

MINUTES of a meeting held at 8 Wilfred Street on Sunday 7 July at 4.30 p. m.

Present: Rt. Hon. Sir Keith Joseph, Bt., M. P.
Rt. Hon. Mrs. Margaret Thatcher, M. P.
Nigel Vinson
Alfred Sherman
Martin Wassell
Simon Webley
Julian Bower
Apologies: Jonathan Sumption

1. Minutes of meeting on 25 June

Agreed.

2. What does the Centre wish to achieve in, say, a year's time?

The meeting discussed its goals on the basis of a paper by SW

It was agreed:

- (a) That the initial objective is to disseminate the philosophy of "social market economics" to the British People in ways which they will understand.
- (b) This will be accompanied by attempts to seek to establish what really is the "best" way to secure greater well-being and to encourage initiative and choice and an independent rather than a dependent society.

(b) above would not be completed within a year.

3. The Studies Programme

(a) Report by SW

The meeting considered a paper prepared by SW

Strategy

SW's general strategy was agreed with the exception that the concept of appointing "research fellows" should be discussed further. It was essential that the Centre should speak with authority on all subjects tackled and this might be most effectively achieved by the appointment of appropriate panel chairmen.

Types of written material to be produced

No comment, except that it was agreed that it would be necessary to provide information for tactical as well as strategic use.

Immediate requirements

The proposed appointments of Anthony Seldon and subsequently of a graduate as research assistant were noted. It was also agreed to accept and arrange for payment of co-operation from the IEA in building up a library and information department. Action NV

Themes

The Themes already identified and action taken were noted. It was agreed that anyone wishing to propose other themes or subjects for examination should submit a Proposal Paper to SW.

It was in particular agreed that JB should submit notes on his possible involvement on Government's relationship with the public and private sectors of industry. Action JB

KJ asked for a 20-year analysis of dividends, profits, rents, wages and interest. Action SW

It was noted that Frank Broadway had agreed to produce case histories about intervention. Action SW

KJ provided a draft on education for consideration by MT Action MT

(b) Panels

It was agreed that Panels should be constructed as soon as possible. Ideas to be co-ordinated by AS : MW : SW .

4. The Presentation Programme

SW agreed that he expected output to flow from his input activities within 6 months, i. e., by the end of 1974.

AS asked that the markets should be more clearly identified. KJ and AS would continue to work on KJ's next speeches. Action KJ/AS

5. The Debating Programme

It was agreed that the programme should be related to the next four months, i. e. , end October 1974, and that AS should work further on provision of ammunition for debators (draft speech and handbook?) and should deal comprehensively with this question at the next meeting at 6.15 p. m. on 23 July. Action AS

Meantime, all those concerned should feed into AS lists of questions to which debators arguing in favour of market economics would require answers; KJ would arrange for AS to meet debators and would give further consideration to the whole question of "how to get the subject off the ground?". He would mobilise debators to specialise in individual social service (and industry?) comparisons. AS would consider preparation of appropriate visual material, and MW would nominate appropriate debators from 'middle management'

Action KJ : AS : MW

6. Public Relations advice

Charles Wintour and Tommy Thompson had both advised that the Centre should seek to be "truth seekers" rather than adopting a particular bias.

AS agreed to put Ian McIntyre in touch with KJ Action AS

7. Official Opening of the Centre

It was agreed that this would be on 28 August and that AS would prepare appropriate briefing material. Action AS

8. Luncheon programme for September/October

Those present would feed into JB lists of those who they thought should be included. Lunches would comprise Theme Panels, Trade Union Contacts and Disputations.

Modest lunches? (KJ/NV to progress as "benefits in kind" failing which they would refer to JB)

9. Embassies

No further action yet. KJ to mobilise in due course.

10. Monitoring

Liaison should be established with Aims of Industry with the object of ensuring that CPS has an effective link with a comprehensive monitoring service from 1 September. Action SW

11. McKinsey day

KJ would accept Hugh Parker's invitation for a presentation by McKinsey's at 10.00 am on 10 September. Action KJ

12. Advisory Council

Suggested names should be fed in to JB by 21 July with the intention that some at least of the Advisory Council would be appointed by the date of the official opening. An overriding criterion should be Universal Respect; financial contribution would not be a qualification.

13. Other Business

KJ would write to Ted Heath asking if he wished to appoint a nominee to the Management Committee Action KJ

KJ would progress the formation of an MPs Dining Club Action KJ

KJ confirmed that the BUI's subscription of £20,000 was initially for a year. The total so far promised was £42,500.

14. Date of next meeting

6.15-8.15 p.m., Tuesday, 23 July 1974 at 8 Wilfred Street.

JB

9.7.74.

A Statement of Goals for the Centre prepared for discussion: 7.6.74

After two months' discussion I think it worthwhile setting down on paper a draft Statement of goals for the Centre divided into principle, medium and short term.

1. The basic principle on which the Centre operates is that to meet the needs and expectation of Society, wealth must be created by the efficient use of our scarce resources. This can only be achieved by a vigorous, efficient and well motivated private sector, producing a surplus (profit), a proportion of which goes to sustain and develop 'welfare' services in their widest sense.

Self betterment to create public good

Case for success
Free Society
Flourishing

Put in a nutshell:

Standard of living = quality of well being
independence - independence

Increasing real resources = increasing real welfare or in other words - 'compassionate Capitalism.'

Free market
Social market

The Centre sets out to examine this principle and "secure fuller understanding of the methods available to improve the standard of living, the quality of life and freedom of choice of the British People, paying particular attention to social market policies."

Free enterprise
initiative

2. In the medium term we need to develop a programme of work based on major themes, a number of which have been identified. Within each theme a series of topics will emerge (see attached paper). We should concentrate on what will commit people to the social market economy by presenting policies which have a broad political appeal.

The unique thing about the Centre which is so far emerging is the multi-directional approach to output, i. e. :

- * Small discussion groups
- * Large Seminars
- * Books
- * Booklets
- * Information sheets
- * Newspaper and periodical articles
- * Debates at places of learning (Tutors)
- * Speeches
- * Media appearances, etc.

Most "study" centres fail on the output aspect by using only a one or two directional strategy. A goal of CPS must be to exploit every possible avenue of output.

3. The short term goal should be to establish the Centre as a place recognised for high standards, seriousness and helpfulness. Objectivity is essential, within the basic remit set out in 1 above. Other 'private enterprise' centres suffer in neutral circles from being classified; people will try to classify the Centre but we will be judged on our output. Comparative factual information will help to establish us in the short term.

Simon Webley

3 July 1974