



NO_{TO}AV:
THE
TORY CASH
BEHIND THE
TORY CAMPAIGN



www.labouryes.org.uk

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SUMMARY

99% of NOtoAV's declared donations come from Tory donors.

There are only two exceptions:

1. Peter Hargreaves, a noted supporter of right-wing pressure group The TaxPayers' Alliance
2. The GMB Union, which donated £10,000

No2AV's donors have given the Conservative Party a total of £28 million and loaned a further £10.6 million to the party.

TORY DONORS INCLUDE:

Michael Spencer

Michael donated through his company IPGL Ltd; former Tory treasurer, he was sidelined after negative press coverage:

Reportedly short-selling shares in collapsing Bradford & Bingley bank in 2008 (source: <http://www.dailymail.co.uk/news/article-1063358/How-Camerons-secretive-donors-bet-collapse-Bradford-amp-Bingley.html>)

Criticised by Matthew Elliott at TaxPayers' Alliance for advising several English local authorities to invest heavily in Icelandic banks – on commission from those banks – shortly before the Icelandic banking collapse in 2008 (source: <http://www.dailymail.co.uk/news/article-1076682/Tory-treasurers-firm-advised-councils-hit-Iceland-collapse.html>)

Fined £490,000 by the FSA in 2010 (source: <http://www.fsa.gov.uk/pages/Library/Communication/PR/2011/009.shtml>)

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Andrew Cook

Andrew is a Sheffield-based businessman who lobbied Tory ministers to scrap £80m loan to Sheffield Forgemasters.

John Nash

John is the owner of private healthcare provider Care UK. He donated £21,000 to Andrew Lansley. The Times reported he “would be well placed to benefit from a Conservative promise to make it easier for private providers to perform more NHS work” (source: <http://www.timesonline.co.uk/tol/news/politics/article6989004.ece>)

Jon Wood

Jon is a Swiss-resident hedge fund manager. He was branded “a liar” and “unreliable” by a High Court judge in 2005 (source: <http://www.bailii.org/ew/cases/EWHC/Ch/2005/3009.html>)

Henry Angest

Henry is a Swiss-born banker who donated through Arbuthnot Banking Group plc. He has loaned £5.5 million to the Conservative Party.

Lord Kirkham

In 1996 Lord Kirkham’s knighthood was reportedly described by No2AV patron John Prescott as “the crudest example yet of honours given for financial services to the Tory party” (source: <http://www.independent.co.uk/news/yorkshire-businessman-gave-pounds-4m-to-tory-party-1328143.html>)

FIL Investment Management

Which is headquartered in the tax haven of Bermuda.

Lord Edmiston

Lord Edmiston donated through his company The Funding Corporation. His 2005 peerage nomination was blocked by the House of Lords Appointments Commission for tax reasons in the wake of “cash for peerages” scandal (source: <http://www.timesonline.co.uk/tol/news/politics/article7140285.ece>)

David Mayhew

David was arrested in connection with the Guinness share-trading fraud of the late eighties (source: <http://www.guardian.co.uk/business/2002/jul/07/theobserver.observerbusiness9>)

Lord Fink

Lord Fink is a former Tory treasurer, reported as “godfather of the hedge fund industry” (source: <http://www.ft.com/cms/s/0/132d302c-33c1-11e0-b1ed-00144feabdc0.html#axzz1JltfEqNu>)

Andrew Sells

Andrew Sells is a Tory donor and treasurer of the “non-partisan” think tank Policy Exchange, which has published a series of papers criticising AV.

Lord Leach

A renowned climate change sceptic.

Robin Fleming

Robert is a member of the Fleming family - made famous recently for making illegal donations to the Conservative Party in 2004 and 2006 (source: <http://www.electoralcommission.org.uk/news-and-media/news-releases/electoral-commission-media-centre/news-releases-donations/the-conservative-party-forfeit-donations>)

THE TORY DONORS



Peter Cruddas

Peter Cruddas

£400,000

- city trader, onetime billionaire, and Tory donor
- donated £400,000 to Conservative Party since 2009
- =73rd on Sunday Times Rich List 2010
(<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/4560/1>)
- founder of CMC Markets – offers online trading in spread betting, CFDs and ForEx
- involvement in Conservative Black & White fundraising party and “cash for internships”
- wife Fiona is on the committee for the Black & White party
(<http://www.mirror.co.uk/news/top-stories/2011/01/30/fury-over-tory-party-fundraising-ball-sponsored-by-mega-rich-bankers-115875-22884953/>)
- Lot 4 in the Black & White party auction was a 2-week internship at CMC Markets, which went for £3,000
(<http://www.dailymail.co.uk/news/article-1356469/Cash-internships-Tory-backers-pay-2k-time-buy-children-work-experience.html>)

