

INDUSTRY STALWARTS

BARRY GOUGH By Steve Fryer

IN THE FIRST OF A NEW SERIES OF FEATURES, STEVE FRYER PROFILES SOME OF THE BIGGEST NAMES IN THE INDUSTRY. THIS MONTH HE STARTS WITH BARRY GOUGH OF AUTOMOTIVE STYLING, WHO ALREADY HAS A BROAD BACKGROUND IN THE MOBILE ELECTRONICS INDUSTRY.



There cannot be many C.A.R readers who do not know Barry Gough, he is one of few people to have operated in the audio, security and multi-media segments of the industry and can quite rightly be regarded as one of the pioneers of mobile multi-media. But do you REALLY know Barry? Do you know that his militant coal-miner father stood alongside Arthur Scargill during the 1984 strikes, that his three uncles died young as a result of mining accidents or that his cousin Ian Gough played football for Chelsea? Or that family friend and Deputy Labour Party Leader George Brown (a 1960's version of John Prescott) was a regular visitor to the Gough family home at Sunday teatime? Originally from Newcastle, Barry's father George moved the family south to find work in Derbyshire coal fields at a time when the north-east pits were closing rapidly, and it was at college in Burton-on-Trent and Derby that Barry gained his City & Guilds in Motor Vehicle Electrics. Part of the college course involved a five year apprenticeship at the local Ford

dealership, even after nearly 40 years Barry clearly remembers the contents of his first wage packet, one pound ten shillings, just one pound 50 pence in today's currency, spent one third each to his mother for board and lodgings, to an insurance fund and for spending money. At the end of the apprenticeship in 1972 Barry spent £37 on a 10-day holiday in Spain where he contemplated his future and decided to become a self-employed mobile auto electrician. So on returning from holiday he cashed in the insurance policy to buy a Ford Anglia Estate, blacked out the side windows to make it look like a van, and set about building a business. A few years later he was joined by brother-in-law Simon who had a degree in business studies and together they traded for almost 10 years as Mid Derbyshire Auto Electrical Ltd eventually employing 11 people.

It was during this time that Barry met his future wife, Sandra, at the Allied Brewers Social Club where Barry played midfield for the Grants of St James team during the 70's and early 80's. Together they have raised three children and in 2000 Sandra decided on a career change and become a mature student. Now with the help of her hard earned degree she is very happy in her new role of community support worker.

When the East Anglia based Edmondson Ford Group made Barry an offer he couldn't refuse for his Auto Electrical business he, Sandra and the family moved to Spalding in Lincolnshire where Barry ran one of their branches for five years. Here he began buying audio and security products and this is where he started to meet the people who would be influential to him over the next 20 years. In 1993 Barry changed from being a buyer to being an on-the-road

sales manager, initially in vehicle security & audio, and then in mobile multi-media where still is today. Ask Barry about his life and he will tell you that the 12-volt industry has been his working life and football has been his social life. Still a lifelong Newcastle supporter, but no longer playing football he is now a fair-weather golfer when time permits, which is not very often. The 12-volt industry has enabled Barry to travel the world, but he still works a 12 hour day, often starting at 7am to check emails from the Far East, and he still drives 50,000 miles a year visiting customers.

After 40 years involvement in the industry is Barry Gough starting to take it easy? No chance, he tells you; he's working harder than ever! Barry is now an integral part of Automotive Styling. **For details of their impressive range of multimedia products contact them on 020 8863 8333.**

