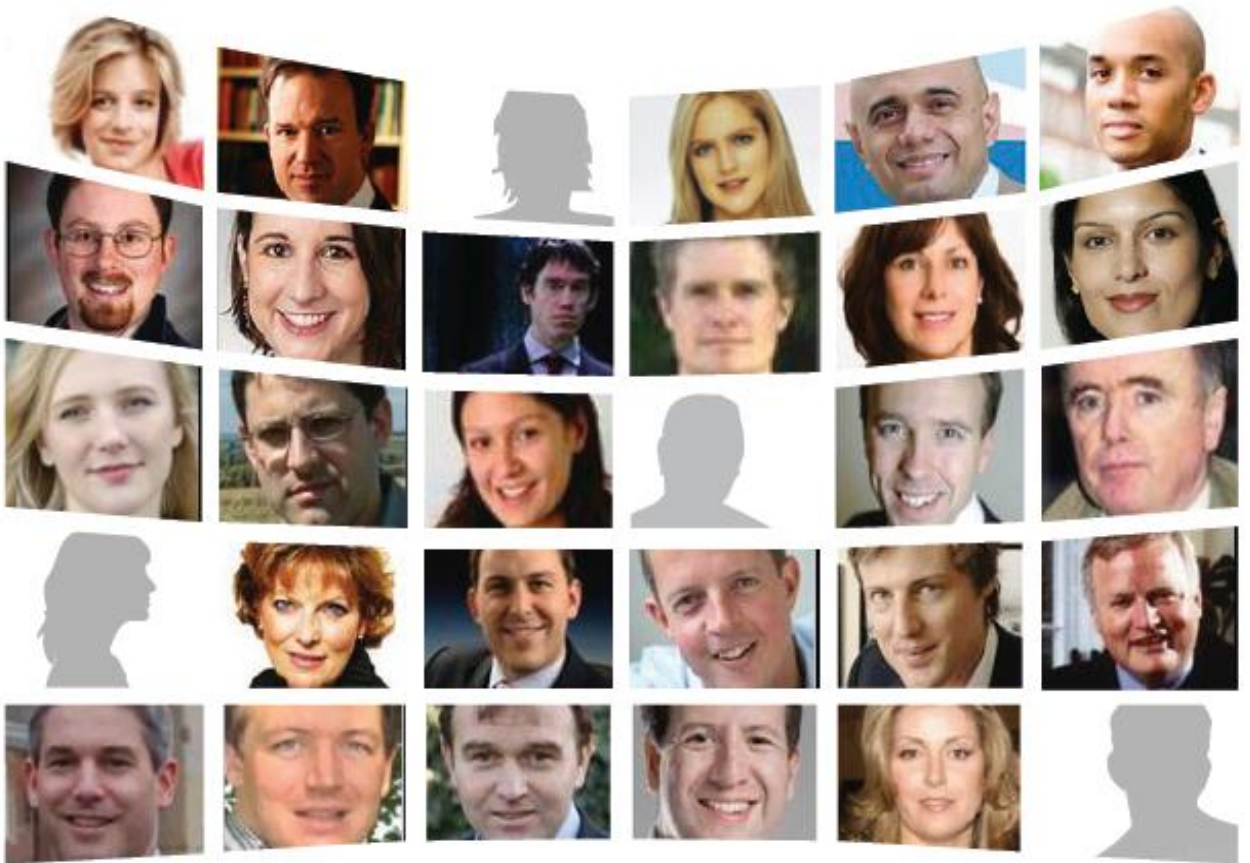




# The Future Face of British Politics?

Quantifying the rising stars from the Class of 2010



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# Contents

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<b>Section 1</b>	Introduction
<b>Section 2</b>	Executive summary
<b>Section 3</b>	The analysis
<b>Section 4</b>	And the winners are....
<b>Appendix 1</b>	Methodology
<b>Appendix 2</b>	Snapshot of top ranking MPs
<b>Appendix 3</b>	Full table of results



**Section 1**

**Introduction**

Section 2

Section 3

Section 4

Appendix 1

Appendix 2

Appendix 3



## Background

The last General Election on 6 May 2010 returned 232 new MPs to Parliament and a further four have been elected subsequently in by-elections. Not only was this intake of new MPs the largest since 1997, but they are also generally regarded as being amongst the most intellectually able in living memory.

When the Madano Partnership produced its report, *The Class of 2010*, in the summer of 2009 on the Prospective Parliamentary Candidates most likely to be elected, we said in the introduction that many “*are no doubt destined to become household names and from within their ranks will probably come future Prime Ministers and Party Leaders.*” We believe that this remains true.

But who amongst them will be the future political elite? Which of these new MPs are indeed destined to become household names and dominate UK politics by 2020 (or earlier)?

With many of the new Labour MPs having already been promoted to the frontbenches, and most recently the Shadow Cabinet, it is relatively easy to identify those in the ascendancy. Likewise some of the Conservative high-flyers are pretty obvious. But with the Prime Minister having yet to make any substantive changes at a ministerial level, some potential Conservative stars are still waiting in the wings ready to make an entrance on the grandest of stages.

There have been many articles and papers produced in recent months that seek to identify the rising stars of the Class of 2010. These have been generally well-informed and most of the individuals covered will no doubt have highly successful political careers. But they have also been subjective and observational in nature with little or no evidential base. Whilst this is an entirely legitimate approach and we agree with many of the findings, we thought there was room to take a different approach.

### How is this report different?

Rather than making a subjective selection, we set out to measure political advancement. Can you judge from a range of measurable factors whether politicians are doing well and whether they are likely to progress further? With society becoming ever more data-driven, we think that this is a legitimate approach to consider.

But what are the most important factors? We have devised a system that potentially measures future success by applying a series of available metrics across the parliamentary and media activity of the new MPs.

It is certainly far from perfect. No statistical analysis can hope to capture accurately the connections and charisma that can make and break a political career and in our survey some of the new MPs do better than perhaps they should, whilst the achievements or potential of others are not registered highly enough. But we think that it is worth considering the merits of this different approach.

Because that is what we do at Madano – approach issues from a different perspective.

## Introduction

The findings of this report pose some new, interesting questions and contribute to the debate around some old ones. Below are a smattering of the kinds of questions we looked at:

- Which contributes more to star quality - media or parliamentary activity?
- Do you have to be a media star to progress in modern British politics?
- Is there a certain typology of success – what do the future stars have in common?
- Which is more influential – what you know or who you know?
- How important is prior political experience?
- Do characters or independent MPs feature more highly than the safe pair of hands?
- What is the gender balance of the star performers?
- How much do looks matter and can intelligence, wit and character still win out?
- Is social media eclipsing more established media activity?

And do you know what?

It appears that you can measure likely future political success. With some notable exceptions, the stars you would expect are indeed the Future Faces identified by us. But potentially for the first time, when you take our 17 factors into account, success (or certainly profile) is measurable. The research has also helped identify some significant trends affecting our political landscape.

Nearly a year and a half into the new Parliament, we thought it was worth taking a look from a different perspective at the whole issue of political stardom and the emerging stars of the Class of 2010. The following report shares our insights into the likely Future Face of British Politics.

The trends we have identified demonstrate the challenges facing new MPs and how the most successful politicians approach them. They also shows how politics is changing and what needs to be done to play the modern political game whether you are inside or outside Parliament.

You may not agree with all the findings - but we do hope that you find them interesting and can take something from it.

Section 1

**Section 2**

**Executive Summary**

Section 3

Section 4

Appendix 1

Appendix 2

Appendix 3



## Executive Summary

**Having a profile in the Westminster village is obviously still vital, but the necessity to have a high media profile is fast catching up.** Although the top four stars identified all score far more heavily on media profile and ability, the next two hold the highest parliamentary scores and are classic political insiders. The remaining four have a more balanced scorecard. For most MPs, Parliament still rules supreme. 27 of the top 37 stars have a higher parliamentary score than media score .

**The more traditional, capable parliamentarian is in danger of seeing his or her power and influence eclipsed.** Ability and skill in the basics of Parliament – debating, voting, membership of Committees - have always been key ingredients in building profile and influence for MPs. And of course being able to successfully perform in the media has always been an important skill, but increasingly the rise of a generation of highly motivated, ambitious, media-friendly MPs are using a combination of charisma and political drive to fast track their profile and boost their influence. Those MPs who do not have that X-factor may struggle in the future for profile and advancement.

**Established media remains more important in generating media profile than social media.** Despite the indisputable rise of social media, the top 10 media stars are most comfortable with and cognisant of the power of the established media (we have scored established media as being 3 to 1 ahead of social media in terms of top scores) and it is the next rank of stars that are actually driving the use of social media. Twitter in particular is becoming a more important means for generating a political profile – far more so than Facebook.

**The ability to communicate is a key skill in building influence and becoming a star.** Unsurprisingly, the Class of 2010 are more savvy in the ways of modern communication than ever before. But this is not just a generational trend – they understand it professionally. A quarter of the top 33 MPs (9 out of 37) have worked directly in the media or PR and communications.

**A continued strengthening of the Westminster village political class.** The stars of 2010 are turbo-charging a trend we have seen emerging over the past 20 or so years where MPs are getting younger, being promoted faster, and show significant levels of community and political involvement prior to becoming MPs. Education is a key determinant of success. At least one degree appears to be a pre-requisite for being elected and it is noteworthy that the stars among new MPs are disproportionately privately educated, Oxbridge alumni (more than half of the top 37 attended Oxbridge). These professional politicians, who have known little else outside the world of politics, are likely to keep fast-tracking the process.

**The process by which our Members of Parliament enter politics and get elected is speeding up and becoming more homogeneous.** Increasingly, political consciousness is triggered and potential MPs come onto the radar screen for their parties early - between the ages of 25 and 30 (19 of the top 37 new MPs). There also appears to be an optimal gestation period for becoming an MP. 14 of the top 37 MPs had five to seven years of political activism and one General Election under their belts before winning their seats in 2010. Of course , there has always been a tradition of testing and bleeding potential MPs, but this price of admission to the club is becoming clearer.

## Executive Summary

**Looks increasingly matter.** You would expect this of course, but looks are becoming more important. Whilst we may bemoan it, in a society increasingly obsessed with the aesthetic, can we really expect politics to be any different? Six of the top 10 new MPs get high ranking as Sexy MPs on the basis of a photograph. Being telegenic appears to matter equally to both media and parliamentary stars.