Jonathan (Jon) Wood

£100,000

- hedge fund manager and Tory donor
- Swiss resident
- Companies House lists his current address as Chalet Sagihus, Gruben, Gstaad 3780
- donated £500,000 to Tories in 2010
- branded a “liar”, “unreliable”, and motivated only by “animus” by a High Court judge (<http://www.independent.co.uk/news/business/news/hunter-wins-gadget-shop-case-against-star-ubs-banker-520369.html>)
- founder of SRM hedge fund, which lost “colossal sums” investing in Northern Rock after the bank was nationalised by Labour govt. (http://www.bbc.co.uk/blogs/thereporters/robertpeston/2010/08/how_money_talks_to_labour_and.html)



Jon Wood

Lord (John) Sainsbury

£100,000

- =63rd on Sunday Times Rich List 2010 (<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/4553/1>)
- 23rd highest donor to Conservative Party over past decade: donated £1.1m (<https://spreadsheets.google.com/ccc?key=0AtAQVk3Qj4FYdEJKVTg3aTZteV9pcnFZbXBvN3lRcUE&hl=en&authkey=CM2egqgB#gid=0>)

Michael Davis

£100,000

- donated £100,000 to Tories in January 2010

Michael Farmer

£100,000

- founder of an Anglo-American metal trading hedge fund and evangelical Christian
- 8th highest donor to Conservative Party over past decade: donated £2.93m (<http://conservativehome.blogs.com/thetorydiary/2010/12/the-biggest-fifty-cash-donors-to-the-conservative-party-over-the-last-ten-years.html>)

Lord (Philip) Harris

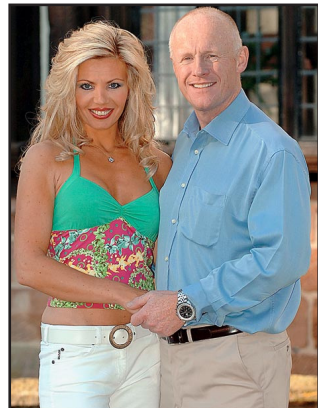
£75,000

- 328th on Sunday Times Rich List 2010 (<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/4803/1>)
- 17th highest donor to Conservative Party over past decade: donated £1.45m (<http://conservativehome.blogs.com/thetorydiary/2010/12/the-biggest-fifty-cash-donors-to-the-conservative-party-over-the-last-ten-years.html>)

John Caudwell

£75,000

- =35th on Sunday Times Rich List 2010 (<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/4527/1>)
- donated £2,000 to Tories in 2010



John Caudwell

Lord (Graham) Kirkham

£75,000

- founder of sofa retailer DFS
- Tory peer
- 158th on Sunday Times Rich List 2010 (<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/4639/1>)
- lent the Conservative Party £4m in an interest-free loan in 1996
- subsequently given a knighthood in New Years Honours
- John Prescott described this as “the crudest example yet of honours given for financial services to the Tory Party” (<http://www.independent.co.uk/news/yorkshire-businessman-gave-pounds-4m-to-tory-party-1328143.html>)
- lent his helicopter to William Hague for 2001 general election campaign (<http://www.publications.parliament.uk/pa/cm200001/cmregmem/memi12.htm>)
- donated £115,000 to Tories between 2001 and 2005

FIL Investment Management Ltd.

