

PARKINSON M.P.

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From
THE CHAIRMAN OF THE PARTY
The Rt. Hon. Cecil Parkinson M.P.

CONSERVATIVE & UNIONIST CENTRAL OFFICE,
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Telephone: 01-222 9000

21st January, 1982

Dear Colleagues,

Our task this year is to build for election victory on the foundations already laid since 1979. The Government, the Parliamentary Party, constituency workers and Central Office must work together to ensure that the Conservative message is carried into every home in the country.

That message is one of promises kept, determination and hope for the future. We promised to tackle the long-term problems of the nation. The courage and conviction of the Prime Minister, in the face of the fiercest world-wide recession for years, has ensured that this has happened. Now there are signs that Britain is poised again to advance. If we have been reluctant to recognise it, others have not.

Our battle against inflation has been one of the most successful in the western world; our trade today is more buoyant than ever; our competitiveness and productivity, the key to real new jobs, is increasing. The recent OECD forecast expects growth to improve steadily over the next eighteen months in only four of the big seven economies. The three to get the highest marks are Japan, West Germany and Britain. The job every Conservative worker has this year is to trumpet our achievements and successes. In the New Year we must, as a Party, mount an offensive to show that our policies offer the best future for the people of this country, particularly the unemployed.

We must take every opportunity to question the credibility of the S.D.P. - or the new Socialist party. They have spent the past months perpetuating the myth that the country's problems can be wished away by voting for a mixture of inexperienced Liberals and discredited Labour politicians whose policies will be revealed when they have thought of some.

We must question their record as Ministers in a Labour Government, and compare what they say now with what they did then. How would they control the unions? How would they tackle inflation and create real jobs without saddling us with still more debt? Who would pay for their public spending plans?

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We must never let it be forgotten that among the Labour Ministers with the prime responsibility for creating the mess which we inherited were Shirley Williams, Bill Rodgers and David Owen. They backed with enthusiasm - and their votes in the division lobbies - the policies which resulted in that mess and they would still be doing so today had they not lost the last election.

The Conservative Government still has much to do - and so have we in the Party Organisation. We must build up our strength and effectiveness both in the constituencies and at the centre and improve our Party's ability to communicate at all levels.

Recently I announced changes in the structure of the Party Organisation at Central Office and details of these are attached. I believe these changes will strengthen the team at the centre and you can rest assured that, together with our Area staffs, we shall be doing everything possible to provide maximum back-up for your efforts in the constituencies.

I believe that we have a number of immediate priorities:

- 1) To take full advantage of the "Impact 80's" new style of constituency campaigning which was launched at the Party Conference. The excellent briefing materials are now available and full details have been sent to the constituencies. Training sessions for teams of volunteers will be organised by Areas and this campaign provides the opportunity of updating our communication methods.
- 2) To maintain our position in local government. At the elections this May we shall be defending many local government seats and facing new challenges from the S.D.P. and the Liberals. We must ensure an all-out campaign.
- 3) To have our plans prepared so that when Parliamentary redistribution comes in 1983 we shall be ready to reorganise quickly and effectively. General guidance has already been sent to constituencies and Areas will give all the help they can in this all-important operation.
- 4) To build up our strength and improve our organisation in the wards and polling districts, without sufficient trained volunteers we cannot fight an effective campaign.

I thank you for all you did in 1981 and I wish you and all your members in the constituencies a happy and successful New Year.

Yours Sincerely,
Neil Parkin

TO: Constituency Chairmen
Constituency Agents
MP's
MEP's
National Union Executive Committee

CHANGES AT THE CONSERVATIVE CENTRAL OFFICE

The Rt. Hon. Cecil Parkinson MP, Chairman of the Conservative Party, has announced changes at the Conservative Central Office aimed at strengthening the Party's ability to communicate its message and to win support for the Party's policies in the country.

- 1) Mr Michael Spicer, MP has been appointed by the Prime Minister 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 Boyne, CBE, retires as Director of Communications in March 1982.
- 4) Mr Peter Cropper has been appointed by the Prime Minister as head of the Conservative Research Department. He is currently a Special Adviser to the Chancellor of the Exchequer.

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 appointment as Vice Chairman of the Party Organisation and Director of the Conservative Research Department.

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