

From
THE CHAIRMAN OF THE PARTY

CONSERVATIVE & UNIONIST CENTRAL OFFICE,
32 SMITH SQUARE,
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The Rt. Hon. Cecil Parkinson M.P.

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PRIVATE & CONFIDENTIAL

To: The Prime Minister

From: The Rt. Hon. Cecil Parkinson, M.P.

Lord Goodman has now confirmed by telephone his acceptance of the terms to be offered to Alan Howarth on his resignation. Harry Boyne has also told me of his wish to retire with effect from the 31st March, next year. The way is, therefore, now open for me to make the changes in personnel about which we had a preliminary discussion two weeks ago.

I propose to make the following appointments:

- (1) David Boddy to succeed Harry Boyne as Head of the Press Department.
- (2) Chris Lawson to become Director of Publicity and Marketing. Chris Lawson has had an outstanding industrial career in marketing and communications. He has also been an active Conservative for many years (Norman Tebbit and I worked with him in Hemel Hempstead in the 1960s). He has also been working recently on a small communications project at Central Office and works well with David Boddy.
- (3) Peter Cropper to become Director of C.R.D. The Research Department is in need of radical change and pruning and these will be Peter's first tasks.
- (4) I would also like to appoint a Chairman of the Research Department, to raise both morale and standards. Lord Blake, Lord Beloff, Douglas Hague or Hugh Thomas would be suitable. My preference would be for Lord Blake.
- (5) Michael Spicer has been working closely with me at Central Office on an ad hoc basis. He has proved invaluable and I would like to propose that you appoint him a Vice Chairman. He would be my right-hand man responsible for the day to day running of the office and for progressing decisions. I do feel the need for Michael at Central Office to enable me to get out and about with the Party in the country.

David Boddy and Chris Lawson both recognise that should Gordon Reece come back nearer the election he will need to play a central role. This also applies to Janet Young.

In view of the recent Press interest I would like to announce these appointments to the Staff on Tuesday and publicly on Wednesday.

NEWS SERVICE

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CONSERVATIVE CENTRAL OFFICE CHANGES IN ORGANISATION

The Rt Hon Cecil Parkinson, MP, Chairman of the Conservative Party, tonight announces changes in the structure of the Conservative Party Organisation. These changes and associated appointments will strengthen the Party's ability to communicate its message and to win support for the Party's policies in the country.

- 1) The Prime Minister has appointed Mr Michael Spicer, MP, as a Vice Chairman. He will be responsible to Mr Parkinson for day-to-day operations.

- 2) A new Marketing Department is to be set up. It will be headed by Mr Christopher Lawson who has had an outstanding industrial career in marketing and communications. Mr Lawson's responsibilities will include the production of Party Political Broadcasts and poster campaigns.

- 3) A new Press and Public Relations Department will be headed by Mr David Boddy, at present Assistant Director of Communications, when Sir Harry Boyle, CBE, retires as Director of Communications in March, 1982.

- 4) The Prime Minister has also appointed Mr Peter Cropper, currently a Special Adviser to the Chancellor of the Exchequer, as head of the Conservative Research Department.

Mr Parkinson will himself assume the executive responsibilities within Central Office for financial control and direction of the work of the office. Until now these responsibilities have been held by the Executive Vice Chairman Mr Alan Howarth.

By mutual agreement, Mr Howarth has relinquished his appointments as a Vice Chairman of the Party Organisation and Director of the Conservative Research Department.

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Mr Parkinson paid tribute tonight to Mr Howarth for his tireless and selfless work for the Party and his success in helping the Party through a difficult financial period.

Commenting tonight, Mr Parkinson said: "In making these changes I have built on the strengths of Central Office to point it firmly in the direction of winning the next election".

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