

*Confidential File*

*Margaret Thatcher Main of International Relations*

*PRIME MINISTER*

*June 1988*

Referred to	Date	Referred to	Date	Referred to	Date	Referred to	Date
<i>25.6.88</i>							
<i>PREM 19/2399</i>							

FEB. 6.  
B.H.

MR. WICKS

We spoke about this.

Perhaps we could have a word when you have had a look at the past papers.

JFW  
7

JOHN WHITTINGDALE

23.6.88

Mr Whittingdale,

I have discussed with Sir Robin Butler  
We both agree that there is no room for us  
to advise still this project should not  
proceed. I still think that it would be  
proud if the P.N. had seen academic  
knowledgeable on this matter (only after  
had interest. His first steps: I suggest  
1. The Satchell Bros come along will

written concrete proposals, and  
ii collateral for the student that  
this will be well received in  
Cambridge. We don't want another  
Oxford!

N.C.U.

24.6

SAATCHI & SAATCHI COMPANY PLC.

15 LOWER REGENT STREET, LONDON SW1Y 4LR. TEL. 01-930 2161.  
TELEX: 8950391, TELEFAX: 01-839 4517.

PERSONAL AND CONFIDENTIAL

17 June 1988

Rt Hon Mrs Margaret Thatcher MP  
The Prime Minister  
10 Downing Street  
LONDON SW1

*Dear Prime Minister,*

When we resigned from the Conservative Party advertising account last year, I mentioned that Charles and I would very much like to mark our long relationship with some significant academic honour which would be established in your name.

Since then, we have been pursuing the matter. We regarded only three institutions as being of sufficient stature for such a project - Oxford University, LSE and Cambridge University. Oxford we would not consider because of their past approach to such matters, and Sir John Sparrow at LSE, although highly supportive of the venture, concluded that the internal approval procedures at LSE were such that he could not guarantee confidentiality while discussions were underway.

As a result, we have been pursuing discussions with Cambridge University. In order to come to you with a reasonably specific proposal rather than just a general idea, we have taken the liberty of discussing with the University the idea of creating the "Margaret Thatcher Chair of International Relations", a prestigious professorship within the University which would be held on an annual basis by an eminent person of worldwide reputation.

This proposal has been discussed with Dr Henry Chadwick, (Master of Peterhouse), Sir Harry Hinsley (Master of St John's), Richard Langhorne (Fellow of St John's and mainspring of the International Relations faculty), and James Wright (Secretary of Faculties). The Vice Chancellor has been told of the nature of the discussions.

SAATCHI & SAATCHI COMPANY PLC.

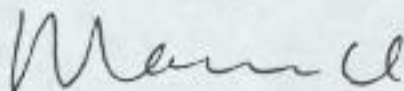
15 LOWER REGENT STREET, LONDON SW1Y 4LR. TEL: 01-930 2161.  
TELEX: 8950391. TELEFAX: 01-839 4517.

Following a meeting last week, this group of key academics whole-heartedly welcomed the proposal and promised their best endeavours to ensure that the project, if it comes to fruition, would be well received within the University.

Clearly the time has come to seek your suggestions and, hopefully, approval.

If you think this proposal is worth pursuing, we would need to obtain your guidance on several matters. Would it be sensible to meet to discuss them? Please let me know what you would prefer.

Charles and I remain, as always, your most enthusiastic supporters.



Maurice Saatchi  
Chairman

CONFIDENTIAL

Prime Minutes

MR. WICKS

Thank you - I will  
so advise the Chairman  
not

I suggest that  
you ask Brian Griffiths  
to check that the  
arrangements for the scholarship  
are usual.

Your minute of 12 October.

I can see no objection on grounds of propriety to the suggestion  
that Saatchi and Saatchi should endow at the London School of  
Economics an international enterprise scholarship named for the  
Prime Minister. I agree with you that it would be prudent to  
ensure that the terms and conditions of the scholarship complied  
with normal arrangements for scholarships of the kind and  
could give no occasion for criticism or carping comment;  
no doubt Professor Griffiths is well qualified to advise on  
that.

