

Jonathan Underhill

Year of Call: 2008

Email Address: jonathan.underhill@3pb.co.uk

Secure Email: Jonathan.underhill@3pb.co.uk.cjsm.net

Telephone: 01202 292 102 / 020 7583 8055



Trading Standards

Jonathan has a wealth of experience specialising in trading standards and regulatory law.

He represents local authorities, companies and individuals in criminal prosecutions and provides extensive advice regarding due diligence compliance and expert guidance on all aspects of trading standards and regulatory law and is described being 'an excellent barrister'.

'He is always thoroughly prepared and has an impressive knowledge of the law. He is a strong and compelling advocate who achieves good results. He is a highly intelligent, professional and outstanding advocate' (Legal 500: Business and regulatory crime (including health and safety) 2026).

His expertise extends across a range of industry sectors, including construction, transport, agriculture, food, healthcare and environmental / waste management and he is rated as a Band 1 Leading Junior by Chambers and Partners.

Recent Notable Cases

- **Operation Shade (2026/ 2027 – Ongoing)** – Defence instruction in 8 defendant Fraudulent trading case concerning miss selling of climate control technologies.
- **R v A, B and C (2026 Ongoing)** – Defence instruction. Multi-Handed Fraudulent trading case. Miss selling of call protection technologies. Valued at circa 4.7 million.
- **R v PF (2026)** – Defence instruction. Fraudulent Trading case, alleged targeting of elder and vulnerable victim, and provision of sub-standard plumbing work.
- **Operation Chippendale (2026)** – Defence instruction. Leading Counsel. Case involving £8.2 Million evasion of duty on counterfeit tobacco products.
- **R(STS) v MM Ltd and P (2025)** – Defence instruction. Acting for both company and director. Systemic failure on the part of both Company and Director to comply with the Animal By-Products (Enforcement)(England) Regulations
- **RBC v RR (Ltd) and K (2023/ 2024)** – Defence instruction (private) – Grey good cases. Thousands of imported counterfeit items. Significant PoCA application pursued by the Prosecution.
- **SBC v A Ltd and J (2023)** – Defence instruction. Instructed for trial. Counterfeit Vodka.
- **SHC v TSS Ltd and C (2022/2023)** – Acting for Company and Director. Director acquitted. Complex trading standards investigation taking place of a number of years, pertaining to thousands of examples of counterfeit goods.
- **A & D Computers Ltd v NCC [2022] EWHC 2922 (Admin)** – High Court instruction for NCC following removal of previous counsel. Praised for "conspicuously well written" arguments in the High Court.
- **R v CL (2020/2021)** – Instructed for the Defence in International importation of tobacco in breach of trademark conspiracy case. Case is privately prosecuted by the Japanese Tobacco Corp.

- **R v C Ltd (2020)** - Instructed for the Defence in Electrical Products (Safety) Regulation 2016 involving counterfeit apple products.
- **Operation 'Foxchase'** - Instructed as led Junior in a complex national secondary ticketing trading standards case.
- **Operation 'Hugo'** - Trading Standards case involving importation of farmed puppies, featured on BBC programming.
- **Operation 'Wendelin'** - Multi handed Trading standards prosecution of rouge traders involving 15 complainants.

Food and Hygiene

- **FSA v BB Ltd (2026)** - Prosecution Instruction. Breach of improvement notice regarding failure in hygiene procedure in the meat industry.
- **FSA v G Ltd (2025)** - Prosecution Instruction. Multiple and complex alleged breached of regulatory framework relating to processing and cross contamination of meat products for human consumption.
- **R(WFC) v EY Ltd (2024/2025)** - Defence instruction. Breach of food hygiene and health and safety regulation. Alleged failure to adequately deal with cross contamination and pest control. Exposure of young and vulnerable children to pest faeces and other containments.
- **WFC v TD Ltd (2023/2024)** - Defence instructions for Director and company. Breach of pest control at high-street fast-food franchise.
- **DCC v A and A Ltd (2023)** - Defence instruction. Breach of food safety regulations; complex issues pertaining to allergens; fatal injury and medical evidence.
- **LCC vs Morrisons Ltd (2022)** - Defence instruction on behalf of national supermarket. Involving issues surrounding the Bakers of Nailsea decision.
- **DCC v AA Ltd (2022)** - Defence instruction. Instructed for pre-charge advice and trial. Breach of pest and hazard control regulations.
- **MKBC v MM Ltd (2022)** - Defence instruction. Breach of pest and allergen control measures. Complex sentencing exercise.
- **R v FF Ltd (2021)** - Instructed for the Defence - Multiple alleged breaches of EU Directive including HACCP failures and allergen issues
- **R v EH Ltd (2019)** - Instruction for the Defence to provide advice and representation concerning Food Condemnation Proceedings, Novel Food Regulations and their applicability to SARM following the National Food Crime Units classification of such as a Novel Food for the purposes of enforcement.

Recommendations

"I want to give a huge thankyou to Jonathan Underhill was there at the conclusion of my case and I am so thankful for everything he has done. I can't express my thanks through words but thankyou"

DR – Defence Client

Jonathan Underhill of 3PB Barristers regularly defends individuals and corporations in complex health and safety matters. He has particular expertise in handling cases regarding fatalities and serious injuries arising from regulatory breaches of duty. Strengths: "He takes good points in cases."

