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Misc

10 DOWNING STREET

THE PRIME MINISTER

18 April, 1980

Dear Willie:

Over the next few months to the Recess I would like all members of the Government to make a major effort to bring home to the public the realities of our economic life.

Under the guidance of the Paymaster General, Information Divisions in Departments are preparing special material for this economic education campaign. Speaking notes for this purpose addressed to either the public in general or specific sections of it - e.g. management, local authorities/ ratepayers, trade unions - will be issued from time to time, geared wherever possible to particular events. We intend to bring the various threads of the campaign together in a final note just before the Recess.

The first speaking note in the series is attached. It is a complete short speech in itself but points from it can, of course, be woven into speeches on specific issues as appropriate.

I intend to make use of this and subsequent notes in broadcasts and interviews and I would like all members of the Government to take every opportunity to put over the message - in speeches, radio and television interviews, articles, etc.

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There is welcome evidence that attitudes are beginning to change and that people are responding to our policies. But I am convinced that we must consistently and effectively spell out for them the facts about our national position and what needs to be done to change our economic fortunes.

I am copying to other members of the Cabinet, the Attorney General, Minister of Transport and Chief Whip.

*Y
Gunn*

Ray

The Rt Hon William Whitelaw, CH MC MP