

Your Which?

Which? Council elections: have your say

Which? chief executive Peter Vicary-Smith urges you to use your right to vote

Don't forget that, for the first time since 2001, almost everyone reading this magazine can now elect the people who run the Which? Council of Management.

The decision to extend voting rights was taken at an Extraordinary General Meeting last November.

It means that everyone who has subscribed to one of our products for at least a year will be able to vote – extending the electorate from the previous 10,000 to more than 500,000. Which? can truly claim that it's representative of a great swathe of the British public – as long as lots of you exercise that right to vote.

So what exactly are you voting for? Well, the Council



is responsible for the policy work and strategy of the organisation. It decides what Which's position is on the great consumer debates of the day, from bank charges to energy prices.

It also has overall responsibility for everything we produce – the magazines, website and our books. And, on a subject dear to my heart, it can also fire me and hire someone else.

The elections will take place by post and online (or

you can choose to vote by phone) after the AGM on 10 November.

If you're a paid-up subscriber to any of the Which? magazines, Which? Online or Which? Legal Service, look out for your ballot paper and full voting instructions, which will be posted or emailed to you. You'll only get one ballot paper irrespective of the number of subscriptions you have.

The ballot will close on 9 January 2009 and the results will be published shortly afterwards.

The fact that hundreds of thousands of you now have these voting rights provides us with a real opportunity to extend our legitimacy as the UK's leading consumer champion – so please do take this opportunity to have your say.

Which? people



Nikki Ratcliff

Head of services research

Nikki Ratcliff uses her extensive experience as a research professional to help the Which? services team get the best out of our investigative work.

With more than 10 years' experience in health research, including time at the Healthcare Commission and with the Which? campaigns division, Nikki knows what to consider, whether we're looking at the quality of eye tests or access to GP appointments.

The services team's remit is huge – it includes retail, trades and professions, utilities, transport, environmental issues and technology providers, as well as food and health.

From comparing quotes for burglar alarm contracts to asking the public to taste orange juice, Nikki must ensure that researchers select the right brands and use rigorous research methods. She says: 'Which? research is known for being robust – if we recommend it, it's been tested thoroughly.'

Nikki adds: 'I couldn't do my job without the hard work and commitment of the team. They're responsible for some hard-hitting reports – around 50 a year – as well as many news stories.'

The team also works with our campaigns department, writing reports on key issues – such as hospital food – and carrying out related press work.

Nikki says: 'I love the fact that Which? is about making research accessible to all.'

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