



Guide to 10 Downing Street

Information provided by Dods Monitoring and Dods People

The recent shake-up of the Downing Street Policy Unit, and the arrival of Lynton Crosby come at a time when David Cameron is seeking to reinvigorate the policy focus of the Conservative Party ahead of the 2015 general election. To help navigate these key personnel developments, Dods Monitoring and Dods People have mapped the changes to create a comprehensive overview of the new Downing Street structure.

This organogram plots the changes, and looks at the Prime Minister's inner circle, his press and political strategy teams, and the newly reconfigured policy unit, providing biographical context and contact details.

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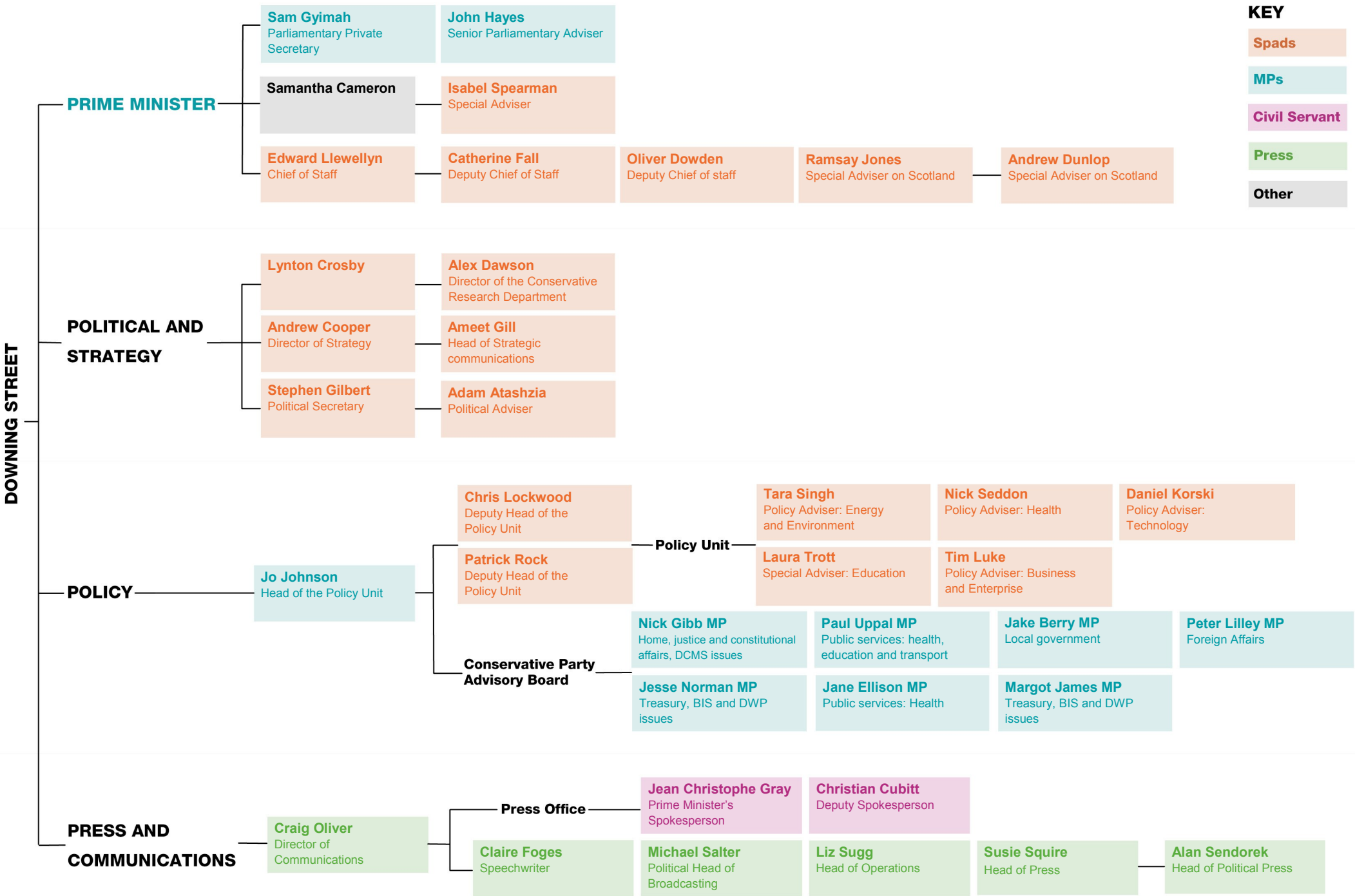
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PRIME MINISTER'S SENIOR TEAM



Rt Hon David Cameron MP
Prime Minister, First Lord of the Treasury and Minister for the Civil Service



Samantha Cameron
Prime Minister's wife



Sam Gyimah MP
Parliamentary Private Secretary
Constituency: East Surrey, South East
Majority: 16,874

Gyimah, a former investment banker of Ghanaian descent, sits in on cabinet meetings and sees himself as having two bosses, the Prime Minister and the Parliamentary Party.