**Content counts.** What was perhaps far more surprising is that content is also driving influence. Published authors is the single factor most present among the top 10 listed new MPs. Developing policy and political narrative (policy papers, books, opinion) is disproportionately influential in building profile and leveraging influence. And having a strong point of view on a single issue clearly helps cut through the news clutter in a crowded media landscape.

**Exaggerated ranking of independent strong characters.** One of the failings of this system is that an MP can be either a highly effective parliamentarian, an excellent media performer or both, but will in reality never attain high office because of political circumstances. Caroline Lucas, as the only Green Party MP (and party leader), is the most obvious example but there are others. Another factor that we have not yet been able to measure because the overall results are still being analysed are the forthcoming boundary changes. A potentially glittering career may be cut prematurely short by the loss of a seat either before or after the next general election.

**Measuring the insiders?** Inevitably the biggest flaw in trying to use a set of metrics to predict future political success is what cannot be measured. What this process falls short on is adequately measuring the insiders – those who have played the political game for long enough and in a certain manner to ensure that they are on the inside track, moving within the right circles of influence. Although this report tries to take account of this under Prior political influence this does not capture the full extent and value of being an insider within the Westminster village. These MPs have usually been around Westminster in various capacities for a number of years and potentially have known other insiders for even longer, going back to university days. Whilst the metrics used can pick up elements of this, they probably do not adequately represent the continued importance of being a member of the political class from an early point in their adult life.

**It is still difficult to spot the very best of the crop.** Despite all the metrics, making a prediction about future political leadership remains as tricky as it always has been. What the numbers tend to do is cut the possible field down to a few contenders, but no more than that. This is of course what makes politics such fun – it remains unpredictable and very human. David Cameron came from third place to party leader largely on the back of one bravura performance. John Major was never considered a serious contender until the final round of voting. Miliband has been seen as a contender for the leadership of the Labour Party for several years – but the focus was on David, not Ed. There will always be the unexpected.

Section 1

Section 2

**Section 3**

**The Analysis**

Section 4

Appendix 1

Appendix 2

Appendix 3



## The Analysis

### What do we mean by future stars?

Political success can mean many different things. It should mean being a hard-working constituency MP devoted to representing the interests and views of the voters that elected them in the first place. It can mean a campaigning or independently-minded MP that works to hold the Executive (the Government) to account on behalf of his/her constituents.

Certainly the new intake of MPs in 2010 and the handful elected in the following year, broadly referred to as the Class of 2010, contains many MPs with exactly these characteristics. As a group, and particularly amongst the Conservatives, they have already shown themselves to be fiercely independent prepared to either express their dissatisfaction or to vote directly against the party line in numbers and with a frequency rarely seen before.

Many of the Class of 2010, including some that feature in the findings of this report, have clearly decided that this is the path they wish to follow, eschewing the likelihood of future ministerial office for a rewarding career on the backbenches.

But this report is attempting to identify those that will rise to the top of their profession – those that will become future senior Ministers, leaders of their party and even a Prime Minister or two. Of course, being a good constituency MP and a senior Minister are not mutually exclusive, but politics has always been a ruthless, highly competitive business and, as with any profession, only the strongest, most ambitious and effective amongst their ranks will rise to the very top.

For the purpose of this report, this is what we mean by success, using terms such as future stars, potential stars and high performers.

Much of our analysis is focused on 37 of the new intake: the top 20 Conservative MPs, 13 Labour, 3 Liberal Democrats and one Green. Although this figure is slightly arbitrary it roughly corresponds to a reasonably proportionate spread of new MPs by party.

## The Analysis

### Parliament versus Media

Politicians have always needed to be both effective parliamentarians and good media performers in order to ascend to the highest levels of political office. This has not changed. But this report does suggest that the need to have a high media profile is fast becoming of critical importance to advancement, providing that the politician has mainstream views popular with their party. The early development of a high media profile is also increasingly important.

In this analysis the four highest ranking new MPs have scores that were disproportionately in favour of media. The top ranking MP in this report, Chuka Umunna, has already risen to the highest position amongst his 2010 class mates (Shadow Secretary of State for Business, Innovation & Skills). Caroline Lucas, the next highest ranked MP, is of course unlikely to ever attain high office without an alliance with one of the leading parties. The next two have low parliamentary scores but are media darlings (Rory Stewart and Louise Mensch), with the two after that (Matthew Hancock and Robert Halfon) having significantly higher parliamentary scores than media scores. The next four rounding out the top ten have a more balanced scorecard.

**Table 1: The overall points scored across all of the 17 categories**

Name	Party	Constituency	Total Media Score	Total Parliamentary Score	Total Score
1. Chuka Umunna	Labour	Streatham	25	12	37
2. Dr Caroline Lucas	Green	Brighton Pavillion	26	8	34
=3. Louise Mensch	Conservative	Corby	27	4	31
=3. Rory Stewart	Conservative	Penrith & The Border	22	9	31
5. Matthew Hancock	Conservative	Suffolk West	10	18	28
6. Robert Halfon	Conservative	Harlow	11	16	27
7. Dr Jesse Norman	Conservative	Hereford & Herefordshire South	11	14	25
=8. Rachel Reeves	Labour	Leeds West	13	11	24
=8. Dominic Raab	Conservative	Esher & Walton	12	12	24
=8. Luciana Berger	Labour	Liverpool Wavertree	11	13	24

The high scores among the media stars are much higher than the high scores among the parliamentary high performers (see Appendix 1, Methodology, on how we have attempted to balance the scoring equally at a maximum of 28 points available for both parliamentary and media activity). Louise Mensch (27 out of a possible 28 points), Caroline Lucas (26/28), Chukka Umunna (25/28) and Rory Stewart (22/28) are the four leading media stars among new MPs. The three top parliamentary performers are Matthew Hancock (18 out of a possible 28 points), Robert Halfon (16/28) and Jesse Norman (14/28).

## The Analysis

This balance in favour of good media performers may indicate the relative ease and the lesser investment in time that is needed to build a media profile/coverage versus building parliamentary influence.

The average media score for our top 37 MPs is 8.83 points (out of a total available 28 points):

Conservative	8.10
Labour	9.76
Lib Dem	4.00
Green	26.00

The higher rating for Labour is probably an indication of the political freedom afforded to several of the leading new Labour MPs and their early advancement.

Women have an average of 9.5 points compared to men at 8.33 (out of 28 points).

But the average parliamentary score for our top 37 MPs is 10.67 (out of 28 points):

Conservative	11.05
Labour	10.00
Lib Dem	12.00
Green	8.00

What is clear is that for the vast majority of the leading lights of the Class of 2010, parliamentary profile remains the most important. 27 of the top 37 we focused on (top 20 Conservative MPs, 13 Labour, three Liberal Democrats and one Green) have higher parliamentary than media scores.

There is probably a good reason for this. Most new MPs want to get a good grip on how the Westminster system works, representing the interests of their constituents and making a good impression with their party leadership and among fellow MPs, rather than entering the media fray which carries risks as well as opportunities. But this report focuses on the rising star MPs. More often than not, these are the MPs who work equally hard in the House of Commons, on their internal party profile and their wider media profile.

Given that as the operating landscape, it is somewhat surprising that nine of the top 37 potential stars have media scores which are negligible (3 points or fewer out of a possible 28) and almost 60% of the new Class of 2010 MPs have little or no measurable media profile (see Appendix 1 on our methodology used with all of its limitations). But by comparison, none of the 37 has a parliamentary score which is negligible (3 points or fewer out of 28).

This suggests that having a good profile within the Westminster village is obviously still vital, but that for those new MPs who are the most ambitious and able, a high media profile developed within the first year of their parliamentary career is fast catching up in importance as a route to advancement.

## The Analysis

### Profile of a media star

High scoring media performers come in many different guises. Strength in the media category tends to be based on one of three things: conferred coverage due to the MP's status as a party leader (Caroline Lucas), Shadow Minister (Chuka Umunna, Rachel Reeves or Luciana Berger) or commentator/campaigner on an important issue (Jesse Norman); charisma and the ability to articulate and communicate political messages (Chuka Umunna, Gloria de Piero, Tristram Hunt) or an ability to leverage personal profile and single issue commitment or opportunism (Zac Goldsmith, Rory Stewart and Louise Mensch).

The media stars tend to score highly in many categories, but use broadsheet coverage and heavyweight political programmes, such as Any Questions and Question Time, as a base. Twitter and Facebook activity tends to accentuate high profile media activity, such as Louise Mensch's coverage during the recent hacking inquiry as a member of the Culture, Media and Sport Select Committee. The social media scores and Sexy MP ratings do reflect a perceived star's celebrity standing.

**Table 2: Top 10 MPs across the 8 categories that relate to media activity**

Name	Party	Constituency	Score
1. Louise Mensch	Conservative	Corby	27
2. Dr Caroline Lucas	Green	Brighton Pavilion	26
3. Chuka Umunna	Labour	Streatham	25
4. Rory Stewart	Conservative	Penrith & The Border	22
5. Tristram Hunt	Labour	Stoke on Trent Central	17
6. Gloria De Piero	Labour	Ashfield	14
7. Rachel Reeves	Labour	Leeds West	13
=8. Dominic Raab	Conservative	Esher & Walton	12
=8. Zac Goldsmith	Conservative	Richmond Park	12
=9. Robert Halfon	Conservative	Harlow	11
=9. Dr Jesse Norman	Conservative	Hereford & Herefordshire South	11
=9. Luciana Berger	Labour	Liverpool Wavertree	11

## The Analysis

### Profile of a parliamentary star

By comparison, the typical parliamentary star builds his or her power by one of two routes: either from the base of prior political influence, supplemented by solid parliamentary performance; or by excelling at parliamentary profile, developing high scores in categories such as written questions, participation in debates and percentage of votes attended.

Membership of departmental and other select committees is considered another way in which to judge the influence of an MP. Following the first ever election of the Chairs of committees in 2010, the new membership was elected from within their parliamentary groups to ensure the appropriate proportional party membership. The new Conservative intake showed their cohesiveness as a distinct group within Parliament when they orchestrated an effective campaign to vote their colleagues onto committees, resulting in many committees being dominated by the intake of 2010. Speaking at invite-only fringe events at Party Conferences is another measurable activity to produce a wider Westminster village profile.

