

# **Dave Holland - Welsh Food Advisory Committee member**

Outlines the professional history, qualifications and gives details of any business interests of our Welsh Food Advisory Committee members in order to ensure transparency.

Dave worked for almost 40 years in local government leading a range of Public Protection and Regulatory services. He has worked closely with both the Welsh Government and the Westminster Government on several policy issues pertaining to consumer protection, food safety and public health.

Dave's professional background was as a Trading Standards Officer specialising in product safety law. As his career progressed, Dave became responsible for Environmental Health and Licensing matters, firstly at Cardiff and then as the Head of the Shared Regulatory Service, a collaborative venture covering Bridgend, Cardiff and the Vale of Glamorgan.

Dave was Chair of the Directors of Public Protection from 2018 to 2021 and in that time played a lead role in co-ordinating the professions response to matters arising from the Grenfell disaster and the outbreak of Covid 19.

Dave has a long record of working with the business community to help small business navigate the complexities of consumer protection legislation through vehicles like the Cardiff Business Partnership, the Home Authority Principle, and most recently promoting the concept of the Primary Authority Scheme.