



Pubs Code
Adjudicator

Interview with PCA Intelligence and Compliance Manager



NAME: Tom Astley



ROLE: Intelligence and Compliance Manager



INTERESTS: Football, cycling and real ale



Tell us something about yourself and your path to becoming the Intelligence & Compliance Manager at the PCA?

Having graduated with a degree in criminology, I have spent the last 10 years working in intelligence, predominantly managing the intelligence function at the British Horseracing Authority (BHA). The BHA are responsible for regulating horseracing in Great Britain and a core part of that is to ensure the highest levels of integrity and to uphold a level playing field for all.

What does Intelligence and Compliance mean to you?

I like to steer away from the use of the word 'intelligence' – it is essentially just another word for information. Anyone who has visions of it being like Homeland or Spooks could not be further from the truth! Essentially, it is just about gathering as much information as we can, to enable us to make informed, evidence-based decisions.

What are you most looking forward to about your new role at the PCA?

I am most looking forward to further developing the PCA's intelligence unit where I can use my skills and experience to gain an accurate insight into how the Pubs Code is working in practice, and of any other challenges faced by the wider tied tenanted industry.

What would you most like to achieve at the PCA in the next 12 months?

My goal is to establish strong and trusting relationships with stakeholders across the industry. This will be crucial in ensuring the PCA remains informed. I have an open-door policy and I am more than happy to chat to anyone at any time – I have already met a number of stakeholders and have plans to meet others over the coming weeks.

Would you like to give a message to the tied pub industry?

I want to encourage people from all areas of the industry to speak to us about their experiences with the Code. My favourite saying is "we don't know what we don't know". We are relying on the industry to come to us and speak to us.

We have a dedicated e-mail address (intelligence@pubscodeadjudicator.gov.uk) where anyone can provide us with information confidentially, or alternatively you can contact me directly on 07825298401.

