



## 10 DOWNING STREET

*From the Principal Private Secretary*

24 April 1985

*Dear Hugh,*

## PEACOCK COMMITTEE

The Prime Minister discussed with the Home Secretary and Sir Robert Armstrong this afternoon the Home Secretary's minute of 17 April.

The Prime Minister concluded with regret that since Sir Alastair Burnett is a Director of ITN which relies on financial support from the independent television companies, he would be regarded as having an interest in the outcome of the Peacock Committee and that he should not, therefore, be included as a member. The Prime Minister was also not inclined to have Mr. Peter Jay on the Committee, but was content that Mr. Samuel Brittan should be a member, on the basis that Professor Peacock was prepared himself to say that he wanted him to be on the Committee. The conclusion of the discussion, therefore, was that the members should be:-

Mr. Samuel Brittan  
Miss Judith Chalmers  
Mr. Jeremy Hardie  
Professor Alastair Hetherington  
Lord Quinton  
Dr. Peter Main

The Prime Minister agreed that Mrs. Patricia Mann should be regarded as a reserve.

Provided she does not have any further thoughts within the next twenty-four hours, the Prime Minister will be content for the Home Secretary to approach the people mentioned above.

I am copying this letter to Sir Robert Armstrong.

*Your ever,*

Hugh Taylor, Esq.,  
Home Office.

*Robin Butler*

APPTS  
FERB

Ref. A085/1134

MR BUTLERPeacock CommitteeThe Home Secretary's minute of 17 April. *attached*

2. I am content with the names proposed by the Home Secretary. But I wonder whether there should be a woman on the Committee. Possibilities that occur to me are Dr Christine Challis, (the Secretary of the London School of Economics), Mrs Heather Brigstocke, and Mrs Mary Moore. Or one might think of Marghanita Laski, who went over this ground as a member of the Annam Committee.

3. As to whether Mr Sam Brittan should be appointed, I should have no doubts about his qualifications. But the subject so politically controversial, and his appointment would give ammunition to those who might want to suggest that the Home Secretary was trying to park the Committee with people likely to share his own views of the matter. So I should have thought better not.

*Carl Bowdery**Approved by*

ROBERT ARMSTRONG

*and signed in his absence.*19 April 1985

Broadcasting; success of BBC



CONFIDENTIAL



FILE

207

10 DOWNING STREET

*From the Principal Private Secretary*

19 April 1985

The Prime Minister was grateful for the Home Secretary's minute of 17 April about membership of the Peacock Committee and the financing of the BBC. She would like to have a general conversation about these proposals with the Home Secretary, and we have now arranged for the Home Secretary and Sir Robert Armstrong to call on the Prime Minister on Wednesday, 24 April at 1500 hrs.

I am sending a copy of this letter to Sir Robert Armstrong.

H Taylor Esq  
Home Office

APPOINTMENTS IN CONFIDENCE



Prime Minister

I see some difficulty about Alastair Burnet. Would you be content with the rest of the list.

Prime Minister

PEACOCK COMMITTEE

*Will discuss generally not*

*F.R.B.*

*17.4.*

I am anxious to proceed as quickly as possible with the appointment of the other members of the Peacock Committee on the financing of the BBC. I envisage a committee of seven or eight people and we need to choose members for the particular contribution they can make, rather than their general merit or reputation. Thus, while we do not want to appear to have selected representatives of particular organisations or interest groups, we need members with knowledge of public affairs, of business, of advertising, of the media and of broadcasting itself.

I have considered the suggestions made by a number of our colleagues and also had a talk with Alan Peacock himself. Having done so I have it in mind to approach the following to see if they would be willing to serve:

- Peacock*  
— Mr Samuel Brittan or Mr Peter Jay
- Sir Alastair Burnet
- Miss Judith Chalmers
- Mr Jeremy Hardie
- Professor Alastair Hetherington
- Dr Peter Main
- Lord Quinton

*Palmer Park*

... I attach copies of the relevant Who's Who entries (with the exception of Miss Judith Chalmers), and go on to explain the thinking behind each of the names.

