

NO. 10 POLICY UNIT

We have told the Lobby this afternoon that Mr. Norman Strauss is to join the staff of the No. 10 Policy Unit on 1 July, 1979. He will work as a special adviser on a part-time basis and his appointment will be for two years.

If asked, we can quantify "part-time" as 80 per cent of Mr. Strauss' time.

Again, if asked about who will pay Mr. Strauss, we can say that his company (Lever Bros.) will be reimbursed by the Civil Service for Mr. Strauss' services in his capacity as a member of the No. 10 Policy Unit. It is not our policy to go into details on figures of what special advisers are paid.

The task of the No. 10 Policy Unit is to develop and maintain the strategic policies of the Government, with a view to achieving its long term objectives. Mr. Strauss will assist the Head of the Policy Unit, Mr. John Hoskyns, in this task. Messrs. Hoskyns and Strauss are the only two officials so far to be appointed to the Unit which you will recall from our press notice of 14 May, is to be kept small.

Norman Strauss has worked for Lever Bros. in a senior executive position since 1961.

Background only

The Policy Unit is anxious to minimise the degree to which Mr. Strauss' present job involving marketing/advertising at Lever Bros. is used by the press to suggest that he will "be doing detergent marketing for the Conservative Government". Today's Evening News, for example, contains jibes about "Mr. Soap moving into No. 10" (copy attached).

/To reduce

To reduce this sort of comment, we should therefore try to avoid being too specific about Mr. Strauss' job at Lever Bros. or about what precisely he will be doing in the No. 10 Policy Unit. His job is to assist Mr. Hoskyns in the overall tasks of the Unit.

Previous contacts with the Conservative Party

If asked about Mr. Strauss' connections with the Conservative Party, we can say that we understand that he has done some private, unpaid work for the Conservative Party during the last few years. In this respect, he is in the same position as Mr. Hoskyns who also advised the Conservatives on a part-time, unpaid basis before the Election.

CVA

Original undated article from *Evening News* excluded for reason of copyright

Summary

MR SOAP JOINS MAGGIE'S KITCHEN CABINET

Gordon Reece, able publicity man who radically changed MT's TV image - to be joined by Lever Bros "marketing supremo", Norman Strauss.

Strauss to work at No.10 while Reece stays at Conservative Central Office. His boss there, John Hoskyns, virtually unknown 57 year old businessman who was surprise choice to run Policy Unit.

Starts 1 July on salary of £10,000, probably half what he gets now. But says he regards job as a challenge and an honour.