



BRITISH MANAGEMENT DATA FOUNDATION

(Limited by Guarantee)

Selwyn House, Cleveland Row, St James's, London SW1A 1DN

Telephone: 01-839 2798 01-930 5672

From The Director
Anthony Cowgill MBE

Att'd.

Prime Minister 4

The Rt. Hon. Paul Channon, MP
Secretary of State
Department of Trade & Industry
1 Victoria Street
London SW1

DLW

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Dear Secretary of State,

LAND ROVER - MANAGEMENT BUY OUT

You will by now have had some input from Industry regarding the future of the Land Rover organisation. You might, however, be interested to have a view from the perspective of a Foundation concerned with the competitiveness of British Industry in a world context - many of whose member companies have major interests overseas, particularly in the United States. This enables us perhaps to focus more sharply on the key aspects of this matter.

The fundamental point is that Land Rover has a niche with much potential, and which with proper marketing and drive and energy in its management along Jaguar lines, could produce outstanding results.

I believe considerations should not be muddled by concern for the Truck Division or other aspects of BL policy. It is only by enabling Land Rover to have its own identity, coupled with privatisation, that will allow the natural abilities of management and the work force to flourish.

Having discussed the future of Land Rover with my colleagues in member companies, I think you should know that there is very strong support for the current proposals of the Land Rover management team.

As far as funding is concerned, I have discussed this with, among others, Robin Caldecote, Chairman of 3is. I do not believe that General Motors would fund Land Rover to any greater extent than would be justified by its potential, and this would apply to funding decisions in UK.* On technical development, as someone who has led many teams of industrialists overseas to review manufacturing technology trends, particularly in Japan and the United States, I believe we should not underestimate our abilities in this field.

I believe it would be in the interests both of Land Rover, the supporting industries (in particular firms like ISTEEL who provide the manufacturing systems) and of British Industry in general, for the Management Buy Out to be accepted by Government.

Niches which have major potential are what all industrial organisations are searching for worldwide. None of our major competitors in overseas countries would be likely to give up such a niche if it occurred in their own industry.

Yours sincerely
Anthony Cowgill

*There are considerable UK funds available for Land Rover if the management proposals are accepted.

19th March 1986
AC/PC

copy to PPS to Prime Minister



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MEMBER ORGANISATIONS

Allied Lyons
Allied Steel
Associated Octel
British Nuclear Fuels
British Telecom
Britoil
Ferranti
Greenall Whitley
Guest Keen & Nettlefolds
Imperial Chemical Industries
ICL
Jaguar
Lucas
Marks & Spencer
Pilkington Brothers
The Post Office
Rolls-Royce
Scottish & Newcastle Breweries
TI Group
Unilever
Wellcome Foundation
Westland Group

POSTAL TELEGRAPH AND TELEPHONE OFFICE





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David Norgrove Esq
Private Secretary
10 Downing Street
London SW1

Ack with thanks pax

Dear Mr Norgrove,

Confirming our telephone conversation yesterday,
I attach a copy of the note I have sent to Paul
Channon on the Land Rover affair, for the
information of the Prime Minister.

Yours sincerely
Anthony Cusgill

PS. I attach a list of member organisations for information

19th March 1986
AC/PC

Registered in England No. 974633

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DSC

10 DOWNING STREET

From the Private Secretary

19 March 1986

Thank you for your letter of 19 March with which you enclosed a copy of your letter to the Secretary of State for Trade and Industry. Thank you also for the list of member organisations of the British Management Data Foundation.

David Norgrove

Anthony Cowgill, Esq., M.B.E.