



**UK Society for
Behaviour Analysis**

Consumer Advisory Board Terms of Reference

Committee responsible:	Public Protection & Benefit Committee	Date approved:	November 2025
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1. Terms of Reference

1.1 The Consumer Advisory Board (CAB) is made up of consumers of different UK behaviour analytic services, and informs the work of the Public Protection and Benefit Committee, ensuring that the UK-SBA board has real and current insights into the concerns and needs of the consumer groups it serves.

1.2 The CAB exists to bring the voice of the consumer right into the heart of all UK-SBA decision-making. Thus, the main function of the CAB is to present consumers' views to the UK-SBA Board, to help the UK-SBA deliver on its Mission, Vision and Values.

2. Remit

In its advisory capacity, the CAB will provide a focus for consumer-centred action within UK-SBA by:

2.1 Providing Consumer Feedback and Problem Solving

The CAB offers an external perspective to the UK-SBA and its activities, from the standpoint of the UK consumer. CAB members will hear and provide feedback on any UK-SBA initiatives and activities it is informed of, so that the organisation's strategies and policies better serve consumers.

2.2 Identifying Risks to Consumers and Uphold Ethical and Professional Standards

The CAB will support the UK-SBA in actively working to safeguard the interests and well-being of consumers of behaviour analytic services. This includes:

- Assessing potential risks to consumers to be addressed by the UK-SBA
- Acting, when needed, as lay consumer representatives in the implementation of the UK-SBA's complaints policies and procedures

In doing so, the CAB will help to ensure that the standards set out by the UK-SBA in its Code of Ethical and Professional Conduct are upheld, and that the consumer perspective is taken into account as concerns, complaints and grievances are heard.

2.3 Advising on Initiatives to Increase the Availability and Delivery of Quality Services

The CAB will serve as a resource for UK-SBA initiatives to enhance and advance behaviour analytic support and services across the UK, ensuring that consumer perspectives are taken into account as these emerge.

3. Membership

3.1 The Consumer Advisory Board (CAB) is made up of consumers of different UK behaviour analytic services. Members are volunteer 'experts by experience' who:

- 3.1.1 Have firsthand experience of services provided by a qualified professional such as a Board Certified Behaviour Analyst, UKBA(cert), aUKBA(cert) and/or member of the UK-SBA register of behaviour analysts
- 3.1.2 Have personal experience of UK education, health & social care services
- 3.1.3 May be closely related to someone who uses these services
- 3.1.4 Support the UK-SBA Mission, Vision and agree to act in accordance with the UK-SBA stated Values; professionally, inclusively, and respectfully towards consumers and professionals in behaviour analysis.

- 3.2 The CAB will have no less than five members and no more than fifteen members.
- 3.3 Membership will be kept under continuous review to ensure the CAB is as representative as possible of UK consumers of behaviour analytic services.
- 3.4 As a consumer group, membership is not open to Behaviour Analysts.
- 3.5 Consumers wishing to express interest in joining the CAB may do so by emailing advisoryboardchair@uk-sba.org or admin@uk-sba.org
- 3.6 The term of office will be 4 years. In agreement with CAB members, an additional term of office is permissible.
- 3.7 Should a CAB member be unable or unwilling to complete the full term of their mandate, an alternative will be appointed.
- 3.8 The CAB will be empowered to co-opt additional experts on an ad hoc basis for tasks; they will not have voting rights.
- 3.9 The Secretary and the Chair of UK-SBA may attend meetings of the CAB on an ex officio basis and will receive all papers in advance. The UK-SBA support staff may attend the meetings.
- 3.10 To fulfil its function the CAB will:
- Meet at least twice per year with at least one meeting per year being a joint meeting with the UK-SBA Board
 - Provide the minutes of each meeting to the UK-SBA Board
- 3.11 Withdrawal of Membership - The UK-SBA Board reserves the right to withdraw or terminate CAB membership where member's actions, as substantiated through due process, are found to be incongruent with the UK-SBA Mission, Vision or Values

4. Duties

- 4.1 UK-SBA Advisory Board members will:
- 4.1.1 Promote the interests of consumers of behaviour analysis in the UK
 - 4.1.2 Record their specific areas of interest and expertise
 - 4.1.3 Declare potential conflict of interests in line with UK-SBA internal rules
 - 4.1.4 Report any concerns to the CAB Chair and/or Chair of the UK-SBA Public Protection & Benefit Committee, so that action necessary can be taken
 - 4.1.5 Attend continuing education events offered free of charge by the UK-SBA on Equity, Diversity, Inclusion and Ethics
 - 4.1.6 Attend UK-SBA Advisory Board meetings

4.2 Public Conduct and Representation

All CAB members must adhere to the following principles regarding their public conduct and representation of the CAB and the UK-SBA. This is an essential requirement of membership, as defined by Clause 3.1.4 and 3.11.