£50,000

- International subsidiary of US asset manager Fidelity Investments
- Headquartered in tax haven of Bermuda
- 27th highest donor to Conservative Party over past decade: donated £825,500 <https://spreadsheets.google.com/ccc?key=0AtAQVk3Qj4FYdEJKVTg3aTZteV9pcnFZbXBvN3lRcUE&hl=en&authkey=CM2egqgB#gid=0>

Mark Samworth

£50,000

- member of Samworth Brothers dynasty – owners of Ginsters, and largest maker of Melton Mowbray pork pies
- Samworth family have collectively donated £313,650 to Tories since 2002

James Lyle

£50,000

- 50th biggest donor to Conservative Party over past decade: donated £450,000 (<https://spreadsheets.google.com/ccc?key=0AtAQV3Qj4FYdEJKVTg3aTZteV9pcnFZbXBvN3IRcUE&hl=en&authkey=CM2eggB#gid=0>)

Sir Donald Gosling

£50,000

- property tycoon
- =151st on Sunday Times Rich List 2010 (<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/4633/1>)
- donated £50,000 to Tories in 2005

John Spurling

£50,000

- donated £5,000 to Iain Duncan Smith and £10,000 to Michael Ancram during 2001 leadership election
- donated £57,500 to Tories since 2004

The Funding Corporation Ltd

(Lord Edmiston)

£50,000

- vehicle for Lord (Robert) Edmiston
- 6th biggest donor to Conservative Party over past decade: donated £3.27m
- subsequently given a peerage in 2011
- runs consumer motor finance company which specialises in consumers with poor credit histories (<http://forums.moneysavingexpert.com/showthread.php?t=2013757>) (<http://forums.moneysavingexpert.com/showthread.php?t=249648>) (<http://forums.moneysavingexpert.com/showthread.php?t=1416957>) (<http://www.consumeractiongroup.co.uk/forum/showthread.php?135492-nish40-amp-The-Funding-Corporation&p=1428930&viewfull=1>)

(http://www.thisismoney.co.uk/credit-and-loans/article.html?in_article_id=418834&in_page_id=9)

- Dispute over Edmiston's Christian Vision charity, and its role in funding the Grace academy school in Solihull
(<http://www.guardian.co.uk/uk/2007/mar/05/newschools.schools>)

IPGL Ltd (Michael Spencer) £50,000



Michael Spencer

- vehicle for Michael Spencer
- =431st on Sunday Times Rich List 2010
(<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/4921/1>)
- Treasurer of Conservative Party from 2006-10
- 5th biggest donor to Conservative Party over past decade: donated £3.83m
(<http://conservativehome.blogs.com/thetorydiary/2010/12/the-biggest-fifty-cash-donors-to-the-conservative-party-over-the-last-ten-years.html>)
- Lot 30 at Conservative Black & White party was “a week’s work experience at his brokerage company ICAP”, which went for £3,000
(<http://www.dailymail.co.uk/news/article-1356469/Cash-internships-Tory-backers-pay-2k-time-buy-children-work-experience.html>)
- Reportedly involved in short-selling of the collapsing Bradford & Bingley in 2008
(<http://www.dailymail.co.uk/news/article-1063358/How-Camerons-secretive-donors-bet-collapse-Bradford-amp-Bingley.html>)
- Failed in 2008 to report share-backed loan with HSBC
(<http://www.guardian.co.uk/politics/2008/dec/24/conservatives-davidcameron>)
- His firm City Index fined £490,000 in 2010 by the FSA
(<http://www.telegraph.co.uk/finance/newsbysector/banksandfinance/8272659/>)

FSA-fines-City-Index-490000-for-trading-reporting-errors.html)

(<http://www.fsa.gov.uk/pages/Library/Communication/PR/2011/009.shtml>)

- in 2004, he bought £5.5m of shares in Marks and Spencer shortly before Philip Green takeover
(<http://www.telegraph.co.uk/finance/2888935/Spencer-faces-FSA-quiz-over-timing-of-5.5m-MandS-shares-buy.html>)
- in 2010, his private investment vehicle IPGL sold £45m of ICAP stock, shortly before the latter firm issued a profit warning
(<http://www.moneyweek.com/news-and-charts/profile-of-michael-spencer-icap-boss-and-tory-treasurer-47334>)
- Criticised by TaxPayers' Alliance in 2008 over financial advice given to district councils which lost millions investing in Icelandic banks – he was earning commission from the same banks
(<http://www.dailymail.co.uk/news/article-1076682/Tory-treasurers-firm-advised-councils-hit-Iceland-collapse.html>)

Edwin (Eddie) Healey

£50,000

- Sheffield property tycoon
- =43rd on Sunday Times Rich List 2010
(<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/4535/1>)
- donated £150,000 to Tories in 1997-8 through Stadium City property group
(<http://www.lrd.org.uk/issue.php?pagid=1&issueid=330>)

(continues)

