

**CONFIDENTIAL**

ORGANISATION DEPARTMENT

PREPARATIONS FOR A GENERAL ELECTION

1. PROGRESS TO DATE

(a) Parliamentary Redistribution

(i) The slow progress of the Boundary Commissions has meant delays both with the selection of candidates and with the definition of the critical seats.

However, the final reports are believed to be ready for publication as soon as the present legal proceedings are completed and hopefully Parliament will approve them quickly.

(ii) Detailed guidelines for constituencies faced with redistribution were issued in December 1981 and updated in November 1982.

Steering Committees representative of existing Associations and areas forming the new constituencies have been formed where necessary. Plans are being drawn up for organisational changes necessary including the transfer of property and cash, employment of Agents, etc.

(iii) After Parliament has approved the Orders in Council, the National Union will publish a date by which the new Associations should be formed (hopefully by 31st March 1983).

(b) Selection of Prospective Candidates

(i) Normally candidates would have been selected for most seats by now, but redistribution has made this impossible. As a result, many opposition held and some critical constituencies are without standard bearers and the Party locally is at a disadvantage.

(ii) Last November a scheme was agreed by which Steering Committees were able, subject to safeguards for any MPs involved, to proceed with the selection of a Prospective Candidate for the seats liable to redistribution and many are proceeding on these lines.

(iii) The position as at 20th December is as follows:

Constituencies requiring Candidates (no MP or MP retiring)	338
Constituencies already selected	83
Constituencies in process of selecting	<u>96</u>
Constituencies still to select	<u>159</u>

Our target date for the selection of the remainder is by not later than the end of April 1983.

(c) Constituency Agents

- (i) Currently there are 280 Agents in service covering approximately 350 constituencies. This is a reduction of about 40 compared with a similar period before the last election.
- (ii) Redistribution and the need for Agent coverage in each critical seat should mean a considerable demand in April/June for Agents. To meet the demand the number of trainees has been increased and a new scheme for the local recruitment of long term trainees introduced. There are now some 52 Agents in training who will qualify by June 1983.

(d) Impact 80s

- (i) The Impact 80s Campaign, launched in October 1981, is aimed at improving communications and impact locally by the isolation of local issues, the production of newsletters and better media coverage.
- (ii) Area training teams are operating in constituencies, a video training cassette has been produced, constituency questionnaires circulated and follow up meetings arranged at constituency level.
- (iii) Results are now beginning to show and over a quarter of the constituencies now produce their own Impact Newsletters.

2. BUILD UP TO A GENERAL ELECTION (All Constituencies)

(a) Campaigning Booklets and Aids

- (i) The TIPS Booklet on hints for campaigning has been revised and will be launched on 14th February.
- (ii) "Constituency Campaigning" is also being updated and will be reprinted in February/March.
- (iii) The Fairchild training cassettes on campaigning are being updated and transferred on to video.

(b) Postal Vote Month

A postal vote campaign is to be held in March 1983 to concentrate constituency and branch effort on securing postal votes for the local government and general elections.

(c) Training of Officers

A series of three regional training conferences for new and potential Chairmen and Treasurers is to be held in the spring at Huddersfield, Rugby and London.

(d) Commitment Campaign

A National Commitment Campaign is planned for June to September. This will be aimed at recruiting more members, coupled with a commitment to give a limited period of time to campaigning work both before and during the general election.

(e) Training for non-certificated Agents

Each Area to organise a training course for non-certificated Agents who will be acting as Election Agents for the General Election. These to be held before the Autumn or earlier if a general election seems imminent.

3. CRITICAL SEATS CAMPAIGN

(a) Selection of the Criticals

The selection of the critical seats has not been easy because of redistribution. Many are based necessarily on rough assessments because of this and the effects of the SDP/Alliance intervention. However, 88 constituencies in England and Wales have now been selected, plus 11 in Scotland (list attached). These are mainly seats which additional help should enable us to hold or win, but some are highly marginal (see attached statistical analysis).

(b) Fact Finding in the Criticals

Personal interviews by the Central Office Agents, based on a comprehensive questionnaire, will be conducted in January/February 1983 to ascertain organisation needs and priorities. This will form the basis for specialised assistance.

(c) Specialised Assistance

The following specialised assistance for the criticals has been agreed:

- (i) Direct Mail programme covering all critical seats in phases between December 1982 and summer 1983. Approximately 7,000 postings per constituency to known supporters aimed primarily at communication, membership and money.
- (ii) Grants or loans as necessary towards the costs of employment of Agents covering each critical seat (starting January 1983).
- (iii) Grants towards additional secretarial assistance where no full time secretary employed.

