

Stephen

For information.
Christine

Chairman

YOUR APPOINTMENT

You will have much to do and think about between now and your press conference. You may find the attached notes and Q & A helpful.

I would recommend you talk to no media this evening.

I suggest your press conference is held with just you and Mr Morrison on the top table.

I think the most sensible way forward to cope with the demands of the broadcasting media is to do 4 interviews immediately after the press conference (BBC TV, BBC Radio, ITN, IRN). After these 'essential' 4, I suggest you make yourself available to others if you have the time. (eg. Breakfast Time, Channel 4 etc.)

Perhaps we could discuss subsequent presentational priorities and tactics when you have had time to get your feet under the table.

Christine Wall

Christine Wall
2 November

Chairman

EARLY EVENING MEDIA REACTION

No great surprises. Prime Minister has gone for safe, non-controversial, compromise appointment.

You are well-liked and respected in the Party. An 'avuncular' figure.

You have been known to speak your mind but it remains to be seen if you are tough enough to execute the changes needed at Central Office.

However, most commentators say you will be a 'stop-gap' appointment for two years at the most until Lord Young (still seen as the favourite) takes over.

Christine Wall
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P.S. Mr Tebbit has just given 2 interviews in which he has said:

1. He hopes you will take note of the changes he has already set in motion
2. He said you were a "safe pair of hands" who would go down well with the Party.
3. He wished you well.

Opening remarks - Suggested speaking notes

1. Tribute to Mr Tebbit
2. Looking forward to the challenge of the new role
3. Vision for new role

After historic third election victory the Party is in an even politically stronger position. The Prime Minister and the Government have avoided becoming boring or running out of steam. One only has to look at the tremendously successful Blackpool Party Conference.

But there is much to do and the agenda is a full and exciting one. Since the Conservative Government came to power in 1979 there has been a massive turn-round in the nation's wealth, individual prosperity and freedom and the country's standing in the world.

You want to make sure Conservatives get the credit they deserve for their policies.

You want to bring a fresh enthusiasum into local politics.

Above all, you want to lay the foundations now on which to build a fourth consecutive Conservative victory. Elections are not won over night.

Conservative radicalism is with us and must stay because it is good for the individual; good for the family; good for industry and commerce and good for the country. It is power with responsibility.

4. Too early to talk about specific plans
5. Want to listen and get to know Party grass roots
6. Want to identify X priority areas (including inner cities)

CW

Chairman's Appointment Q & A

Why did you take the job?

What do you hope to achieve?

How much time will you spend at Central Office?

Will you appoint a Chief Executive?

Will you be paid?

Will you have to release any potentially conflicting interests?

Do you feel the "caretaker" choice rather than the Chairman to take the Party to the next election?

Do you feel CCO needs a massive management overhaul and has the PM asked you to make the necessary changes?

Do you feel CCO should move from Smith Square?

With Lord McAlpine convalescing for ^{the} immediate future, do you think you will be able to raise the necessary funds for CCO to get out of debt?

Do you anticipate any immediate changes to key staff?