

PRIME MINISTER

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Central Office

1. You are seeing Peter Morrison privately tomorrow Tuesday, 23rd July at 9.00 am. You are then seeing the Chairman at 5.00 pm.
2. Background: Central Office is demoralised, having been told in the press that they fought a bad campaign and with the continuing rumpus in the press about Saatchis, Tim Bell and Young and Rubicam. In addition, we now have a lameduck Chairman who is not in the Government. The danger is either to drift and lose good people; or the Chairman taking decisions he will not have to live with.
3. Items you will want to discuss therefore with the Chairman:
 - (i) The need to establish effective liaison between Central Office and No. 10. I hope the Chairman will come to the business meeting on Mondays. But will this be enough? I would like to see the reintroduction of a Liaison meeting on Mondays in order to co-ordinate Government and Party machines for the issues of the week. This could be chaired by John Wakeham.
 - (ii) What role is to be played by Peter Morrison in Central Office?
 - (iii) Senior personnel: who are thinking of leaving.
 - (iv) The need to appoint before the end of 1987 a major figure responsible for the whole of publicity and communications, covering press and television (pending any report by a committee into Central Office).
 - (v) Do you wish to set up a committee into Central Office. You must agree the names. It must report to you. And it should be given the deadline of November/December.

Not in addition to those we have

- (vi) The whole question of Saatchis. All last week, I managed to stop Central Office or Saatchis involving you in the running row in the papers. Of course, they are entitled to try to protect their commercial interests. But we must protect our political interests. The line I took continuously with Michael Dobbs last week was that you would not agree to a statement going out saying that Saatchis had been asked to start work for a fourth term, on the grounds that no self-respecting client would re-appoint an agency in this way. NB. Maurice Saatchi has asked to see you.
- (vii) The newspapers are talking about the whole of Central Office being gutted and rebuilt. You may be aware of this. But you may want to raise it with the Chairman.

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STEPHEN SHERBOURNE

22.6.87