

MEETING WITH THE CHAIRMAN OF THE PARTY ON MONDAY 9th MARCH 1987

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You wanted to raise with the Chairman certain matters. I list these below and one or two others also.

- Administrative*  
1. The need to establish an election planning committee.  
Purpose : to put into place all the mechanics necessary for the War Book to be fully functioning.  
Chairman of this committee to be Peter Morrison in order to leave the Chairman free for strategic political thinking.  
Propose that the Strategy Group meets only alternate Monday's and that a political committee meets in its place every other Monday or as regularly as the diary permits. This would comprise the Prime Minister, Chairman, Peter Morrison, Stephen Sherbourne plus anybody the committee wished to invite for a particular meeting.
2. Christine Wall: All the details are agreed between both sides. It is hoped that Christine will join Central Office in the middle of April.
3. Follow up action to set in position people required for the campaign itself (see Chairman's note - Flag A) but as you will see, some of this is already well in hand.
4. The need to prepare a 8 to 10 minute video of the Prime Minister for use during the election (see Central Office letter - Flag B)

SS

STEPHEN SHERBOURNE

6.3.87



## Conservative Central Office

32 Smith Square Westminster SW1P 3HH  
Tel. 01-222 9000 Telex 8814563

From:  
THE CHAIRMAN OF THE PARTY  
Rt. Hon. Norman Tebbit MP

NT/VCS

6 March 1987

SECRET

To The Prime Minister

I would suggest that it is perhaps timely to begin finalising the various individuals who will play significant roles during the General Election campaign. We discussed this matter in January, and I think we arrived at the following suggestions.

Questions of Policy:

Lord Whitelaw (in Chair)  
Lord Belstead  
~~Michael Portillo~~ MP  
Lady Young  
The Hon Peter Brooke MP  
~~Katharine Ramsay~~  
Elizabeth Buchanan (Secretary)

P.M.  
This has already been  
set up with a slightly  
different membership:  
+ Brian Griffiths  
+ Christine Pratt  
+ Peter Cropper.

Prime Minister's Correspondence:

Sir Philip Holland MP <sup>\*</sup> (in charge)  
Mrs Philip Holland  
Guy Esnouf (currently in charge of Chairman's correspondence)  
Chris Butler  
Beryl Goldsmith  
Other House of Commons secretaries

S.S.  
6/3.

Press Article Drafting Team:

Mrs Sally Oppenheim MP <sup>\*</sup> (in charge)  
(writers who have been contacted and who are willing to help on the team include Rod Tyler, Bruce Anderson, Chris Patten MP)

\* We are arranging for you to see  
Philip Holland and Sally Oppenheim  
soon, I hope next week. S.S.

SECRET

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PM's Speech Writing:

Sir Ronald Millar  
John O'Sullivan  
Stephen Sherbourne (travelling)  
John Whittingdale (travelling)

These are the names we discussed in January. If they are still acceptable to you, someone needs to contact them to obtain their agreement. I have also had an offer of help from John Langford-Holt, who I think could be useful. Perhaps we could discuss how best to proceed on this at our meeting on Monday.

NT

P.S. You may also wish to consider what roles might be played by Cecil Parkinson and Leon Brittan and Michael Heseltine - if any.

NT



## Conservative Central Office

32 Smith Square Westminster SW1P 3HH  
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From:  
MICHAEL DOBBS  
Chief of Staff

3rd March 1987

*Jean Stephen,*

*Question:  
how will  
it be  
used?*

We are proposing to prepare an 8-10 minute video of the Prime Minister for use during the election.

It would not be a traditional Party Political Broadcast type of video, but a much more emotional approach, emphasising the Prime Minister's image as a highly successful statesman at home and abroad, but also emphasising her human and caring side. It would have a very forward-looking message. We are trying to get Andrew Lloyd Webber to agree to compose some special music for it.

The tape would be used at a variety of election situations, such as for display on large video screens before the Prime Minister's entry at an election rally. Clearly much of the material would be very useful for use in Party election broadcasts.

The video would be based on a variety of different sources of footage. We are already shooting footage ourselves on some of the Prime Minister's regional tours and we have available to us extensive library material. However, there are three particular areas where we would need to shoot very special high quality footage which would be required in order to lift the video above the normal quality:

1. We need informal shots of the Prime Minister relaxing with people (not necessarily politicians) and on her own, particularly inside No. 10. We would need to try to plan a day of the Prime Minister's itinerary which had sufficient variety to satisfy these requirements and to allow our camera totally exclusive access to some of her more private moments. This would inevitably be a considerable demand on the Prime Minister, as we would be asking her to change her seating position, change her wardrobe and so on throughout the day. It would therefore need

very careful planning to ensure that her time was not wasted.

2. Footage of the Prime Minister outside of No. 10 but in less hectic circumstances than when she goes on a regional tour. Unfortunately on regional tours we are competing with news cameramen, onlookers and the clock, and although we have useful footage it will not be of the absolute first quality which we require. We therefore need to see if she has suitable days outside of No. 10 scheduled in her diary.
3. We must consider sending a camera crew with her to Moscow, as we did with the Williamsburg summit in 1983.

This would be the first time that such a project has been carried out and it must be of top quality. I am therefore writing to ask you to secure the Prime Minister's agreement and co-operation to this project. We hope she will find it as exciting as we do.

*Best wishes,*

*Michael.*

Stephen Sherbourne Esq  
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