My general approach is to select a committee that our own supporters will find satisfactory, but which others will recognise as having a credible spread of political and other opinion and experience.

The first two names on the list are probably - though for very different reasons - the most potentially controversial but I include them because I think it is essential to have at least one person who is iconoclastic in temperament, intellectually rigorous and starts off with a bias against monopolies and vested interests. Either Samuel Brittan or Peter Jay would meet that requirement. Alan Peacock himself prefers my brother and thinks he would be a very useful member of the committee. He would be very ready to say publicly that he welcomed the appointment. He hopes that the relationship with me would not of itself be a bar to appointment. For my part I obviously recognise the risk of criticism and would not want to press the suggestion if you felt the presentational difficulties were too great, but on objective grounds I do agree with Alan Peacock. The risk with appointing Peter Jay, who would certainly bring an original mind and relevant background to the work of the committee and whose instincts in this area are not likely to be conventional or those of the traditional left, is that he may be too closely associated in the public mind with the initial difficulties of TV AM.

*Surely this would give rise to a conflict of interest*

Turning to the other names: although Alastair Burnet is a director of ITN I do not myself think this need rule him out. He would bring to the committee a considerable and varied experience of work in the media including of course the editorship of both The Economist and The Daily Express.

Alastair Hetherington was, of course, at one time the editor of The Guardian and now occupies an academic post concerned with the media. I think it would be difficult not to include anyone who has had a direct involvement with the BBC and Alastair Hetherington was Controller of BBC Scotland from 1975 to 1978. I have reason to believe, however, that he is far from uncritical of the BBC. He would, however, be seen to represent a different political and economic point of view from that of other members.

Judith Chalmers is well known, has broadcasting experience, and is likely to bring an active interest and good sense to bear on the subject. Her appointment last year to the National Consumer Council is also helpful.

Jeremy Hardie is an astute economist and experienced accountant and business man who has undertaken a number of public appointments. He served as a member and Deputy Chairman of the Monopolies and Mergers Commission and I attach importance to that. He is not a well known Party political figure although he contested a seat for the SDP in 1983. He certainly represents the free market element of opinion within the Alliance.

I do not know Peter Main, the Chairman of Boots, personally, but he was commended to me by Norman Tebbit. If he were not able to find the time to serve on the committee I would look to either Mr Ronald Halstead or Sir Peter Reynolds to give the committee the benefit of direct experience of large scale business and the actual use of advertising.

Finally, while I am very anxious that the membership of the committee should appear direct and business-like, rather than containing people who might

have been deemed suitable members for an old-fashioned deliberative Royal Commission, there is a case for choosing one member who would be thought of as being concerned primarily with intellectual standards in broadcasting. It seems reasonable to look, for this purpose, to the Tory benches in the House of Lords and Anthony Quinton is an occasional broadcaster as well as a distinguished philosopher.

I cannot of course be certain that all these people would be willing and able to serve on the committee, but I hope you would agree that I should approach them. If you would like a word about these proposals (either about the position of my brother and Peter Jay, or more generally), perhaps your Office would let mine know.

I am sending a copy of this minute to Sir Robert Armstrong.