Gyimah, who was president of the Oxford Union in 1997, previously worked at Goldman Sachs before setting up various companies. He also previously chaired the Bow Group where he published *From the Ashes*, a collection of essays about the future of the Conservative Party after the 2005 election defeat.

Email: sam@samgyimah.com



John Hayes MP
Senior Parliamentary Adviser

A right-wing trade unionist minister of working-class origins and socially-conservative views who has served under two Liberal Democrat secretaries of state. John Hayes transferred to the Department of Energy and Climate Change in 2012 after two years as Minister of State for Further Education, Skills and Lifelong Learning.

However, due to his campaigns against wind farms in his own constituency, the Secretary of State for Energy and Climate, Ed Davey stripped him of the responsibility for renewable energy policy. Six months later, he was moved out of the department to become Minister without Portfolio at the Cabinet Office, charged with advising the Prime Minister on relations with the Parliamentary Party.

Email: hayesj@parliament.uk



Edward Llewellyn
Chief of Staff

Edward Llewellyn attended Eton College at the same time as David Cameron.

After leaving Oxford he was employed as an aide to Chris Patten and then to the former Liberal Democrat leader, now Lord Ashdown of Norton-Sub-Hamdon, in his role as a High Representative for Bosnia and Herzegovina.

Llewellyn had been chief of staff for David Cameron since 2005, and was part of the Conservative negotiating team leading up to the coalition agreement.

Email: ellewellyn@no10.x.gsi.gov.uk



Oliver Dowden
Deputy Chief of Staff

Former political adviser at the Prime Minister's office, Dowden famously admitted on an American TV show last year that most of his time in

No 10 was spent "on day-to-day crisis management".

He studied law at Cambridge and joined the Conservative research department in 2004; to then leave the Tories in 2007 to work for the PR company Hill & Knowlton.

Dowden returned to the Party to work alongside Andy Coulson in early 2009.

Email: odowden@no10.x.gsi.gov.uk



Catherine Fall
Deputy Chief of Staff

Kate Fall has been described as the "gatekeeper" to David Cameron, whom she met at Oxford University. Fall previously worked as a

Conservative researcher, and helped run Cameron's campaign to win his Witney seat in 2001.

Fall also became a director of the think tank The Atlantic Partnership. She became Cameron's private office secretary after he was elected to replace Michael Howard as the leader of the Conservative Party.

Email: cfall@no10.x.gsi.gov.uk



Ramsay Jones
Special Adviser on Scotland

Jones was appointed by the Prime Minister in 2012 to work with Andrew Dunlop on the Scottish independence referendum. Former director

of media at the Scottish Conservatives, Ramsay was suspended in 2011 pending an investigation into whether he improperly helped one of the candidates in the Party's leadership race.

Email: rjones@no10.x.gsi.gov.uk



Andrew Dunlop
Special Adviser on Scotland

A former CCHQ-staffer and lobbyist, Dunlop was appointed in 2012 to lead on the government's strategy to defeat the Scottish

independence referendum.

Email: adunlop@no10.x.gsi.gov.uk



Isabel Spearman
Special Adviser

Spearman was a senior PR executive for handbag designer Anya Hindmarsh. She is described as "ruthlessly organised".

Spearman, is Samantha Cameron's personal assistant and responsible for everything from style advice and packing to diary management.

Email: ispearman@no10.x.gsi.gov.uk

POLITICAL AND STRATEGY

**Lynton Crosby**

Former campaign director of Boris Johnson's two successful mayoral bids, Lynton Crosby joined David Cameron's team in January 2013 to mastermind the 2015 general election. Crosby's

consultancy, Crosby Textor, will run the campaign. He is famed for his use of 'wedge' politics to divide opponents; a strategy many have suggested will lead to a renewed focus on immigration and welfare.

There have recently been questions asked over Crosby's connections to alcohol and tobacco firms amid allegations he influenced the Prime Minister's decision to drop plain packaging and minimum pricing legislation.

**Andrew Cooper****Director of Strategy**

Director of strategy in Downing Street, Andrew Cooper, founded the polling company Populus in 2003. An ultra-moderniser, Cooper has

been pressing the Conservative Party to ditch its 'nasty party' image since an essay published in 2001, *Blue Tomorrow, New Visions for Modern Conservatives*.

