

Conservative Research Department

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CFP/RME

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SIR KEITH JOSEPH

Thank you for your letter of 5th January, 1979 about the proposed "Waste of the Week" Campaign.

The Research Department has accumulated over the years a considerable number of examples of waste by both Central and Local Government. In the majority of cases these examples have already been debated widely in public and I think you would agree are not really suitable for this new campaign. What we need are new examples of waste by both central and local government. These should not be impossible to find, for example, we have the recent case of the proposed new Town Hall for the Borough of Southwark.

I would suggest that the campaign should be run in two distinct stages both of which I would see as being designed to gain the maximum publicity. The first stage of the campaign would be a public appeal by one or more of the MPs suggested by the Whips Office for the public to send in examples of waste by both national and local government. I would hope that we should be able to ensure that this stage of the campaign gets the maximum amount of publicity in the mass-circulation newspapers, e.g. The Sun, and on television. It might be sensible to get one newspaper particularly interested in the whole project. Clearly the MPs in making the appeal will need to be adequately briefed, and I will ensure that the Research Department prepares the necessary material. I would hope that this public appeal would generate correspondence from which we should be able to select a range of new examples of governmental waste to be used in the second part of the campaign.

The second stage of the campaign would be for one of the members each week (or month?) to publicise one of these new examples - here again the member concerned will be fully supported by the Research Department.

I have asked Keith Britto and David Nicholson to take care of the Research Department end of the exercise. Perhaps when you approach the Members recommended by the Whips Office you could inform them that Keith Britto will be getting in touch with them in the near future. I would be grateful if after you have approached the Members concerned you could let me or Keith Britto know so that we can get on with the first stage of the exercise.

Until the publicity campaign gets off the ground I have suggested that Keith Britto should use the party organisation (in particular the Deputy Central Office Agents in charge of Local Government) in order to try to obtain some completely new examples of waste by local government.

A handwritten signature in black ink, appearing to read 'Chris Patten', with a stylized, cursive script.

CHRIS PATTEN