforcement work. Adrian was hooked and knew he had to qualify as a TSO. He went to Barnsley and then to Weston where he was, like many, blessed to have Tom Philpott as a mentor and friend. Bob then came to lead Barnsley. Thrilling and innovative times. Adrian was proving a very capable trainee winning the double prize as best student in both parts of the DTS. Richard Bramley was his mentor in Barnsley and kept his feet firmly on the ground. Indeed, it was Richard who christened Adrian 'Hebden Bud' after taking a call from a trader who in less than clear English told him that Adrian had left a petrol measure on his forecourt. Adrian Booth sounded like Hebden Bud and that was that. The name has stuck with him ever since.

Hebden enjoyed a meteoric time with Barnsley. Bob put him in front of microphones and cameras as the media appetite for Trading Standards exploded. Radio Sheffield, Watchdog and more Adrian became a familiar face and voice to millions. Tom brought him back to Weston as a lecturer and he became a keen roadie for the Young Consumers competition regionally and nationally. He even found time to study and graduate with an MBA.

Married to the wonderful Karen for 35 years with 3 children and a grandson there is nothing they like better than walking their spiritual home the Yorkshire Dales as and when their Latin and ballroom dancing at the Blackpool Tower Ballroom no less permits and when Adrian has time off from his 25 years as a school governor and trustee. Adrian when Robert Grice and your peers nominated you for this special recognition, they did us all a service and it is our delight to now admit you into Fellowship. Well done and well earned.





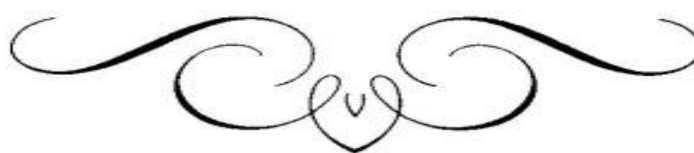
Gavin Terry

When in 2009 Gavin was given the Lifetime Achievement Award for Enforcement Excellence by the Anti- Counterfeiting Group it was yet further recognition that here was a Trading Standards Officer with an extraordinary track record in the national and international fight against Intellectual Property theft. He simply has no equal in the field of IP, trade marks, copyright design and patents law and intelligence led enforcement and his career has been one dedicated to battling piracy in support of producers and consumers around the globe who suffer the scourge of counterfeiting.

His talents and resolve have been grasped by the UK Intellectual Property Office, the US Patent & Trade Mark Office and others across Europe as well as Interpol who in 2015 awarded him recognition for his endeavours in IP crime investigation. Seconded to the IPO in 2005 Gavin was an architect of the government's National IP Crime Strategy and he still represents CTSI on the IP Crime Group that he helped establish in that 2005/09 secondment in his capacity as the IP Lead Officer for our Chartered Institute. As a CTSI accredited trainer and examiner Gavin has taken IP into the heart of the qualification's framework. In 2003 he made the case for the first DCA IP examination and then took it into the DCATS structure writing and delivering training materials. He has been the CTSI DCA and DCATS IP examiner since 2005 and until the final examination this year Gavin has incredibly trained and examined everyone in Trading Standards who has sat the DCA and DCATS IP exams.

Gavin's Trading Standards career started in 1980 as a Weights & Measures Assistant with the then West Yorkshire Metropolitan County Council. Life consisted of carrying 56lb weights up and down the textile mills of Bradford, Keighley and Halifax before then manning the council's mobile advice unit. In 1986 he became a Trainee TSO with the new West Yorkshire Trading Standards Service before qualifying and moving to Oxfordshire CC to work for David Sibbert. As a TSO in the Fair-Trading Team his first day saw him asked to investigate a complaint about a counterfeit Teenage Mutant Hero Turtles t shirt. He never looked back. He moved onto computer piracy and secured the first ever custodial sentence under the 1938 Trade Marks Act whilst in parallel relishing his other passion at the time of seeing clocked car dealers brought to book. Oxfordshire's evidence store was full so he moved on to Wiltshire TSS where he found himself assisting the delightful Cheryl Baker on the Record Breakers TV show verifying a world record balloon launch. More clocked cars and more counterfeits later the Wiltshire evidence store was also full. Time to go and to Oldham MBC Gavin went. An early plus of that move was that he met his lovely wife Diane who has been at his side throughout.

