

cc Mr Ingham
Mr Addison ✓

Await HB advice.

MR BOOTH

SHOOT!

I have seen Mr Addison's note to you concerning an approach from Shoot! magazine. I have been unable to get hold of you by telephone and am just off to Scotland.

My initial reaction is that the PM should not do it. Can I leave you with these thoughts?

1. As I recall it, "Shoot!" is a comic rather than a magazine, aimed at 11-16 year olds. Whilst we may therefore be reaching hooligans and potential hooligans of that age, it may be too down-market a publication for the Prime Minister to make a personal contribution.
2. If she has something to say on this important topic, we can get a far wider and more influential media audience than "Shoot!". The media continue to be hungry for anything she says on this issue but this is an inappropriate platform.
3. I don't think 11-16 year olds always respond positively to figures of authority and getting the message across may be counter-productive if they don't like the Prime Minister anyway.
4. However, I agree the Government's case should not go by default and suggest this may be a good opportunity for the new Sports Minister to make his name!
5. I should add that Mr Macfarlane sent a message to "Shoot!" some time ago.
(attached).

Christine

CHRISTINE WALL
PRESS OFFICE

4 September 1985

Message to SHOOT Magazine by Neil Macfarlane, Minister for Sport

This is our last chance - we must not miss it!

This is going to be the make-or-break season for English football. Next season must see the return to sanity of our national game, and everyone associated with football must do their utmost to help stamp out football violence.

The Government has agreed a far reaching package of measures with the football authorities to combat hooliganism; the tragedies of Birmingham and Brussels and the terrible scenes we saw at other grounds last season must never happen again.

I believe the time has come for the true supporters of football to say 'enough!' We must all stand up and be counted in the drive to make sure that football can once again be enjoyed in peace, comfort and security.