

From: The Rt. Hon. Sir Keith Joseph Bt. M.P.

Sir Keith Joseph
JK

MR. MAUDE

During a talk between Mrs. Thatcher, Jim Prior and me on the one hand and Sir Val Duncan and Sir Marcus Sieff on the other, it was agreed it would be sensible for a presentation to be given on the subject of electoral change to a relatively small number of top industrialists. It was emphasised that the presentation would have to be highly professional.

Val Duncan and Marcus Sieff volunteered a) to organise the presentation on a date to be fixed in, say, late January; and b) to take part in a trial run during the second half of December - so as to advise us on any alterations they might suggest in the form of presentation.

Mrs. Thatcher asked me to request you to prepare the presentation and to have a talk with her about it. The two businessmen had read your Conference speech which they thought powerful but a shade too abrasive for the industrial audience.

I am copying this note to Mrs. Thatcher and to Lord Thorneycroft.

Perhaps Mary could start exploring, if you agree, with the offices of the two businessmen and with you and me possible dates both for the trial run and for the presentation.

KEITH JOSEPH

18th November, 1975

c.c. The Rt. Hon..Margaret Thatcher M.P. ✓
The Rt. Hon. the Lord Thorneycroft