David Mayhew

£30,000

- chairman of Cazenove stockbrokers, owned by JP Morgan
- =1905th on Sunday Times Rich List 2010
(<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/6381/1>)
- donated £52,500 to Tories since 2009
- charged in the Guinness share support scandal of the late eighties, but the case collapsed
(http://business.timesonline.co.uk/tol/business/movers_and_shakers/article6917875.ece)
(http://business.timesonline.co.uk/tol/business/movers_and_shakers/article6917875.ece)
(http://en.wikipedia.org/wiki/Guinness_share-trading_fraud)
(<http://www.independent.co.uk/news/business/guinness-affair-account-of-events-by-reeves-and-mayhew-questioned-by-inspectors-1296716.html>)
(<http://www.guardian.co.uk/business/2002/jul/07/theobserver.observerbusiness9>)

Christopher Rokos

£30,000

- hedge fund manager, senior partner at Brevan Howard Asset Management
- =540th on Sunday Times Rich List 2010
(<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/5022/1>)
- donated £400,850 to Tories since 2009
- Telegraph described him in 2008 as “a highly secretive man of whom there is no published photograph”
(<http://www.telegraph.co.uk/finance/markets/2954731/The-UKs-richest-young-entrepreneurs-Top-ten.html>)

Lord (Stanley) Fink

£28,000

- hedge fund manager and former Conservative Party treasurer
- reported as “godfather of the hedge fund industry”
(<http://www.ft.com/cms/s/0/132d302c-33c1-11e0-b1ed-00144feabdc0.html#axzz1JltfEqNu>)
- =653th on Sunday Times Rich List 2010

- (<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/5126/1>)
- 11th highest donor to Conservative Party over past decade: donated £2m (<http://conservativehome.blogs.com/thetorydiary/2010/12/the-biggest-fifty-cash-donors-to-the-conservative-party-over-the-last-ten-years.html>)
- wife Barbara chaired the Conservative Black & White fundraising party in 2010 - "cash for internships" (<http://www.dailymail.co.uk/news/article-1353910/Revealed-The-1m-bash-Tories-keeping-hush-hush.html>)

Andrew Sells

£25,000

- made his fortune as a venture capitalist
- Treasurer of Policy Exchange think tank
- donated £85,000 to Tories since 2010

Lord (Charles G) Leach

£25,000

- Rodney Leach, chair of No2AV
- former director at Rothschild
- climate change sceptic (<http://www.spectator.co.uk/books/5503548/a-wild-goose-chase.thtml>)
- donated £30,500 to Tories since 2003

Lord (Simon) Wolfson

£25,000

- son of Lord (David) Wolfson, who also donated £25,000 to No2AV
- =1536th on Sunday Times Rich List 2010 (<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/6068/1>)
- donated £313,250 to Tories since 2005 (including £10,000 to David Cameron's leadership campaign)
- one of 35 signatories to an open letter calling on George Osborne to press ahead with cuts (<http://www.telegraph.co.uk/comment/letters/8069609/Osbornes-cuts-will->

strengthen-Britains-economy-by-allowing-the-private-sector-to-generate-more-jobs.html)

Killik & Co LLP

(Paul Killik)

£25,000

- stockbroker and vehicle for Paul Killik
- donated £78,000 to Tories since 2006

JC Bamford Excavators Ltd

(Bamford family)

£25,000

- aka JCB
- chaired by Sir Anthony Bamford, =57th on Sunday Times Rich List 2010 (<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/4546/1>)
- Bamford family donated £3.9m to Conservative party over the past decade (<http://conservativehome.blogs.com/thetorydiary/2010/12/the-biggest-fifty-cash-donors-to-the-conservative-party-over-the-last-ten-years.html>)
- large donation comes despite hundreds of shop-floor job losses in 2008 and 2009, and 75 office job losses in 2010
- Involved in Midlands Industrial Council – anonymous front group for Tory donations (http://news.bbc.co.uk/1/hi/uk_politics/6051200.stm)

Ivor Braka

£25,000

- Chelsea art dealer
- donated £356,192 to Tories since 2006, including £10,000 to Boris Johnson's mayoral campaign

Lord (David) Wolfson

£25,000

- father of Lord (Simon) Wolfson, who also donated £25,000 to No2AV
- Tory peer

Jeremy Hosking

£25,000

- hedge fund manager
- =371st on Sunday Times Rich List 2010
(<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/4847/1>)
- donated £314,100 to Tories since 2005, including £30,000 to David Davis

