

Election.

PRIME MINISTER

ELECTION STRATEGY

As you know, on Friday and Saturday I attended the Chairman's strategy conference at Hever Castle. As well as the key Central Office directors, also there were Brian Griffiths, Dick Wirthlin, Tim Bell, John Hanvey and David Willets.

I found the Conference extremely useful. John Hanvey presented the results of his latest research which conclusively demonstrated that the critical 'C2' group which supported us in 1979, 1983 and 1987 has now gone to Labour and that winning this group back is the key to the next election. Dick Wirthlin's research reveals the reasons we have lost their support and the approach we should take to get them back. The discussion which followed these two presentations led us to draw up a Communications strategy designed to achieve this, as well as a strategy for dealing with the Labour Party.

The Chairman believes that we must begin the campaign to take us into the next election now. The purpose of the Conference was to decide our strategy. He would now like to present to you the results of our discussions and ensure that you are content with what he proposes. He envisages a small meeting and would like to bring only Tom Arnold, Dick Wirthlin, Tim Bell, John Hanvey and Brendan Bruce. We had previously arranged a slot in your diary of an hour and a half next Friday for this purpose. However, he and I both feel that this is so important that it would be much better to do it at a time when you are not under pressure and we can go through it thoroughly. This would point to a Saturday or Sunday. Looking at your diary, next Sunday appears to be a possibility (which has the advantage of being before Dick Wirthlin returns to America). However, Saturday is already taken up with your talks with President Mitterand and an alternative would be to look for a day in February.

Would you like me to set up the meeting?

If so, would you like to hold it this Sunday or prefer to look for another date later on?

JOHN WHITTINGDALE

14/1/90.

JHW
✓

Will discuss at diary
meeting to-morrow

PRIME MINISTER

RESEARCH PRESENTATION

Following your return from Paris on Saturday evening, the Chairman is bringing a group from Central Office at 5.30 to show you the latest findings of our opinion research and to discuss our communications strategy to take us into the next election. This follows the conference the Chairman held at Hever Castle last weekend.

Those attending will be: The Chairman, Tom Arnold, Dick Wirthlin, John Hanvey, Tim Bell, Brendan Bruce, Brian Griffiths and myself. The presentation will take place in the state dining room. We have arranged for supper afterwards in the small dining room which Cally is coming in to prepare. Tim Bell and Brian Griffiths are not able to stay for dinner, but Mr Thatcher will be joining us.

JWJ
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JOHN WHITTINGDALE

19th January, 1990

FRONT DOOR

Herewith a list of those who will be attending the meeting on Saturday at 5.00pm.

The Party Chairman
Lord Young (possibly)
Brendan Bruce
Tim Bell

Tom Arnold MP
Richard Wirthlin
John Hanvey

The last three will be arriving at about 4.45pm in a taxi, bringing some equipment they need, such as an overhead projector, and screen. The meeting will be held in the State Dining Room.



DEBBIE

18th January, 1990