

MINUTE OF A MEETING HELD IN THE CHAIRMAN'S OFFICE ON THURSDAY, 3RD MAY 1979  
TO DISCUSS THE EUROPEAN ELECTIONS

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Present:

Lord Thorneycroft  
Mr Corp  
Mr Garner  
Mr Gleeson  
Mr Howarth  
Mr Leonard  
Mr Lindsey  
Mr Pratt  
Mr Reece  
Mr Ridley  
Mr Rowe  
Miss Spencer  
Mr Walker

Apologies: Mr Boaden  
Mr Ryder  
Lady Young

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1. Campaign Budget

Lady Young and Mr Corp would look again at the draft Campaign Budget and identify decisions that were now needed. It would be assumed that no extra staff would be taken on for the campaign.

2. Duration of the Campaign

It would be recommended to the Leader that we should launch the Manifesto and hold a Candidates Conference on Friday, 18th May. The last day for nominations for candidates was Friday, 11th May and candidates were likely to start campaigning in their constituencies before the 18th May. The full campaign by the Party would, however, begin on Monday, 21st May. The Scottish half-day conference scheduled for the 12th May would not now be used to launch their European Campaign.

3. Manifesto

The draft was currently with the Leader.

4. Other Publications

Questions and Answers and the Supplement to the European Campaign Guide would be ready for the Candidates Conference on the 18th May. Manifesto briefing should also be given to Candidates.

The present drafts for leaflets were not satisfactory. An agreed text would be needed by Wednesday, 9th May. It was confirmed that we would produce two leaflets for general constituency use, one on the CAP and food prices and the other of a general nature. We would also produce two specialist leaflets, one aimed at the young and the other for use by CTU's. We should be careful about the legalities in relation to the specialist leaflets.

5. Leader's Programme

The Chairman would discuss her personal part in the campaign with the Leader. It would be recommended to her that she should attend two rallies, one in the north and one in the south of England.

6. Agents

The position was satisfactory.

7. Press Conferences

It was understood that Transport House were willing to agree to a mutually convenient arrangement for timing.

Only a very limited number of formal Press Conferences should be held. We should supplement these by ad hoc press briefings.

8. Advertising

Mr Bell should be given all the up-to-date political briefing to enable him to make recommendations as to advertising. We should pitch our advertising at target voters and we should be prepared to use the specialist press.

9. Broadcasting

At earlier discussions the Labour and Liberal Parties had wanted a special PEB allocated for the Campaign. A further meeting between the Parties and the Broadcasting Authorities would be necessary and we should try to secure an agreement to take one out of the ordinary allocation of PPB's for the European Election Campaign. Informal approaches would be made to the Labour Party.

We would probably not do a Scottish opt-out broadcast, but would prepare a national broadcast with Scotland in mind and using Scottish vox pop.

10. Speakers and Rallies

Shadow Ministers had already offered days. Lord Thorneycroft would write again to colleagues early next week.

We should hold a major Youth for Europe rally and a special allocation should be made to this on the Budget.

Consideration should be given to holding a number of specialist meetings and inviting European speakers to them.