DEANS COURT CHAMBERS

Aaron Pulford

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Education | **Professional Associations**

PIBA - Personal Injury Bar Association

Areas of Specialism

- Complex Fraud
- Personal Injury
- Industrial Disease
- Environmental Damage
- Product Liability
- Commercial Disputes
- Inquests and Appeals
- Professional Indemnity

Profile

Aaron Pulford has developed a strong reputation in complex and high-profile personal injury law. With a distinguished career highlighted by landmark victories in several high profile cases Aaron has a relentless commitment and delivers exceptional results for his clients.

Aaron is an experienced barrister specialising in complex, high-value personal injury litigation. Aaron has particular expertise in catastrophic brain and spinal cord injury claims. He is regularly instructed in multi-million-pound cases involving challenging issues of liability, causation, quantum and expert evidence.

Called to the Bar in 2008, Aaron has extensive experience of complex litigation, combining meticulous preparation and forensic analysis with robust advocacy and pragmatic, strategic advice.

Aaron's practice encompasses all stages of serious injury litigation, from advice and contested hearings to trial and settlement. He has considerable experience in Joint Settlement Meetings (JSMs) and mediation, bringing a commercially astute and focused approach to the negotiation and resolution of substantial claims.

Alongside his catastrophic injury practice, Aaron has a distinguished track record in complex fraud litigation. Most notably, he acted as sole counsel for Tesco in one of the UK's largest motor fraud proceedings, defending 13 claims and pursuing counterclaims against 29 individuals over almost four years. The widely reported proceedings resulted in awards of compensatory and exemplary damages.

Aaron acts for leading insurers, major corporations, manufacturers and private clients. He is known for his ability to master complex evidence, identify the decisive issues and deliver clear, effective advocacy in demanding, high-stakes litigation.

Complex Fraud Matters

Expertise in defending and prosecuting major fraud rings, including the largest civil fraud operation in the UK.

Personal Injury

Specializes in catastrophic injury claims, traumatic brain injuries, spinal injuries, and serious sexual assaults.

Industrial Disease

Handles complex NIHL claims, asbestos-related conditions, and emerging risk claims such as chemical exposure and acoustic shock.

Environmental Damage

Proficient in handling claims related to environmental damage and contamination.

Product Liability

Extensive experience in product liability cases, including cross-border group actions involving defective products.

Commercial Disputes

Experienced in personal injury claims involving complex commercial disputes, contractual indemnities, and contribution claims.

Inquests and Appeals

Skilled in handling inquests and appellate work, including significant cases and appeals on Part 36 effects and fraud findings.

Notable Cases

Largest UK Motor Fraud Operation

Practice Area: Personal Injury

Sole counsel for Tesco, defending 13 claims and pursuing counterclaims against 29 individuals over four years, resulting in awards for compensatory and exemplary damages.

High Court Contempt Proceedings

Practice Area: Personal Injury

Instructed in consequential proceedings against claimants involved in fraudulent claims, including a referral to the Office of the Attorney General.

Group Actions

Practice Area: Personal Injury

Managed complex multi-party actions, including NIHL claims against police forces and cross-border disputes involving defective products

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What the Directories say

Aaron is our go-to Barrister when defending fraudulent cases. Technically excellent, he is able to navigate around problems and provide innovative solutions to complex issues. A tenacious litigator, his cross-examinations are a must-see!

Instructing Solicitor

Aaron is natural and confident advocate; His preparation is meticulous and his tireless work-ethic with a fierce intelligence puts his clients completely at ease."

Client

Aaron always strives for the absolute best result, dealing with each brief passionately. His level of service, attention to detail, and drive for each case is up there with the best at the junior Bar."

Instructing Solicitor

Aaron has always been able to advise and assist with excellent attention to detail and clarity. Aaron's ability to cut through complex and unusual issues and accident circumstances has recently led to very favourable settlements for clients who were faced with blanket denials prior to Aaron's involvement. Aaron has a friendly and down-to-earth manner with those instructing him and his clients whilst remaining forceful and compelling as an advocate."

Instructing Solicitor

Aaron adopts a pragmatic and robust approach to defending fraudulent insurance claims. He provides detailed strategic advice in respect of complex fraud rings, claims in the torts of deceit and conspiracy, and contempt actions against fraudulent parties. A highly-skilled advocate with formidable knowledge and unwavering dedication to his clients."

Instructing Solicitor

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Instructing Solicitor

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