L. B.

17 April 1985

Yes please -  
we will discuss



**BRITTAN, Samuel**; Principal Economic Commentator, since 1966, and Assistant Editor, since 1977, *Financial Times*; b 29 Dec. 1933; s of late Joseph Brittan, MD, and of Rebecca Brittan (née Lipetz). *Educ*: Kilburn Grammar Sch.; Jesus Coll., Cambridge. 1st Class in Economics, 1955; MA Cantab. Various posts in *Financial Times*, 1955-61; Economics Editor, Observer, 1961-64; Adviser, DEA, 1965. Fellow, Nuffield Coll., Oxford, 1973-74, Vis. Fellow, 1974-; Vis. Prof. of Economics, Chicago Law Sch., 1978. *Financial Journalist of the Year Award* 1971; George Orwell Prize (for political journalism), 1980. *Publications*: *The Treasury under the Tories*, 1964, rev. edn, Steering the Economy, 1969, 1971; *Left or Right: The Bogus Dilemma*, 1968; *The Price of Economic Freedom*, 1970; *Capitalism and the Permissive Society*, 1973; *Is There an Economic Consensus?*, 1973; *Second Thoughts on Full Employment Policy*, 1975; (with P. Lilley) *The Delusion of Incomes Policy*, 1977; *The Economic Consequences of Democracy*, 1977; *How to End the Monetarist Controversy*, 1981; *The Role and Limits of Government*, 1983; articles in various jls. *Address*: Flat 10, The Lodge, Kensington Park Gardens, W11.

**BURNET, James Williams Alexander (Alastair Burnet)**; broadcaster with Independent Television News, since 1976, Associate Editor, News at Ten, since 1982; b 12 July 1928; s of late Alexander and Schonaid Burnet, Edinburgh; m 1958, Maureen Campbell Sinclair. *Educ*: The Leys Sch., Cambridge; Worcester Coll., Oxford. Sub-editor and leader writer, *Glasgow Herald*, 1951-58; Commonwealth Fund Fellow, 1956-57; Leader writer, *The Economist*, 1958-62; Political editor, Independent Television News, 1963-64; Editor, *The Economist*, 1965-74; Editor, *Daily Express*, 1974-76. *Ind. Dir.*, Times Newspapers Hldgs Ltd, 1982-. Has appeared regularly on TV progms, News at Ten, Panorama, This Week. Member: Ctee of Award, Commonwealth Fund, 1969-76; Ctee on Reading and Other Uses of English Language, 1972-75; Monopolies Commn specialist panel on newspaper mergers, 1973-; Richard Dimbleby Award, BAFTA, 1966, 1970, 1979; Judges' Award, RTS, 1981. *Address*: 43 Hornston Court, Campden Hill Road, W.8. T: 01-937 7563; 33 Westbourne Gardens, Glasgow. T: 041-339 8073. *Club*: Reform.

**HARDIE, (Charles) Jeremy (Mawdesley)**, CBE 1983; b 9 June 1938; s of Sir Charles Hardie, *qv*; m 1st, 1962, Susan Chamberlain (marr. dis. 1976); two s two d; 2nd, 1978, Xandra, Countess of Gowrie, d of late Col R. A. G. Bingley, CVO, DSO, OBE, one d. *Educ*: Winchester Coll.; New Coll., Oxford (2nd Cl. Hon. Mods, 1st Cl. Lit. Hum.); Nuffield Coll., Oxford (BPhil Econ), ACA 1965, Peat, Marwick, Mitchell & Co.; Nuffield Coll., Oxford, 1966-67; Jun. Res. Fellow, Trinity Coll., Oxford, 1967-68; Fellow and Tutor in Econ., Keble Coll., Oxford, 1968-75. Partner, Dixon Nelson & Co., 1975-82. Chairman: National Provident Instn, 1980- (Dir, 1972, Dep. Chm., 1977); Alexander Syndicate Management Ltd, 1982-; Dep. Chm., Alexanders Discount Co. Ltd, 1981- (Dir, 1978); Stockholders Investment Trust Ltd, 1979-; Unilever Pensions Investment Management Ltd, 1980-; IBM UK Pensions Trust Ltd, 1981-83; NAAFI, 1981-; John Swire and Sons, 1982-; Andall (UK) Ltd, 1983-; London Bd. Bank of Scotland, 1983-. Member: Monopolies and Mergers Commn, 1976- (Dep. Chm., 1980-83); Council, Oxford Centre for Management Studies, 1978-; Hammersmith Health Authority, 1982-83. Contested (SDP) Norwich South, 1983. Trustee, Esmée Fairbairn Charitable Trust, 1972-. *Recreations*: sailing, skiing. *Address*: The Old Rectory, Metton, Norfolk NR11 8QX. T: Cromer 761765.

