



# Your Which?

## Get involved in the leadership of Which?

**Which? chief executive Peter Vicary-Smith on this year's Council elections**

Later this year, we'll hold elections to our governing body, Which? Council.

If you're interested in standing, start preparing for the elections now.

They're an exciting opportunity to recruit new Council members, and for you to play an important role in shaping our work – but only eligible Which? members can take part.

If you're a subscriber, you need to become an ordinary member (OM) – so you can then stand for election, attend annual general meetings (AGMs) and the like. Go to [www.which.co.uk/ordinarymembership](http://www.which.co.uk/ordinarymembership) or call 01992 822800 to apply – as soon as you can.

Which? Council can include



up to 18 members: 12 elected and up to six invited to join by existing Council members.

Current members bring a range of experiences, from academia and business to media and charity.

Among them are the Information Commissioner Richard Thomas and Niall Dickson – former BBC social affairs correspondent and current chief executive

of the King's Fund.

United by a passion to make consumers as powerful as the organisations that they have to deal with every day, our Council members are the guardians and shapers of Which?.

The Council meets six times a year under the chairmanship of Robert Pickard, a biologist and food expert.

Council election nominations close on 14 September – OMs will receive details of vacancies, and the election process in their AGM papers that will be posted out later in August – so get your OM application in quickly.

This is a great chance for those of you with the time and experience to help decide the future work of Which?.

Good luck.

## Which? people



### Suzy Long

*Correspondence adviser, Which? Local*

Suzy Long knows the importance of local knowledge when choosing reliable traders: 'Which? can't test tens of thousands of tradespeople across the UK, but our members are well placed to help others by passing on their experiences.'

The Which? Local website – with more than 12,000 recommendations covering more than 250 trades from car repairs to hairdressers – can be used only by members.

An honesty box must be ticked to confirm that they're not connected to any business they recommend. And every review gets checked to weed out people putting forward their own companies. Suzy says: 'While most members post genuine reviews, we do catch people trying to recommend their own or a family member's business. We politely explain that we can't publish those reviews.'

Suzy and her colleague deal with some 700 queries a month – as well as the 600 or so monthly postings. Her job involves anything from checking the contact details of each business to helping users find the right trader for them. But success, Suzy says, really depends on Which? members: 'If each one posted a single review, we'd have more than half a million – a fantastic resource of reliable traders.'

Go to [www.which-local.co.uk](http://www.which-local.co.uk) for more information.

## Line-up

### EDITOR

Neil Fowler

### MANAGING EDITOR

Kim Winter

### EDITORIAL TEAM

Matthew Bath, Joanna Bregosz, Nick Cheek, Emily Colston, Claire Fogg, Charlotte Gorbod, Richard Headland, Sarah Hobson, Martyn Hocking, Bev Jordan, Paul Ryan

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Liz Edwards

### NEWS TEAM

Simon Spruce, Bob Tolliday

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Suzanne Taylor

### ART EDITOR

Neil Darby

### DESIGN TEAM

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### PICTURE EDITOR

Ian Bartholomew

### HEAD OF RESEARCH

Liam McCormack

### HEAD OF MONEY

Paul Davies

### HEAD OF PRODUCTS

Paul Smith

### HEAD OF SERVICES

Nikki Ratcliff

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Beardon, Jenny Williams

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Ian Ferrell

### VERIFICATION TEAM

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Emma Wilmot

### ADMIN TEAM

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### COUNCIL OF MANAGEMENT

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Prof Robert Pickard

### Deputy Chairmen

Anthony Burton OBE and Tanya Heasman

### Members

Prof Patrick Barwise, Niall Dickson, Neville Duncan, Margaret Ginman, Gabs Makhoul, Sue Leggate, Natalie MacDonald, Roger Pittock, Richard Thomas, Gary Waller, James Woodward-Nutt, Prof Steve Woolgar, Brian Yates, John Zealley

### CHAIRMAN OF WHICH? LTD BOARD

Mike Clasper CBE

### CHIEF EXECUTIVE

Peter Vicary-Smith