The Prime Minister has been heavily reliant on Cooper's guidance and polling but it has been reported that, due to tensions between Cooper and Crosby, he is likely to head back to Populus before the 2015 election.

Email: acooper@no10.x.gsi.gov.uk

**Stephen Gilbert****Political Secretary**

As Cameron's political secretary, Gilbert provides the Prime Minister with deep connections in the Party. Having worked in CCHQ

before leaving to work for Lord Ashcroft as a political adviser, Gilbert ran the target seat operation during the 2010 general election.

Email: sgilbert@no10.x.gsi.gov.uk

**Alex Dawson****Director of the Conservative Research Department**

Dawson is another special adviser with a history in the Conservative Party, having worked in the Party's research

department and at Number 10. He is currently the director of the Conservative Research Department working on shaping the Conservative Party's messaging up to the general election.

**Ameet Gill****Head of Strategic Communications**

Operating as Head of Strategic Communications following the departure of Tim Chatwin in 2011, Ameet Gill

was Cameron's speech writer and has been working with the Prime Minister for seven years. Before working for Cameron, Gill was a researcher for Conservative historian Niall Fergusson.

Gill's role is to ensure coherent government announcements and command the strategic grid.

Email: agill@no10.x.gsi.gov.uk

**Adam Atashzia****Political Adviser**

The former lawyer and staffer, who also worked for Ken Clarke. Adam Atashzia moved on to George Osborne's shadow Treasury

team, and is considered to be well regarded by the Chancellor. Atashzia replaced Oliver Dowden as Cameron's political adviser when Dowden was promoted in 2012.

Email: aatashzia@no10.x.gsi.gov.uk

POLICY UNIT



Jo Johnson MP
Head of the Policy Unit

Destined to be known as Boris's younger brother, Johnson brought off an electoral coup in his own right

in 2010.

With David Cameron determined to keep at least one Johnson on side, he was made Parliamentary Private Secretary to the then Minister for Business and Enterprise Mark Prisk in 2011, and nine months later became an Assistant Government Whip.

In April 2013, Cameron appointed him as a Minister at the Cabinet Office and Head of the Downing Street Policy Unit in a move to improve communications with a somewhat bruised and disaffected Parliamentary Party.

E-mail: jo.johnson.mp@parliament.uk



Chris Lockwood
Deputy Head of the Policy Unit

Lockwood, US editor of *The Economist* and former *Daily Telegraph* correspondent was announced as a member of

the Prime Minister's Policy Unit in April and will join as the second deputy head. He was listed as one of Cameron's personal friends in evidence given to the Leveson Inquiry and has been on holidays with Cameron and his family.

Email: clockwood@no10.x.gsi.gov.uk



Patrick Rock
Deputy Head of the Policy Unit

Described as Cameron's "policy fixer", Rock supports Chris Lockwood as the second deputy head of the

Policy Unit.

Rock was a Central Office employee in the 1990's, and his relationship with Cameron dates back to when they worked together as special advisers to Michael Howard in the Home Office. Rock is credited for coining the phrase "cows moo, dogs bark, Labour puts up taxes" and, it has been reported, he is due to be ennobled in the next round of peerages.

Email: prock@no10.x.gsi.gov.uk



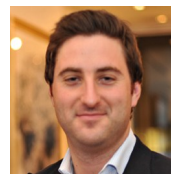
Laura Trott
Special Adviser: Education

Previously chief of staff to Cabinet Office minister Francis Maude, Trott was made the Prime Minister's Special Adviser on women in

February 2012, to help the Conservatives combat their poor polling among the female demographic.

She has now moved into the Policy Unit, leading on education policy. Trott is also a councillor on Hampstead and Kilburn Council.

Email: ltrott@no10.x.gsi.gov.uk



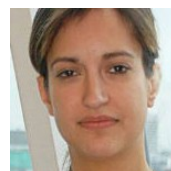
Daniel Korski
Policy Adviser: Technology

Before joining Cameron's policy team as technology adviser, Korski was well known on the foreign affairs circuit. In 2007, he was head

of the provisional reconstruction team in Basra having previously worked for Lord Ashdown when he was a High Representative in Bosnia.

His connection with Cameron, through Ed Llewellyn, started in Bosnia when they both worked for Ashdown. More recently, Korski was an adviser to Andrew Mitchell MP and Baroness Ashton of Upholland.