John Nash

£25,000



John Nash

- donor (through his wife) to Andrew Lansley when he was Shadow Health Secretary: donated £21,000 in November 2009
- Nash is chairman of Care UK, one of Britain's largest private hospital companies
- The Times said earlier this year that Care UK "would be well placed to benefit from a Conservative promise to make it easier for private providers to perform more NHS work."
(<http://www.timesonline.co.uk/tol/news/politics/article6989004.ece>)
- Further controversy over role in conversion of Pimlico School to academy
(<http://www.guardian.co.uk/education/2007/oct/23/schools.newschools>) (this article also suggests that his donation to Andrew Lansley came in the wake of Labour announcement that public providers would be favoured by the NHS)
- Nash and his wife Caroline have donated £251,000 to Tories since 2006

Arbuthnot Banking Group plc (Henry Angest) £20,000

- Vehicle for chairman Henry Angest
- Lot 20 in the Black & White party auction was a week's internship at Arbuthnot Latham private bank, which went for £3,500
(<http://www.dailymail.co.uk/news/article-1356469/Cash-internships-Tory-backers-pay-2k-time-buy-children-work-experience.html>)
- an Arbuthnot subsidiary Flowidea has been donating to the Tories since 2001
- Flowidea/Arbuthnot donated £773,704 to Tories since 2001, including £10,000 to North East Says No and £100,000 to David Davis's leadership campaign
- Wyler Investments donated £19,910 to Tories in 2001
- Wyler Investments loaned £500,000 to Tories, which was repaid in 2007
- Tories have outstanding loan of £5m with Arbuthnot Latham & Co

Nicholas Jenkins £20,000

- donated £5,500 to Tories in 2009

Hugh Sloane £15,000

- hedge fund manager
- =287th on Sunday Times Rich List 2010
(<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/4767/1>)
- through Sloane Robinson, is part of 32nd biggest donor group to Conservative Party over past decade: donated £690,000
(<https://spreadsheets.google.com/ccc?key=0AtAQVk3Qj4FYdEJKVTg3aTZteV9pcnFZbXBvN3IRcUE&hl=en&authkey=CM2egqgB#gid=0>)

David Ord

£10,000

- shipping tycoon
- =758th on Sunday Times Rich List 2010 (<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/5246/1>)
- donated £200,000 to Tories since 2005

Andrew Brannon

£10,000

- executive director at LCL Aquisitions
- donated £234,000 to Tories since 2006

William Cook Holdings Ltd

(Andrew Cook)

£10,000

- Sheffield-based castings-to-engineering group, run by Andrew Cook
- Andrew Cook is =763rd on Sunday Times Rich List 2010 (<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/5253/1>)
- 29th biggest donors to Conservative Party over past decade: donated £746,100 (<https://spreadsheets.google.com/ccc?key=0AtAQVk3Qj4FYdEJKVTg3aTZteV9pcnFZbXBvN3IRcUE&hl=en&authkey=CM2eggqB#gid=0>)
- Involved in Forgemaster loan row
- Cook lobbied Tory ministers to axe £80m loan to Sheffield Forgemasters (<http://www.guardian.co.uk/politics/2010/jul/22/lobbying-axeing-sheffield-forge-masters-loan>)

Peter Hargreaves

£10,000

- Thatcherite financier and co-founder of Hargreaves Lansdown
- 111th on Sunday Times Rich List 2010
(<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/4594/1>)
- said he was “planning to leave for Monaco or the Isle of Man” to escape 50% higher rate of tax
(http://business.timesonline.co.uk/tol/business/specials/rich_list/article6169048.ece)
- TaxPayers’ Alliance supporter
- attacked Bristol City Council in conjunction with Matthew Elliott after accusing them of preventing his business from growing
(<http://www.thisisbristol.co.uk/news/THINK-COULDDO-BETTER-PETER/article-2087378-detail/article.html>)
(<http://www.taxpayersalliance.com/media/2010/05/daily-express-anger-as-city-chiefs-fritter-away-144000-on-gobbledygook-job.html>)

Rhoderick Swire

£10,000

- Swire family (Cathay Pacific) were =35th on Sunday Times Rich List 2010
(<http://features.thesundaytimes.co.uk/richlist/live/richlist/info/4529/1>)
(<http://www.debretts.com/people/biographies/browse/s/8160/Rhoderick+Martin.aspx>)
- Swire family donated £30,625 to Tories since 2001

