



10 DOWNING STREET

Prime Minister:

I do not

imagine you will  
want to look seriously  
at these papers until  
after the Census feast,  
but you might like to  
glance briefly at them  
to get an idea of  
how Faday's tour is  
organised.

JF.

PRIME MINISTER

Your visit to the East Midlands

Attached is briefing for this visit which comprises:

- Flag A            Press briefing
- Flag B            The Party briefing which is extremely good and thoroughly comprehensive
- Flag C            Briefing on Bemrose
- Flag D            Briefing on the Derby and Derbyshire Business Venture
- Flag E            Briefing on Stag Furniture

This visit is chiefly remarkable for the number of openings and inaugurations which you are being asked to undertake. This in itself may be worth mentioning in the few words that you are asked to say at each event. These events are:

At Bemrose:

- (i)            The inauguration of a new technology machine for advanced flexible packaging where you will unveil a plaque;
- (ii)           The launching of Bemrose advertising products - a small "business within a business";
- (iii)           The opening of a new high technology department for cheque production.

At the Derby and Derbyshire Business Venture

You will be asked to cut a ribbon and to make a short response to a welcome from the Executive Director. I gather that those involved are treating this as a launch even though the Venture has been open since March this year.

/ At Stag

At Stag Furniture

You will be invited to open a new extension to their factory.

Brief speaking notes and the main points about each visit are summarised at the appropriate place in the briefing.



26 April 1983

A

VISIT TO EAST MIDLANDS, FRIDAY 29 APRIL

BEMROSE CORPORATION PLC

You will visit two of Bemrose's factories, within a few miles of each other, just outside Derby on the Nottingham road.

At 9.30 am, Bemrose Flexible Packaging Unit, you will inaugurate the company's new metallising equipment. This operative division of the main company employs 250 producing confectionery, toiletries and food packaging for household names - Sainsburys, Kellogs, Cadbury, Nestles, Elastoplast and Johnson's are but a few of their customers.

You will also see in operation other advanced equipment, part of the company's £1½m investment programme aimed at improving productivity, employment and export sales. The new processes will protect products and increase their shelf life.

On arrival you will be met outside the front of the reception area by Mr David Wigglesworth, the Group Chief Executive who will introduce you to Mr Brian Denton, the Managing Director; Mr Gordon Turner, Works Director; Mr John Cocke, Export Sales Director; Mr Michael Barker, Technical Services Manager; Mr Richard Eyres, Personnel Manager and Mr Peter Last, General Manager. Ladies and gents toilets off to the left.

You sign the visitor's book. Mr Wigglesworth escorts you to your left through double doors and down a shallow ramp, along a corridor turning right and then left and down three steps into the large medical packaging storage area. The smell of solvents will become obvious as you walk across to the manufacturing area. There you will see in operation a seven and then an eight interchangeable cylinder gravure printing machine which are Italian but contain electronics developed by Crosfields who also produced the Maestro components. On the last colour cylinder, you will be able to view through a glass panel unit the finished product to check the quality on the synchroscope scanner. The eighth colour on the second machine is used for special bargain offers. The interchangeable cylinders achieve a high level of productivity.

Mr Denton will then escort you through double doors and across about a 60 ft stone courtyard, up a shallow ramp and into the new metallising machine room. Mr Denton will then invite you to inaugurate the new metallising machine by unveiling a plaque on the pale blue wall to the right of the entrance. The machine is all British, developed by Radcliffe and the first to be installed by any packaging company. It seals aluminium onto plastic film in a high vacuum ie 1 millionth of an atmosphere, producing such items as high quality packet soup pouches.

You will then proceed down a shallow ramp, past the finished goods store on your right and the rewinding machines to your left, through to the tandem extruder printing room. Custom built by Bone Markham, this machine represents an investment of more than £750,000 and is the first machine of its type in Europe. In one operation it combines extrusion, laminating and extrusion coating on a combination of papers, foils and plastic films.

Mr Denton will then escort you through double doors, down one step, and outside to your car.

### Media Arrangements

The press will be present for the inauguration ceremony and the company will arrange for a controlled group to follow your tour to the gravure and tandem extrusion machines. With such a high level of solvent in use, safety arrangements do not permit flash equipment to be used.