His passion for IP enforcement and consumer fraud investigation truly blossomed. A huge investigation in partnership with the Police NW Regional Crime Squad ensued where organised crime groups were engaged in the supply of pirated music and games. Search warrants were issued across the NW and numerous arrests were made with large sums of cash and counterfeit product seized. The Oldham council offices were fire bombed. Fortunately, the 3rd floor Trading Standards offices escaped damage although sadly the 2nd floor Environmental Health suite didn't. Undeterred as Partnership & Intelligence Manager for the Oldham Environmental Services Group Gavin oversaw the successful bid to the OFT to set up the Trading Standards NW Regional Intelligence Unit. From 1999 to 2005 he was Chair of the TSNW IP Focus Group and in 2002 he was appointed Chair of the LACORS IP



Focus Group he had worked to establish. Gavin and Oldham were showered with recognition and awards for their ground breaking work.

After his highly successful secondment to the Intellectual Property Office 2009 saw Gavin go back to the TSNW Regional Intelligence Unit targeting large scale illicit tobacco crime. He then helped set up the NTS e-Crime Intelligence Unit at Suffolk TSS which is now the NTS Intel Unit. Gavin's reputation goes beyond these shores and he has been invited to assist governments across the world in the global drive against IP crime. Albania, Kosovo, Macedonia, Moldova, Romania, Serbia, Slovenia and Turkey have all been helped by him as have Malaysia and Pakistan via his role with the World IP Organisation. Now a self-employed Trading Standards consultant Gavin continues to provide advice and training on IP and to National Intelligence officers here and abroad. He recently spoke in Paris to the European IP Conference.

Gavin's speed of thought and action goes beyond Trading Standards and he has a similarly big reputation in running whether it be on the track, fells or cross country. In his West Yorkshire days when he wasn't on his motorbike, he would run home from work. As captain of Bingley Harriers that 15-mile run was easy for him. He knew the likes of former 10000 metre world record holder David Bedford - think the 118118 tv advert parody - and his TSO colleagues were always chuffed if they took the call from the great man. Gavin started refereeing one of his son's football matches and ended up as a top semi-professional level referee. In 2002 he volunteered and was appointed official scorer for the Manchester Commonwealth Games table tennis competition. His love for anything involving noise, goggles and helmets, on two wheels and four, is legendary. A Triumph man he rides a Bonneville and there's every chance that he'll return home from this Brighton Symposium by way of the Brooklands motor racing museum in Surrey. Speed, endurance, risk, fair play and impartiality are all part of Gavin's make up and as we all know the hallmark of the perfect TSO!

Gavin yours has been and is a remarkable story and your contribution to and as part of our Trading Standards profession has been immense. We as well as the world of IP protection owe you a great debt and it is with gratitude and pride that we now welcome you into Fellowship. Warmest congratulations.



Chartered Trading
Standards Institute
college of fellows





Jane MacGregor

Public health is today a hugely significant part of the Trading Standards portfolio and our professional contribution to the nation's health and wellbeing is widely acknowledged by local and central government and the NHS in all parts of the UK. This wasn't always the case however, and it is due to the extraordinary endeavours of some of our enlightened colleagues that today not only do so many health and medical professionals, politicians and policy makers, the media, industry and citizens understand the importance of our role but so do we within the Trading Standards profession and service. Jane we all owe you an immense debt of gratitude because it is you who have so ceaselessly and selflessly strived over these past two decades to convince us and so many others that your Trading Standards peers are essential to the health and fitness of this country's population.

Jane and her company MacGregor Consulting Ltd are today in the forefront of the public health agenda not only in this country but also overseas. She has been invited by numerous governments to advise and train them on the subject of tobacco controls and enforcement including those of Turkey, Norway and Lithuania. She has been invited to address the World Health Organisation and our Department of Health see her as the go to Trading Standards expert and ambassador for taking the UK policy messages to our global partners. She is working now with the Royal Society for Public Health and the Prince's Trust to train like minded professionals in Food Hygiene & Nutrition.

Her passion for public health and well being can be traced back to her time with Essex County Council when she was appointed as Head of Consumer & Product Safety in 1994. Jane developed a real professional appetite for age related sales enforcement as well as enforcement around counterfeit and duty evasion of tobacco sales. Under age sales of alcohol, tobacco, explosives and knives became an increasingly prominent part of life in Essex as well as the nation and Jane was determined to not only bring the culprits to task but to also find a better way forward through public education and prevention. Jane led her authority along the path of designing an effective Proof of Age card and in the late 1990s Essex launched the very first local authority scheme. When the industry wide and government backed PASS proof of age national accreditation scheme was launched in 2001 Jane ensured that Essex was among the first to be approved and accredited by the PASS board. Her initiative had paved the way forward and the Essex model became the blueprint for the many other Proof of Age card schemes that were to follow in both the public and private sectors. Even now Jane continues to secure the integrity of card schemes by working with CTSI and PASS in the assessment and audit of existing and new Proof of Age cards.

