



10 DOWNING STREET

PRIME MINISTER

pk

THE RESOLVE APPROACH

1. FEEDT MOUNT CAMMS  
IMROVE ON THIS.

2. WE HAVE THEREFORE  
SETTLED FOR THIS  
SLOGAN.

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- 1/2

7/9/1982



# Conservative and Unionist Central Office

Slogan

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

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*Chairman of the Party:* THE RT HON CECIL PARKINSON MP

*Deputy Chairman:* THE HON R. ALISTAIR McALPINE

*Vice Chairmen:* LORD MARSHALL OF LEEDS  
SIR ANTHONY ROYLE KCMG MP  
MICHAEL SPICER MP  
THE RT HON THE BARONESS YOUNG

CL/sg

Ian Gow, Esq., MP  
10 Downing Street,  
London SW1

1st September 1982

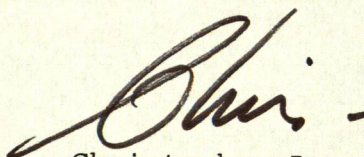
Dear Ian,

Thank you for the Diary of Important Events to which we will have to add news items that can be planned ahead.

Thank you also for passing on the invitation to attend the Liaison Committee Meetings - I look forward to those.

With regard to the slogan for the Conference, the National Union has approved "The Right Approach" and that will be used down in Brighton. Thank you for your help on this matter.

Yours sincerely,



Christopher Lawson  
Director of Marketing



Prime Minister

PARTY CONFERENCE - SLOGAN

1. Herewith letter dated 10th August from Russell Sanderson.
2. I replied to his letter saying that I would discuss the matter with Cecil on his return to London next week.
3. However, I saw Chris Lawson (the Director of Marketing) last evening, and he explained that a decision about this must be taken before the end of the week. He also confirmed that the National Union feels, most strongly, that there should be a slogan.
4. I do not think that this is of overwhelming importance. You will remember that two suggestions have been made:-
  - (a) "In Defence of Values" (which we liked, but which you rejected)
  - (b) "Leading the Way" (suggested by the National Union).
5. Could you please let me know whether you would like to have a slogan, or whether we should simply have "The Conservative Party" or "The Conservative & Unionist Party"?

6. PLEASE THINK AGAIN ABOUT 4 (a)!

Why don't we return  
to 'The Right Approach'  
or 'The Resolute Approach' IAN GOW

24.8.82

cc. The Rt Hon Cecil Parkinson MP  
Chris Lawson Esq

? me Any good?



# The National Union of Conservative and Unionist Associations

32 Smith Square Westminster SW1P 3HH Telephone 01-222 9000 Telegrams Constitute London SW1

President: SIR JOHN TAYLOR, OBE, TD, JP, DL  
Chairman: F. DONALD WALTERS  
Vice-Chairmen: PETER LANE, JP  
DAME PAMELA HUNTER, DBE  
BASIL FELDMAN  
Chairman of Executive Committee: SIR RUSSELL SANDERSON  
Secretary: ALAN SMITH

Ian Gow, Esq., MP.,  
10, Downing Street,  
London,

10th August, 1982

*Dear Ian,*

After a frantic fortnight I think we have sorted out the Conference Agenda, and I hope I have avoided some of the major pitfalls that were apparent at one time! I was very grateful for your help on the question of the Home Office (The plan was approved!) and I have done my best on Overseas affairs.

At the G.P. Committee last week there was one matter which was felt quite strongly, and that is that we should have a slogan for the Conference - hopefully, (as Chris Lawson pointed out) with the emphasis on strong leadership. We liked 'Leading the Way', but I would quite happily fall into line with anything of this kind that was approved in Downing Street. A slogan may not appear to be useful at the time, and a bit 'old hat' but it is surprising how many people latch on to it in the speeches from the floor during the week of the Conference. For this reason alone I think it is helpful and hopefully we can agree something suitable. The G.P. Committee did confirm this feeling very strongly and it would be wrong of me not to indicate it.

I hope that we have, during the course of the year, been able to deal with the problems of the Charter group and the F.C.S., and I can tell you I am delighted with the way the Trade and Industry Forum is beginning to work.

I hope you have a very good break. We can have a chat about the Conference plans nearer the time.

*Yours  
Alan*