**Table 3: Top 10 MPs across the 9 categories that relate to parliamentary activities**

Name	Party	Constituency	Total Parliamentary Score
1. Matthew Hancock	Conservative	Suffolk West	18
2. Robert Halfon	Conservative	Harlow	16
3. Dr Jesse Norman	Conservative	Hereford & Herefordshire South	14
=4. Luciana Berger	Labour	Liverpool Wavertree	13
=4. Jack Dromey	Labour	Birmingham Erdington	13
=4. Dr Julian Huppert	Liberal Democrat	Cambridge	13
=4. John Woodcock	Labour	Barrow & Furness	13
=4. Christopher Leslie	Labour	Nottingham East	13
=4. Julian Smith	Conservative	Skipton & Ripon	13
=4. Steve Barclay	Conservative	Cambridgeshire North East	13
=4. Robert Buckland	Conservative	Swindon South	13

## The Analysis

### Media Activity

Overall media mentions is a good barometer of media coverage and reach if not depth. This category shows expected good results for Caroline Lucas (378 media mentions) and Louise Mensch (248 media mentions) with Zac Goldsmith sandwiched in between (270). Again this reflects the volume of media coverage generated on key topical issues (such as hacking and the environment).

**Table 4: Top 10 MPs by the number of mentions they have received over all forms of media after the 2010 election (research by ConservativeHome)**

Name	Party	Constituency	Mentions
1. Dr Caroline Lucas	Green	Brighton Pavilion	387
2. Zac Goldsmith	Conservative	Richmond Park	270
3. Louise Mensch	Conservative	Corby	248
4. Chuka Umunna	Labour	Streatham	206
5. Dominic Raab	Conservative	Esher & Walton	201
6. Priti Patel	Conservative	Witham	195
7. Michael Dugher	Labour	Barnsley East	132
8. Tristram Hunt	Labour	Stoke on Trent Central	127
9. Rory Stewart	Conservative	Penrith & The Border	127
10. Robert Halfon	Conservative	Harlow	116

Among the top 10 stars of 2010 the solid media performers (established broadsheet/Any Questions and Question Time) outnumber the celebrity media (Twitter/Facebook and Sexy MP credentials) by a 2 to 1 margin. But among the 37 top stars, the solid media only just outperforms the celebrity media.

This might suggest that the top media stars are those most comfortable with and aware of the power of the established media, whilst the second rank are more effective and happier to drive their profile through the use of social media.

There is a certain tautology at work here in that the more adept the rising star MP is at handling the established media, the more likely they are to be trusted by the party leadership to represent their party on programmes such as Question Time and Any Questions, where the risk of getting it wrong is significant.

## The Analysis

If general media mentions and voting from the Sexy MP category are removed to isolate the established media against the social media – then, according to our scoring system, established media is running 3 to 1 ahead of social media in terms of top scores. This might suggest that Twitter and Facebook are not yet as powerful or common channels for profile and influence building among the stars – but they are building. Although at relatively low levels, many, but not all, of the high overall performers in this study, appear to use social media effectively.

Twitter and Facebook do help give the top rising stars an edge, not least because it shows their willingness to express opinions and engage with the outside world. Louise Mensch has the highest number of Twitter followers (37,971) by some distance, followed by Caroline Lucas (28,856) and Chuka Umunna (13,548). Whilst they are the three top media stars overall, suggesting that they are good all-round media performers, their Twitter profile probably has much to do with their mainstream media exposure which regularly mentions their use of Twitter.

**Table 5: Top 10 MPs by the number of Twitter followers (as on 8 September 2011)**

Name	Party	Constituency	Followers
1. Louise Mensch	Conservative	Corby	37,971
2. Dr Caroline Lucas	Green	Brighton Pavilion	28,856
3. Chuka Umunna	Labour	Streatham	13,548
4. Luciana Berger	Labour	Liverpool Wavertree	8,108
5. Gloria De Piero	Labour	Ashfield	7,717
6. Tristram Hunt	Labour	Stoke on Trent Central	4,829
7. Rory Stewart	Conservative	Penrith & The Border	4,577
8. Rachel Reeves	Labour	Leeds West	4,527
9. Dr Julian Huppert	Liberal Democrat	Cambridge	4,430
10. Stephen Twigg	Labour	Liverpool West Derby	4,348

Facebook appears to be less reliable as an overall media indicator, as Caroline Lucas, Rushanara Ali and Zac Goldsmith the three leaders in Facebook presence, rank 2<sup>nd</sup>, 8<sup>th</sup> and 14<sup>th</sup> in media clout.

In the Twitter Mentions category – Louise Mensch on 16,000 and Caroline Lucas on 12,000 have five and four times more mentions respectively than the next nearest competitor Rory Stewart (3,566). Robert Halfon, the second highest parliamentary scorer is in fourth place with 1,854 mentions, even though he himself is not particularly active on Twitter, but is nevertheless discussed by the broader public.

## The Analysis

On one level the Sexy MP website, where anyone can vote on the attractiveness between two randomly selected MPs, is of course a poor metric to use. It is constantly changing, undoubtedly irreverent, and is certainly politically incorrect. But it has been widely viewed and tracked within Westminster and is the only available source data we could find to gauge the impact of that highly subjective factor, physical attractiveness. As a broad populist gauge of whether looks matter to achieve star quality, the answer is broadly yes. The Class of 2010 intake consistently features very highly in its ranking, but this may be at least partly explained by their relative youth. Six of the top 10 MPs in our overall rankings feature highly, although only Louise Mensch, Claire Perry and Penny Mordaunt rank in our top 37 MPs.

On the day we randomly assigned to capture the data, the top 10 were all Conservatives and nine out of 10 were women, but we do not think too much can be read into this precise detail as it is constantly changing and the rankings are pretty fluid. The broad trend appears to be that potential star MPs are increasingly considered physically attractive as well.

**Table 6: Top 10 MPs featured on the website Sexymp.co.uk (correct as of 13 September 2011)**

Name	Party	Constituency
1. Louise Mensch	Conservative	Corby
2. Rebecca Harris	Conservative	Castle Point
3. Esther McVey	Conservative	Wirral West
4. Claire Perry	Conservative	Devizes
5. Penny Mordaunt	Conservative	Portsmouth North
6. Charlotte Leslie	Conservative	Bristol North West
7. Anna Soubry	Conservative	Broxtowe
8. Dominic Raab	Conservative	Esher & Walton
9. Liz Truss	Conservative	Norfolk South West
10. Nicola Blackwood	Conservative	Oxford West & Abingdon

## The Analysis

### Parliamentary activity

Parliamentary activity is of course the bread-and-butter of being an MP. Being a diligent and active parliamentarian skilled in the basics of Parliament – debating, voting, membership of Committees – have always been key ingredients in building profile and influence for MPs. These traditional parliamentary skills will continue to be important and some of the top potential stars identified in this report do score well against this metric, but, taken overall, it does look as if the rise of a generation of highly motivated, ambitious, media-friendly MPs are using a combination of charisma and political drive to fast track their profile and boost their influence outside the traditional parliamentary path.

**Table 7: Top 10 MPs ordered by the number of parliamentary debates they have spoken in over the past 12 months**

Name	Party	Constituency	Number of debates spoken in
1. Jim Shannon	Democratic Unionist Party	Strangford	169
2. Robert Halfon	Conservative	Harlow	161
3. Duncan Hames	Liberal Democrat	Chippenham	142
4. Thomas Docherty	Labour	Dunfermline & Fife West	132
5. Neil Carmichael	Conservative	Stroud	118
6. Andrew Bridgen	Conservative	Leicestershire North West	115
7. Rehman Chishti	Conservative	Dover	113
8. Charlie Elphicke	Conservative	Gillingham & Rainham	113
9. Nic Dakin	Labour	Scunthorpe	105
10. Christopher Pincher	Conservative	Tamworth	103

**Table 8: Top 10 MPs ordered by the number of written questions they have submitted in parliament over the past 12 months**

Name	Party	Constituency	Written Questions
1. Priti Patel	Conservative	Witham	619
2. Dr Caroline Lucas	Green	Brighton Pavilion	613
3. Chinyelu Onwurah	Labour	Newcastle upon Tyne Central	457
4. Zac Goldsmith	Conservative	Richmond Park	421
5. Mike Weatherley	Conservative	Hove	386
6. Lisa Nandy	Labour	Wigan	347
7. Simon Kirby	Conservative	Brighton Kemptown	324
8. Matthew Offord	Conservative	Hendon	304
9. Chuka Umunna	Labour	Streatham	254
10. Bridget Phillipson	Labour	Houghton & Sunderland South	243

## The Analysis

Across all parties, those who have previously had direct political involvement in Westminster working as researchers, Special Advisers and for the parties, or in a think-tank or public affairs consultancy, have a thorough understanding of how the system works and can potentially leverage contacts and influence with senior party members.

Chuka Umunna is close to John Cruddas, Robert Halfon was Chief of Staff for Oliver Letwin, Matthew Hancock was George Osborne's economic advisor and Chief of Staff, Penny Mordaunt, was John Major's Head of Youth, and William Hague's Head of Broadcasting. Michael Dugher was Gordon Brown's Chief Political spokesperson. The list goes on and on and many more MPs who feature highly overall appear just outside the top 10 in this category below.

**Table 9: Top 10 MPs who scored top marks in our Prior political influence category**

Name	Party	Constituency
Matthew Hancock MP	Conservative	Suffolk West
Robert Halfon MP	Conservative	Harlow
Dr Jesse Norman MP	Conservative	Hereford & Herefordshire South
John Woodcock MP	Labour	Barrow & Furness
Steve Barclay MP	Conservative	Cambridgeshire North East
Dominic Raab MP	Conservative	Esher & Walton
Nick Boles MP	Conservative	Grantham & Stamford
Michael Dugher MP	Labour	Barnsley East
John Glen MP	Conservative	Salisbury
George Eustice MP	Conservative	Camborne & Redruth

But it is possible to short-circuit the system - high profile media stars and single issue campaigners can fast-track their profile and advance rapidly. Three of the top ten rated new MPs are Shadow Ministers (Chuka Umunna, Luciana Berger and Rachel Reeves) and four are on departmental select committees.

Speaking at the fringe events at party conferences offers another opportunity to gauge star quality. Attendance at these events is by invitation only and the speakers are normally those MPs taking a leading position for the party on a particular topic or have a track record of expertise in the area. Two Liberal Democrats, Julian Huppert (13 events) and Stephen Gilbert (12 events), lead in this category (but this is probably as much about a relatively small number of Lib Dem MPs who are available to chair fringe events) followed by Chuka Umunna (10 events) and Luciana Berger (9 events) at the Labour Party conference in late September 2011.

