

30 September 1980

MR ALEXANDER

cc Mr Lankester
Mr Wolfson

CONFERENCE SPEECH

We do not at this stage have a readable draft. We would expect to come up with this on Thursday evening.

Meanwhile, I enclose a copy of the "Spec" for the speech. The structure is now fairly firmly established. The foreign affairs piece would fit under section 7 - "The enemy at the gates". We lead onto it by asking the question: "What could stop us?", the answer to which includes both the enemy within - especially trade unions - and our own defeatism and pessimism from so many failures. Then we go on to say that, even if we got all that right, there is a more formidable enemy outside who could bring it all to an end.

The SMMT speech will presumably be more factual, statistical, business-orientated. Can I have a copy of whatever has been drafted so far, so that I can make sure that Conference and SMMT are compatible? I don't think there's any danger that we will be picking actual nuggets out of SMMT which then can't be used, because the Conference Speech will inevitably be a "high road" speech.



JOHN HOSKYNS

CONFERENCE SPEECH

"The Reason Why"

1. The Aim

The aim is to give the audience, inside and outside the hall, just the right feeling of calm confidence which the present situation calls for. They should go out feeling: "Well, she knows exactly what she's doing and why, and so do we".

2. The Content and Style

The speech itself explains why the Government is doing what it is doing and why it's not doing what it's not. There is an underlying emphasis on the moral theme.

It is therefore consistently "high road" rather than "economics". It is not too jokey as that would strike a jarring note with 2 million unemployed and worse to come.

3. The Structure

The speech structure is as follows:

- (1) What kind of a Government are we?
- (2) Facing facts: how black is the picture?
- (3) What are the other ways?
- (4) Are we just standing idly by? What is our policy?
- (5) What could stop us?
- (6) The defeat of British pessimism.
- (7) The enemy at the gates.
- (8) My vision.
- (9) Hope and peroration.