

AR CPS/A80/2/12 ⁸²⁻²⁻¹² HS
Box 7
✓AT

MEMO

TO: Sir Keith Joseph
c.c. Nigel Vinson

FROM: Martin Wassell
DATE: 8th July 1975.

Alfred, Jock, Simon and I have, as requested, met to discuss your memo of 30th June about the Centre's future.

We are, of course, disappointed that you and Nigel do not feel we can properly look for a budget of £100,000 per annum but we appreciate your difficulties. However we trust that the Centre will not fight shy of harnessing the following potential sources of additional finance :

- i) F.E.E.
- ii) The Company Pensions Information Service - if they offer.
- iii) Any other wealthy individual or body who may come forward with unsolicited cash in appreciation of our work.

Within the £70,000 budget given us for the immediate future, we see the Centre as having four main functions -

- i) As a secretariat to yourself -- this will include your speeches and articles as well as general back-up work.
- ii) A policy study programme leading to publications.
- iii) Press articles, letters, university work, media appearances - i.e., general promotion of the social market case.
- iv) Work with MPs.

Not on back days per week for me

We believe it is important to place a fixed sum on the amount available for the study programme since it clearly involves making commitments to outside persons. We should discuss this.

As for our respective roles in the Centre, we believe these should be as follows:

- i) Myself: General coordinating role - admin. and staff arrangements.
I should also like to find time for more speaking and some writing.
- ii) Alfred: Your speeches and articles plus advice on research work and general responsibility for the editorial ^{press & radio} side of all our output. I should mention that Alfred sees your speeches and articles as marginal to his contribution to the Centre whereas Jock, Simon and myself see it as central. This again needs discussing. *Peripheral*
- iii) Jock: Forays into higher education; advice on research and publications; contacts with MPs (including in-house seminars); letters and articles for press. ?
- iv) Simon: General advice on commissioning and assessing research/publications and seminar programme.
- v) Gerry: Unemployment figures; output for press; occasional research topics. *help in press media relations*
- vi) Robert: Digging for you, Alfred, Jock and myself.

When you have read this perhaps I may instruct Julia to look for a date in your diary when the four of us may discuss our activities with you and Nigel.

NB Just for interest, I list on an attached sheet the tasks which, at one time or another during our year's existence, it has been suggested the Centre should carry out. Alfred, Jock, Simon and I are unanimously agreed upon which ones we ought to pursue and which ones we ought not. We have ticked or crossed them accordingly.

- 1) Act as secretariat to KJ. ✓
- 2) Help with KJ speeches and articles. ✓
- 3) Draft continuous stream of press articles and letters for MPs to sign. ✗
- 4) Give MPs general assistance on research and speeches. ✗
- 5) Organise TV and other media appearances for KJ, MPs and friendly industrialists, Bow Groupers, etc., and brief them in advance. ✓
- 6) Establish regional cells of speakers and propagandists throughout UK. ✗
- 7) Organise higher education speaking programme for KJ. ✓
- 8) Draft social market policy blueprints for Party in priority policy fields under guidance of expert groups. ✗
- 9) Publish a series of longer-term, original research papers with policy implications. ✗ *(low priority)*
- 10) Publish a series of research papers by noted authors "one step back from policy". ✓
- 11) Publish a battery of short pamphlets a la Aims. ✗
- 12) Set up and service an Economic Forum. ✗
- 13) Provide speakers to political meetings. ✓
- 14) Arrange in-house seminars for MPs, academics, industrialists. ✓
- 15) Offer MPs our luncheon and accommodation facilities for meeting people we approve of. ✗
- 16) Put out monthly analysis of unemployment figures. ✓
- 17) Put out monthly comment on money supply and government borrowing requirement. ✗
- 18) In-house desk research on any number of policy areas, with a strong international comparative element. ✗

- 19) Organise KJ's "medieval disputation" and invite media to come along. X
- 20) Act as clearing house for all social marketers to meet together and discuss activities. ✓