4.2.1 Clarification of Role and Authority

a) **Advisory Function Only:** The CAB and its individual members hold a strictly advisory function to the UK-SBA Board. The role is to provide insight and recommendations; it does not confer authority to set policy, govern, or make decisions independently.

b) **No Commercial Endorsement:** CAB membership does not constitute an endorsement or accreditation of the member's personal business, services, or commercial ventures by the UK-SBA.

c) Members must only use the title: '**Member of the UK-SBA Consumer Advisory Board (CAB)**'. Any other title or description that misrepresents or misleads the public about the member's role, remit,

or authority is strictly prohibited (e.g., 'UK-SBA Regulator,' 'Certified Consumer Expert,' or 'Licensed UK-SBA Consultant').

4.2.2 Guidelines for Public Communication

When communicating publicly (on personal websites, social media, or in presentations), members must ensure their message is constructive and accurate:

- a) **Positive and Professional Alignment:** All public statements about the CAB or UK-SBA must align with the organisation's official Mission, Vision, and Values (Professionally, Inclusively, Respectfully).
- b) **Clear Distinction:** Members must clearly distinguish between their **personal opinion or commercial activities** and their **official, advisory role** within the CAB.
- c) **Forward-Looking Focus:** Messaging should emphasize the goal of advancing consumer protection and improving the quality of behaviour analysis services in the UK, rather than focusing on internal procedures or specific cases.
- d) **UK-SBA Review:** Any significant public-facing communication (e.g., press release, policy statement) made in the name of the CAB must be reviewed and approved by the CAB Chair and/or the Chair of the Public Protection and Benefit Committee prior to publication.

5. Chair

5.1 A Chair will be elected by the UK-SBA Advisory Board from among the members to be ratified by the UK-SBA Board.

5.2 Duties of the Chair

5.2.1 The Chair will:

- Promote the interests of consumers of behaviour analysis in the UK
- Monitor progress of the CAB
- Report to the UK-SBA Board on the activities of the CAB and receive mutual feedback as required in accordance with the internal rules of UK-SBA
- Take decisions in consultation with all CAB Members
- Have a seat on the UK-SBA Board with voting rights and attend UK-SBA Board meetings
- The CAB Chair will also sit on the Public Protection and Benefit Committee

5.3 Qualities of the Chair

5.3.1 The candidate for the Chair function must have highly developed leadership skills, be an excellent communicator and a good team player.

5.4 Relationships

- Responsible to the UK-SBA Board
- The term of appointment to the Board will be in line with the articles of association for the UK-SBA

6. Conflict of Interests

6.1 Policy and Register Maintenance

The UK-SBA Conflict of Interest Policy applies to all CAB members. To maintain the balance of "Independent Lay" versus "Professional Stakeholder" voices (PSA Standard 1), the CAB shall maintain a Consumer Advisory Board Conflict of Interest Register as a standing Appendix to these Terms, updated annually.

6.2 Meeting Protocol

To ensure transparent and efficient governance:

- Standing Declaration: At the start of every meeting, members shall declare interests. They may satisfy this by stating: "My interests are as recorded in the current CAB ToR Register, with no new changes."
- Ad-hoc Updates: Members must disclose any mid-term changes (e.g., new employment or commercial roles) prior to the next meeting.
- Recusal: Members with a disclosed commercial or professional interest in a specific agenda item must be recused from the advisory consensus or decision-making for that item.

Following Information for Internal Use ONLY
(not for publication on the website)

Appendix A: CAB Conflict of Interest Register

Name	Role	Category of Interest	Description of Potential Conflict / Interest	Management Action
Jo Pyrah	Chair	Commercial / Employer	CEO & Co-founder of Green Light PBS Ltd. Employs Behaviour Analysts and RBTs.	Professional Stakeholder: Recused from "Independent Lay" specific voting blocks.
Anoop Panesar	Member	Commercial / Provider	Founder and Director of ABA Connected Ltd. Provides support/frameworks for ABA programs.	Professional Stakeholder: Commercial interest in service provision noted.
Jenny Garside	Member	Professional / Employment	PBS Lead & Supported Living Manager at iCare Living. Qualified teacher/PBS professional.	Dual-Role Stakeholder: Noted as practicing professional and autistic consumer.
Rhian Davies	Member	Professional / Educational	Assistant Headteacher; former ABA therapist. Oversees Autism Teaching Facility using ABA.	Educational Stakeholder: Professional interest in school-based ABA applications.
Jane McCready	Member	Staff / Employment	Current UK-SBA Administrative Staff. Founder of ABA Access4All.	Dual Role: status as a parent of an adult with LD/ASD and UKSBA paid administrative staff member creates potential dual-loyalty conflict.

Sue Archdall- John	Member	Charity / Employment	Operations Manager & Chair of Focus Surrey (ABA Charity). EHCP Coordinator for a college.	Charity Stakeholder: Managerial role in ABA- based charitable sector.
Jane Stewart	Member	Personal / Consumer	Parent of children with rare genetic conditions/autism. Former Disability Officer in HE.	Independent Lay: Experience as advocate/consumer; no commercial interest.
June Goh	Member	Personal / Charity	Parent/Carer. Trustee for a SEND charity and volunteer for an ABA club.	Independent Lay: Experience as advocate/consumer; no commercial interest.
Lucia Elghali	Member	Personal / Consumer	Parent of a child with Fragile X Syndrome. Lived experience as a consumer.	Independent Lay: Experience as advocate/consumer; no commercial interest.