

AP
File on Chairman For

CONFIDENTIAL & PERSONAL

PRIME MINISTER

from Prof. Frith

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Chairmanship of the Party

The press are at present doing their best to provoke controversy over the appointment of the next Party Chairman. Even if your decision is to postpone making this appointment for say 3 or 6 months, it would help if it were to be announced. Otherwise our image as an effective government, with good team players at Cabinet level, will be undermined by the seemingly constant bickering which is taking place.

The Substantial Issue

The next Chairman faces two important challenges:

- first he needs to build an efficient organisation, especially in dealing with the media. I get the clear impression, especially from television journalists, that the image of Central Office is one of a laager mentality backed up by a rather haphazard organisation - just the opposite in other words of your own image;
- second, he needs to start using the Party organisation to win active support for what the government is doing in Parliament.

Take for example education. We shall soon publish a complex Bill which will be opposed by most of the professionals

of the education establishment. Yet for our education proposals to succeed we need to:

- (a) mobilise the right kind of people to come forward as school governors and then ensure that they are equipped to do the job;
- (b) inform parents nationwide about their rights to greater choice, opting-out and the national curriculum their children should be taught;
- (c) supply them with do-it-yourself packages of literature so that they then know how to go about opting-out, be sure that the national curriculum is taught in their schools etc, and
- (d) use MPs and sympathetic local councillors as a sales force in selling these new products.

While a campaign organised by the Daily Mail will be of enormous benefit, this should work alongside Central Office making use in particular of the Party's regional organisation.

Education however is just one area in which Central Office could mobilise a national campaign. There are a number of others.

The Choice

An important, if not the overriding criterion in choosing a new Chairman is a person who can perform these tasks really well. The key requirements are enterprise, leadership and an appreciation of management skills.

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