

MINUTES OF THE STRATEGY GROUPSIXTH MEETING: MONDAY 27th OCTOBER 1986

Present: Prime Minister (in the Chair)
Lord President
Home Secretary
Chancellor of the Exchequer
Party Chairman
Chief Whip

Also present: Mr Alison
Professor Griffiths
Mr Sherbourne
Mr Harris (secretary)

Apologies: Foreign Secretary

1. Forward Political Diary

DH

The Strategy Group discussed how best to respond to political events over the next fortnight. The Home Secretary would consider how best to publicise the Public Order Bill at the end of the Session.

2. Queen's Speech and Autumn Statement

SS

The Strategy Group discussed how best to keep up the momentum created by announcements at the Party Conference. It was agreed that Ministers should be urged to publicise progress in fulfilling the objectives of their 'Next Move Forward'. They should also seek to identify further forward looking policies within their Departments to which they could give publicity.

NL/SS/RH

It was agreed that a special effort should be made to highlight the forward looking elements within the Autumn Statement and the Queen's Speech. Departments' press releases should be encouraged to reflect this. MPs would receive concise, persuasive briefing giving key points to make on radio, television and in the press.

RH/CR
28/10/86

C O N F I D E N T I A L

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AGENDA FOR STRATEGY GROUP MEETING ON MONDAY 27th OCTOBER 1986

12 MIDDAY

1. Forward looking political diary
for the next two weeks
2. The Queen's Speech and maintaining the
momentum of 'The Next Move Forward'
3. The Labour Party and its new public
relations.

SS

C O N F I D E N T I A L

NOTE FROM STEPHEN SHERBOURNE ON THE STRATEGY GROUP MEETING
FOR MONDAY 27th OCTOBER 1986

Item 2. The following steps could be taken to maintain the momentum on the next move forward.

1. During the Queen's Speech Debate, Ministers should not confine themselves to legislative plans but talk of their other plans.
2. Ministers could be asked to take a further trawl of their departments for new "plums" (it was interesting what pressure from the Chairman managed to produce for the Party Conference)
3. As we know from our own research in health and education, information is more effective when expressed in local terms so people can identify with it. How can we get more local campaigns?

Item 3. In dealing specifically with Labour the following points are relevant.

1. The need to play upon fears especially those arising from Socialism in action in Labour local authorities.
2. How there will be an increase in the next Parliament of extreme left wingers (a point which should be made by the Chairman and other ministers and not by the Prime Minister).
3. Again the need to explain things in personal terms eg. £28 billion figure is not enough: it should always be explained as £x per week more in income tax to be taken out of the pay packet for an average man etc.
4. We must be conscious of timing in our campaign against Labour: which arguments to use now in order to get them into people's minds, and which to keep in reserve for nearer the election

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STEPHEN SHERBOURNE

24.10.86

PRIME MINISTER


Strategy Group

The Strategy Group meets next Monday, 27th October at 12.00. I have consulted both Brian Griffiths and Robin Harris. We think the Group might usefully discuss the following:

1. A forward look at events in the coming two weeks based on the note prepared by Bernard Ingham.
2. The Queen's Speech and the need to maintain the momentum of "The next move forward". Because the Queen's Speech is concerned with legislation, it is important that all the other forward programmes of the government are effectively publicised. This concerns both Ministers' speeches in the House of Commons debates and the publicity which Ministers and Departments need to continue to give to their programmes. Are there any more plums which Departments should be plucking from their forward programmes which have been overlooked?
3. The Labour Party and Kinnock are doing their best with glossy publicity to disguise their real intentions. How do we best tackle this?
4. Bias in the BBC. Brian Griffiths believes it will be well worthwhile having a discussion in this group because of the sensitivity of the subject and the need to handle it effectively. Brian would do you a note for the weekend on this. (However, I would not put this on the formal agenda of the meeting as I would not want this to leak in any way.)

I therefore attached a draft agenda for Monday's meeting.

Are you happy with this?


STEPHEN SHERBOURNE

23rd October 1986



Nichols Home Conference

Boys

Carry over Notion.

Autumn Statement

Look what you've got

M 25

the about what they are doing

Gen. P. K. H. S.

the Proposals

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AGENDA FOR STRATEGY GROUP MEETING ON MONDAY 27th OCTOBER 1986

12 noon

1. Forward looking political diary for the next two weeks FLAG A
2. The Queen's speech and maintaining the momentum of 'The Next Move Forward'
3. (The Labour Party and its new public relations)
4. BBC (Brian Griffiths paper) FLAG B
5. Planning for Election
6. DTI Report on the Regions
7. R.S.G.

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AGENDA FOR STRATEGY GROUP MEETING ON MONDAY 27th OCTOBER 1986

12 MIDDAY

1. Forward looking political diary for the next two weeks
2. The Queen's Speech and maintaining the momentum of 'The Next Move Forward'
3. The Labour Party and its new public relations.

4. Brian Griffiths memo.

5. Planning for Election.

6. Review DII document

SS

7. R.S.G.