

PRIME MINISTER

Your meetings tomorrow afternoon (Wednesday 15th April)

1. Maurice Saatchi is coming in at 5.00 pm. The Chairman will be present and so will I. I have arranged for Saatchi's creative man, Jeremy Sinclair to arrive with Maurice Saatchi but only to join the meeting once you have had an initial discussion with Maurice Saatchi. (Although John Sharkey, who came to that ill-fated Chequers presentation, is handling the Conservative Party account, I do not believe you need to see him).

The questions you will have in your mind are:

- (a) you expect Saatchis to put their best people on to the Conservative Party account.
- (b) It is vital that material eg:- PPBs, posters and leaflets, which need to be shown to Government Ministers because they relate to their responsibility, must be shown at a sufficiently early stage to Ministers, so that their views can have an effect (although, of course, Central Office must retain the final responsibility for agreeing copy). This point must be emphasised otherwise Saatchis will try and bounce Central Office and Ministers every time.
- (c) Somebody at Central Office must be responsible for checking all Saatchi material for factual and political accuracy. The Chairman has designated Robin Harris for this. But is this practical in an election campaign when speed is the essence? Whoever it is, everyone should know that nothing can go out unless it has been seen and cleared by this person. We cannot afford any mistakes in an election.

2. You will then want to have a discussion with Maurice Saatchi and Jeremy Sinclair about their ideas for the campaign.

3. You are meeting the Chairman separately after the Saatchi meeting. He wants you to look at recent PPBs to see what you like and what you don't like. It will also give you a chance over a drink to talk over the Saatchi meeting and to have a preliminary chat which I hope will facilitate proceedings at the Thursday meeting. At a suitable stage I intend to slip away so you and the Chairman can talk privately.

(See also an additional note - attached).

SS.

STEPHEN SHERBOURNE

14.4.87

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PRIME MINISTER

Two additional points mentioned to me by David Young:

1. Tim Bell (which may come up at the Saatchi meeting):
David Young has agreed with the Chairman that Tim Bell could become a consultant to Central Office and, therefore, be plugged in to David Young, who would then channel Tim's ideas to you.
2. A warning from David Young: the Chairman is still a bit anxious about David Young's involvement and believes that you will have to handle him carefully, both on Wednesday evening and in particular at the Thursday meeting.

Ps.

STEPHEN SHERBOURNE
14.4.87