



## **AN OPPORTUNITY TO SHAPE WHICH?'S FUTURE**

**Interview with Shirley Bailey-Wood MBE, a charity trustee  
of the Consumers' Association since 2016.**

**Tell us about your career to date and  
what inspired you to become a trustee?**

My career so far has centred around knowledge and information services, with an emphasis on the scientific research patent and standards segments. I'm very conscious of the ways that information can inform and empower or disempower. The Consumers' Association stands out as an enabler and leveller, aiding good consumer decisions.

**What do you think is the best thing about  
working with Which? as an organisation?**

For me, the potency of Which? has always been the quality of its research and strength of its advocacy. Whether wanting to make reliable and safe product selections or needing a champion for consumer challenges such as care homes or rail compensation, Which? is here to offer advice or spearhead action.

**What have you found most rewarding  
about being a trustee?**

I enjoy the engagement with fellow trustees and the impressive people who work at Which?. Supporting the ways in which we develop in order to serve us all better as consumers feels like a real privilege.

**How have you developed personally  
through your work with the Council?**

Working alongside a great leadership team and supporting the strategic challenges and choices is personally satisfying.

**What advice would you give anyone  
thinking of becoming a trustee?**

Make sure you understand the commitment on your time and your responsibilities, and be clear on what skills you can contribute.

**To find out more about applying for the role of trustee, please visit  
[which.co.uk/councilelection](https://www.which.co.uk/councilelection)**