## The Analysis

One area that could reduce parliamentary influence and is scored as a negative in our system is rebel votes – that is voting explicitly against your party’s position. The leading rebel from the Class of 2010, David Nuttall, has rebelled 65 times within the first year of his parliamentary career. Despite his excellent connections, Zac Goldsmith’s record of 19 rebellions will cause the party managers to doubt whether he can be trusted with a ministerial profile anytime soon, despite his good scores in other categories.

**Table 10: Top 10 MPs ordered by the number of times they have voted against the majority of their party since the 2010 general election**

Name	Party	Constituency	Rebel Votes
David Nuttall	Conservative	Bury North	65
Andrew Percy	Conservative	Brigg & Goole	33
Mark Reckless	Conservative	Rochester & Strood	26
Jacob Rees-Mogg	Conservative	Somerset North East	24
Zac Goldsmith	Conservative	Richmond Park	19
David Ward	Liberal Democrat	Bradford East	15
Gordon Henderson	Conservative	Sittingbourne & Sheppey	15
Jason McCartney	Conservative	Colne Valley	12
Steve Baker	Conservative	Wycombe	12
Martin Vickers	Conservative	Cleethorpes	12
Richard Drax	Conservative	Dorset South	12

### Getting started

Some of the trends amongst the Class of 2010 discussed in our original report at the election have certainly been borne out and are becoming entrenched features of the new political landscape: younger, more diverse in gender and race, extremely bright and well-connected and taken as a typology - light years away from what the MPs of only a generation ago were like .

Perhaps the area in which this is most strongly seen is education. If a degree is not quite yet a pre-requisite for being elected, it is increasingly unlikely that future Cabinet Ministers will be without at least one degree. The old days when trade unionists, farmers, shopkeepers and military men could advance dramatically in politics without going to university appear to be fading away. The statistics are instructive:

- The top 37 identified potential stars all went to University;
- 5 of the top 10 went to Oxbridge; and
- 21 of the top 37 stars identified went to Oxbridge.

## The Analysis

There is another way in which our MPs are becoming more professionalised - selection. The process by which they enter politics and then subsequently get elected as new MPs is speeding up and becoming more homogeneous. For instance, there appears to be an important window of opportunity during which political consciousness is triggered. This happens most frequently between the ages of 25 and 30 – during or just after university, as the individual began his or her career. 19 of the 37 new MPs came on the radar screen for their parties between the ages of 25 and 30.

There also appears to be an optimal gestation period between the MPs beginning their first political involvement and getting elected to Parliament. 14 of the top 37 MPs had five to seven years of political activism and one unsuccessful General Election campaign under their belts before winning their seats in 2010.

Typical avenues or outlets for early political involvement/expression are local politics (Nick Boles, Duncan Hames), social activism (Caroline Lucas, Luciana Berger, Zac Goldsmith) and think tanks or political lobby groups (Jesse Norman). But by far the most common route (21 of the 37 top MPs) is simply joining and working for the party or a parliamentarian (Charlotte Leslie, Priti Patel, Penny Mordaunt, Lisa Nandy, Stella Creasy, Michael Dugher and Dominic Raab) usually as a parliamentary researcher, campaign worker or as a Special Adviser.

But there are limits to this professionalising of new MPs. Against perhaps the prevailing view, one thing that does not appear to be happening is the rise of the career politician. Of the 37 top stars identified only three could be deemed to be predominantly professional politicians (Robert Halfon, Dominic Raab and Charlotte Leslie). Six have spent the majority of their careers in politics but the remaining 25 have not. This is illustrated by the second most common age of political consciousness, 36 years or older, when eight new stars got the calling and left established careers for a second career in politics.

## The Analysis

### Building profile

Building political profile begins early and proceeds across an incredibly varied front. The biggest thing that stands out among all the 37 top stars is how involved and committed they are across a variety of fields. How do they manage to have a normal life and cope with the myriad demands of family, children and career?

The top 37 are incredibly accomplished in areas additional to their primary employment. But the top 10 stars tend to really stand out from their peers. They are the super-achievers, massively belying the persistently popular view that MPs are lazy chancers, in it for the money and disconnected from the real world.

The top ten include:

- A school governor (Chuka Umunna)
- An anti-nuclear campaigner (Caroline Lucas)
- An animal rights activist (Caroline Lucas)
- Five authors (Louise Mensch, Rory Stewart, Matthew Hancock, Jesse Norman, Rachel Reeves)
- A former Governor of an Afghan province (Rory Stewart)
- The founder of a charity (Rory Stewart)
- The manager of a charity (Jesse Norman)
- A tutor to the Royal Family (Rory Stewart)
- A social activist (Robert Halfon)
- Four political activists (Robert Halfon, Luciana Berger, Jesse Norman, Dominic Raab)

One woman sitting outside the top ten neatly encapsulates this high level of commitment: Rushanara Ali (tied for 26<sup>th</sup>) has been a school governor, associate director of one foundation and trustee of another, founder of a national telephone interpreting service, chair of a summer university programme, commissioner on a child poverty commission, board member of a college, and member of the council of a major national museum.

## The Analysis

The other major route in building profile is to develop a facility in communications, either by engaging with the media as a commentator or adviser, or by developing content that in turn draws media attention.

30% of the top 37 MPs (11 out of 37) have worked directly in the media or PR and communications. This includes only one of the top 10 – Caroline Lucas. By contrast, being the subject of media attention by leveraging an interesting personal story, opinions on key issues or star quality from a previous career appears to be the preferred route for the top 10 stars. Louise Mensch (chick-lit author of 14 books), Rory Stewart (Boy's Own personal story), Luciana Berger (racism and Israel), Jesse Norman (author of the Big Society) and Dominic Raab (controversial views on discrimination against males) all fall into this category.

Having a strong point of view on a single issue seems to help rather than hinder profile building. Unless you are a party leader or senior front-bench politician (Caroline Lucas), the media favours going to someone for comment in their one specialist area. Timing is everything as Louise Mensch found out in the recent telephone hacking inquiry. Both parliamentary and media reputations and profiles can be boosted by single issue campaigns: Jesse Norman on PFI, Robert Halfon on lower fuel duty, Harriett Baldwin on the West Lothian Question and Stella Creasy on home credit lending to name but a few.

Developing content that gets coverage is the other major way of building profile. Rachel Reeves contributed a lot of articles to the Labour List and wrote the campaign brochure "Why Vote Labour," prior to running in the 2010 election. Jesse Norman published key policy publications and the tract "Compassionate Conservatism." Charlotte Leslie regularly turned out reports for the Bow Group, blogged for the Guardian and co-authored the report "More School Places" for the Policy Exchange think tank. In recent weeks Matthew Hancock and Nadhim Zahawi have published a book and Kwasi Kwarteng, Priti Patel, Chris Skidmore, Liz Truss, Richard Drax, Steve Baker and the prolific Dominic Raab have contributed to books or written essays.

### Leveraging political influence

Like building profile, leveraging political influence starts early. As we have seen, the early securing of important positions working for prominent people is probably the fastest way to build and then leverage political influence. But knowing people on a more informal basis is also a key element in developing political influence.

For example, Matthew Hancock, George Osborne's former Economic Advisor and Chief of Staff, gave him a hugely strong base from which to leverage influence. But also significant is his standing on the fringes of the famed Notting Hill set. The same goes for Zac Goldsmith and his friendship with David Cameron, Nick Boles' and his friendship with flatmate Michael Gove, and Jack Dromey being married to Deputy Labour leader, Harriet Harman. These connections add another layer of influence.

## The Analysis

Another extremely important factor in leveraging political influence is the willingness to run and lose in previous general elections. Of the top 37 potential star MPs of the future, 19 have unsuccessfully contested a seat in at least one General Election before their election in 2010, but only three of the top 10 potential stars.

It appears as if the really big media stars may not consider paying their dues. They are winners who do not do unwinnable seats. They run when the time is right for them. It appears as if the party courts them – not the other way round. Their ambition may be just as informed by commitment as their parliamentary-led counterparts, but it is driven by the fast-burn of opportunity rather than the slow-burn of service.

An issue of some controversy in the last election to both would-be MPs and the electorate was the Conservative's A-list of preferred candidates, particularly women, and their subsequent parachuting into safe seats. Getting on this list was a very visible sign of political influence wielded successfully. Louise Mensch, Priti Patel, Margot James and Harriet Baldwin all benefited from being designated A-listers, although overall Conservative associations rejected the A-listers and made independent selections. Both Lisa Nandy and Luciana Berger secured their nominations from Labour Party all-women shortlists.

29 of the top 37 new MPs are under 36 years old and therefore even if they have worked outside of politics, it has not been for very long. This does not appear to be a potential barrier to advancement.

Those over 36 years of age (eight of the top 37) who have worked to really build up their careers outside politics are in a minority, although their career clout no doubt greatly helped their nomination for seats. This can be seen clearly in the Conservative's new trio of former financial services experts: Claire Perry, Steve Barclay and Harriet Baldwin.

Section 1

Section 2

Section 3

**Section 4**

**And the winners are....**

Appendix 1

Appendix 2

Appendix 3



## And the winners are....

Politics is an uncertain business in which fortunes can change fast. It may indeed prove to be the case that the next generation of party leaders is not among the featured top 37 aspiring stars of 2010. But we would not bet on it just yet. Given that David Cameron (2001), Ed Miliband (2005) and Nick Clegg (2005) were all elected relatively recently, there is every chance that the next leaders and a future Prime Minister will come from this group of highly talented and driven new MPs.

The key conclusion from this Future Face of British politics report is that both streams of influence – media power and profile and parliamentary acumen and nous - are important. A future PM will have a relatively balanced scorecard and being an extremely good all-rounder.

So who do we like and why? And who, despite wielding influence, can we not see wielding power? Prudence dictates a visit to the professional odds-makers.

After Gordon Brown and Ed Miliband, the next Labour leader will need a better balance of backroom influence and front-line charisma and willingness to engage. From 2010, Chuka Umunna (10-1) with that balance (media, 25 points; Parliament, 12 points) looks the best bet and is undoubtedly the most all-rounder member of the Class of 2010. With his recent promotion to the Shadow Cabinet, a stellar rise by any standard, he has confirmed his potential. That no political observer was really surprised at his promotion says it all.