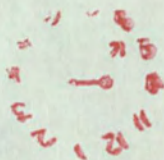
**HETHERINGTON, (Hector) Alastair**; journalist; Research Professor, Stirling University, since 1982; former Editor of *The Guardian*; b Llanabon, Glamorganshire, 31 Oct. 1919; yr s of late Sir Hector Hetherington and Lady Hetherington; m 1st, 1957, Miranda (marr. dis. 1978), d of Professor R. A. C. Oliver, *qv*; two s two d; 2nd, 1979, Sheila Janet Cameron, widow of Hamish Cameron; one step s two step d. *Educ*: Gresham's Sch., Holt, Corpus Christi Coll., Oxford (Hon. Fellow, 1971). Royal Armoured Corps, 1940-46. Editorial staff, *The Glasgow Herald*, 1946-50; joined *Manchester Guardian*, 1950, Asst Editor and Foreign Editor, 1953-56, Editor, 1956-75; Director: *Guardian and Manchester Evening News Ltd*, 1956-75; *Guardian Newspapers Ltd*, 1967-75; Controller, BBC Scotland, 1975-78; Manager, BBC Highland, 1979-80. Member, Royal Commission on the Police, 1960-62. Vis. Fellow, Nuffield Coll., Oxford, 1973-79. Trustee, Scott Trust, 1970-. *Journalist of the Year*, Nat. Press awards, 1970. *Publication*: *Guardian Years*, 1981. *Recreations*: hill walking, golf. *Address*: 38 Chalton Road, Bridge of Allan, Stirling FK9 4EF. T: Stirling 832168; Tigh na-Fraoich, High Corrie, Isle of Arran KA27 8JB. T: Brodick 81652. *Club*: Athenaeum.

**JAY, Peter**; Chairman, National Council for Voluntary Organisations, since 1981; Director, Economist Intelligence Unit, since 1979; Senior Editorial Consultant, Banking World, since 1983; b 7 Feb. 1937; s of Rt Hon. Douglas Patrick Thomas Jay, *qv*; m 1961, Margaret Ann, d of Rt Hon. James Callaghan, *qv*; one s two d. *Educ.*: Winchester Coll.; Christ Church, Oxford. MA 1st cl. hon. PPE, 1960. President of the Union, 1960, Nuffield Coll., 1960. Midshipman and Sub-Lt RNVR, 1956-57. Asst Principal 1961-64, Private Sec. to Jt Perm. Sec. 1964, Principal 1964-67, HM Treasury; Economics Editor, The Times, 1967-77, and Associate Editor, Times Business News, 1969-77; Presenter, Weekend World (ITV Sunday morning series), 1972-77; The Jay Interview (ITV series), 1975-76; Ambassador to US, 1977-79. Vis. Scholar, Brookings Instn, Washington, 1979-80; Wincoet Meml Lectr, 1975; Copland Meml Lectr, Australia, 1980. Consultant, Economist Gp, 1979-81; Dir, Landon Press Ltd, 1982-83; Chm. and Chief Exec., TV-am Ltd, 1980-83 and TV-am News, 1982-83; Pres., TV-am, 1983; Presenter, A Week in Politics, 1983. Chm., NACRO Working Party on Children and Young Persons in Custody, 1976-77; Trustee, Charities Aid Foundn, 1981-; Chairman, United Way (UK) Ltd, 1982-; United Way Feasibility Studies Steering Cmttee, 1982-; Mem. Council, Cinema and TV Benevolent Fund, 1982-83; Governor, Ditchley Foundn, 1982-; Dir., New Nat. Theatre, Washington, DC, 1979-81. Political Broadcaster of Year, 1973; Harold Wincoet Financial and Economic Journalist of Year, 1973; Royal TV Soc.'s Male Personality of Year (Pye Award), 1974; SFTA Shell Internat. TV Award, 1974. FRSA 1975; FRGS 1977. Hon. DH Ohio State Univ., 1978; Hon. DLitt Wake Forest Univ., 1979; Berkeley Citation, Univ. of Calif., 1979. *Publications*: The Budget, 1972; (contrib.) America and the World 1979, 1980; contrib. Foreign Affairs j. Recreation: sailing. *Address*: 39 Castlebar Road, W5 2DJ. T: 01-998 3570; Elm Bank, Glandore, West Co. Cork. T: (028) 33198. *Clubs*: Garrick; Royal Naval Sailing Association, Royal Cork Yacht.