"He is lovely, and very pleasant to work with."

Chambers UK 2025/Health and safety) / Western Circuit - ranked in Band 1

Jonathan Underhill – 3PB 'Jonathan is meticulous in his case preparation and offers a calm and assured presence in court. He is a skilful lawyer who can translate his understanding into persuasive and compelling advocacy.'

Legal 500 2025/Crime (general and fraud) / Leading Juniors/ Western Circuit

Jonathan Underhill – 3PB 'Jonathan is meticulous in his case preparation and offers a calm and assured presence in court. He is a skilful lawyer who can translate his understanding into persuasive and compelling advocacy, both in his legal submissions

and trial advocacy.'

Legal 500 2025/Business and regulatory crime (including health and safety) / Leading Juniors/ Western Circuit

Jonathan Underhill – 3PB 'Jonathan's ability to process detail is outstanding. He brings great technical knowledge, and that gives him a wonderful air of confidence which puts his clients at ease.'

Legal 500 2025/Fraud: Crime/ Leading Juniors/London Bar

"Thanks for this Jonathan and ... for your help on the overall pursuit. This was without question a very serious and challenging issue for our company and you delivered the best result we could have achieved ...I am very happy with the result. I also wish to thank your Chambers admin team for their professional and proactive support that made direct access a simple tool to use."

MS – CEO S Ltd – Direct Access Client (Defence)

"In a conspicuously well-drafted skeleton argument, supported by his oral submissions, Mr Underhill accepts..."

Mrs Justice Farby – In the High Court

"I found his approach to the cases very professional, and his cross examination was excellent, just what is required in cases like this. The council have had several chambers representing the council, I feel that Jonathan has been the best person that we have had."

Mike Johnson ACFM (Senior Auditor) – Basingstoke & Deane Borough Council

"Not having been in court before, I found myself in a situation that was very unfamiliar. However, I was instantly put at ease straight away from the approach of my barrister, Jonathan Underhill. He was extremely professional, understanding and took on board everything I wanted to get across in the court room. The attention to detail and the communication filled me with confidence that Jonathan was the right person to get the desired result for myself.

I would highly recommend Jonathan's services, I couldn't have asked for a better representation, he kept me calm and positive throughout my trial, and we ended up getting the correct outcome, not guilty! Thank you again"

JS – Defence Client

"You have been nothing short of brilliant... thank you..."

R Cassidy – Levaes Solicitors

"I would not hesitate in instructing Mr Jonathan Underhill in all manner of Regulatory matters. He has an almost encyclopaedic knowledge in all key regulatory areas, including Environmental, Licensing, Housing and Planning offences. His preparation is meticulous with close attention to detail. He is extremely approachable and is great at communicating to a wide range of clients, which has always led to positive feedback and requests to instruct him in future matters. He has an amazing ability to advocate complex issues in law, in a way that is easy to understand for Magistrates, Jurors and Judges. His Advocacy is simply exceptional. He is and will continue to be my first choice of Counsel."

C Smith – Criminal Litigation Lawyer (London Local Authority)

"I am indebted to Mr Jonathan Underhill...for his realistic and concise submissions... Mr Underhill was utterly realistic in his submissions to this court, which he advanced with commendable brevity and good sense"

HHJ Jeremy Richardson QC – In the High Court

"I was very impressed with Jonathan Underhill ~ and he had a glowing report from our environmental health manager for his advocacy at the recent noise trial he did for us"

Local Authority Solicitor

"I would not hesitate in instructing Mr Underhill – cases are always thoroughly prepared, time and care taken with clients and outcomes reported back promptly. The client feedback has been excellent and often accompanies with a request that he represent them again. The quality of his representation is first class."

Lindsey Taylor (Solicitor) – Watkins and Gunn Solicitors

"I have found Mr Underhill to be an excellent advocate who is always well prepared and courteous to all. I have had positive feedback from clients in cases he had conducted on my firm's behalf. I would not hesitate to instruct him."

Paul Lewis (Partner) – Quality Solicitors HPJV

Very clearly presented – a dry subject made interesting. Very useful info. Excellent trainer.

Nikki Hutt, West Sussex County Council

Very informative, clear, concise but with a level of relaxed delivery and humour. I enjoyed Jonathan's 'style'.

Dee Plum, West Sussex County Council

Academic qualifications

- BVC (Graded Outstanding) – Cardiff University Law School
- Inner Temple Prize Winner – Outstanding Achievement
- LLB (Hons) Law & Politics – Cardiff University Law School

Professional qualifications & appointments

- AG Panel Regulatory Advocates – A Panel
- Level 4 – CPS Panel Advocate (General Crime)
- Level 4 – Specialist Fraud Panel
- Level 4 – RASSO Panel
- Level 2 – Proceeds of Crime Panel
- Inner Temple Accredited Advocacy Trainer
- Western Circuit Advocacy Trainer
- SEC Advanced International Advocacy Course, Keble College Oxford

Professional bodies

- Western Circuit
- Criminal Bar Association
- Fraud Lawyers Association
- Proceeds of Crime Lawyers Association
- Private Prosecutors Association
- Health and Safety Lawyers Association

Direct Access

Jonathan Underhill is qualified to accept instructions directly from members of the public and professional clients under the Direct Public Access scheme.