With the Conservative Party currently experiencing something of a credibility gap among women, we see Labour potentially taking advantage by continuing to fast-track women. There is real talent on the Labour side and four intriguing choices between 20-1 and 33-1. Rachel Reeves (20-1 and tied for 8<sup>th</sup> in our top 37) is a good story for Labour. An early supporter, inner-city upbringing, a City economist far enough removed from the bad activities of the financial services sector, she is 32 and represents a new generation, is telegenic, a prolific writer of articles and tracts, has good media skills and a track record of persistence. There is a potential Labour narrative around Rachel Reeves that fits well with the modern party.

Stella Creasy (20-1 and tied for 26<sup>th</sup>) also illustrates that narrative. She has the classic Labour pedigree (Women's Network, Unite membership, Fabian Society, Involve think tank), is thoughtful, a Northerner, a psychologist and is telegenic. Having worked for numerous Labour MPs and as a public affairs expert, she knows her way around the Westminster village.

Lisa Nandy (28-1 and tied for 22<sup>nd</sup>) and Rushanara Ali (33-1 and tied for 26<sup>th</sup>) have similar activist backgrounds and both are high-profile, hard-working Asian MPs but are probably more likely to be Cabinet ministers in a future Labour Government rather than the party leader, although this ground-breaking option should not be discounted.

An outside bet is Michael Dugher. Dugher is tied for 15<sup>th</sup> on our list of stars at 15 points, and despite having a notably low media score of 4 in this report, he is the quintessential political insider and a heavyweight in terms of political connections and influence, but we feel that the top job will elude him.

Amongst the Liberal Democrats neither Julian Huppert (tied for 4th) or Duncan Hames (tied for 22nd) have any odds quoted for them. Huppert is a rebel voter, which for the Liberal Democrats may be a plus, but both of their trajectories are difficult to project.

For the Tories, the picture is less clear. The four leaders from the Class of 2010 are: Rory Stewart (10-1 and 4<sup>th</sup> in the top 33), Louise Mensch (29-1 and 3<sup>rd</sup>), Zac Goldsmith (33-1 and 12<sup>th</sup>) and Priti Patel (33-1 and tied for 17<sup>th</sup>). We feel none of these new MPs are likely to succeed David Cameron – or even his successor.

History tends not to favour the star outsider. Both Zac Goldsmith and Rory Stewart are singular characters, prone to speak their mind and damn the consequences. Rationally, one knows they are not going to be Tory leaders. But on the other hand, they do not conform to the identikit image of the typical leaders and it seems that the general public are favouring politicians who are real characters – able to cut through the clutter, speak their mind and have an opinion – rather than the anodyne focus-tested-to-death men in suits. If you feel the wheel is turning, the better bet may be Boris Johnson, who is also the bookies favourite at 4-1.

Britain has never had a foreign-born PM and Priti Patel is more likely to become a Cabinet minister. Louise Mensch used to be in the Labour party briefly and while she has star quality and telegenic looks, she may flatter to deceive. Her age (40) may work against her, but more importantly her story at the moment is of being in the right place at the right time (the hacking inquiry) and performing well over a telescoped time period and on a single issue.

Charlotte Leslie (no odds quoted and tied for 14<sup>th</sup>) may be the better bet for a woman given her deeper ties to the Tories. One caveat that needs to be mentioned in any potential leadership discussion is the size of majorities and the impact of the proposed boundary changes. Leslie's wafer-thin majority in Bristol has improved but it remains a classic marginal and it may be that the exigencies of protecting that lead see her increasingly focused on local issues. Harriet Baldwin is another Conservative woman to watch.

Amongst the Conservative men, Matthew Hancock, Jesse Norman, Julian Smith, Dominic Raab, Nick Boles and Steve Barclay all feature strongly in our top 37 performing new MPs, with Aiden Burley, Charlie Elphicke, George Eustice, Damian Collins and John Glen all performing well. Undoubtedly most of these will feature strongly in future Conservative Cabinets or Shadow Cabinets.

But given the relative age and power of those around Cameron, and were he to be re-elected for another full term, it may be that even the Class of 2010 will be seen as too old in a political world dominated by those in their late 30s/early 40s. Given recent party leadership contests, under this scenario, perhaps the next Conservative leader has still yet to be elected.

Section 1

Section 2

Section 3

Section 4

**Appendix 1**

**Methodology**

Appendix 2

Appendix 3



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## Methodology

The purpose of this report is to test the hypothesis that politicians can be assessed as to how well they are doing and their likely progression from a combination of independent measurable factors. There is no suggestion that this methodology is perfect, indeed we are acutely aware of some of the issues with the data. However we have sought to apply a consistent and detailed approach, collating as much relevant, reliable and quantifiable evidence as possible.

To test the hypothesis we considered two areas of activity:

- Parliamentary activity;
- Media activity.

In each of these areas we first debated and then developed an appropriate basket of measures. Collecting data in both these areas is not without its challenges. However, we have managed to use a combination of sources where data is already available as well as the expertise of the Madano Research Team to compile new datasets.

Tables 1 and 2 (following) provide specific detail on the measures used, their sources and some notes in relation to the methodology applied in each case.

## Methodology

**Table 1 – Parliamentary activity**

Measure	Detail	Notes on methodology	Source
<b>Positions in parliament</b>	Holding any of the following positions: Senior Parliamentary Private Secretary (PPS), Shadow Minister, Whip	For the PPS we have applied this only to the government front bench plus the leader of the opposition, other more junior PPS's have not been counted. Shadow Ministers are any front bench opposition. Whip is for any party. This data was added to the dataset on the 5 <sup>th</sup> September.	Madano Research Team compiled from <a href="http://www.parliament.uk/biographies">www.parliament.uk/biographies</a>
<b>Written Questions</b>	Number of questions individual asked	This data was compiled over the last parliamentary year and was added to the dataset on the 5 <sup>th</sup> September so does not reflect the measure after that date.	This information comes from <a href="http://www.theyworkforyou.com">www.theyworkforyou.com</a> originally compiled from Hansard.
<b>Voting turnout</b>	% of votes individual attended	This data was compiled over the last parliamentary year and was added to the dataset on the 5 <sup>th</sup> September so does not reflect the measure after that date.	This information comes from <a href="http://www.theyworkforyou.com">www.theyworkforyou.com</a> originally compiled from Hansard.
<b>Debates attended</b>	Number of debates attended	This data was compiled over the last parliamentary year and was added to the dataset on the 5 <sup>th</sup> September so does not reflect the measure after that date.	This information comes from <a href="http://www.theyworkforyou.com">www.theyworkforyou.com</a> originally compiled from Hansard.
<b>Membership of Departmental Select Committees</b>	Number of membership positions held	This data was compiled over the last parliamentary year and was added to the dataset on the 5 <sup>th</sup> September so does not reflect the measure after that date.	Madano Research Team compiled from <a href="http://www.parliament.uk/business/committees/committees-a-z">www.parliament.uk/business/committees/committees-a-z</a> .
<b>Membership of other Select (non-departmental) Committees</b>	Number of membership positions held	This data was compiled over the last parliamentary year and was added to the dataset on the 5 <sup>th</sup> September so does not reflect the measure after that date.	Madano Research Team compiled from <a href="http://www.parliament.uk/business/committees/committees-a-z">www.parliament.uk/business/committees/committees-a-z</a> .
<b>Prior Political influence</b>	Nature of activity in politics e.g. researcher to MP prior to entering parliament	This data is subjective; please see generalisations under scoring table.	Madano Research Team compiled this using biographical data available from MPs websites.
<b>Speaker at Party conference fringe events</b>	Number of fringe events spoken at during the 2011 party conference season	This data was collated from Party Conference Programme's between September and October 2011.	Madano Research Team compiled This data was collated from Party Conference Programme's.
<b>Rebel votes</b>	Number of times voted against the majority of their party	This data was compiled between 6 <sup>th</sup> May 2010 and 5 <sup>th</sup> September 2011.	Madano Research Team compiled This information comes from <a href="http://www.publicwhip.org.uk">www.publicwhip.org.uk</a> originally compiled from Hansard.

## Methodology

**Table 2 – Media activity**

Measure	Detail	Notes on methodology	Source
<b>Media mentions</b>	Combined count across all media	Data valid as of 8 <sup>th</sup> August	This was taken from an article on the most high profile conservative blog on 8 <sup>th</sup> August. The article features a combination count across all media using the Nexus press database and includes all MPs time in parliament from May 6 <sup>th</sup> Election to when the article was published. <a href="http://conservativehome.blogs.com/platform/2011/08/wich-of-the-class-of-2015-are-making-an-impact-neildotobrien-has-the-answers.html">http://conservativehome.blogs.com/platform/2011/08/wich-of-the-class-of-2015-are-making-an-impact-neildotobrien-has-the-answers.html</a> NB. We only have data for the 50 MPs mentioned most often not all MPs
<b>Twitter followers</b>	Number of twitter followers	Numbers valid as of 8 <sup>th</sup> September.	Madano Research Team compiled from twitter.
<b>Twitter mentions</b>	Number of individual MP mentions	Counted on 9 <sup>th</sup> September and dates back to the launch of twitter in July 2006.	Madano Research Team compiled using a tool called <a href="http://www.topsy.com">www.topsy.com</a> that collates all the mentions for a chosen search term. We searched for name plus MP.
<b>Appearances on Question Time</b>	Number of appearances	Counted from 6 <sup>th</sup> May 2010 to 23 <sup>rd</sup> September 2011	Madano Research Team compiled this using <a href="http://www.bbc.co.uk/questiontime">www.bbc.co.uk/questiontime</a>
<b>Facebook Presence</b>	Combination of 'friends', 'likes' and 'group members'	Numbers valid as of 13 <sup>th</sup> September 2011.	Madano Research Team compiled. MPs have taken varying approaches to facebook. Some have set up 'pages' which give people the option to 'like' them, others have simply allowed public the ability to see their information and become 'friends' with them, and others have done both, in all cases the total number is a combination of whichever approach they've taken.
<b>Sexy MP rating</b>	Ranking	Rankings taken as they were on 13 <sup>th</sup> September 2011.	Data from the website <a href="http://www.sexymp.co.uk">www.sexymp.co.uk</a> , established in May 2011. Users are shown photos of two MPs and asked to click on the one they would rather sleep with. The more clicks the MP gets, the higher up the list of 648 MPs he or she appears.
<b>Appearances on Any questions</b>	Number of appearances on Any Questions Radio 4	Counted as of 6 May 2010 to 27 <sup>th</sup> September 2011.	Madano Research Team compiled this using <a href="http://www.bbc.co.uk/programmes/b006qgvj">www.bbc.co.uk/programmes/b006qgvj</a>
<b>Published articles</b>	Articles published	Counted in The Independent, The Guardian, The Telegraph and The Times since May 6 <sup>th</sup> 2010 to 30 <sup>th</sup> September 2011	Madano Research Team compiled using the online archive for these four broadsheets.

