



PRESS RELEASE: August 2020

Criminal Lawyer sets up new initiative 'Legal Lifelines' aimed at supporting BAME and other communities within the UK.

Criminal law lawyer, **Michael Herford** has set up a grass roots initiative called Legal LifeLines in response to the Black Lives Matter awakening and the ongoing injustices faced by members of the community on multiple fronts. The **Legal LifeLines** platform will launch the first of it's webinar series on X Sep from 1-2pm via Webinar with Michael **In Conversation with Jo Sidhu QC** (25 Bedford Row) Vice Chairman of the Criminal Bar Association. They discussing the disproportionate use of stop & search on the BAME community and providing the nation unprecedented access to one of the United Kingdom's most senior and eminent Queen's Counsel.

Legal LifeLines believes in empowerment through elite legal education, accessible to all, which for the first time is being delivered on a unified platform by world renowned lawyers in unison with the nations front line charities on a scale never seen before.

Legal Lifelines is an innovative firm aimed at supporting those from BAME and other communities by empowering them with knowledge of their legal rights and other issues that affect the community through a ground breaking series of legal articles, webinars and other resources to support anyone who is at risk of coming into contact with the Criminal Justice System.

Michael says: "We know that BAME people, and traveller communities are likely to experience disproportionately negative outcomes at work, or when engaging with the authorities. We aim to empower them with the knowledge they need to protect themselves by bringing them critical information on legal issues that affect them such as Stop and Search, County Lines, Human Slavery and Protest Law. I'll be presenting a Webinar Programme with some of the very best legal minds in the sector as well as engaging with young people, charities and BAME community members to proactively understand what their needs are and how we can best support them"

Michael, 38, born in Bristol to a father of black caribbean heritage and white English mother. Michael has been self employed for 8 of the 10 years he has worked in as a Criminal Law practitioner, this year being recognised in the prestigious Legal 500 which describes him as: "a truly excellent solicitor: charismatic, energetic and engaging" said:

"I had no help or connections and was often told I would not succeed and was not able do challenging professions such as law. I need to work with my community to encourage young

people to come forward and to believe they can have fulfilling lives as members of this society. Despite the challenges, together, we can do it! My team and I believe in community. In community, we achieve unity, and in unity, we have strength. This initiative will change many lives and I believe will help save lives too.”

Michael added: “I have been stopped and searched and understand personally, how degrading and scary it can be when protocols are not followed by those conducting the search and other invasive operations. The webinar series is the first of exciting empowerment tools that we will be providing to our community that we proudly serve.”

Jo Sidhu QC says “I am delighted to lead from the front and take part in the Launch of Legal Lifelines. Having come from a South Asian background in Southall I understand how important it is to connect with your community and to make sure messaging cuts through to the hard to reach communities.”

James Jeffries, CEO of London Rock, the first corporate sponsor of the initiative, said: “We are proud to play our part in the Legal LifeLines exciting and innovative educational series, which will build a better future for everyone and help unify society.”

To register for the Webinar please see: XXXXX

For more information on Legal LifeLines please see: <https://legallifelines.co.uk>

Follow the conversation:

@Twitter: LegalLifelines

@Instagram: legal_lifelines_uk

@Facebook: Legal-Lifelines-106637681124367

@LinkedIn: <https://www.linkedin.com/in/michael-herford-9aa70639/>

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NOTES TO EDITOR:

- For more information on Legal LifeLines please see: <https://legallifelines.co.uk>
- @Twitter: LegalLifelines
- @Instagram: legal_lifelines_uk
- @Facebook: Legal Lifelines
- @LinkedIn: <https://www.linkedin.com/in/michael-herford-9aa70639/>

- Legal Lifelines was founded by Michael Herford. Michael specialises in criminal law and was earlier this year recognised in the Legal 500 who way Michael is “a truly excellent solicitor: charismatic, energetic and engaging”. Michael is dedicated to representing clients on a wide range of the most serious and complex cases which often include a cross boarder element and multiple defendants. You may well already be aware of Michael’s cases as many have been reported in the national press over the years.

- Michael is joined by Director and Custody Interview Specialist, Filiz Ekrem who joins the firm with over 20 years experience in criminal law and a strong desire to promote social justice and effect change for the good of society and for all communities.
- Chimen Chauhan joins as Head of Community, hailing from a background in business, having worked with some of the world's leading brands, advising on people development and equitable reward strategies.