



THE Joseph Rowntree
REFORM TRUST LTD

The Garden House Water End York YO3 6LP Tel: (01904) 625744 Fax: (01904) 651502

Dr John Alderdice
55 Knock Road
BELFAST
BT5 6LB

21 June 1995

Dear Dr Alderdice

Thank you very much for responding to my request for a report on this Trust's personal award to you. This will now be incorporated into the annual review of all the Trust's grants which is currently being prepared.

Thank you also for your separate letter of 18 June reporting on the North Down by-election and the Alliance Party's progress in that seat.

Yours sincerely

Lois Jefferson

18 June 1995,

Ms Lois Jefferson,
The Joseph Rowntree Reform Trust Ltd.,
The Garden House,
Water End,
YORK YO3 6LP.

Dear Ms Jefferson,

Thank you for your letter of 6 June, letting me know that the application for funding for a Press Officer would be considered on June 23. I thought that I would just drop you a note of further information which I believe is relevant to your Trustees' consideration.

As you may know we have just had a parliamentary bye-election in North Down. This is the first major electoral test since the ceasefires, and I am delighted to say that it brought a significant step up in Alliance fortunes.

Our candidate, Sir Oliver Napier, a former Alliance Leader, was under-rated from the start by the Press, and we found it very difficult, to get him any publicity. Because he had been out of things for some time he was branded by the pundits, as a 'yesterday's man'. Alliance has in any case been fighting an uphill battle with the media to get publicity. Of course we used our own methods, learnt from the Lib Dems - localized election addresses, heavy leafleting, target letters, and so on - things that we could do ourselves. The result was excellent. Although we were some way from winning, we increased our percentage from 14.7% in 1992, to 25.4%, and only just missed beating the second placed Ulster Unionist candidate. The best result we have ever had before in that constituency was 22.1% in 1983. When I arrived at the count I was met by the press with calls of 'your candidate is doing very well!' I responded that they shouldn't sound so amazed. It was only because they were out of tune with what was actually happening on the ground that they had written us off in the first place. The immediate results of Friday's success are the enclosed articles by Ed Maloney in the Sunday Tribune, and Liam Clarke in the Sunday Times today.

I believe that the time is right, and the strategy is right, but we do need the publicity.

Kindest regards,

Dr John T Alderdice
PARTY LEADER

18 June 1995,

Ms Lois Jefferson,
The Joseph Rowntree Reform Trust Ltd,
The Garden House,
Water End,
YORK YO3 6LP.

Dear Ms Jefferson,

Thank you for your letter of 1st inst. Just a brief report on how the personal award from the Joseph Rowntree Reform Trust has been helping me.

In the first place, the very fact of the award itself, was a form of recognition which gave me great encouragement. It was quite a boost to know that my work was appreciated in this way, by fellow-liberals. I think too that it was a similar encouragement to my wife, after some years of sacrifice on her part, without public recognition. Of course the award has also made a number of other things possible. It has given some relief from financial anxiety, and has enabled me to give some things back to the family. I have arranged to take Joan, and our three children, Stephen, Peter and Anna, away to California for a three week holiday in July/August. They do not see so much of me, and the chance of being away together somewhere exciting is a matter of keen anticipation for all of us. It has also been possible to re-decorate Anna's bedroom, and get some household things which Joan had been wanting for a while.

I think too that the award has given some sense of confidence. When the recent North Down bye-election was called there was pressure on me to move from East Belfast and stand. It was tempting, even though I knew in my heart that I could not win. In fact by moving and not winning I would have damaged my prospects for East Belfast. The pressure and the temptation was considerable, but the financial support I had received from Rowntree enabled me to reflect more calmly and objectively on the issue, and make the **right** decision. In the event, Alliance has come through strengthened electorally, Oliver Napier is now a serious runner for North Down next time, and my position in East Belfast is better too. The personal award helped create that sense of space to think.

My continued thanks for your help.

Yours sincerely,

17 June 1995,

Ms Lois Jefferson,
The Joseph Rowntree Reform Trust Ltd,
The Garden House,
Water End,
YORK YO3 6LP.

Dear Ms Jefferson,

Thank you for your letter of 1st inst.

As you will know from my earlier correspondence, as a result of your letter of 2 December 1994, we immediately set about obtaining a suitable young person to work in the office, and were fortunate to obtain the services of an ideal candidate, Mr Richard Good. A recent graduate, he has been very committed to the party for some time, has lived in the constituency for eight years, is interested in social work, and is a 'natural' at the constituency work. He was able to make himself available at a couple of weeks notice, starting on Monday 2 January 1995, with a commitment to stay in post until the Westminster Election.

Since then I have been extremely pleased with him. I arranged through the good offices of Richard Holme for him to spend some time in the target constituency of Littleborough and Saddleworth, where he learnt a good deal, and also made a number of useful Liberal Democrat contacts. As a result of this he has moved our election computer material from DECS on to EARS, has set up a training day using Lib Dem specialists, and now at least three other constituencies are also on to EARS. He is also arranging a training day for Party Agents again with a Lib Dem training team.

In East Belfast itself, he has re-organized and re-vitalized the office, established the Constituency Council, brought in a part-time volunteer, put out some Focus leaflets, from which we have had a good response, built up the constituency work which was flagging badly because I had been so taken up with the broader political issues, and brought in a number of new members. He has maintained contacts with a number of community groups. (I had established the contacts, but would

would../

have found it difficult to keep regular contact without Richard.) The fact of his presence is itself beginning to be a focus for the interest of some other young people, and we hope to build up our Focus delivery network through this.