## Methodology

### Other discounted measures

It is also worth noting that a number of other key measures were considered and discounted, most interestingly perhaps the issue of majorities. A MPs majority is, to a degree, a measure of the safety of their seat in parliament, and perhaps a reflection of how much time they can spend in the 'Westminster village' versus their home constituency. Will a potentially glittering career be ended prematurely by their seat disappearing in the boundary changes or by it becoming suddenly very marginal?

It would of course be interesting to understand if, and how, majority relates to an MPs' behaviour in Parliament or in relation to the media? Given the proposed boundary changes, which will be in place by the expected 2015 General Election, have not yet been fully analysed with accurate statistical data and new Notional Majorities we were unfortunately unable to use this as a measure when considering the likely fortunes of the rising stars of the future.

### The scoring matrix

The two baskets of measures (Parliamentary and media) include a range of data which are, in our view, of varying importance. So we have attempted to qualify these differences with appropriate scoring ranges:

- within the two areas of activity (see tables 3 and 4) e.g. in terms of parliamentary activity, holding a frontbench position is clearly more important than the number of questions asked in Parliament, and the two are likely to be interlinked; in media activity an MPs' ranking on [sexymp.co.uk](http://sexymp.co.uk) is clearly much less important than their combined media mentions.
- and across the two areas of activity (see table 5) e.g. the number of Twitter followers an MP has is of less importance and influence than sitting on a Departmental Select Committee.

## Methodology

**Table 3 - Scoring on Parliamentary Activity**

Measure	Detail	Scoring
<b>Positions in parliament</b>	Holding any of the following positions: Senior Parliamentary Private Secretary (PPS), Shadow Minister, Whip	4 points awarded if they hold any of these positions
<b>Written Questions</b>	Number of questions individual asked	3 points is awarded for over 200 questions 2 points for 100-199 questions 1 point for 50 – 99 questions
<b>Voting turnout</b>	% Of votes individual attended	2 points for over 90% 1 point for 80-90%
<b>Debates attended</b>	Number of debates attended	3 points for attending 100 debates 2 points for attending 70-99 debates 1 point for attending 50-69 debates
<b>Membership of Departmental Select Committees</b>	Number of membership positions held.	Split into 2 tiers, A and B. 4 points for Tier A includes the Defence, Education, Foreign Affairs, Home Affairs, Treasury and Public Accounts Select Committees. 3 points for Tier B is any other Departmental Select Committee
<b>Membership of other Select (non-dept) Committees</b>	Number of membership positions held	3 points for membership of 3 or more committees 2 points for 2 or more committees 1 point for 1 committee
<b>Prior Political influence</b>	Nature of activity in politics e.g. researcher to MP prior to entering parliament.	This measure is subjective as MPs have undertaken a wide variety of activity prior to entering politics, however we have applied the following general categories: 5 points for having worked in a senior role for a cabinet level position or a leader of their party within the last 5 years 4 points for someone who has worked in a slightly more junior role but again for those in high profile roles 3 points awarded to former MP or a researcher for a front bencher 2 points for former MEPs and relations of politicians, either child, sibling or spouse of current or former frontline politicians 1 point is awarded to researchers or equivalent of back bench MPs.
<b>Speaker at Party conference fringe events</b>	Number of fringe events spoken at during the 2011 party conference season	Due to the variation between the parties we have created a different scale for each in relation to speaking at fringe events. This is based on the premise that there are more opportunities to speak at / and fewer possible speakers at Labour than there are at Conservative Party fringe events, and likewise at the Liberal Democrat Conference than at the Labour Party Conference.  Liberal Democrat Party: 4 points for 11 fringe events or more, 3 points for 5-10 fringe events, 2 points for 3-4 fringe events, 1 point for 1-2 fringe events  Labour Party: 4 points for 8 fringe events or more, 3 points for 5-7 fringe events, 2 points for 3-4 fringe events 1 point for 1-2 fringe events  Conservative Party: 4 points for 4 or more fringe events 3 points for 3 fringe events, 2 points for 2 fringe events 1 point for 1 fringe event
<b>Rebel votes</b>	Number of times voted against the majority of their party	This is the only negative score. Minus 1 point if rebel voted 6-14 times Minus 2 points if rebel voted 15 times or more

## Methodology

**Table 4 - Scoring on Media Activity:**

Measure	Detail	Notes on methodology
Media mentions	Combined count across all media	4 points for 200 or more mentions 3 points for 100-199 mentions 2 points for 60-99 mentions 1 point for 40-59 mentions NB. We only have data for the 50 MPs mentioned most often
Twitter followers	Number of twitter followers	3 points for 10,001 or more followers 2 points for 4,001 – 10,000 followers 1 point for 2,000 – 4,000 followers
Twitter mentions	Number of individual MP mentions	4 points for 4,000 or more mentions 3 points for 1,500 – 3,999 mentions 2 points for 1,000 – 1,499 mentions 1 point for 400 - 999 mentions
Appearances on Question Time	Number of appearances	5 points for an appearance
Facebook Presence	Combination of 'friends', 'likes' and 'group members'	3 points for 5,000 or more 2 points for 3,000 – 4,999 1 point for 1,000 – 2,999
Sexy MP rating	Ranking	2 points for place in top 50 1 point for place in 51 -100
Appearances on Any Questions	Number of appearances on Any Questions Radio 4	4 points for an appearance
Published articles	Articles published	3 points for multiple articles 1 point 1 article

### Making the two areas of activity relative

Across the two baskets of measures we have sought to create relative scoring for the measures e.g. prior political influence, which we believe has a significant bearing on the future of an MP, has been set alongside that of being an established and trusted party spokesperson undertaking an appearance on a programme such as Question Time.

**Table 5 – Relative measures and scoring**

Parliamentary Activity	Highest Score in category	Media Activity
Prior Political influence	5	Appearance on Question Time
Positions in parliament	4	Media mentions
Membership of Departmental Select Committees – Tier A	4	Twitter mentions
Speaker at Party Conference Fringe events	4	Appearances on Any Questions
Written questions	3	Twitter followers
Debates attended	3	Facebook presence
Membership of Non-Departmental Select Committees – Tier B	3	Published articles
Voting turnout	2	Sexy MP rating

## Methodology

### Rebel votes

In relation to each area of activity you can score a maximum of 28 points, so each area has been given the same weighting. However, given that we are interested in who will be the future political elite, we considered it important to add to the mix a factor that can substantially decrease your standing within your political party (whether they are in or out of government) - that of rebel voting. We have sought not to overweight this though and have thus given it a relatively low rating with a maximum score of -2. We considered adding comparative negative scoring in relation to media activity, but given that you can score highly in media activity regardless of the nature of the coverage received (positive or negative), we decided it inappropriate to do so.

### The combined data set

For each MP we have a combined score across all of the measures and can therefore provide a ranking of MPs on each measure, on parliamentary activity alone, on media activity alone as well as across the whole data set.

### Caveat on media categories

There is a discrepancy in the overall weight of the established media versus social media. Scoring top points in the three established media categories (mentions in articles published in the four broadsheet papers; appearances on Any Questions and Appearances on Questions Time would render a score of 12 whereas top scores in Twitter followers, Twitter mentions and Facebook presence would give a score of 10. This does produce a slight bias towards the established media.

Also we have ranked a single appearance on Any Questions and Question Time as an automatic 4 and 5 respectively, while the social media categories requires multiple occurrences. We feel this is a fair reflection of the influence level of the MP indicated by a party sanctioning their appearance on either of the two programmes versus the relative ubiquity of gaining followers, mentions and friends on social media.

## Methodology

### Additional research

We have examined a number of measures to develop an understanding about what influences are important and common to the star MPs. We looked at the universities attended (Oxbridge or non-Oxbridge) by examining MPs' biographies on their own websites, political party websites and Wikipedia.

To gauge the age at which "political consciousness" was triggered we took as guidance the age at which they first took a political job (paid or unpaid), became an elected official (e.g. local politics) or joined a research group or think-tank. Again, this information was compiled from the website sources listed above.

To gauge the "gestation" period we subtracted the date the MP first became "politically conscious" (the above event) from their election in 2010 to find the number of years they had been on the "radar screen" for the party. We divided this information into four categories of: less than 5 years, 5-7 years, 8-10 years and 11 plus years. We then tracked the age they were when they first became active politically and again divided this into four categories: 20-24, 25-30, 31-35 and 36 plus.

We also added into the mix how many General Elections they had contested.

### Tell us what you think

There are a number of issues that can be raised in relation to the data sets and their robustness (e.g. ideally we would have put this together with a snapshot of the data on one day ... and there are other issues I am sure you can think to raise) and our approach. However what we have set out here is a test approach and yes, we have had a bit of fun with it too including reflecting on book makers odds which are regularly changing.

We would be intrigued to hear what you think – are there other measures you think we should have added in? Do you agree with the scoring of the factors? What do you make of the relative weighting? We would be interested to hear any feedback, so please do tell us what you think.

