

21st September 1978

NOTE FOR MR.P.SHEEHY

R&D PSYCHOLOGY GROUP

Our professional psychologists advise that we should go outside G.R. & D.C. and set up an external pool of subjects if the work is to achieve its objectives quickly enough to satisfy our overall programme. They propose that we should rent a small office or house in Southampton so that we can get a good cross section and operate outside normal working hours. I see no technical problems, no cost problems and no administrative problems worth mentioning but the reason I want to raise it with you is that there could be a Public Relations impact at some stage. I believe any dangers here could be reduced by some 'front' activity which does not concentrate on smoking and further that this could even be real and useful. I would like to find out now therefore if B.A.T Industries name could be used in principle either as a front or for real. In either case we would be asking questions relating to cosmetics, shopping and smoking. It could be that useful services for International and BAC would be provided.

Personally I would prefer this sort of approach to setting up a fictional front - such as Southern Research - although this could easily be done.

Enc:

S.J.GREEN

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