In short, the first six months has been very encouraging. My constituency profile had been hard to maintain with my wider commitments. Richard has begun to turn this around. I am very encouraged. The other good news is that the loyalists are now committed to standing against Peter Robinson in the Westminster Election, with the knowledge that they will split his vote. I am now working to see if I can get the unionists to stand too.

My continued thanks to you and the Trust for your invaluable assistance. I will try to keep you informed from time to time.

Yours sincerely,

Cllr Dr John Alderdice
ALLIANCE PARTY LEADER

17 June 1995,

Ms Lois Jefferson,
The Joseph Rowntree Reform Trust Ltd,
The Garden House,
Water End,
YORK YO3 6LP.

Dear Ms Jefferson,

Thank you for your letter of 1st inst.

As you will know from my earlier correspondence, as a result of your letter of 2 December 1994, we immediately set about obtaining a suitable young person to work in the office, and were fortunate to obtain the services of an ideal candidate, Mr Richard Good. A recent graduate, he has been very committed to the party for some time, has lived in the constituency for eight years, is interested in social work, and is a 'natural' at the constituency work. He was able to make himself available at a couple of weeks notice, starting on Monday 2 January 1995, with a commitment to stay in post until the Westminster Election.

Since then I have been extremely pleased with him. I arranged through the good offices of Richard Holme for him to spend some time in the target constituency of Littleborough and Saddleworth, where he learnt a good deal, and also made a number of useful Liberal Democrat contacts. As a result of this he has moved our election computer material from DECS on to EARS, has set up a training day using Lib Dem specialists, and now at least three other constituencies are also on to EARS. He is also arranging a training day for Party Agents again with a Lib Dem training team.

In East Belfast itself, he has re-organized and re-vitalized the office, established the Constituency Council, brought in a part-time volunteer, put out some Focus leaflets, from which we have had a good response, built up the constituency work which was flagging badly because I had been so taken up with the broader political issues, and brought in a number of new members. He has maintained contacts with a number of community groups. (I had established the contacts, but would

Joseph Rowntree
REFORM TRUST LTD

-2-

would../

have found it difficult to keep regular contact without Richard.) The fact of his presence is itself beginning to be a focus for the interest of some other young people, and we hope to build up our Focus delivery network through this.

In short, the first six months has been very encouraging. My **constituency** profile had been hard to maintain with my wider commitments. Richard has begun to turn this around. I am very encouraged. The other good news is that the loyalists are now committed to standing against Peter Robinson in the Westminster Election, with the knowledge that they will split his vote. I am now working to see if I can get the unionists to stand too.

My continued thanks to you and the Trust for your invaluable assistance. I will try to keep you informed from time to time.

Yours sincerely,

Cllr Dr John Alderdice
ALLIANCE PARTY LEADER



THE Joseph Rowntree
REFORM TRUST LTD

The Garden House Water End York YO3 6LP Tel: (01904) 625744 Fax: (01904) 651502

Dr John Alderdice
55 Knock Road
BELFAST
BT5 6LB

15 June 1995

Dear Dr Alderdice

Many thanks for your prompt response to my request for a report on this Trust's grant to The Alliance Party of Northern Ireland. This is just what I need for my Trustees and I am sure they will find it very helpful in their review of all the Trust's grants.

Yours sincerely

Lois Jefferson



THE Joseph Rowntree
REFORM TRUST LTD

The Garden House Water End York YO3 6LP Tel: (01904) 625744 Fax: (01904) 651502

Dr John T Alderdice
Alliance Party of Northern Ireland
88 University Street
BELFAST
BT7 1HE

6 June 1995

Dear Dr Alderdice

Trevor Smith has passed to me your letter to him of 2 April 1995 and I am writing formally to tell you that your application for further funding at the rate of £8,000 per annum for two years to enable The Alliance Party to employ a part-time Press Officer will be considered by my Trustees at their next meeting on Friday 23 June 1995. I will write to you again as soon as possible after that date with their decision.

Yours sincerely

Lois Jefferson



THE Joseph Rowntree
REFORM TRUST LTD

The Garden House Water End York YO3 6LP Tel: (01904) 625744 Fax: (01904) 651502

Dr John Alderdice
Alliance Party of Northern Ireland
88 University Street
BELFAST
BT7 1HE

1 June 1995

Dear John Alderdice

As you may remember, in the summer of each year a report is prepared for my Trustees on all activities assisted by this Trust during the previous twelve months.

The Alliance Party of Northern Ireland has received grant aid during this period and I would be grateful if you could write a report, for my Trustees, giving a brief account of how this is being used and how it is helping the Alliance Party. In addition you should give any other information in which you think they might be interested.

The final deadline for receipt of the report is **Monday 3 July 1995** but if you are able to send it to me before then please do so.

I look forward to reading your report.

Yours sincerely

Lois Jefferson



THE Joseph Rowntree
REFORM TRUST LTD

The Garden House Water End York YO3 6LP Tel: (01904) 625744 Fax: (01904) 651502

Dr John Alderdice
55 Knock Road
BELFAST
BT5 6LB

1 June 1995

Dear John Alderdice

As you may remember, in the summer of each year a report is prepared for my Trustees on all activities assisted by this Trust during the previous twelve months.

I would be grateful therefore if you could write a report, for my Trustees, giving a brief account of how their personal award is helping you.

The final deadline for receipt of the report is **Monday 3 July 1995** but if you are able to send it to me before then please do so.

I look forward to reading your report.

Yours sincerely

Lois Jefferson