Section 1

Section 2

Section 3

Section 4

Appendix 1

**Appendix 2**

Appendix 3

**Snapshot of top ranking MPs**





**Harriett Baldwin**

Conservative MP for  
Worcestershire West  
Member of the Work and  
Pensions Select Committee



**Stephen Barclay**

Conservative MP for  
Cambridgeshire North East  
Member of the Public  
Accounts Committee



**Nicola Blackwood**

Conservative MP for Oxford  
West & Abingdon  
Member of the Home  
Affairs Select Committee



**Nicholas Boles**

Conservative MP for  
Grantham & Stamford  
PPS to Nick Gibb, Minister  
of State for Schools, DfE



**Robert Buckland**

Conservative MP for  
Swindon South  
Member of the Justice  
Select Committee



**Damian Collins**

Conservative MP for  
Folkestone and Hythe  
Member of the Culture,  
Media and Sport Select  
Committee



**Zac Goldsmith**

Conservative MP for  
Richmond Park  
Member of the  
Environmental Audit  
Committee



**Robert Halfon**

Conservative MP for Harlow  
Member of the Public  
Administration Select  
Committee



**Matthew Hancock**

Conservative MP for Suffolk  
West  
Member of the Public  
Accounts Committee



**Margot James**

Conservative MP for  
Stourbridge  
Member of the Business,  
Innovation and Skills  
Committee



**Charlotte Leslie**

Conservative MP for Bristol  
North West  
Member of the Education  
Select Committee



**Paul Maynard**

Conservative MP for  
Blackpool North & Cleveleys  
Member of the Transport  
Select Committee



**Louise Mensch**

Conservative MP for Corby  
Previous MP  
Member of the Culture,  
Media and Sport Select  
Committee



**Penny Mordaunt**

Conservative MP for  
Portsmouth North  
Member of the Defence  
Select Committee



**Jesse Norman**

Conservative MP for  
Hereford & Herefordshire  
South  
Member of the Treasury  
Select Committee



**Priti Patel**

Conservative MP for  
Witham  
Member of the Members'  
Expenses Select Committee



**Claire Perry**

Conservative MP for  
Devizes  
Member of the Justice  
Select Committee



**Dominic Raab**

Conservative MP for Esher  
& Walton  
Member of the Joint  
Committee on Human  
Rights



**Julian Smith**

Conservative MP for  
Skipton & Ripon  
PPS to Alan Duncan,  
Minister of State, DfID



**Rory Stewart OBE**

Conservative MP for Penrith  
& the Border  
Member of the Foreign  
Affairs Committee



**Rushanara Ali**

Labour MP for Bethnal Green & Bow  
Shadow Minister for International Development



**Luciana Berger**

Labour MP for Liverpool Wavertree  
Shadow Minister for Climate Change



**Stella Creasy**

Labour MP for Walthamstow  
Shadow Minister for the Home Office



**Gloria De Piero**

Labour MP for Ashfield  
Shadow Minister for the Home Office



**Jack Dromey**

Labour MP for Birmingham Erdington  
Shadow Minister for Communities and Local Government



**Michael Dugher**

Labour MP for Barnsley East  
Shadow Minister for the Cabinet Office



**Tristram Hunt**

Labour MP for Stoke-on-Trent Central



**Christopher Leslie**

Labour MP for Nottingham East  
Shadow Financial Secretary to the Treasury



**Lisa Nandy**

Labour MP for Wigan  
Member of the Education Select Committee



**Rachel Reeves**

Labour MP for Leeds West  
Shadow Chief Secretary to the Treasury



**Stephen Twigg**

Labour MP for Liverpool West Derby  
Shadow Secretary of State for Education



**Chuka Umunna**

Labour MP for Streatham  
Shadow Secretary of State for Business, Innovation and Skills



**John Woodcock**

**Labour MP for Barrow & Furness**  
**Shadow Minister for Transport**



**Duncan Hames**

**Liberal Democrat MP for Chippenham**  
**PPS to Chris Huhne,**  
**Secretary of State for Energy & Climate Change**



**Julian Huppert**

**Liberal Democrat MP for Cambridge**  
**Member of the Home Affairs Select Committee**



**Caroline Lucas**

**Green Party MP for Brighton Pavilion**  
**Member of the Environmental Audit Committee**

**Labour**

**Lib Dem**  
**Green**

Section 1

Section 2

Section 3

Section 4

Appendix 1

Appendix 2

**Appendix 3**

**Full table of results**



## Full table of results

Name	Party	Constituency	Parliamentary Points	Media Points	Total Points
Chuka Umunna MP	Labour	Streatham	12	25	37
Dr Caroline Lucas MP	Green	Brighton Pavilion	8	26	34
Louise Mensch MP	Conservative	Corby	4	27	31
Rory Stewart MP	Conservative	Penrith & The Border	9	22	31
Matthew Hancock MP	Conservative	Suffolk West	18	10	28
Robert Halfon MP	Conservative	Harlow	16	11	27
Dr Jesse Norman MP	Conservative	Hereford & Herefordshire South	14	11	25
Luciana Berger MP	Labour	Liverpool Wavertree	13	11	24
Dominic Raab MP	Conservative	Esher & Walton	12	12	24
Rachel Reeves MP	Labour	Leeds West	11	13	24
Jack Dromey MP	Labour	Birmingham Erdington	13	10	23
Zac Goldsmith MP	Conservative	Richmond Park	9	12	21
Tristram Hunt MP	Labour	Stoke on Trent Central	4	17	21
Dr Julian Huppert MP	Liberal Democrat	Cambridge	13	6	19
Charlotte Leslie MP	Conservative	Bristol North West	10	9	19
Claire Perry MP	Conservative	Devizes	12	7	19
Gloria De Piero MP	Labour	Ashfield	4	14	18
Priti Patel MP	Conservative	Witham	10	8	18
Nick Boles MP	Conservative	Grantham & Stamford	11	6	17
Penny Mordaunt MP	Conservative	Portsmouth North	12	5	17
John Woodcock MP	Labour	Barrow & Furness	13	4	17
Duncan Hames MP	Liberal Democrat	Chippenham	12	4	16
Christopher Leslie MP	Labour	Nottingham East	13	3	16
Lisa Nandy MP	Labour	Wigan	9	7	16
Julian Smith MP	Conservative	Skipton & Ripon	13	2	16
Stephen Twigg MP	Labour	Liverpool West Derby	10	6	16
Rushanara Ali MP	Labour	Bethnal Green & Bow	9	6	15
Dr Stella Creasy MP	Labour	Walthamstow	8	7	15
Michael Dugher MP	Labour	Barnsley East	11	4	15
Margot James MP	Conservative	Stourbridge	8	7	15
Steve Barclay MP	Conservative	Cambridgeshire North East	13	1	14
Catherine McKinnell MP	Labour	Newcastle upon Tyne North	8	6	14
Jonathan Reynolds MP	Labour	Stalybridge & Hyde	11	2	14
Robert Buckland MP	Conservative	Swindon South	13		13
Thomas Docherty MP	Labour	Dunfermline & Fife West	11	2	13
Cathy Jamieson MP	Labour	Kilmarnock & Loudoun	11	2	13
Liz Kendall MP	Labour	Leicester West	9	4	13
Paul Maynard MP	Conservative	Blackpool North & Cleveleys	10	3	13
Tessa Munt MP	Liberal Democrat	Wells	11	2	13
Bridget Phillipson MP	Labour	Houghton & Sunderland South	9	4	13
Harriett Baldwin MP	Conservative	Worcestershire West	11	1	12
Nicola Blackwood MP	Conservative	Oxford West & Abingdon	10	2	12

Name	Party	Constituency	Parliamentary Points	Media Points	Total Points
Damian Collins MP	Conservative	Folkestone & Hythe	6	6	12
George Eustice MP	Conservative	Camborne & Redruth	10	2	12
John Glen MP	Conservative	Salisbury	11	1	12
Tom Greatrex MP	Labour	Rutherglen & Hamilton West	12		12
Chinyelu Onwurah MP	Labour	Newcastle upon Tyne Central	11	1	12
Emma Reynolds MP	Labour	Wolverhampton North East	7	5	12
Anna Soubry MP	Conservative	Broxtowe	5	7	12
Bob Stewart MP	Conservative	Beckenham	8	4	12
Chris Williamson MP	Labour	Derby North	7	5	12
Neil Carmichael MP	Conservative	Stroud	11		11
Tracey Crouch MP	Conservative	Chatham & Aylesford	9	2	11
Sajid Javid MP	Conservative	Bromsgrove	8	3	11
Nicky Morgan MP	Conservative	Loughborough	10		11
Toby Perkins MP	Labour	Chesterfield	8	3	11
Christopher Pincher MP	Conservative	Tamworth	11		11
Rehman Chishti MP	Conservative	Gillingham & Rainham	10		10
Dr Therese Coffey MP	Conservative	Suffolk Coastal	8	2	10
Andrew Griffiths MP	Conservative	Burton	9	1	10
Andrea Leadsom MP	Conservative	Northamptonshire South	9	1	10
Dr Gregg McClymont MP	Labour	Cumbernauld, Kilsyth & Kirkintilloch East	10		10
Mark Menzies MP	Conservative	Fylde	10		10
Amber Rudd MP	Conservative	Hastings & Rye	5	5	10
Chris Skidmore MP	Conservative	Kingswood	6	4	10
Liz Truss MP	Conservative	Norfolk South West	6	4	10
Dr Sarah Wollaston MP	Conservative	Totnes	5	5	10
Tom Blenkinsop MP	Labour	Middlesbrough South & Cleveland East	8	1	9
Andrew Bridgen MP	Conservative	Leicestershire North West	6	3	9
Aiden Burley MP	Conservative	Cannock Chase	7	2	9
Nic Dakin MP	Labour	Scunthorpe	9		9
Charlie Elphicke MP	Conservative	Dover	7	2	9
Stephen Gilbert MP	Liberal Democrat	St Austell & Newquay	8	1	9
Helen Grant MP	Conservative	Maidstone & the Weald	7	2	9
Ben Gummer MP	Conservative	Ipswich	7	2	9
Jo Johnson MP	Conservative	Orpington	7	2	9
Brandon Lewis MP	Conservative	Great Yarmouth	9		9
Justin Tomlinson MP	Conservative	Swindon North	8	1	9
Valerie Vaz MP	Labour	Walsall South	9		9
Nadhim Zahawi MP	Conservative	Stratford-on-Avon	8	1	9
Jake Berry MP	Conservative	Rossendale & Darwen	6	2	8
Conor Burns MP	Conservative	Bournemouth West	8		8
Simon Danczuk MP	Labour	Rochdale	4	4	8