Email: dkorski@no10.x.gsi.gov.uk



Tara Singh
Policy Adviser: Energy and Environment

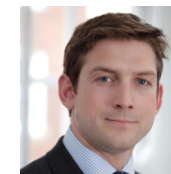
A former public affairs manager for Centrica, Singh joined the Number 10 policy unit in May, replacing ex-BP

man Ben Moxham, who has moved to the Cabinet Office.

Singh will provide guidance on energy and environmental policy. She set up Policy Exchange's Energy and Environment Unit, reporting to then director Anthony Browne.

She was also head of environment in the Conservative Research Department from 2005 to late 2007, working under Oliver Letwin and then Peter Ainsworth, as well as advising other senior Conservatives.

Email: tsingh@no10.x.gsi.gov.uk



Nick Seddon
Policy Adviser: Health

Previous director-general of the Reform think-tank and head of public affairs at Circle Health, Seddon will take on responsibility for health and

social care policy. Seddon has come under recent controversy for advocating charging patients for services and deeper NHS cuts.

Email: nseddon@no10.x.gsi.gov.uk



Tim Luke
Policy Adviser: Business and Enterprise

An old Etonian who was at school with Cameron, Luke remains as business and enterprise adviser in the new

Downing Street policy unit operation. Having worked as a top equities analyst at Lehman Brothers and Barclays Capital, he is well connected with CEOs and managements of the world's largest technology companies.

Email: tluke@no10.x.gsi.gov.uk

CONSERVATIVE PARTY ADVISORY BOARD

**Nick Gibb MP**

Home, justice and constitutional affairs, DCMS issues

Former minister for schools, Nick Gibb was promoted from the shadow cabinet in 2010 following the election.

Gibb backed Peter Lilley over William Hague in the 1997 leadership contest. He is a strident opponent to the single currency but once penned an article in the *Guardian* calling on the Party to "actually develop policies for running public services within the state sector".

Email: gibbn@parliament.uk

**Margot James MP**

Treasury, BIS and DWP issues

A public relations entrepreneur, James set up the largest healthcare PR company in Europe; Shire Health Group.

Formally the chairman of the London School of Economics' Conservative Association, researcher for Tony Durant MP and press officer at Conservative central office, James left the party in 1990 in protest against the ousting of Thatcher.

She has campaigned on healthcare and declared her priority as fighting NHS cuts in her constituency. James authored *Winning again* – what the Conservatives can learn from business, analysing the 2001 and 2005 elections and has strong views on law and order.

Email: margot.james.mp@parliament.uk

**Jesse Norman MP**

Treasury, BIS and DWP issues

Once tipped to be in the Cabinet within three years of his election, Jesse Norman is a high-flying Etonian, former Barclay's banker, philosopher, think-tanker and former adviser to George Osborne.

One of those expected to be promoted in a future reshuffle; he infuriated David Cameron as one of the ringleaders of the House of Lords revolt.

He was elected to the Treasury Select Committee, and chairs the All-Party Group on Employee Share Ownership. He also chairs the Conservative co-operative movement, saying there is no reason why co-operatives should be a left-wing idea.

Email: jesse.norman.mp@parliament.uk

**Peter Lilley MP**

Foreign Affairs

A former cabinet minister, as a Secretary of State for Trade and Industry and Social Security under John Major, and Shadow Chancellor of the Exchequer, Lilley was a high flyer until his career came to an end in 1999 with a speech challenging the value of the free market in improving public services.

He is a committed Eurosceptic and a vocal climate change sceptic. One of only three MPs to vote against the Climate Change Act 1998, he is a senior non-executive director of Tethys Petroleum Ltd, an oil and gas company with operations in Kazakhstan, Tajikistan and Uzbekistan.

Email: lilleyp@parliament.uk

**Jake Berry MP**

Local government

A young solicitor from Liverpool, Jake Berry unseated the controversial Labour MP Janet Anderson in 2010 after eighteen years with a swing of nearly 9 per cent. Specialising in commercial property, social housing and private finance initiatives, there was a logic to his first promotion as Parliamentary Private Secretary to the then Housing Minister Grant Shapps.

In his maiden speech, he waxed lyrical about his constituency's industrial heritage, hailing Darwen as "the birthplace of wallpaper", and called for a rebalancing of the economy towards manufacturing.

Email: jake.berry.mp@parliament.uk

**Paul Uppal MP**

Public services: health, education and transport

The Conservative's first Sikh MP, Uppal narrowly won Enoch Powell's old seat of Wolverhampton South West in 2010. Currently David Willetts' PPS, Uppal was a self-made business man in commercial property.

He chairs the APPG on urban development, raised postal voting fraud. In his maiden speech, he described himself as a "radical progressive", and wants to see low taxes, and lists his main concern as law and order.