Having passed her DTS in 1987 when at Barking and Dagenham Jane had moved to Essex Trading Standards in 1990. Her career progressed rapidly and when her proof of age and related enforcement talents became nationally known she was soon embraced by the then LACORS as well as by the Department of Health and HMRC. Our colleagues at the Chartered Institute of Environmental Health also recognised her particular appetite for the public health agenda they too were a significant part of. Then and now Jane has been in the vanguard of the good partnership now existing between CTSI and CIEH in promoting the country's public health strategies with their members in local authorities, public agencies and industry.



In 2002 Jane co-authored the first LACORS/TSI Guide to Test Purchasing and the following year was seconded to LACORS and the DoH. She developed training on behalf of the Department for key subjects including Tobacco Advertising, Tobacco Related Products Regulations and the use of Intel and RIPA. When one of the most significant pieces of Public Health legislation implementing smoke free policies in public places was launched Jane had been at the forefront of its development, application and training. She worked with the DoH and CIEH as well as throughout our profession to secure the smooth implementation of this radical pioneering legislation. Public awareness was key and she played a huge part on our Trading Standards behalf in ensuring that. She authored further training for tobacco related enforcement for the Government's then BRDO and now Office for Product Safety and Standards.

Alongside all this Jane has always been dedicated to her own education and knowledge. With the support of her then Head of Trading Standards Christine Wade MBE, Jane studied for an Open University Degree for 7 years before graduating with a BSc (Hons) in 2009. She then graduated as a mature student from Kings College with a Masters in Public health in 2014. Modest to a fault Jane is the first to confess she still has no idea how she managed to pass its Statistics and the Epidemiology exams but she most certainly did! By now Jane had been working for DoH and CTSI in securing the need for national/local coherence in the application of tobacco and other health controls. As CEO for TSI at the time I was indebted to her for the help that she gave us in ensuring the professional body and local authorities would play their fullest part in fulfilling the government's and the nations targets. Thank you, Jane.

As if all this is not enough Jane was sworn in at the Old Bailey in 2016 as a Magistrate for North East London. As a Youth Panel Member and in the adult court she has already sat on the trial of a Trading Standards case for illegal under age tobacco sales. Who better?! With her Trading Standards husband Mike, she continues to support her CTSI South East Midlands Branch as she always unerringly has. She even finds time to put herself through the agonies of being a West Ham Utd and Scotland fan!

Jane you are a very special person and colleague professional. We are proud to admit you into Fellowship. Many congratulations.





Peter Stonely

Like many of us in this room today I'm always incredibly proud of and impressed with the wonderful levels of competence, knowledge, talent and sheer professionalism so consistently exhibited by our Trading Standards peers across the land. Regardless of the challenges they face on a daily basis they rarely disappoint and constantly succeed. Of course, we know that you have to possess particular qualities to be and want to be a Trading Standards Officer in the first place. A true sense of fairness and justice, determination and tenacity, people skills and much more including of course an inherent sense of humour, a degree of insanity some might say! Having said all that and as this Symposium symbolises those qualities can only be of use if coupled with a commitment to training, a thirst for knowledge, a desire to improve and be better, perhaps the best. Rightly in today's transparent world the TSO has not only to be competent but to demonstrate and prove it. Competency has to be always current and not just historical if a professional of any sort is to succeed and be taken seriously in the 21st century world of challenge, doubt and misinformation.

Peter is the living emblem of that total commitment to training, to being the best, to being wholly dedicated to ensuring our professionals are ready and prepared for all that faces them as they work so hard to support consumers, communities, enterprises and economies. His company Stonely Training & Consultancy Ltd has for a long time been part and parcel of the goal of expertise and proven capability that underpins our Trading Standards workforce and we have so much to thank him for. There will be few TSOs who haven't had the benefit of his training, studied his guidance notes or heard him speak. A champion and advocate of the profession he is the consummate professional as well as the consummate trainer.

