



Cameron Crowe KC

"Very impressive." "Thorough and has extensive knowledge of his field of expertise."

- Chambers UK 2022

Call	2002
Silk	2025

Tel:	+44 (0)20 7583 9020
Email	clerks@hendersonchambers.co.uk

Cameron specialises in regulatory law with an emphasis on consumer law, health and safety, product safety, and life sciences regulation.

He has represented clients in some of the most significant and high-profile cases in these areas over the last twenty years in both the civil and criminal jurisdictions. He is recognised as a leader in his field by both Chambers and Partners and the Legal 500.

Prior to taking silk, Cameron was on List A on the Unified List of Specialist Regulatory Advocates in Health and Safety and Environmental Law. He is a Recorder of the Crown Court.

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Consumer

Regulatory investigations

Cameron advises companies and directors on consumer enforcement risk, including investigations and enforcement action brought by the Competition and Markets Authority (CMA) and other regulators under the Digital Markets, Competition and Consumers Act 2024 (DMCCA). His practice spans the full lifecycle of consumer enforcement, from early-stage investigations and strategic engagement with regulators, through to statutory notices, contested proceedings, and appeals.

He is particularly experienced in acting for businesses facing allegations of misleading pricing practices, mis-selling, aggressive commercial practices, and systemic consumer law breaches. He regularly works on matters

carrying significant commercial and reputational risk.

Cameron has in-depth knowledge of the enforcement powers contained in Schedule 5 of the Consumer Rights Act 2015, having appeared in two connected appeals in the Court of Appeal concerning the scope of Schedule 5 (*R v AUH* [2022] EWCA Crim 1113; [2023] EWCA Crim 6).

Civil enforcement (consumer protection)

Cameron has extensive experience of civil consumer enforcement, including applications for enforcement orders and interim orders under Part 8 of the Enterprise Act 2002 (now replaced by the DMCCA), and the defence of such proceedings. His work includes:

- representing companies and their directors in CMA investigations into alleged large-scale breaches of consumer protection law;
- advising on regulatory strategy, undertakings, and compliance measures in response to enforcement action;
- acting in contempt proceedings arising from alleged breaches of enforcement orders; and
- bringing and defending judicial review proceedings challenging the decisions of regulators.

He has advised on and appeared in cases involving the Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013 and the Electronic Commerce Directive, including issues concerning the liability of online intermediaries.

Criminal defence (consumer protection)

Cameron regularly advises and represents companies and directors subject to criminal investigation or prosecution for alleged consumer law breaches. His defence practice includes:

- representing national retailers alleged to have engaged in misleading pricing practices, including in online retail environments;
- advising national retailers on their internal systems and the availability of due diligence defences;
- defending companies and directors facing allegations of product mislabelling; and
- advising a multinational company on the adequacy of its procedures and on the implications of legislative reform under the Economic Crime and Corporate Transparency Act.

Criminal enforcement (consumer protection)

Cameron has been instructed in some of the most complex consumer protection prosecutions of the last decade. This experience underpins his detailed understanding of how consumer enforcement cases are investigated, built, and advanced by regulators.

He is frequently instructed as leading counsel in large multi-defendant cases arising from systemic breaches of consumer protection legislation, often involving allegations of mis-selling, and dishonest or aggressive commercial practices. These cases commonly involve national or regional enforcement bodies, extensive digital and documentary evidence, complex legal argument, and lengthy trials.

Recent instructions include:

- being instructed by a National Trading Standards team to prosecute a 14-defendant conspiracy to defraud, involving appellate litigation to the Court of Appeal on the scope of Schedule 5 of the Consumer Rights Act, and listed for two three-month trials;
- prosecuting, on behalf of a Regional Trading Standards team, a series of cases concerning the dishonest and aggressive sale of goods to hundreds of vulnerable and elderly consumers;
- prosecuting illegal money lending offences under the Financial Services and Markets Act 2000; and
- prosecuting letting agents for breaches of the Consumer Protection from Unfair Trading Regulations 2008 and fraudulent trading.

Health & Safety (& Fire Safety)

Cameron has experience both prosecuting and defending all types of safety related cases and was appointed to List A on the Unified List of Specialist Regulatory Advocates in Health and Safety and Environmental Law until his appointment to silk. The majority of his instructions involve complex prosecutions where there have either been fatalities, when he is often instructed in the associated inquest, or catastrophic, life changing injuries. Recent work of note includes:

- Advising separate local authorities on prosecutions following catastrophic injuries being sustained in accidents at a leisure park and hotel respectively.
- Representing a train driver at an inquest following his colleague being fatally crushed by a train.
- Advising on corporate manslaughter following carbon monoxide poisoning deaths.
- Advising a local authority following the death of a teenager immediately outside a children's residential care home.
- Prosecuting landlords of HMOs in breach of the Fire Safety Order 2005, including where fatalities resulted.
- Advising and representing a company director in relation to a charge of Gross Negligence Manslaughter.
- Defending companies in prosecutions under the HSWA where fatalities have resulted, including in relation to falls from height, lifting operations, traffic management and the construction industry generally.

Product Safety

Cameron has undertaken product safety work for many years. This has included both prosecuting and defending in relation to alleged breaches of sectoral legislation as well as cases under the General Product Safety Regulations 2005. He has advised on the utilisation of safety notices, and appeared in a number of appeal hearings, as well as in one of the few cases that has been referred to the Chartered Institute of Arbitrators for an opinion on dangerousness under regulation 15(4) of the GPSR. He also regularly advises companies on the adequacy of their internal systems, and defends in cases where a due diligence defence is presented. The cases are often complex, involve expert evidence and have huge consequences for both the public and businesses alike. Recent examples of his work include:

- Prosecuting a major high street retailer for supplying unsafe child car seats. This included confiscation proceedings rarely sought in such cases.