- (iv) Subsidies for purchase of campaign materials in connection with postal vote month.
- (v) Employment by Central Office of part time Organisers/Missioners to secure postal votes during summer.
- (vi) Four regional one-day conferences on campaigning techniques for critical seat candidates, chairmen and agents in Huddersfield, Rugby and London. These to be organised in conjunction with the TIPs team of MPs - three to be held in March and one in May for those candidates adopted after March.
- (vii) A three-day Conference on campaigning techniques organised by Central Office for critical seat agents in Leicester in mid-May.
- (viii) Free supplies of laminated poster boards for constituency poster displays.
- (ix) Activation of Area Mutual Aid schemes immediately after redistribution to provide help from safe to critical seats.

(d) Speakers' Campaign

- (i) Ministerial Visits. Emphasis to be on criticals, with special interest meetings as appropriate. Maximum use of local media.
- (ii) The Prime Minister. Future peace time tours to be aimed at parts of the country not likely to be covered during a general election campaign.
- (iii) Chairman of the Party. Future tours to be concentrated on critical seats.

(e) Youth

- (i) Young Conservatives. Formation of a YC Branch in each critical. Mutual aid to assist both with branch formation and with youth initiatives.
- (ii) FCS. The formation of FCS Groups in Universities and Colleges where non-existent. Special recruiting literature and leaflets to be produced. Mutual aid scheme activated.
- (iii) General. Special Y voter campaign including birthday card initiative and meetings for young voters.

(f) CTU

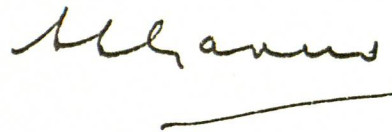
Formation of constituency groups. Initiatives amongst local industry. Factory visits by Ministers, etc.

(g) Ethnic

Regional Conferences to be arranged for candidates, agents, etc. from critical seats with large ethnic electorates. Special literature to be produced, subsidised for local printing.

(h) Small Business Bureau

Formation of SBB branches in critical seats. Direct Mail operation for 100 small businesses in each critical.



A.S. GARNER  
Director of Organisation  
& Community Affairs.

22nd December 1982.

LIST OF CRITICAL SEATS AGREED 10TH DECEMBER 1982

Greater London

Hornchurch  
Dulwich  
Fulham  
Ilford South  
Westminster North  
Putney  
Eltham  
Enfield North  
Mitcham & Morden  
Richmond

- \* Ealing North
- \* Croydon North West

Northern Area

Newcastle-upon-Tyne Central  
Darlington  
Stockton-on-Tees South  
Langbaugh

North West Area

- Crosby  
Pendle  
Rossendale & Darwen  
Chorley  
Congleton  
Bolton North East  
Bury North  
West Lancashire  
Stockport
- \* Littleborough & Saddleworth
  - \* Crewe & Nantwich
  - \* Ellesmere Port & Neston

Yorkshire Area

Halifax  
Calder Valley  
Keighley  
Elmet

East Midlands Area

Wellingborough  
South Derbyshire  
Erewash  
Gainsborough & Horncastle  
Nottingham South  
Nottingham East  
Kettering  
Northampton North  
Lincoln

West Midlands Area

Birmingham Northfield  
Dudley West  
Coventry South West  
Birmingham Yardley  
West Gloucestershire  
Aldridge-Brownhills  
Hereford  
Birmingham Selly Oak  
Rugby & Kenilworth  
Meriden  
Wyre Forest

Eastern Area

Waveney  
Peterborough  
Welwyn Hatfield  
Norwich North  
Yarmouth  
Cambridge City  
Mid-Bedfordshire  
North Luton  
West Hertfordshire

South East Area

Dartford  
Medway  
Crawley  
Dover  
Gravesham

Wessex Area

Southampton Itchen  
Southampton Test  
Basingstoke  
Eastleigh  
Isle of Wight  
North Wiltshire  
Reading West

Western Area

North Devon  
North Cornwall  
Yeovil  
Bristol North West  
Plymouth Drake  
Plymouth Deveonport

Wales Area

- Montgomery  
Ynys Mon  
Cardiff Central  
Delyn  
Gower  
Wrexham
- \* Bridgend
  - \* Newport West
  - \* Ceredigion & Pembroke North

CRITICAL SEATS

Statistical Information

There are 88 Critical Seats in England and Wales (11 in Scotland to be dealt with separately). There are others which are marginal as opposed to Critical.

48 Members of Parliament will be defending  
32 seats are without Candidates  
8 Candidates have been selected to date

56 Agents

Of these: 12 are responsible for more than 1 seat  
8 are holders of the Preliminary Exam only  
4 are holders of the Intermediate Exam only  
2 are non-qualified

There are 30 Agents looking after one Critical Seat

There are 32 Critical Seats without Agents

10 Constituencies without Boundary changes

8 have MPs  
2 have Candidates  
9 have Agents - therefore 1 without Agent

28 Constituencies subject to minor change

18 have MPs  
3 have Candidates - therefore 7 without Candidates  
22 have Agents - therefore 6 without Agents

50 Constituencies subject to major change

22 have MPs  
3 have Candidates - therefore 25 without Candidates  
25 have Agents - therefore 25 without Agents