Peter is a CTSI Lead Officer for Fair Trading and Civil Law as well as being Chair of the Institute of Consumer Affairs. As that all suggests his first love is in the complex area of consumer civil law and consumer rights and he regularly finds himself as the go to colleague for TSOs wanting his advice in this legislative minefield and other difficult subjects like consumer contracts law. In 2015 he designed and delivered the Consumer Rights Act training required across the country on behalf of BIS, now BEIS, and CTSI. Few in the service will not have been to one of the many courses Peter arranged. 2015 was also the year that he returned to freelance training and resurrected his company after a very happy two years managing a Trading Standards team at Peterborough City Council. Before joining Peterborough in 2012 he had enjoyed some time with Bath & North East Somerset Council after wanting to return to the public service following five years in the private sector with companies such as TJX Europe better known to us as TK Maxx. He travelled throughout their store network in the UK, Ireland, Germany and Poland securing regulatory compliance but whilst those roles allowed him to use his special knowledge and skills his natural hankering for training others could never lay dormant for long.

His first taste of training came in 1985 when as a TSO with his native East Sussex County Council he became a tutor on the then ITSA Consumer Credit course. 11 years after the 1974 Act has come into force there remained plenty to further train colleagues in. Peter loved the experience and his passion for training had been well and truly lit. His authority supported him in studying for the Finance Houses Diploma out of which grew his greater knowledge of consumer credit and civil law. 1990 saw him move to Kent TSS as its Staff Development Officer and with 12 offices and over 100 staff Peter was in his element training

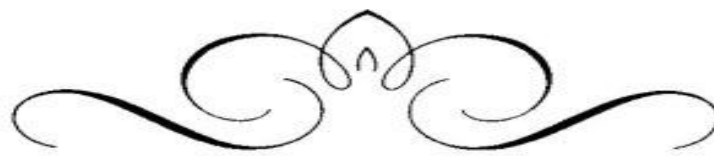


his peers not only in Trading Standards law but also in other generic skills. In 1993 he set up Stonely Training and delivered training to Kent as a staff consultant but also to other TSSs throughout the UK. Re-joining Kent in 1998 he returned as Training Manager for the TSS with the scope to train not only his peers but the Kent business community too. In 2002 Peter yet again left Kent CC to return to self-employment and Stonely Training. Demand for his services was growing and he soon found himself at the heart of designing and delivering training to the new Consumer Direct call centres around the UK. He was delivering training on behalf of the EU in countries like Lithuania and Poland, took our Institute's then Fair Trading Award to the business sector including Safeway, Asda and Otto, and worked with the Financial Ombudsman Service and the OFT to produce and deliver training materials to their staff and to the consumer advice and Trading Standards communities. In 2017 he was appointed as the UK Consumer Law Ready Trainer for the EU although Brexit has now seen that end. Many of us here are familiar with the famous Pink Book and Peter continues to contribute to the Consumer Rights section of that consumer law manual.

A member of our Chartered Institute and the South Eastern Branch Peter has committed to our professional body and structure since qualifying. He continues to often support and sponsor the SE Branch training weekend in Eastbourne. I remember Peter typically putting himself forward as a non - executive director on the TSI Board in 2008. As CEO at the time we all valued his special input in those 3 years of his appointment. Whether with TSI/CTSI or with the many CABx he has similarly supported Peter has always looked to bring his unique experience and talent to the table as his directorship with Trustmark until last year also illustrated.

Married to his lovely wife and co-director Linda for 40 years Peter is blessed with two sons and three granddaughters. He is perhaps less blessed to be a Gillingham supporter. Being a fellow motor biker Peter and I have occasionally shared the tarmac although he is far more an Isle of Man TT enthusiast than the much tamer me. Peter your contribution to our profession in training so many so marvellously is unique and we are delighted to invite you into well-deserved Fellowship. Many congratulations.





Sara Barry

There are many in this wonderful profession of ours that strive to enhance its reputation and support their many peers devoted to being the best they can be and to bettering the lives of those millions of people and businesses who depend upon Trading Standards services across the land doing a thoroughly good and decent job. Now and again however someone rises and then towers above the rest simply because they are extraordinarily committed and uniquely devoted to helping our Trading Standards family of professionals and services do their best and be the best. From her early years in Northamptonshire Trading Standards when special colleagues like Bryan Lewin MBE were setting the pace and the standards, Sara's candle of enthusiasm and passion for her profession and colleague professionals was well and truly ignited.

