

# Martin Salter - Curriculum Vitae

Tilehurst, Reading, Berkshire

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## Profile

A highly successful campaigner and political strategist with over 30 years experience in the Trade Union movement, local government and national politics. An excellent communicator with strong media links. A tough and effective political organiser with the ability to develop and translate policy objectives to the wider public.

## Experience

- Organising and winning elections in highly marginal political situations.
- Developing local and national campaign strategies
- Planning and delivering effective media campaigns
- Thirteen years as a Member of Parliament working closely with ministers on political strategy and policy development.
- Twelve years in local government helping to lead one of the most successful councils in the UK.
- Leading community - based projects and managing staff and budgets.
- Campaigning with NGOs to effect change at a national level.
- Senior roles on Parliamentary Select Committees and legislative scrutiny.
- Inspiring and motivating team members and colleagues.
- Writing, proofing and editing publications, news releases and speeches
- Event planning and organisation.
- Crisis management and problem solving.

## Career Summary

### 1997 to 2010 - Labour MP for Reading West

Elected on three occasions, securing one of the largest swings to Labour in the UK. Became an effective and respected senior backbencher with national roles in campaigning and policy development. Appointed Vice Chair (Environment) of the Labour Party in 2007 (see Political Biography for more details).

### 1984-96 - Reading Borough Councillor

Became Chair of the Leisure Committee in 1986 and Deputy Leader from 1987. Overhauled leisure, recreation and community services and brought major music festivals to Reading. Helped plan the successful development of the town centre and steered Labour to unprecedented local electoral success.

### **1987-96 - Development Officer then Regional manager for Co-op Home Services**

A tenant controlled housing co-operative provider. Responsible for bringing empty properties back into use as social housing and managing a team of six staff delivering housing management and development services.

### **1984-87 - Co-ordinator of Reading Centre for the Unemployed**

A joint TUC and local authority project. Responsible for the centre and 20 temporary staff delivering educational, employment and benefits advice to local unemployed people. Worked directly to the Centre Management Committee.

### **1982-84 - Children's Holiday Playscheme Organiser**

Working for Reading Borough Council organising community based playschemes for 5-11 year olds in urban centres. Responsible for 3 temporary staff and recruiting volunteers.

### **1975-82**

Various jobs in the construction and transport industries; labourer, scaffolder, driver and cargo handler. Active in both TGWU (Now UNITE) and UCATT trades union serving as shop steward and negotiating working conditions and wages.

### **Education**

Educated at local infant, junior and grammar schools and at the University of Sussex

### **Leisure Interests**

Angling and boating, football, cricket, walking and camper-vanning.

### **Sports Clubs**

Member of Reading and District Angling Association and other angling clubs. Vice President of Reading Football Supporters' Trust.

### **References** (Contact details available on request)

John Denham MP - Cabinet Minister and Secretary of State for Communities and Local Government

Brian Revell - Former National Secretary UNITE and Chair of the Reading Centre for the Unemployed

Ron Bartholomew - Former Director of Co-op Home Services

**Further information about Martin Salter's work in both parliament and his constituency, including all his annual reports, can be found on his website at [www.martinsalter.com](http://www.martinsalter.com).**