

Mr. S. A. Budd, was detailed to work closely with and to assist the European Movement, and to advise on the handling of the media. IRD at the same time set up a special editorial/research section to work closely with the ECIU. The IRD/ECIU co-operation produced the basic material on which most of the subsequent productions were based - booklets, talking points, speeches, notes, etc. Thus throughout the winter of 1970-71 all the infrastructure was laid down, the preparatory work initiated and the ground prepared by the European Movement in consultation with FCO Departments. The European Movement used this time to strengthen its own organisation by the appointment of regional officers and to raise money from industry for use in the summer of 1971. This preparatory work ensured that the Government's open campaign was launched and carried out so effectively between July and October 1971.

IN CONCLUSION
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7. For a variety of reasons our effort had to be much more effective than that of the opposition, to give us a fighting chance of success. Three facets are worth mentioning:

- (a) during the negotiations, the pro-Marketeers (official and non-governmental) were inhibited by the need to avoid any erosion of HMG's essentially "hard line" bargaining position;