

PRIME MINISTER

7 July 1981  
Policy Unit

→ The bankster for  
info. This went in  
at lunch time.

*JS*

PPB

1. I understand from Ian that he has been asked to draft some opening paragraphs on Liverpool, which would then lead in to the Gummer draft.
2. I would like to make two points:
  - (1) We are still convinced that it is virtually impossible to get into a PPB which is mainly about unemployment, and thus pay and productivity etc, in the wake of Liverpool.
  - (2) Even if we thought that that was possible, we regard the Gummer draft - at least the one we saw at 4pm yesterday - as absolute rubbish. It is the worst example of platitude-laden undeliverable cliches and nonsense that I have ever seen. We should waste no more time on it.
3. But the real point is that, even if it was perfect and even if our draft from Saturday had been perfected by now, it is no longer the right PPB to deliver.
4. I should make clear that this reaction to the Gummer draft was independently reached by Ronnie, David and myself as soon as we had read it. It is terrible.
5. Consider visiting Liverpool tomorrow and recording the PPB there. The opening words would be on the lines: "I am not going to make a Party Political Broadcast tonight . . . I am speaking to you from Liverpool . . ." The PPB would then be followed by the news including clips of you on the spot.

*we've changed this idea as W.W. is up there, security, broken etc*

*JS*

JOHN HOSKYNS

Your decisions to visit Northern Ireland at short notice have always been 100% vindicated by their public impact. We think this would be the same.