Name	Party	Constituency	Parliamentary Points	Media Points	Total Points
Bill Esterson MP	Labour	Sefton Central	8		8
Chris Evans MP	Labour	Islwyn	4	4	8
Sam Gyimah MP	Conservative	Surrey East	5	3	8
Chris Heaton-Harris MP	Conservative	Daventry	8		8
Damian Hinds MP	Conservative	Hampshire East	8		8
Andrew Jones MP	Conservative	Harrogate & Knaresborough	7	1	8
Simon Kirby MP	Conservative	Brighton Kemptown	8		8
Dr Kwasi Kwarteng MP	Conservative	Spelthorne	5	3	8
Dr Phillip Lee MP	Conservative	Bracknell	7	1	8
Mary Macleod MP	Conservative	Brentford & Isleworth	6	2	8
Esther McVey MP	Conservative	Wirral West	6	2	8
Grahame Morris MP	Labour	Easington	6	1	8
Jacob Rees-Mogg MP	Conservative	Somerset North East	4	4	8
Alec Shelbrooke MP	Conservative	Elmet & Rothwell	6	2	8
Gavin Shaker MP	Labour	Luton South	7	1	8
Owen Smith MP	Labour	Pontypridd	4	4	8
James Wharton MP	Conservative	Stockton South	6	2	8
Debbie Abrahams MP	Labour	Oldham East & Saddleworth	5	2	7
Steve Baker MP	Conservative	Wycombe	5	2	7
Angie Bray MP	Conservative	Ealing Central & Acton	7		7
Dan Byles MP	Conservative	Warwickshire North	5	2	7
Alun Cairns MP	Conservative	Vale of Glamorgan	6	1	7
Nick de Bois MP	Conservative	Enfield North	6	1	7
Gemma Doyle MP	Labour	Dunbartonshire West	5	2	7
Jonathan Edwards MP	Plaid Cymru	Carmarthen East & Dinefwr	7		7
George Freeman MP	Conservative	Norfolk Mid	7		7
Mark Garnier MP	Conservative	Wyre Forest	7		7
Kate Green MP	Labour	Stretford & Urmston	5	2	7
Lillian Greenwood MP	Labour	Nottingham South	6	1	7
Ian Lavery MP	Labour	Wansbeck	7		7
Jeremy Lefroy MP	Conservative	Stafford	7		7
Naomi Long MP	Alliance Party	Belfast East	6	1	7
Alison McGovern MP	Labour	Wirral South	6	1	7
Ian Mearns MP	Labour	Gateshead	7		7
James Morris MP	Conservative	Halesowen & Rowley Regis	6	1	7
David Mowat MP	Conservative	Warrington South	7		7
Neil Parish MP	Conservative	Tiverton & Honiton	7		7
Mark Reckless MP	Conservative	Rochester & Strood	4	3	7
David Rutley MP	Conservative	Macclesfield	7		7
Laura Sandys MP	Conservative	Thanet South	7		7
Alok Sharma MP	Conservative	Reading West	7		7

Name	Party	Constituency	Parliamentary Points	Media Points	Total Points
Henry Smith MP	Conservative	Crawley	5	2	7
Nick Smith MP	Labour	Blaenau Gwent	7		7
Robin Walker MP	Conservative	Worcester	7		7
Heather Wheeler MP	Conservative	Derbyshire South	7		7
Nigel Adams MP	Conservative	Selby & Ainsty	6		6
Gavin Barwell MP	Conservative	Croydon Central	6		6
Guto Bebb MP	Conservative	Aberconwy	6		6
Bob Blackman MP	Conservative	Harrow East	6		6
Fiona Bruce MP	Conservative	Congleton	6		6
Mike Crockart MP	Liberal Democrat	Edinburgh West	5	1	6
Margaret Curran MP	Labour	Glasgow East	7		6
Jackie Doyle-Price MP	Conservative	Thurrock	6		6
Jonathan Evans MP	Conservative	Cardiff North	6		6
Richard Fuller MP	Conservative	Bedford	5	1	6
Patricia Glass MP	Labour	Durham North West	6		6
Richard Graham MP	Conservative	Gloucester	6		6
Rebecca Harris MP	Conservative	Castle Point	2	4	6
George Hollingbery MP	Conservative	Meon Valley	6		6
Dan Jarvis MBE MP	Labour	Barnsley Central	4	2	6
Graham Jones MP	Labour	Hyndburn	5	1	6
Marcus Jones MP	Conservative	Nuneaton	6		6
Jessica Lee MP	Conservative	Erewash	6		6
Shabana Mahmood MP	Labour	Birmingham Ladywood	6		6
David Morris MP	Conservative	Morecambe & Lunesdale	5	1	6
Ian Murray MP	Labour	Edinburgh South	6		6
Pamela Nash MP	Labour	Aidrie & Shotts	3	3	6
Caroline Nokes MP	Conservative	Romsey & Southampton North	4	2	6
Dr Daniel Poulter MP	Conservative	Suffolk Central & Ipswich North	6		6
Yasmin Qureshi MP	Labour	Bolton South East	6		6
Anas Sarwar MP	Labour	Glasgow Central	6		6
Andrew Stephenson MP	Conservative	Pendle	5	1	6
Iain Stewart MP	Conservative	Milton Keynes South	6		6
Mel Stride MP	Conservative	Devon Central	6		6
Ian Swales MP	Liberal Democrat	Redcar	6		6
Karl Turner MP	Labour	Hull East	5	1	6
Mike Weatherley MP	Conservative	Hove	5	1	6
Dr Eilidh Whiteford MP	Scottish Nationalist	Banff & Buchan	4	2	6
Gavin Williamson MP	Conservative	Staffordshire South	6		6
Heidi Alexander MP	Labour	Lewisham East	4	1	5
Gordon Birtwistle MP	Liberal Democrat	Burnley	5		5
Karen Bradley MP	Conservative	Staffordshire Moorlands	5		5
Oliver Colville MP	Conservative	Plymouth Sutton & Devonport	5		5

Name	Party	Constituency	Parliamentary Points	Media Points	Total Points
John Cryer MP	Labour	Leyton & Wanstead	5		5
Glyn Davies MP	Conservative	Montgomeryshire	5		5
Lorraine Fullbrook MP	Conservative	South Ribble	5		5
Simon Hart MP	Conservative	Carmarthen West & Pembrokeshire South	4	1	5
Julie Hilling MP	Labour	Bolton West	5		5
Chris Kelly MP	Conservative	Dudley South	2	3	5
Karen Lumley MP	Conservative	Redditch	5		5
Stephen McPartland MP	Conservative	Stevenage	5		5
Stephen Metcalfe MP	Conservative	Basildon South & Thurrock East	5		5
Mark Pawsey MP	Conservative	Rugby	5		5
Teresa Pearce MP	Labour	Erith & Thamesmead	5		5
Stephen Phillips MP	Conservative	Sleaford & North Hykeham	5		5
Steve Rotheram MP	Labour	Liverpool Walton	4	1	5
Jim Shannon MP	Democratic Unionist Party	Strangford	5		5
Julian Sturdy MP	Conservative	York Outer	5		5
Stuart Andrew MP	Conservative	Pudsey	4		4
Steve Brine MP	Conservative	Winchester	2	2	4
Geraint Davies MP	Labour	Swansea West	4		4
Richard Drax MP	Conservative	Dorset South	2	2	4
Michael Ellis MP	Conservative	Northampton North	4		4
Mike Freer MP	Conservative	Finchley & Golders Green	4		4
Richard Harrington MP	Conservative	Watford	4		4
Stephen Lloyd MP	Liberal Democrat	Eastbourne	4		4
Sarah Newton MP	Conservative	Truro & Falmouth	4		4
Fiona O'Donnell MP	Labour	East Lothian	4		4
Matthew Offord MP	Conservative	Hendon	3	1	4
Eric Ollerenshaw MP	Conservative	Lancaster & Fleetwood	4		4
Andrew Percy MP	Conservative	Brigg & Goole	4		4
Paul Uppal MP	Conservative	Wolverhampton South West	4		4
David Ward MP	Liberal Democrat	Bradford East	2	2	4
Craig Whittaker MP	Conservative	Calder Valley	4		4
Simon Wright MP	Liberal Democrat	Norwich South	4		4
Peter Aldous MP	Conservative	Waveney	3		3
Andrew Bingham MP	Conservative	High Peak	3		3
Paul Blomfield MP	Labour	Sheffield Central	3		3
Jenny Chapman MP	Labour	Darlington	2	1	3
Caroline Dinéage MP	Conservative	Gosport	1	2	3
Julie Elliott MP	Labour	Sunderland Central	3		3
Jane Ellison MP	Conservative	Battersea	3		3
Graham Evans MP	Conservative	Weaver Vale	3		3
Yvonne Fovargue MP	Labour	Makerfield	3		3
Mary Glendon MP	Labour	Tyneside North	3		3

Name	Party	Constituency	Parliamentary Points	Media Points	Total Points
Gareth Johnson MP	Conservative	Dartford	3		3
Susan Elan Jones MP	Labour	Clwyd South		1	3
Pauline Latham OBE MP	Conservative	Derbyshire Mid	3		3
Jack Lopresti MP	Conservative	Filton & Bradley Stoke	3		3
Michael McCann MP	Labour	East Kilbride, Strathaven & Lesmahagow	3		3
Nigel Mills MP	Conservative	Amber Valley	3		3
Anne-Marie Morris MP	Conservative	Newton Abbott	3		3
Stephen Mosley MP	Conservative	Chester, City of	3		3
David Nuttall MP	Conservative	Bury North	3		3
Margaret Richie MP	SDLP	Down South	2	1	3
John Stevenson MP	Conservative	Carlisle	3		3
Sheila Gilmore MP	Labour	Edinburgh East	2		2
Kris Hopkins MP	Conservative	Keighley	2		2
Jason McCartney MP	Conservative	Colne Valley	2		2
Karl McCartney MP	Conservative	Lincoln	2		2
Ian McKenzie MP	Labour	Inverclyde			2
Graeme Morrice MP	Labour	Livingston	2		2
Sheryll Murray MP	Conservative	Cornwall South East	2		2
Ian Paisley Jr MP	Democratic Unionist Party	Antrim North	2		2
Mark Spencer MP	Conservative	Sherwood	2		2
Alex Cunningham MP	Labour	Stockton North	1		1
Gordon Henderson MP	Conservative	Sittingbourne & Sheppey	1		1
Jonathan Lord MP	Conservative	Woking	1		1
Paul Maskey MP	Sinn Fein	West Belfast	1		1
Guy Opperman MP	Conservative	Hexham		1	1
Chris White MP	Conservative	Warwick & Leamington		1	1
Simon Reeve MP	Conservative	Dewsbury	-1		-1
Martin Vickers MP	Conservative	Cleethorpes			

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