

FROM: THE RT.HON. SIR KEITH JOSEPH, Bt. MP.



KJ/SMC

J.E.M. Moore Esq., MP.

29th January 1979

I am writing to you - with copies to Tony Durant, Hal Miller and Jim Lester - to make a suggestion that flows from an idea of Margaret's.

To support our theme of holding, and then reducing, the share of the national income taken by state spending we want to focus on waste. Borrowing from Senator Proxmire his idea of "fleece of the month", what is proposed is that we should launch a "waste of the week" campaign.

The idea would be, after a suitable initiative with the press, to publish each week some scandalous example of waste so that we build up lively public awareness between now and the election.

Humphrey Atkins has suggested ^{it} you, Tony and Hal would be ideally such a team to carry out this exercise, if you are willing, and that Jim Lester, if he is willing, would be the link between you and the Whips' Office.

Chris Patten is going to help. I attach to you and the others, a copy of a minute from him to me dated 22nd January identifying Keith Britto as the CRD man who will feed you with material.

I enclose with each letter a copy of CRD's recent pamphlet containing a number of examples of waste. You will see proposals Chris makes for launching the campaign together with a request to the public to send in examples.

Would you and the other recipients be good enough please to let me know, after consultations you may wish to have among yourselves, whether you would be willing to take on this task? Obviously, if one or more is too busy, I shall understand and bring in someone else.

Cont./.....



I am copying this letter also to Humphrey Atkins,
Chris Patten, and to Margaret's office.

C.c. Tony Durant, MP
Hal Miller MP
Jim Lester MP

Rt.Hon. Humphrey Atkins, MP
Chris Patten
Leader of the Opposition's
private office.