**MAIN, Dr Peter Tester**, ERD 1964; Chairman, The Boots Company Ltd, since 1982 (Director, since 1973); b 21 March 1925; s of late Peter Tester Main and Esche Paterson (née Lawson); m 1952, Dr Margaret Finister, MB, ChB (née Tweedle); two s one d. *Educ.*: Robert Gordon's Coll., Aberdeen; Univ. of Aberdeen (MB, ChB 1948, MD 1963). MRCP 1961, FRCPE 1962. Captain, RAMC, 1949-51; MO with Commando Bde, Suez, 1956; Lt-Col RAMC (AER), read 1964. House Surg., Aberdeen Royal Infirmary, 1948; House Physician, Woodend Hosp., Aberdeen, 1949; Demonstrator, Univ. of Durham, 1952, gen. practice, 1953-57; joined Res. Dept, Boots, 1957; Dir of Res., 1968; Man. Dir., Industrial Div., 1979-80; Vice-Chm., The Boots Co. Ltd, 1980-81. Governor, Henley Management Coll. CBIM (FBIM 1978). *Publications*: contribs on therapeutics to learned jls. *Recreations*: fly fishing, shooting, Scottish music. *Address*: The Boots Co. Ltd, Nottingham NG2 3AA. T: Nottingham 56111. *Clubs*: Naval and Military, Flyfishers'.

**QUINTON, Baron** *cr* 1982 (Life Peer), of Holywell in the City of Oxford and County of Oxfordshire; Anthony Meredith Quinton, FBA 1977; President of Trinity College, Oxford, since 1978; b 25 March 1925; s of late Richard Frith Quinton, Surgeon Captain, RN, and late Gwenlllyan Letitia Quinton; m 1952, Marcelle Wegier; one s one d. *Educ.*: Stowe Sch.; Christ Church, Oxford (St Cyres Scholar, BA 1st Cl. Hon. PPE 1948). Served War, RAF, 1943-46: flying officer and navigator. Fellow, All Souls Coll., Oxford, 1949-55; New Coll., Oxford, 1955-78. Delegate, OUP, 1970-76. Mem., Arts Council, 1979-81. Vis. Professor, Swarthmore Coll., Pa, 1960; Stanford Univ., Calif, 1964; New Sch. for Social Res., New York, 1976-77. Lecturer, Dawes Hicks, British Acad., 1971; Gregynog, Univ. of Wales, Aberystwyth, 1973; T. S. Eliot, Univ. of Kent, Canterbury, 1976. Pres., Aristotelian Soc., 1975-76. Governor, Stowe Sch., 1963. (Chm. Governors, 1969-75); Fellow, Winchester Coll., 1970. Emeritus Fellow, New College, Oxford, 1980. *Publications*: Political Philosophy (ed), 1967; The Nature of Things, 1973; Utilitarian Ethics, 1973; (trans.) K. Ajdukiewicz (with H. Skolimowski) Problems and Theories of Philosophy, 1973; The Politics of Imperfection, 1978; Francis Bacon, 1980; Thoughts and Thinkers, 1982. *Recreations*: sedentary pursuits. *Address*: President's Lodgings, Trinity College, Oxford. T: Oxford 242888. *Clubs*: Garrick, Beef steak, United Oxford & Cambridge University.

Broadcasting: Finances of BBC.



17 APR 1985