

UNIVERSITY OF ESSEXAlbert Sloman LibrarySDP ARCHIVESJoint Themes/Slogans Group

- 5.3.85 "Themes for the Alliance", paper by R. Liddle (PC/08/0385)
- 19.3.85 "Philosophical themes for the Alliance", paper by A. Kilmarnock and S. Slipman (PC/015/0385) (JP/03/0485)
- 1.4.85 Memorandum from W. Buckley to I. Wrigglesworth re: opinion research by the Alliance
- 11.4.85 Letter from W. Fletcher to I. Wrigglesworth expressing his willingness to join the themes group
- 18.4.85 Letter from S. Slipman to D. Owen expressing her wish to be part of the slogans group
- Reply from D. Owen, dated 29.4.85 (attached)
- 29.5.85 Letter from W. Fletcher to D. Owen outlining propositions for discussion re: communications strategy (marked "strictly private and confidential")
- 30.5.85 Letter from I. Wrigglesworth and R. Holme to J. Curtice asking him to prepare a paper on voters' attitudes to the Alliance
- Letter from I. Wrigglesworth and R. Holme to S. Horack asking her to prepare a paper on voters' attitudes to the Alliance
- 31.5.85 Letter from P. Knowles to I. Wrigglesworth re: paper to be written by J. Curtice and S. Horack (together with reply dated 5.6.85)
- 3.6.85 Memorandum from W. Buckley to I. Wrigglesworth expressing her willingness to be involved, if required, in the Slogans group
- 5.6.85 Letters from I. Wrigglesworth to J. Wallace, S. Slipman and M. Thomas re: composition of slogans group and proposed time of first meeting
- 14.6.85 Memorandum from S. Horack to members of slogans group on themes around which to focus SDP and Liberal pre-campaign communications
- Paper entitled: "Why people should vote for the SDP Liberal Alliance" (attached)
- 26.6.85 Notes from I. Wrigglesworth to members of the Joint Themes Slogans Group (dated 12.6.85) confirming meeting to be held on 26.6.85

- 26.6.85 Memorandum from R. Holme to I. Wigglesworth (dated 24.6.85) re:  
cent. meeting on 26.6.85
- Two papers by J. Curtice (the first entitled "The Alliance Vote")  
(attached)
- Minutes of Themes group meeting
- 22.7.85 Paper by J.K.C. entitled: "Tactical voting: a brief Note"
- Supplementary note on social base of attitudes to the welfare state  
(attached)
- 5.8.85 Final draft of the Themes Paper entitled: "Communicating the Alliance"
- 19.8.85 Letter from W. Fletcher to D. Owen together with a list of phrases/  
slogans to be used in speeches etc.
- 12.11.85 Letter from Lord Kilmarnock to I. Wigglesworth offering his thoughts  
on the themes paper
- Letter from Lord Kilmarnock to I. Wigglesworth and attached interim  
report from his Political Philosophy Forum (report dated 11.11.85)
- 9.12.85 Letter from R. Holme to I. Wigglesworth outlining proposed changes to  
the "Communication Strategy for the Alliance" paper (paper attached)
- 12.12.85 Memorandum from W. Buckley to SDP/Liberal Alliance Joint Priorities  
Group re: revised draft of "A Communications Strategy for the Alliance"  
(attached) to be considered on 16.12.85
- 24.1.86 Memorandum from D. Wilson to R. Holme and I. Wigglesworth giving his  
response to the communications strategy "themes" paper
- 30.4.86 Minutes, Joint Research Group
- "Progress Through Change", a Liberal Trade and Industry Panel policy  
statement on the new technologies (attached)
- [n.d.] Note from W. Buckley to I. Wigglesworth re: procedure for discussion  
of themes for the Alliance with the Liberal Party
- [n.d.] Undated draft of paper: "Communicating the Alliance"
- [n.d.] "Competition with Compassion", paper by W. Fletcher
- [n.d.] Memorandum summarizing the various papers submitted to the Themes Group  
and its conclusions
- Miscellaneous unidentified items