One of the late great Tom Philpott's DTS trainees in Weston Super Mare, Sara immersed herself in the course and the Dauncey's lifestyle and was kept on track by those who are now lifelong friends. Those Weston trainees were outstanding talents and characters in the days when Government and the DTI were pleased to fund one trainee for every one funded by a local authority. Hence their being affectionately known as the BOGOF generation. Being mentored by no nonsense leaders like Vince Ritters it was a certainty that Sara would not only qualify in 1991 but would soon become a fast track talent. She quickly became experienced across a range of Trading Standards roles in Northamptonshire and led the county's Advice team before she was asked to lead the way on another timely and innovative government funded initiative. In 2001 Sara became one of the first regional Coordinators in a new regional Trading Standards structure set up jointly between local government via the then LACOTS/LACORS and the DTI. Those were very exciting times and there was a real spirit of pioneer partnering between local authority services and government. With the Office of Fair Trading alongside, Trading Standards was at the heart of the national quest for a fairer competitive UK environment, empowered and informed consumers and robust, effective enforcement. Sara's new role was to help lead and support the collective impact of those Trading Standards Services in the East Midlands via Emcots and then the TSEM partnership. She was bringing together experts from all across the Trading Standards specialist canvas and working with pioneer regional Chairs including Caraline Ryan who proved to be such a wonderful female role model to an always eager to learn Sara.

Then in 2005 another amazing initiative emerged from the Government's Consumer Landscape White Paper and Consumer Direct was born. Lincolnshire's Peter Heafield had seen enough of Sara to know she was the person to lead the East Midlands Consumer Direct Contact Centre and she was promptly recruited. In the way only Sara can she soon gave all 8 TSSs in the region the confidence to wholly embrace Consumer Direct. Her role with the CD National Operations Group established by DTI and OFT helped ensure that confidence spread across the nation. She recruited new CD Advisors from all walks of life and quickly ensured they were well trained, competent and a genuine part of the Trading standards family. Sara possessed exceptional skills and experience and was soon asked to be one of a select group of national spokespersons for Consumer Direct. She became a familiar face and voice on regional and national news channels as CD came to deal with widescale consumer protection scandals. She gave regular consumer advice across the media landscape. Her live appearances on TV's Working Lunch programme she freely



admits gave her palpitations despite her vast experience but it was all in a day's work in those halcyon CD times until sadly and shockingly the Government stepped away and Consumer Direct came to an end in 2010.

Sara returned to Lincolnshire Trading Standards and focussed on a new financial inclusion project bringing together key organisations in support of those most vulnerable. It wasn't long however before a fresh challenge and opportunity arose and Sara was appointed Head of Trading Standards & Community Safety for Lincolnshire County Council. The service had been cut by 50% and yet Sara had to turn it into an even more effective fighting force. Her unique brand of enthusiasm and resolve rubbed off on all those around her and it wasn't long before her Intelligence Led service was delivering results way beyond its size. Today Lincolnshire is recognised as one of the most innovative and daring Trading Standards teams in the country, something that Sara is rightly immensely proud of.

Perhaps it was only natural that our key bodies like CTSI and National Trading Standards would look to Sara to help lead and drive them forward. Thankfully but not surprisingly she has more than obliged. We all have much to thank her for. Her unerring support for her Branch has always been evident and in 2015 Sara was encouraged by the wonderful Carol Brady, also of Consumer Direct fame and much more, to stand as Vice Chair of our Chartered institute. In 2016 Sara was elected CTSI Chair, an honour for us and for her. It was a dynamic year in office and we at this training-based Symposium are witness to one of the changes she led in the transition from the previous Annual Conference. Sara also ignited the current almost complete revision of the formal qualification to secure lifetime competency, credibility and professionalism. She was a non-executive director of CTSI for three years from 2015 and continues on the editorial Board of the CTSI TS Review publication. Chair of Trading Standards East Midlands from 2017 and its representative on the NTS Board, Sara also Chairs the NTS Scams Governance Board.

Proud though she is of Trading Standards Sara is even prouder of husband Tony and their amazing daughters Maisy and Esme. Walking the Yorkshire 3 Peaks last year and hiking across the likes of Morocco and Skye the Barry clan are never ones to take the easy route. Albania awaits and anywhere else that's a little different from life in the ordinary lane.

Sara you are a truly exceptional professional, person, wife and mother. We are blessed to have you as a friend and colleague and delighted to invite you into Fellowship. Many congratulations and sincere thanks.



Chartered Trading
Standards Institute
college of fellows

