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CABINET

THE INDEPENDENT TELEVISION AUTHORITY

Memorandum by the Postmaster-General

As so many of my colleagues have expressed interest and indeed some concern about the membership of the Independent Television Authority, I feel that the best way of getting their joint opinion is to put my proposals before them.

2. These are as follows:-

- Chairman                      The Rt. Hon. Lord Soulbury, Governor-General of Ceylon.
  
- Deputy-Chairman        Sir Henry Hinchliffe, Director of Barclay's Bank and ex-President of the Manchester Chamber of Commerce and of the Association of British Chambers of Commerce.
  
- Members                     Sir Kenneth Clark, Chairman of the Arts Council.
  
- Miss Margaret Popham, former Principal of Cheltenham College.
  
- Miss Dilys Powell (film critic)
  
- or, failing her acceptance,
  
- Mr. Ivor Brown (author and journalist).
  
- A practising Chartered <sup>accountant</sup> ~~Account~~ (to be agreed with the Chancellor of the Exchequer).
  
- A Trade Union representative. If the Trade Union movement wishes to be represented on the Authority, their nominee would probably be Mr. Jack Tanner. (If the Trade Union movement does not wish to be represented, I suggest either Mr. Aidan Crawley or Mr. D.R. Hardman, both of them ex-Labour M.Ps. and junior Ministers.)
  
- Mr. Tom Honeyman, representing Scotland.
  
- Lord Aberdare, representing Wales.
  
- Lt. -Colonel Arthur Chichester, representing Northern Ireland.

3. For the post of Chairman, I have considered a number of alternatives, but I prefer Lord Soulbury. Although not a very dynamic personality, he has been Minister of Education (a good answer to the fears expressed by critics about how children would fare under our proposals). He has also been Chairman of the National Assistance Board, even under a Socialist Government, and was actually appointed Governor-General of Ceylon by them, which makes him a happy choice from the political point of view. On the proposed Authority as a whole, there are a number of younger and more dynamic personalities, but the position of its Chairman really calls for judgment and tact rather than any great drive.

4. The alternatives I have considered include Lord Hudson, Lord Coleraine and Air Chief Marshal Sir William Elliot. Both Lord Hudson and Lord Coleraine have only recently retired from active Party politics in the House of Commons, and Lord Hudson in particular has sometimes been a rather controversial figure. Air Chief Marshal Sir William Elliot is, of course, a first-class person, but in this case political experience in the widest sense is what is particularly needed.

5. The names I have proposed would produce a well-balanced team, at least comparable in standing to the Governors of the B.B.C. There are many urgent decisions to be taken by the Authority if the new system is to be on the air before the end of 1955. I have already warned some of my colleagues of the difficulties in any event of bringing this about. Any further delay might well prove fatal to our prospects of doing so.

D.

Post Office Headquarters, E. C. 1.

20th July, 1954.