

ASA Register of Interests Combined Council Members

Council Members

Name: Nicky Morgan (Rt Hon Baroness Morgan of Cotes)		
Role: Chair		
Date: 13 October 2025		Details:
Pecuniary interests	Employment	
	Directorships	Non-Executive Director Santander UK plc Non-Executive Director Santander UK Group Holdings plc Non-Executive Director, Financial Services Compensation Scheme
	Significant shareholdings (over 5% of issued share capital)	N/A
	Other significant pecuniary interests	N/A
Non-pecuniary interest	Membership of public bodies	Member, House of Lords
	Office bearing in charitable bodies	
	Unpaid work	Deputy Chair, Science Museum Group Chair, Careers & Enterprise Company Trustee, All Saints with Holy Trinity Church, Loughborough Member, Loughborough University Council Chair, Re:State Advisory Board Trustee, Democratys Charity
	Other significant non-pecuniary interests	

Name: Matthew Barwell		
Role: Council Member		
Date: 8 October 2025		Details:
Pecuniary interests	Employment	Accenture (part-time as member of Luminary Programme)
	Directorships	Proposition Consulting Limited Sneak Energy (Energy Drinks brand backed by True PE)
	Significant shareholdings (over 5% of issued share capital)	
	Other significant pecuniary interests	Advisor Pentire (non-alcoholic drink)
Non-pecuniary interest	Membership of public bodies	Council Member Marketing Group Great Britain
	Office bearing in charitable bodies	Trustee of Place2Be (children's mental health charity) Commercial Advisory Board Teenage Cancer Trust
	Unpaid work	
	Other significant non-pecuniary interests	

Name: Murphy Cobbing		
Role: Council Member		
Date: 31 October 2025		Details:
Pecuniary interests	Employment	N/A
	Directorships	British Board of Film Classification. Statutory Classifier. British Board of Film Classification Technology Ltd. Non-executive Director, Chair
	Significant shareholdings (over 5% of issued share capital)	N/A
	Other significant pecuniary interests	N/A
Non-pecuniary interest	Membership of public bodies	N/A
	Office bearing in charitable bodies	N/A
	Unpaid work	School Governor
	Other significant non-pecuniary interests	N/A

Name: Elizabeth Gordon		
Role: Council Member		
Date: 25 October 2025		Details:
Pecuniary interests	Employment	Non-Executive Director- NHS Lothian Health Board Board Member - East Lothian Integration Joint Board
	Directorships	None
	Significant shareholdings (over 5% of issued share capital)	None
	Other significant pecuniary interests	None
Non-pecuniary interest	Membership of public bodies	None
	Office bearing in charitable bodies	Trustee- NHS Lothian Charity
	Unpaid work	None
	Other significant non-pecuniary interests	Member - Law Society of Scotland (Retained on Solicitors' Roll only) Member - Coeliac UK

Name: Alison Hastings		
Role: Council member (Independent)		
Date: 8 October 2025		Details: N/A
Pecuniary interests	Employment	AH Media Ltd Pagefield Communications Member of the Omaze Advisory Board
	Directorships	AH Media Ltd Motability Operations Plc Press Association Trust
	Significant shareholdings (over 5% of issued share capital)	N/A
	Other significant pecuniary interests	N/A
Non-pecuniary interest	Membership of public bodies	N/A
	Office bearing in charitable bodies	The Shakespeare North Playhouse (Trustee)
	Unpaid work	N/A
	Other significant non-pecuniary interests	N/A

Name: Claire Hilton		
Role: Council Member (Advertising Industry Background member)		
Date: 8 October 2025		Details:
Pecuniary interests	Employment	Virgin Management Limited
	Directorships	Virgin Start Up
	Significant shareholdings (over 5% of issued share capital)	N/A
	Other significant pecuniary interests	N/A
Non-pecuniary interest	Membership of public bodies	Women in Communication and Leadership (WACL) Marketing Group of Great Britain
	Office bearing in charitable bodies	N/A
	Unpaid work	Speakers for Schools
	Other significant non-pecuniary interests	N/A

Name: Mark Howe		
Role: Council Member (all media industry background member)		
Date: 24 October 2025		Details:
Pecuniary interests	Employment	
	Directorships	None
	Significant shareholdings (over 5% of issued share capital)	None
	Other significant pecuniary interests	None
Non-pecuniary interest	Membership of public bodies	None
	Office bearing in charitable bodies	None
	Unpaid work	Mentoring ex-colleagues
	Other significant non-pecuniary interests	Advising Business startups in which I have a non-significant shareholding

Name: Rotha Johnston		
Role: Independent Member		
Date: 24 October 2025		Details:
Pecuniary interests	Employment	
	Directorships	Wildflower Property
	Significant shareholdings (over 5% of issued share capital)	Wildflower Property (UK) Limited Wildflower Property (Serpentine) Limited Wildflower Property (ROI) Limited
	Other significant pecuniary interests	
Non-pecuniary interest	Membership of public bodies	
	Office bearing in charitable bodies	Ulster Garden Villages QUBIS Limited
	Unpaid work	Ulster Garden Villages QUBIS Limited Chair Northern Ireland Productivity Forum
	Other significant non-pecuniary interests	

Name: Richard Lloyd		
Role: Council Member (Independent)		
Date: 7 October 2025		Details:
Pecuniary interests	Employment	
	Directorships	The Financial Conduct Authority – Board member The Independent Parliamentary Standards Authority – chair and non-executive director Article 36 – non-executive director
	Significant shareholdings (over 5% of issued share capital)	None
	Other significant pecuniary interests	
Non-pecuniary interest	Membership of public bodies	
	Office bearing in charitable bodies	Article 36 - chair
	Unpaid work	
	Other significant non-pecuniary interests	