After a few minutes drive you will arrive at Bemrose Corporation's Headquarters where you will launch Bemrose Advertising Products and open the Bemrose high technology cheque production unit for Bemrose Banking Products - a new company, a division of Bemrose Calendars and Diaries. With a 70 strong sales team they promote a wide range of advertising products and business gifts which can be personalised with a simple advertisement, eg a give-away item on the back of cornflake packages or a writing pad and pen at a sales promotion conference. The Americans call this 'below-the-line' advertising.

Bemrose Banking Products employs 200 producing a wide range of documents used by banks, mainly cheques. It is the second largest UK supplier with around 20% of the market, producing 500 million cheques this year. The site is Home Office security approved. The personalisation and encoding of bank cheques require a secure and sophisticated process. Bemrose started on a two-year, £2.5 million investment programme, in early 1982.

On your arrive at 10.05 am at the main entrance, you will be met by Mr David Wigglesworth, Group Chief Executive, who will escort you through two sets of glass double doors into the reception area. You will be introduced to Mr David Robinson, Main Board Director and Company Secretary, Mr John Bradbury, Group Financial Controller, Mr Colin Littlewood, Group Personnel Director, Mr Gordon Tynn, Group Market Research Manager and Mrs Norma Garrett, secretary to Mr Wigglesworth. Mr Wigglesworth will invite you to unveil a plaque on the wall to your left to commemorate your visit.

Mr Wigglesworth will then escort you to the Executive Dining Room, through two sets of double doors, along a corridor (ladies and gents toilets to right) which turns left, then right and then left before you enter the room on your left. The range of Bemrose Advertising Products will be on display. You will meet Mr David Tidmarsh, the Managing Director - who will explain the product range to you - Mr David Oakes, the Sales and Marketing Manager, and Mr Rodney Birchinall, General Manager, Business Gifts, who will explain the product range to Mr Thatcher. Coffee will be served.

Mr Tidmarsh will ask you to sign their new brochure to launch the new company. He will then ask you to present a gold locket to Mrs Norma Garrett - to mark the completion that day of twenty years of service to Bemrose, the last sixteen years as secretary to Mr Wigglesworth. Mrs Garrett will then present you with a

piece of Crown Derby and Mr Thatcher will receive a writing set. Because of the limit on space, three house photographers, one agency photographer and four editors from the marketing press only will be present.

Mr Wigglesworth will escort you back along the same corridors and beyond the front entrance. Turning left you will approach the entrance to the security factory where you will meet Mr Keith Palmer, Managing Director of Bemrose Banking Products, and Mr Stewart Wells, Works Manager. Mr Palmer will escort you through into the large open main printing room, to the entrance to the new cheque personalisation unit, where you will cut a tape to formally open the unit. You will meet there, Mr Peter Woodham, Head of Stationery and Purchasing, National Westminster Bank and Mr Bernard Scott, Assistant General Manager, Group Stationery Department, Barclays Bank. Mr Wells will escort Mr Thatcher. Up two steps and into the new unit where you will see in operation the tandem-drum and laser printing systems, producing at very high speed, the personalised and coded cheques for Barclays Bank and National Westminster Bank (the nature scenes). You will then return, down the two steps to the main printing room and turn left past the high speed cheque collating machines; and see the basic bank cheque being produced from plain paper in five steps at a rate of 400,000 cheques per hour. You will then be escorted back to the security entrance - a short distance from the front entrance and your car. Staff from the company's other units will have gathered there.

#### DERBY AND DERBYSHIRE BUSINESS VENTURE

After about ten minutes drive, into the City's Centre, you will arrive at 11.00 am at Saxon House, Heritage Gate, where the Derby and Derbyshire Business Venture moved into two rooms on the ground floor just before Easter. Your visit will formally open the venture.

It was founded, and is supported by major companies, banks and other financial institutions and professional offices, local and Government organisations. It provides assistance and advice to those thinking of starting up a new business or already running a small business. It complements the sign posting activities of the Small Firms Information Service and will be the base for SFIS Counsellors in the area.

