

his associate Mr. Garrett, the Official Co-ordinator, the Head (or Director of Public Relations) of the Conservative Central Office and the Director of BCOM, together with the Ministerial Co-ordinator, Mr. Royle, and the Chancellor of the Duchy of Lancaster, Mr. Rippon, when they could, and an otherwise varying composition according to the main purpose of each meeting agreed between Mr. Tucker and the Official Co-ordinator. Those who attended from time to time included other members of the Standing Group and, each in his personal capacity: the Prime Minister's political Secretary, the Editor of the Economist, the Managing Director ITN, the Managing Director BBC Radio, the Head of Current Affairs BBC TV, the Secretary of Aims for Industry, the Secretary of the Industrial Policy Group, a Director of the ORC, the Liberal Chief Whip, the Secretary of the Labour Committee for Europe, the Assistant General Secretary of the Labour Party and the personal assistant to Mr. Roy Jenkins. Like the Standing Group and the inter-Departmental working group, the breakfast group developed its contribution as preparations for the campaign and the campaign itself proceeded. In particular it helped to fill gaps (notably with the Labour pro-Marketeers and with industrialists) and it served as a useful sounding board and advisory body.

V : COURSE OF THE FIRST AND SECOND PHASES (JULY AND HOLIDAY SEASON)

36. The campaign got off to a good start on 7 July with the White Paper and very favourable television, radio and press coverage. This was followed in the succeeding days by a Prime Ministerial broadcast; a Prime Ministerial Press conference; the Popular Version of the White Paper; speeches in the country and appearances on television and

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