Charles (Charlie) Caminada

£10,000

- Chief Operating Officer at Ludorum, which invests in intellectual property rights
- donated £82,614 to Tories since 2009

Naguib Kheraj

£10,000

- former chief exec at JP Morgan Cazenove
- donated £75,000 to Tories since 2009

Richard Hoare

£10,000

- member of Hoare banking dynasty (http://www.hoaresbank.co.uk/aboutus/boardbio/bio_b6.htm)
- donated £65,000 to Tories in 2010
- Tories have outstanding loan of £150,000 with C. Hoare & Co

Robert (Robin) Fleming

£10,000

- member of Flemings banking dynasty (http://business.timesonline.co.uk/tol/business/industry_sectors/banking_and_finance/article593067.ece)
- Fleming family were 14th biggest donors to Conservative Party over past decade: donated £1.7m (<https://spreadsheets.google.com/ccc?key=0AtAQVk3Qj4FYdEJKVTg3aTZteV9pcnFZbXBvN3IRcUE&hl=en&authkey=CM2egqgB#gid=0>)
- Illegal donations made by Fleming family through RF Trustee Co Ltd, which Tories were forced to forfeit: (<http://www.electoralcommission.org.uk/news-and-media/news-releases/electoral-commission-media-centre/news-releases-donations/the-conservative-party-forfeit-donations>)
- Robin Fleming was a personal donor to David Cameron when he was Shadow Education Secretary

THE TORY CAMPAIGN STAFF

THE TORY AGENT

William Norton

On most Labour No to AV leaflets, on every press release, email and at the bottom of its website, it has the following words:

“Promoted by William Norton on behalf of No Campaign Ltd, both of 3 Albert Embankment, London SE1 7SP”.

This is part of the legal imprint that by law each campaigning organisation has to have, naming the responsible person who will be held accountable should any rules be broken.

The Labour Yes responsible person is Jessica Asato, a Labour councillor in London who has worked in and around for the party for many years.

The Labour No to AV responsible person appears to be a Conservative, indeed a Redditch Conservative councillor¹. (This is despite Joan Ryan being the registered responsible person).

William Norton is also a solicitor who also advises the Conservative Party on tax affairs.

He was lead adviser to the Conservative Party’s 2005 James Review, which recommended the party cut £35bn of public spending should it win that year’s general election.

At the time Tony Blair said such a shift would “devastate every single bit of progress that has been made” under Labour. The then Chancellor Gordon Brown said the cuts would “push us back to the old bad days of boom and bust and cuts in public spending”.²



William Norton

¹ See <http://www.redditchbc.gov.uk/democracy/mgUserInfo.asp?UID=268>

² See <http://www.guardian.co.uk/money/2005/mar/18/publicfinances.politic>

THE TORY AGENT (continued)

William Norton has subsequently become a “research fellow” for the Taxpayers’ Alliance, a right wing pressure group determined to slash public spending (see The Tory Campaign Director, next page). Last year he was still advocating, on behalf of the Taxpayers’ Alliance, bringing in the James Review cuts under the current Tory-led government.¹

Norton was also the agent for the No campaign in the North East Regional Assembly referendum in 2004. He was then victorious over Labour which was fully behind a Yes vote, the campaign being led by then Deputy Prime Minister John Prescott.

In an article for the Conservative Home website in 2007 explaining how he beat Labour in the North East referendum, Norton wrote: “In a referendum the voter’s choice is either Yes, No or Don’t Vote so ... you can take your own core vote for granted.”²

¹ See http://wn.com/william_norton__taxpayers'_alliance_budget_briefing_2010

² See <http://conservativehome.blogs.com/platform/2007/09/how-to-fight--1.html>

THE TORY CAMPAIGN DIRECTOR

Matthew Elliott

When David Cameron wanted a campaign director for No to AV, who he could trust implicitly with protecting the status quo, he had only one name on his shortlist: Matthew Elliott.



Matthew Elliott

The 33-year-old has had a meteoric rise through the Conservative Party after beginning his career working for Tory MEP Timothy Kirkhope. He then moved on to anti-EU pressure group the European Foundation before forming the Taxpayers' Alliance as an offshoot from Conservative Central Headquarters.