N.C.W.  
16.10

RA

SIR ROBERT ARMSTRONG

15 October 1987

CONFIDENTIAL



10 DOWNING STREET

LONDON SW1A 2AA

*From the Principal Private Secretary*

SIR ROBERT ARMSTRONG

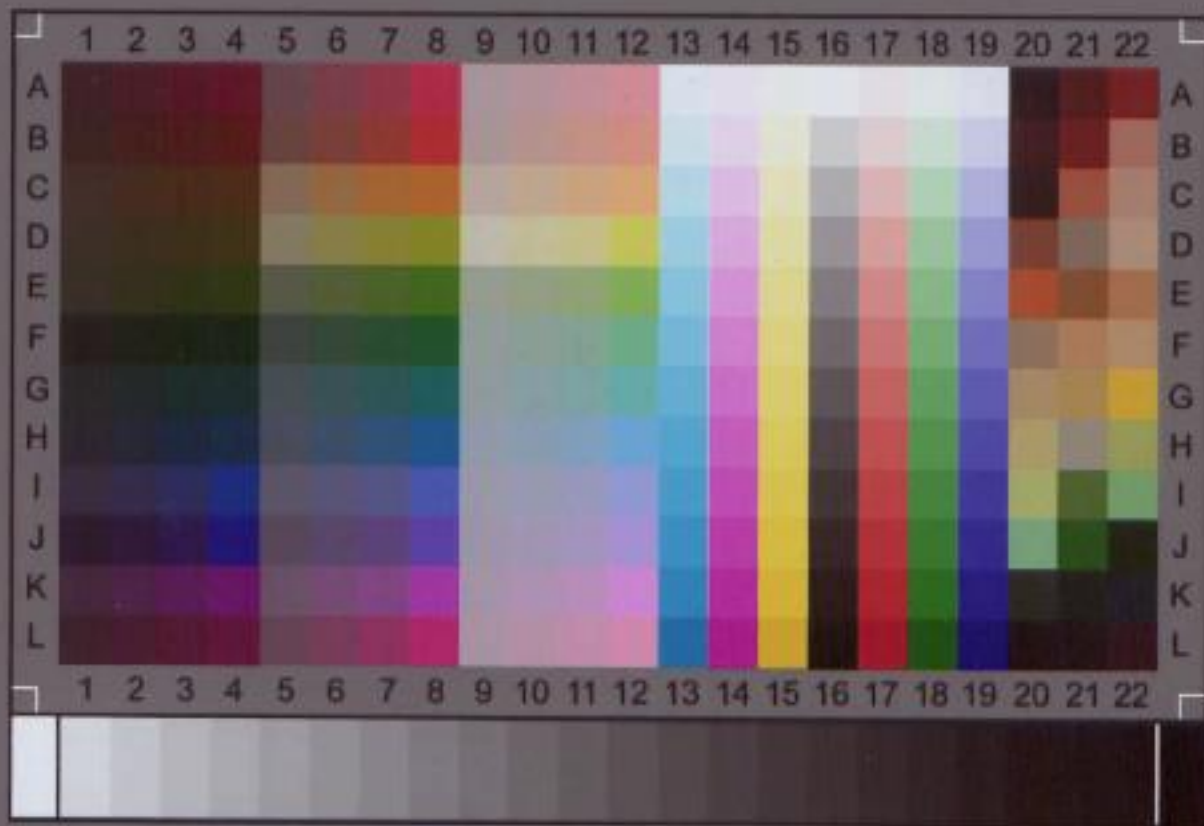
The Prime Minister would welcome advice on the suggestion that Saatchi and Saatchi should inaugurate an international enterprise scholarship at the London School of Economics which would be awarded annually in her name.

I can see no objection on the grounds of propriety to the suggestion, though I think that it might be prudent if someone was to ensure that the conditions for the establishment of this scholarship reflected what was normal in these circumstances in the academic world. Professor Griffiths, Head of the Prime Minister's Policy Unit, would be well placed to provide such advice.

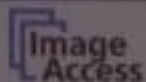
Subject to your views, I suggest that the Prime Minister should express her acceptance to Saatchi and Saatchi that a scholarship should be awarded in her name. I should be grateful for your views.

N. L. W.

N. L. WICKS  
12 October 1987



IT8.7/2-1993  
2009.02



IT-8 Target

Printed on Kodak Professional Paper

Charge: R090212