

## Alex Walsh joins the AVA as Public Affairs Manager

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The AVA, a leading trade body and voice for vending and 24-hour food and beverage industry, has welcomed Alex Walsh as the new Public Affairs Manager.

After graduating in 2015, Alex has spent the last ten years working for the former Prime Minister, The Rt Hon Rishi Sunak MP. During this time, she used her political experience to influence positive outcomes for local constituents and businesses.

As Public Affairs Manager, Alex will be supporting the development and delivery of the public affairs strategy at the AVA. She will be liaising with member businesses and stakeholder groups on policy matters to understand the impact any policy changes may have. Alex will be focusing on building constructive relationships with political stakeholders and working to influence government policy for the benefit of AVA members.

“As the ever-accumulating weight of new legislation, regulations, and ‘official guidance’ continues to shape the environment in which we operate, the importance of a strong, informed, and proactive voice for our industry has never been greater.

“To ensure the AVA remains both responsive and forward-looking in the face of these developments, we are delighted to welcome Alex Walsh in the new role of AVA Public Affairs Manager.

“With a wealth of experience in navigating complex policy landscapes, Alex will play a vital role in shaping our responses to consultations, strengthening relationships with partner associations, and forging valuable new connections across the political and regulatory spectrum.

“We’re thrilled to have her on board and look forward to the insight, energy, and expertise she’ll bring to our small but dynamic team.” Says David Llewellyn, AVA Chief Executive

Alex says: “I am delighted to join the team and look forward to working with members to ensure the industry is heard in Westminster and beyond.” For more information on the AVA, please [visit the website](#).