



10 DOWNING STREET

26th February 1980

Dear Eric,

I attach a copy of the latest, and I hope the last, draft programme for the Prime Minister's visit to Yorkshire on Thursday 13th and Friday 14th March.

I think it is important that we get the terms of reference for the Prime Minister's visit to Howden Glucose Co Ltd right.

The Prime Minister normally likes to receive a quick briefing of say about ten minutes on her arrival at a factory after which she likes to go round accompanied by representatives of management and unions. She does not like a long tail.

At the end of her tour of the works, if there is time, the Prime Minister likes to talk informally over a cup of tea or coffee (not sitting down) with members of management and unions.

The point I am emphasising is that at no stage should the Prime Minister be seen to be favouring the management nor should the management be seen to be monopolising the Prime Minister's time. Moreover it is vital that she has the opportunity of talking to the shop stewards and to be seen to be talking to them.

If you would like me to clarify this matter, please do not hesitate to give me a ring.

*Yours,
Richard*

Richard Ryder
Political Office

Eric Ward Esq

cc. Tony Game.

Bernard Ingham

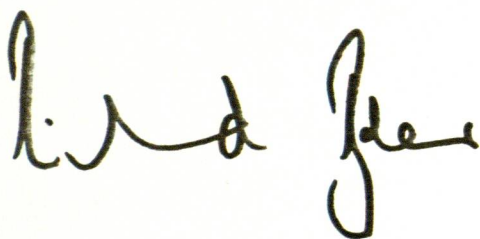
Prime Minister's Visit to Yorkshire

Further to your note of 11th February, I endorse Mr Pattison's reply of 12th February in which he stressed that as far as television at least was concerned, concentration upon activities in Hull would not be the right decision.

I would have thought that the press will be primarily interested in seeing how the Prime Minister is dressed to descend the coal mine and hearing her reactions once she has surfaced. Furthermore, I would have thought that they will be keen to receive a comment about the outcome of the Southend by-election.

I am always in favour of leaving as much free time as possible once the Prime Minister gets to a Hotel in the regions on the Thursday night. There is, as Mr Pattison points out, invariably a considerable amount of preparatory reading to undertake before embarking on the next day's activities, and the Prime Minister also likes, time permitting, to talk to our regional agent about local political problems.

Having said that, I share your view that at some stage it would be worthwhile for the Prime Minister to talk to the Editor and leading journalists of the Yorkshire Post and the Yorkshire Evening Post. I do not, however, believe that the March visit provides the right opportunity and, moreover, I think that it would be worthwhile for you to discuss with Gordon Reece and Derek Howe, precisely what you regard as being the major priorities as far as regional press and television are concerned. We still do not have an overall strategy.



Richard Ryder

15th February 1980

cc Mr Pattison

MR. INGHAM

PRIME MINISTER'S YORKSHIRE VISIT

I am very reluctant to commit the Prime Minister to a dinner with journalists when she arrives in Yorkshire.

She sets out for these visits on a Thursday evening, after a night and a day dominated by Cabinet and Questions. She does not usually focus on the briefing for the visits until she gets to her hotel the night before.

We do have a fair amount of time in hand at the end of the NCB visit. If there is no other way of satisfying the need for her to see journalists, it might be possible to think of inviting one or two in for coffee and a drink later in the evening of her arrival. But we must ensure that she is left enough time to get ready for the next day.

You have also suggested some more formal press coverage in Hull. There would be no problem in working this into the timetable. But I have always been firmly advised that offers of press time in the afternoon of a regional visit are useless, as coverage is too late for regional television news programmes, and often too late for regional daily press. Would it not be better to ensure that there are photo opportunities while she is around Hull, but to avoid allocating time for a specific press conference? If there were bids for individual radio and television interviews, they could be considered on their merits.

M. A. PATTISON

12 February 1980

MR. PATTISON

cc. Mr. Ryder
Miss Parsons
Detectives
Mr. Wood

Reference visit to Yorkshire.

I have discussed with Mr. Ryder the question of a meeting with editors and there may well not be time for a briefing. If, however, the Prime Minister has no special arrangements for dining privately in Selby, I would like to suggest that she might have a meal with the Editor and leading journalists on The Yorkshire Post and Yorkshire Evening Post; while now part of United Newspapers and not the Yorkshire Conservative Newspaper Company, they remain bastions of the Conservative cause in Yorkshire. I know that the Editor of The Yorkshire Post would greatly welcome such an occasion.

An alternative would be to get in a wider but still relatively small group of Yorkshire editors for a dinner. This would, in my view, be a valuable use of the Prime Minister's time. We should certainly "do" the press at Wistow where I hope the accommodation is OK. Perhaps Mr. Wood could investigate?

However, given the parochial nature of regions, I think we should, over and above the meeting with local editors in Hull, arrange for a short press conference and radio and TV interviews in Hull - perhaps at Reckitts. Could you please consider?



B. INGHAM

11 February, 1980