

w/c Box.



FROM: THE RT.HON. SIR KEITH JOSEPH, Bt. MP.

KJ/SMC/Oulton Wade

for information

A dem.

Hon. Adam Butler MP.

22nd September 1978

26/9

PRIVATE & CONFIDENTIAL

Dear Adam

Seen by  
[initials]  
Discussed  
with  
Lord?

I attach the papers you sent to me. Oulton has put his idea for a North-West Minister to Angus, John Nott and me. I have persuaded him to accept, as a substitute - more likely to be acceptable to Margaret - that the relevant Ministers spend a few days every couple of months in the region to visit and listen, so as to ensure that they know all the factors. This he is now embodying.

But Angus, John and I all fear that the PR bonus that Oulton wants will vanish if every region seeks special attention. We cannot expect Margaret to be willing to appoint special Ministers wholesale, but we can suggest to her that her Ministers should take great trouble to be seen in the regions, visiting sub-centres as well as centres, and becoming known for an ability to listen and take into account.

Yours,  
Keith

Private and  
Confidential



HOUSE OF COMMONS  
LONDON SW1A 0AA

Sir Keith Joseph MP

September 19<sup>th</sup>

Dear Keith,

Referred to the attached  
I think Oulton Wade has  
put his ideas to you in the  
past.

Is there anything  
particularly that you would  
wish me to pass to Margaret  
in this matter?

Yours as

Adrian

The Right Hon Sir Keith Joseph Bt. M.P.



15th September 1978

Margaret

Oulton Wade

I am not sure how much Oulton discussed his ideas with you, but I know that he has put his thoughts to Keith Joseph. One of them is that there should be a Minister with special responsibility for the North West, as for instance Quintin was for the North East.

My own view is that this would be entirely for public relations purposes, but should not be discarded out of hand. Would you like me to get Keith's reactions on this and other matters to do with the region?

Adam

(Dictated by) Adam

Oulton spoke to me about it -  
but I really don't think we can. Teddy  
wants 2 special ministers - one for Glasgow  
one for the Highlands. We can't go on creating them  
like that. mt

18th September 1978

I think we had a successful, although rather brief, visit to the North West. May I thank you very much for your share in the arrangements, and particularly for driving me everywhere during the visit. With the large number of critical seats you have a very special responsibility at the present time and I am so grateful to you for everything you are doing, and all the hours you put in for the Party.

I was also glad to have your views about how we might try to help your region, and Adam Butler has also had a word with me. You know that it is not easy to select one specific area, but we will see if there is something we can do.

Thank you again. With all good wishes,

W Oulton Wade Esq JP