Email: paul.uppal.mp@parliament.uk

**Jane Ellison MP**

Public services: Health and transport

A former manager with the John Lewis Partnership, Jane Ellison was knowingly undersold by her party in four hopeless contests before finally landing a winnable seat.

A regular speaker and voter, she voted against her colleague Philip Lee's proposal for patients to be given annual statements of their healthcare costs. She chairs all-party groups on the retail trade and genital mutilation.

Email: jane.ellison.mp@parliament.uk

**George Eustice MP**

Energy and Environment

David Cameron's former press secretary, a former candidate for the UK Independence Party and veteran anti-Europe campaigner, George Eustice captured Cambourne and Redruth by a whisker in 2010.

In 2009 Eustice joined Portland Communications, the PR company founded by Tony Blair's former adviser Tim Allan. He is a fervent supporter of the wave hub project at Hayle to produce green energy and jobs and initiated an adjournment debate on the subject.

He is a member of the Free Enterprise Group of Tory MPs, mostly from the 2010 intake, but is a strong critic of the behaviour of the banks.

Email: George.eustice.mp@parliament.uk

PRESS AND COMMUNICATIONS

**Craig Oliver****Director of Communications**

David Cameron's director of communications, and former senior BBC executive, Craig Oliver replaced Andy Coulson

in February 2011. Oliver was the controller of English services at BBC Global News, having previously been editor of the six and ten o'clock news programmes. Oliver was named in documents submitted to the Leveson Inquiry as being one of eight Downing Street advisers to have had contacted Frédéric Michel, a News Corporation lobbyist.

Email: coliver@no10.x.gsi.gov.uk

**Christian Cubitt****Deputy Spokesperson**

Cubitt works under the Prime Minister's spokesman Jean-Christophe Gray, who was appointed last year to replace

Steve Field.

Cubitt is an interim appointment ahead of a wider selection process. He was previously press secretary to Cabinet Secretary Sir Jeremy Heywood and the Head of the Civil Service, Sir Bob Kerslake.

**Susie Squire****Head of Press**

Having worked at the Tax Payers Alliance as its political director until 2010, Squire worked for the Department for

Work and Pensions as Iain Duncan Smith's media special adviser where she was noted for her ability to press home Labour's disadvantage on welfare reform. Recognising Squire's abilities, Cameron enlisted her as head of press, replacing Gabby Bertin while she is on her maternity leave.

Email: ssquire@no10.x.gsi.gov.uk

**Michael Salter****Political Head of Broadcasting**

As head of broadcasting, Salter's role is to co-ordinate the broadcast operation of

Downing Street; responsible for sending ministers out onto the airwaves.

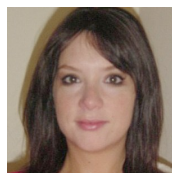
He too worked for the Conservatives in opposition, co-ordinating broadcast coverage at CCHQ.

Email: msalter@no10.x.gsi.gov.uk

**Jean Christophe Gray****Prime Minister's Spokesperson**

Gray is responsible for handling Cameron's lobby briefings and acts as his

official spokesman. Although working alongside Craig Oliver's communications team, Gray operates in a civil service capacity and therefore reports to Chris Martin, the Prime Minister's Principal Private Secretary. Gray previously worked in the Treasury as head of general expenditure, private secretary to the chancellor and head of press.

**Claire Foges****Speechwriter**

Former ice cream seller and staffer for John Hayes MP, Foges replaced Ameet Gill as Cameron's speech writer in

2011. She was poached from Boris' mayoral campaign in 2008 and has since been described as "the Prime Minister's larynx" by colleagues due to her understanding of the way Cameron communicates. It has been suggested she was the primary author of the Prime Minister's much anticipated EU speech.

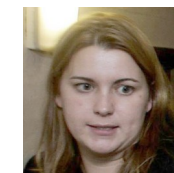
Email: cfoges@no10.x.gsi.gov.uk

**Alan Sendorek****Head of Political Press**

A long time CCHQ staffer, Sendorek moved to Downing Street in January 2011. Previously working for Michael

Gove and as head of press at CCHQ, Sendorek was seen as one of the most effective press officers working for the Conservatives.

Email: asendorek@no10.x.gsi.gov.uk

**Liz Sugg****Head of Operations**

As head of operations, Sugg oversees the Prime Minister's visits and trips in the UK and abroad. She has been a loyal

Cameron supporter since the days of opposition. Previously, she worked as the press head for Conservative MEPs and for Sky News.

Email: lsugg@no10.x.gsi.gov.uk