



Gillian Bardin MA BFP FCA

Business Appointment: Non-Executive Director, Puddle Ducks Franchising Ltd

Personal introduction

I grew up in Chorley, Lancashire where I now live. On graduating with an Economics & Economic History degree from Edinburgh University, I joined MHA Moore & Smalley in Preston where I qualified and progressed to Corporate Services Manager before moving into industry.

I joined Taylor Patterson Financial Services Group in 2000 and became Finance Director in 2003 where I was involved in the succession planning and financing of the group. This led to a MBO in 2006, when I became Managing Director. My key responsibilities were the strategic direction of the business as well as developing key relationships with the professional sector in the North West. In 2015, the business was sold to an AIM listed plc where I was responsible for the integration of my business and an additional acquisition. Following the successful completion of this I left the business in 2018.

Currently I have a portfolio career and I am a Non Executive Director at Puddle Ducks Franchising Ltd where my role is to support the Executive Team. I am involved with the strategic decisions for the future growth and structure of the business.

I am also an Entrepreneur in Residence at Lancaster University where I mentor entrepreneurs of the future. My activities include contributing to classroom teaching, student research and bringing real world learning into their degree programmes.

Finally, as a Governor at Burnley College, where I currently sit on the Finance Committee as well as the Main Board, I have a good understanding of the importance of governance and the need to challenge strategic decisions.

Interests outside of work include travel, keeping fit (walking, tennis, pilates) and learning languages.

More can be found on my social media accounts:

Linked In <http://linkedin.com/in/gillianbardin>

Twitter [@GillBardin](https://twitter.com/GillBardin)

Your involvement with ICAEW

I have been a committee member of the ICAEW Lancashire and South Lakeland District Society since 2016 although my involvement with ICAEW locally goes back to my student days when I was a member of the North West Student Society.

Over the years, I have been invited to participate by ICAEW to their discussion forums including Financial Services Faculty in the regions, Women in Accountancy and Accountancy in 2050.

I was President of ICAEW Lancashire and South Lakeland in 2017/18 and I also represented the society on the Lancashire LEP Business Support Management Board from 2016 to 2019.

In addition, I am a BASE Champion promoting the accounting and business game to local schools and colleges and was fortunate enough to mentor a team at the national finals in 2019. I have also been involved in speaking at new member events about my career and the benefits of ICAEW membership.

Motivation and ability to be a member of Council:

Due to the wide range of experience across various sectors, I hope I understand the challenges faced by members and how the profession needs to adapt for the future to meet the demands of its membership. As a result I am seeking Council election to be able to give something back to the profession from the experience I have gained in my career so far.

As I now have a portfolio career, I feel I have the time, commitment and flexibility to be able to actively contribute to Council. This would include being active within Council, joining relevant committees and attendance at Council meetings, District Society meetings and engaging with members.

Strategic focus:

In the current climate it is ever more important that ICAEW is addressing the needs of all its members, as they face the dual challenges of COVID-19 and Brexit, whether in Industry or Practice.

The more ICAEW can engage with its members to understand their issues, the better it will be able to communicate these to key policy makers. Further by listening to its membership, ICAEW can provide services and ways of delivering these services which address members' needs. To be able to achieve this Council needs to have a diverse range of views and I believe business members are under represented.

Effective communication and engagement with members continues to be a key challenge for ICAEW as many members feel disengaged. The future role of District Societies and how they adapt to the changes in working practices seen in 2020 will form part of how successful engagement can be.

Communication with members in your constituency:

I want to have a two way communication channel so that I can provide Council with the views of members in Lancashire and South Lakeland as well as keeping members updated with developments / strategy in the profession.

I intend to achieve this via regular posts on social media via the Lancashire and South Lakeland groups on Linked In and Twitter as well as attendance at a variety of member events (whether virtually or hopefully in person!).

Finally it is important that the Council Member can support the District Society Committee so it will be a priority to attend the committee meetings to keep this vital link.

Through this activity I would hope that members would get to know me and feel able to contact me if they were facing issues which the Council member could help with.

Nominators

David Gorton
Yvonne Milne-Redhead
Magdalene Lawson
Deborah Wood
Anthony Cherry

Declaration of interests which are relevant to the business of ICAEW

Membership of, or interests in, formal bodies or groups, including other professional bodies ¹ :	Burnley College - Governor, Finance Committee Member, Search & Governance Committee Independent Governor
Membership of ICAEW Council, ICAEW Boards and other ICAEW committees:	None
Partnerships, Directorships or beneficial interests in companies:	Non Executive Director, Puddle Ducks Franchising Ltd
Professional or social relationships with individuals who have business relationships or who compete with the ICAEW:	None
Any other matters you feel should be identified:	None

¹ This includes employment by a professional body.