

Conservative and Unionist Central Office

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Vice Chairmen: ALAN HOWARTH
LORD MARSHALL OF LEEDS
SIR ANTHONY ROYLE KCMG MP
THE BARONESS YOUNG

Deputy Chairman: R. ALISTAIR McALPINE

Derek Howe, Esq.,
10 Downing Street,
London SW1.

2nd September, 1981

Dear Derek,

Just for the record, following our telephone conversation yesterday:

It's finally been decided, with the approval of Sir Russell Sanderson, and Alan Smith, that the Conference slogan will be "Constructive and Caring" in accordance with the Prime Minister's preference.

Many thanks for your help and advice in this matter.

*Yours,
Harry*

Sir Harry Boyne

Party Conference
SWOAGS



10 DOWNING STREET

7th August 1981

Dear Harry,

Further to our conversation and correspondence regarding a possible slogan for the Party Conference, the Prime Minister is of the view that "Getting it Right for Britain" is more of a message than a series of three words.

The only other thought she has is "Constructive and Caring", (ie deleting firm, from the fourth one marked with an asterisk).

May I leave this with you and the National Union?

Yours ever

Derek

Derek Howe
Political Office

Sir Harry Boyne

Prime Minister

Attached is a list of possible slogans which were considered by the Agenda Sub Committee of the National Union Executive last Friday.

None is outstanding. However, the five marked with asterisks are the more favoured.

My own view is that "realistic, rational and resolute" is probably the safest.

Is there one you would prefer?

D.H.

Derek Howe

4th August 1981

*Getting it Right for
Prisoners*

*is more of a
message than a
series of 3 words.*

Other one "Constructive and caring".

* GETTING IT RIGHT FOR BRITAIN
OPPORTUNITY FOR ALL
MAKING BRITAIN GREAT AGAIN
ENSURING A BETTER FUTURE
STRIVE AND PROSPER
FOR CROWN, LAW AND PEOPLE
THE PARTY FOR PATRIOTS

* REALISTIC, RATIONAL, RESOLUTE
CONSERVE BRITAIN'S FUTURE
INTEGRITY AND INCENTIVE
TCMORROW'S PARTY TODAY
ENDURING TO WIN
THE PARTY FOR ALL THE PEOPLE

TOGETHER WE CAN MAKE IT

* CHOOSE FREEDOM - AND CHOICE

* FIRM, CONSTRUCTIVE, CARING

ENTERPRISE AND OPPORTUNITY

SEEING BRITAIN THROUGH

FOR FREEDOM UNDER THE LAW

* RESOLUTE FOR SUCCESS