Since then Elliott has performed a valuable role for the Conservatives, pushing a hard-right tax-cutting agenda in the media that helped the Tories appear moderate in comparison, while acting as a one-man attack dog on the previous Labour government.

Elliott's quotes in the press speak for themselves:

TORY-LED GOVT'S £6bn CUTS 'REALLY GOOD START'

Matthew Elliott described the announcements as a "really good start".
"Taxpayers... will welcome the news that a Government is finally making the public sector share the burden," he said.

(Press Association, 24 May 2010)

SCRAP FREE BUS SCHEME FOR ALL PENSIONERS

"The free bus and rail scheme is unfair as it's available regardless of income. It should be targeted at those who genuinely need it."

(Sunday Life, 22 August 2010)

THE TORY CAMPAIGN DIRECTOR

(quotes continued)

GORDON BROWN WAS A £3 TRILLION SPENDING 'DISASTER'

“It would be easy to dismiss the figure of £3 trillion as being too big to contemplate or unreasonably high, but to do so would be to ignore the sheer scale of the financial disaster that 12 years of Gordon Brown’s tax-a-lot and spend-more policies have done to the British economy.”

(Press Association, 14 September 2009)

PUBLIC SECTOR WORKERS MUST TAKE PAY CUT

“Cuts will need to include some action on public sector pay and benefits.”

(The Guardian, 20 May 2010)

TIME TO TAKE AN AXE TO WELFARE PAYMENTS

“It is clearly absurd to give welfare to someone earning as much as an MP. The main parties are frightened of taking this issue on but it cannot be ignored.”

(Daily Express, 30 April 2010)

ALLIANCE SET UP TO PUSH THE TORIES TO THE RIGHT

“The crusade for smaller government has moved out of the House of Commons and into the nearby office of the TaxPayers’ Alliance campaign group of small-government Conservatives. ‘We were set up because the Tories had stopped making the case for lower taxes and started buying into Labour’s arguments,’ says Matthew Elliott, its chief executive.”

(The Spectator, 25 February 2006)

WANTS TO SLASH SPENDING ON SCOTLAND & WALES

“The Barnett Formula is outdated and unfair and it has got to go.”

(Daily Telegraph, 16 October 2008)

Only 2 out of 22 members of the NOtoAV senior staff are Labour supporters. All the rest are Tories.

REGIONAL STAFF

Scotland Organiser Peter Finnie Conservative candidate, Motherwell, 2005
Wales Organiser Evan Price Tory candidate, Wales (European Parliament), 2009
North East Organiser Ian Galletley Conservative candidate, Stockton North, 2010
North East Organiser Anne-Marie Trevelyan Conservative candidate, Berwick, 2010
North West Organiser Susan Williams Conservative leader, Trafford Council
Yorkshire & Humber Organiser Julia Mulligan Conservative candidate, Leeds North West, 2010
East Midlands Organiser Dudley Bryant Conservative Party East Midlands Region Chairman
West Midlands Organiser Maggie Punyer Conservative candidate, Harrogate, 2005
East of England Organiser John Flack Tory candidate, East (European Parliament), 2009
South East Organiser Keith Ferrin Conservative councillor, Kent County Council
London Organiser Chris Philip Conservative candidate, Hampstead & Kilburn, 2010
South West Organiser Rashmi Misra Director, Cheltenham Tory Business Forum

HEADQUARTERS STAFF

Campaign Director Matthew Elliott Works for Tory offshoot the Taxpayers' Alliance
Agent William Norton Conservative Party adviser on tax affairs
Tory candidate, Birmingham Perry Bar, 2010
Deputy Director Joan Ryan Former Labour MP, Enfield North
Head of Research Stephen Robinson Conservative candidate, Newcastle North, 2010
Works for the Conservative Party's campaigns unit
Operations Director Sarah Southern Conservative Party Senior Event Manager
Former national organiser of Conservative Future
Deputy Director, Ground War Daisy Meyland-Smith Conservative Party briefing officer
National Organiser (Labour) Jane Kennedy Former Labour MP, Liverpool Wavertree
Head of Press Peter Botting Former chairman of Hastings and Rye Tories
Communications coach for the Conservative Party
Press Officer Dylan Sharpe Press officer for Boris Johnson
Treasurer Andrew Sells Businessman and Conservative Party donor
Events & Digital Organiser Charlotte Vere Conservative candidate, Brighton Pavillion, 2010

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