- Advising a local authority in relation to the possible recall of millions of tumble dryers presenting a potential fire risk, and an associated judicial review being pursued by Which?.
- Advising the Office for Product Safety and Standards in relation to numerous practices and products within the battery sector.
- Prosecuting an online retailer for supplying unsafe crash helmets.
- Advising a multi-national company on necessary actions following the discovery of a possibly unsafe construction product, including in relation to appropriate liaison with regulators and future Primary Authority partnerships.
- Advising on the application of existing product safety legislation to e-bike conversion kits.
- Advising on several matters investigated by the DVSA.

Life Sciences & Food

Cameron's work in life sciences and food regulation includes cases involving nutrition and health claims, vaping and e-cigarettes, novel foods, general food safety, and food fraud. His clients include national retailers as well as prosecuting authorities.

The scope of his work has included criminal prosecutions, enforcement notices, and judicial review.

Recent examples of his work include:

- Advising on judicial review of the Food Standards Agency in relation to cannabidiol (CBD) products.
- Representing a multi-national company in a case described as "precedent setting" in relation to the novel shape and advertising of alcoholic drinks.
- Defending a multi-national company for alleged misleading nutrition and health claims made in relation to a range of food supplements.
- Advising a wholesale supplier of e-cigarettes and vaping products on the application of the Tobacco and Related Products Regulations 2016.
- Prosecuting wholesale meat and fish suppliers for supplying fraudulently misdescribed and unsafe products on a national basis, thereby contaminating the food chain.

Business & Regulatory Crime

Cameron has extensive experience of cases involving allegations of business and regulatory crime. He acts for companies, directors, and professionals facing investigation and prosecution, as well as for enforcement authorities.

His practice covers offences arising from breaches of consumer protection legislation, product safety legislation, fraud and fraudulent trading, money laundering, financial services regulation, health and safety, environmental law, and related corporate misconduct. These cases often involve parallel civil and criminal exposure.

Cameron also has experience of private prosecutions, particularly in the field of intellectual property crime,

and has advised companies and trade associations on the strategic use of private enforcement where public authorities have declined to act. His work in this area has included advising well-known brands on Trade Mark Act offences and related contractual and commercial issues.

Cameron's business and regulatory crime practice frequently overlaps with his wider work in consumer enforcement, CMA investigations, and Trading Standards prosecutions. He is able to provide clients with joined-up advice where criminal, civil, and reputational risk arise from the same underlying conduct.

Consumer Credit

Cameron advises and represents companies and lenders in matters arising from the regulation and mis-selling of consumer financial products. His work in this area spans both civil and criminal proceedings and includes advisory work at an early stage of disputes and regulatory scrutiny.

He has particular experience in defending allegations of mis-selling and unfair relationships in claims brought under sections 75 and 140A of the Consumer Credit Act 1974, including cases arising from the financing of insurance products and renewable energy installations. He has acted in matters involving complex factual and legal issues relating to disclosure, commission structures, and the adequacy of information provided to consumers at the point of sale.

Environment

Cameron's environmental law experience has focused on the following core areas: the water industry and waste, the motor industry, nuisance, and green claims and green washing. Recent work has included:

- Advising on alleged offending relating to the discharge of trade effluent into the public sewerage system.
- Advising on issues and statutory interpretation arising out of the so-called motor 'emissions scandal' and the purported consequence to the climate. This has included the use of prohibited defeat devices by car manufacturers.
- Acting in proceedings alleging the illegal dumping of waste in huge volumes into a former mine.
- Advising on the legality of advertising claims that products provide an environmental benefit.
- Acting in nuisance cases relating to waste disposal and noise pollution. This has included acting for one of the largest licensed premises owners in the UK.
- Defending a retailer against allegations contrary to the WEE Regulations.

Prior to his appoint to silk, Cameron was on List A of the Specialist Regulatory Panel for the Environment Agency.

Inquests, Inquiries & Investigations

Much of Cameron's work involves cases where, tragically, fatalities have resulted. In consequence, Cameron is

regularly instructed to advise corporate defendants and/or their directors, as well as individuals in both possible criminal proceedings and inquests into the associated deaths. Recent instructions to appear for IPs in inquests include:

- Representing a director following the death of an employee who fell from height.
- Representing a train driver following an accident that led to his colleague being crushed between coupling trains.
- Representing the manager of a Care Home following the unexpected death of a resident.
- Representing a company following a collision upon work premises.

What the directories say

"Cameron is the go-to barrister for prosecuting our multi-handed, complex consumer fraud cases."
Legal 500 2023

"Cameron has a thorough understanding of the complexities and technicalities of the practice area as well as being able to apply the law in a commercial and pragmatic fashion."
Legal 500 2022

"Cameron is knowledgeable, hard-working and personable." "He was so well prepared there was nowhere the defence could go."
Chambers UK 2018

"Cool as a cucumber. He's not fazed in a conflict setting and in conference he's very knowledgeable and easy to speak to."
Chambers UK 2015

Appointments

- List A on the Unified List of Specialist Regulatory Advocates in Health and Safety and Environmental Law
- Recorder of the Crown Court

Publications

- Contributing editor of *Consumer and Trading Standards Law and Practice* [LexisNexis].
- Contributing editor of *Modern Financial Regulation* [Jordans].
- Contributor to the *Encyclopedia of Financial Service Law*.

Memberships

- Health and Safety Lawyers Association

Education

- University of East Anglia (BA Hons)
- Postgraduate Diploma in Law