Name: Kirsten Miller		
Role: Council member (agency industry background)		
Date: 24 October 2025		
Pecuniary interests	Employment	None
	Directorships	None
	Significant shareholdings (over 5% of issued share capital)	None
	Other significant pecuniary interests	None
Non-pecuniary interest	Membership of public bodies	None
	Office bearing in charitable bodies	None
	Unpaid work	None
	Other significant non-pecuniary interests	None

Name: Rebecca Rumbul		
Role: Council Member (Independent)		
Date: 4 November 2025		Details:
Pecuniary interests	Employment	CEO of the Rust Foundation, company number 13734067
	Directorships	None
	Significant shareholdings (over 5% of issued share capital)	None
	Other significant pecuniary interests	None
Non-pecuniary interest	Membership of public bodies	None
	Office bearing in charitable bodies	Hansard Society (Trustee) charity number 1091364
	Unpaid work	None
	Other significant non-pecuniary interests	None

Name: Krystle Sargent		
Role: Council Member (Independent)		
Date: 31 October 2025		Details:
Pecuniary interests	Employment	General Counsel and Deputy Director of Business Services at UK Sport.
	Directorships	n/a
	Significant shareholdings (over 5% of issued share capital)	n/a
	Other significant pecuniary interests	n/a
Non-pecuniary interest	Membership of public bodies	Labour Party
	Office bearing in charitable bodies	n/a
	Unpaid work	n/a
	Other significant non-pecuniary interests	n/a

Name: Monisha Shah		
Role: Council Member		
Date: 24 October 2025		Details:
Pecuniary interests	Employment	None
	Directorships	None
	Significant shareholdings (over 5% of issued share capital)	Hogerty Hill Limited (Media consulting company)
	Other significant pecuniary interests	Chair, Kings Counsel Appointments Selection Panel Chair, Publishing Licensing Services and Co-Chair, Copyright Licensing Agency
Non-pecuniary interest	Membership of public bodies	None
	Office bearing in charitable bodies	
	Unpaid work	Chair, Caterham School Trustee, Art Fund Trustee, Royal Collection Trust
	Other significant non-pecuniary interests	Senior Independent Member, Public Appointments, Cabinet Office (ad hoc work on Advisory Assessments Panels for public roles)

Executive Directors and Shadow Directors

Name: Guy Parker		
Role: Chief Executive, ASA		
Date: 14 October 2025		Details:
Pecuniary interests	Employment	Chief Executive of ASA
	Directorships	President of International Council for Advertising Self-regulation (ICAS) Global Think Tank Director of International Council for Advertising Self-regulation (ICAS) Director of European Advertising Standards Alliance (EASA) Director of Fundraising Regulator Director of Creative Industries Independent Standards Authority (CIISA)
	Significant shareholdings (over 5% of issued share capital)	None
	Other significant pecuniary interests	Member of Fundraising Regulator's Standards Committee
Non-pecuniary interest	Membership of public bodies	None
	Office bearing in charitable bodies	None
	Unpaid work	None
	Other significant non-pecuniary interests	None

Name: Donna Castle		
Role: Director of Communications		
Date: 7 October 2025		Details:
Pecuniary interests	Employment	None other than the ASA.
	Directorships	None.
	Significant shareholdings (over 5% of issued share capital)	None.
	Other significant pecuniary interests	None.
Non-pecuniary interest	Membership of public bodies	None.
	Office bearing in charitable bodies	Trustee of Speech and Language UK (charity)
	Unpaid work	Volunteer roles: • Vice Chair of the Chartered Institute of Public Relations' Professional Practices Committee • Member of the Communications and Engagement Panel for the Institute of Physics and Engineering in Medicine (IPEM)
	Other significant non-pecuniary interests	

Name: Shahriar Coupal		
Role: Director, Advertising Policy and Practice		
Date: 7 October 2025		Details:
Pecuniary interests	Employment	ASA Director, Advertising Policy & Practice
	Directorships	None
	Significant shareholdings (over 5% of issued share capital)	None
	Other significant pecuniary interests	None
Non-pecuniary interest	Membership of public bodies	None
	Office bearing in charitable bodies	None
	Unpaid work	None
	Other significant non-pecuniary interests	None

Name: Miles Lockwood		
Role: Director of Complaints and Investigations		
Date: 8 October 2025		Details:
Pecuniary interests	Employment	ASA Director of Complaints and Investigations
	Directorships	N/a
	Significant shareholdings (over 5% of issued share capital)	N/a
	Other significant pecuniary interests	N/a
Non-pecuniary interest	Membership of public bodies	Member of the Law Society of England and Wales Non-practising solicitor on the Solicitors Regulation Authority Register (Registration No. 33259)
	Office bearing in charitable bodies	N/a
	Unpaid work	N/a
	Other significant non-pecuniary interests	N/a

Name: Judith Rowland-Hill		
Role: Director of Corporate Services		
Date: 7 October 2025		Details:
Pecuniary interests	Employment	None
	Directorships	None
	Significant shareholdings (over 5% of issued share capital)	None
	Other significant pecuniary interests	None
Non-pecuniary interest	Membership of public bodies	None
	Office bearing in charitable bodies	None
	Unpaid work	None
	Other significant non-pecuniary interests	None