The Chairman is Mr Prateley, Chairman of Birmid Qualcast (Home and Garden Equipment) Limited and the Executive Director is Mr Michael Powell on secondment full time from British Rail Research and Development Division. Mr Powell's enthusiastic approach has resulted in fifteen successful clients with an estimated fifty new jobs created.

When you arrive at the main entrance, you will ascend six steps to the front door where you will be met by Mr Prateley and Mr Powell. They will escort you to your left and through double doors along a long corridor to the back of the building and through the penultimate door on your right into the Venture's main office. A display of the Venture's brochures and other literature will be across the corner of the room to your right. Press photographers will be in the opposite corner.

Mr Prateley will hand you the Venture's keys and invite you to formally open the new service. You will then hand them on to Mr Powell who will introduce you to two of the Venture's clients - Mr Derek Greenwood, a new sole trader, a restorer of furniture and other artefacts. He will show you examples of his work, an inlaid chest table and a rebuilt fireplace freeze. The Venture assisted in advice on marketing and legal matters.

- Mr Brett Butcher; Mr Steve de'Ath and Mr Tony Jones - three young Directors of Datapath Limited, designing and manufacturing high performance colour graphic terminals and components who will demonstrate one of the terminals. The Venture is assisting with advice on marketing, exporting, location of larger manufacturing premises and finance.

You will also be introduced to Miss Lynn Green, Mr Powell's secretary, who will invite you to sign the Visitors Book.

Mr Powell will then escort you out of the office to your right and out of the building by the rear entrance and across the open car park area, about forty yards to another building near the Saxon House main entrance. A lift will take you up to the 6th floor where you will enter a large pillared room, and join about thirty of the Venture's sponsors for an informal reception. At the far end you will stand in front of a bright green display unit and after Mr Powell's short speech of welcome, you will give a few words of congratulation and encouragement to all those concerned. (Photo facility)

By now, time will be very short but it is hoped that you will be able to meet some of the sponsors. Before you depart at 11.30 am Mr Greenwood will present you with one of his restored works, a small inlaid box for correspondence cards and pen.

You will then travel to Kidleston Hall near Derby for the Buffet Lunch reception for Constituency Representatives from Derbyshire Constituency. You depart there at 1.20 pm and drive to the Centre of Nottingham arriving at 2.00 pm at Stag Furniture Holdings, where you will open their new 200,000 sq ft extension - the first stage of a three stage development.

#### STAG FURNITURE HOLDINGS

Your car will drive straight into the new building where you will be met by Mr Patrick Radford, the Chairman and Mr Pat Clancy, Group Managing Director.

They will escort you to your seat on a small dais against the wall to the right of the entrance. The company's 200 employees will be assembled to hear Mr Radford welcome you and invite you to unveil a plaque to commemorate the opening. (Photo facility) After your short reply, you will be introduced to Mr Richard Belton, Managing Director, Mr George Ella, Production Director and Mr David Evans, Financial Director.

In the subsequent tour of the factory you will need to keep a look out for the trolley rail lines.

In the new extension, the bedroom and dining room furniture panels are finished off by hole drilling/edge banding processes on computer controlled machinery. The panels are then assembled into kits or units at Stag's assembly plant six miles away at Hucknall.

On leaving the new extension, you will walk down a small ramp and turn left into the main machine shop where solid timber is cut to specified lengths and widths by hydraulic cross cut saws. You will then see in operation machines trimming laminated sheets and cutting to shape and moulding pieces for the Minstrel range bedroom. Press photographers will be present during the tour.

On leaving the factory building you will cross a small outside courtyard before entering the office block turning almost immediately to your left into the design production, control and works management large office. You then walk across the main entrance area and into the showrooms area on your right where you will meet Mr Colin McKenzie, Company Secretary, Mr Brian Burge, Marketing Director, Mr Geoff Perkins, Financial Director, Mr Neville Wilson, Group Marketing Manager. Only the house photographer will be present as you view the five display rooms of bedroom and kitchen furniture. The Ladies cloakroom is off the main entrance to the left of these showrooms. Before you depart at 2.45 pm, you will receive a bridgepack in a locally produced wooden casket.

27 April 1983