

Prime MinisterMain points arising from a meeting of the CCO Directors  
on 8th January

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Southend East

1. (a) In May 1979 the figures were:

22,000 (Con)

11,000 (Lab)

5,000 (Lib)            Con maj 11,000

In October 1974 the figures were:

18,000 (Con)

13,000 (Lab)

7,000 (Lib)            Con maj 5,000

- (b) But the Liberals performed well in the neighbouring constituency, Southend West, in May 1979, where the figures were:

29,000 (Con)

12,000 (Lib)

8,000 (Lab)

They can therefore be expected to provide some mutual aid.

- (c) Sir Stephen McAdden's Memorial Service is on 30th January.
- (d) A candidate will have been adopted by mid-February.
- (e) The three dates discussed for the By Election were 13th, 20th and 27th March.
- (f) March 13th is the favoured day for reasons connected with Public Expenditure and the Budget.
- (g) Keith Britto is co-ordinating a constituency survey on issues, and the CRD desk officer seconded for the By Election will be prospecting in advance; a new idea widely welcomed.

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2. There was a long discussion on doorstep leaflets triggered by a general feeling that the system for drafting, test marketing and distributing them was wholly inadequate.



10th January 1980

Richard Ryder