

# David Sinclair

David Sinclair is a policy and campaigns professional. He is a respected communicator and has extensive media experience in some of the most challenging interview environments (GMTV, Sky News, BBC Breakfast, Radio 4). David is regularly invited to speak to senior audiences across the world. He has presented oral evidence to Parliamentary Select Committees. David is the Chair of a Westminster based charity serving tens of thousands of older people.

## **Work Experience**

Director, International Longevity Centre – UK June 2009 to present. (Head of Policy and Research & Assistant Director for part of this time)

**Achievements:** Significantly increased funding and developed new partnerships ♦ Managed an organisation through a tripling of organisational size ♦ Authored reports attracting national political and policy interest and acclaim ♦ Increased visibility measured by media coverage, political interest and web hits ♦ The introduction and development of new social media and online communications for the charity.

Head of Policy, Help the Aged. Aug. 2003 to June 2009

**Achievements:** The policy team played a major part in many of the recent policy changes benefiting older people including: ♦ SEU and DWP work to develop a SureStart for Older People ♦ Free local bus travel in England ♦ Increased investment in Warm Front ♦ Government commitment to support older people during digital TV switchover ♦ Government campaigns on Council Tax Benefit.

Policy and Campaigns Manager, Charity Finance Directors' Group. Oct. 2001 to Aug. 2003.

**Achievements:** ♦ Development and management (including writing the funding application) of a project which led to changes to the Charity SORP ♦ The development and implementation of a comprehensive campaign strategy ♦ Creation of a senior policy working group to support policy development ♦ Increased involvement by members in policy making process

NGO Advisor, Environmental Information Centre for the Black Sea (VSO Volunteer), Romania. Sep. 2000 to Sep 2001.

**Achievements:** ♦ The development of a training manual and a guide for media relations, communications and PR ♦ Much improved services and resources within the organisation. ♦ A comprehensive review of the organisations' financial situation and spending. ♦ The launch of a strategic review. ♦ New administrative and management procedures ♦ Successful training provided which helped build the capacity of individuals within the organisation. ♦ Fundraising successes attracting more than \$130,000.

Secretary, emPOWER and Campaigns Exec., Limbless Association. Mch. 1999 to Jul. 2000.

**Achievements:** ♦ National Press and TV coverage of a campaign on disability equipment. ♦ Major successes in Parliament including numerous debates, numerous written questions and an EDM signed by more than 200 MPs. ♦ Regular meetings with MPs, Civil Servants and Ministers. ♦ Successful conferences and a Parliamentary reception. ♦ Department of Health funding for a project worth £50,000. ♦ More active members of emPOWER. ♦ A comprehensive campaigns website ♦ The organisation and promotion of a successful disabled football team including event at the Dome.

Public Affairs Executive, The Environmental Industries Commission. Sep. 1997 to Feb. 1999

**Achievements:** ♦ National media coverage of EIC's campaigns ♦ Successful Parliamentary activities relating to each of these campaigns. ♦ Successful events with the Parliamentary Environment Group including meetings with the Environment Minister, DTI Ministers, and foreign Environment Ministers. ♦ A successful Green Ribbon Political Awards ♦ A successful EDM leading to further meetings with Ministers and Civil Servants.

**The Role:** Research Assistant, Diane Abbott MP, House of Commons. Sep. 1995 to Jul. 1996

**Achievements:** ♦ Media successes included promotional work with the All Party Group on Prostitution where coverage was obtained in almost all of the national media. My reactive media work when a local school was taken out of the control of the Governors helped obtain considerable national TV and press coverage. ♦ Campaigning successes through two major national demonstrations, press launches, and Media relations activities ♦ The creation of a network of organisations working on the Asylum and Immigration Bill ♦ Significant media and parliamentary visibility for speeches and comment pieces drafted.

**Publication include:**

The Missing Billions (2016); Still not ready for ageing (2016); The Myth of the Baby Boomer (2015); Opportunity Knocks (2015); The future of transport (2015); Community Matters (2014); Working longer, an EU Perspective (2013); Downsizing later in life (2013); Adult Immunisation (2013) Retail Distribution Review and Small Pension Pots (2012); Nudge or Compel (2012); The Cost of Ageing (2012); Retirement in Flux (2012); Living Beyond 100 (2011); Localism and Neighbourhoods for all ages (2011); The Golden Economy: Older Consumers (2010); Can the web transform social care (2010). Future Communities (2009); Social Inclusion and Older People (2008); Keeping on the Move: Older Drivers (2008).

**Other Roles (Part time or voluntary)**

Chair, Open Age I have been trustee of Open Age (a Westminster based charity with an income of over 1 million) for three years. In 2011 I was elected Chair of Open Age.

Government Relations, London 2012 (GamesMaker Role) Summer 2012

I was a member of the London 2012 Government Affairs/Domestic Dignitaries team working to support LOCOG's communications with Government.

London Co-ordinator, University of Hull (PT) Aug. 1999 to Jul. 2000 and August 2002 to 2004. David organised and chaired 25 seminars on Parliament and Campaigning in the House of Commons. Speakers included Ann Widdecombe MP; Hilary Benn MP; and Lord Weatherill.

Parliamentary Officer, Parliamentary Renewable & Sustainable Energy Group; Jun. to Sep. 1997. I managed party conference events and developed marketing initiatives to increase funding and membership.

Parliamentary Assistant, The Green Alliance (1 Day every two weeks). Dec. 1995 to Jul. 1996

I produced a regular Parliamentary newsletter.

Fundraising Co-ordinator, Hull Oxfam Campaigns (1-2 days per week), Nov. 1994 to Jul. 1995

I organised and ran community fundraising initiatives.

Event Organiser (Elected), Hull University Entertainments Committee. Jan. 1994 to Nov. 1994

I ran the most popular event at the University, attended by 1,500 people per week.

**Education**

1993-1997	University Of Hull - <i>B.A Hons (Special) British Politics and Legislative Studies (2i)</i> .
1991-1993	Elfed High School - GCE - A' Levels: Economics (A), Politics (A), Geography (C).
1986-1991	Elfed High School - GCSEs – 7 (Grade A – C), 2 (Grade D).

**Computer Skills:** Excellent skills including word-processing, spreadsheets, and databases. A strong understanding of the role of social media to communicate

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