

P.P.B.

2nd Revised Draft

New info
on history
+

P.P.B. Wednesday, 8TH JULY.

Well, we have had a week of easy answers and simple recipes, haven't we? Some want to borrow lot's more money and then spend it. Others have a more sophisticated version of the same theme. The trouble is, we are all so concerned about unemployment that we long for an instant solution.

The chance to work. That's what we all want. In Britain almost ninety workers out of every hundred are employed. Yet for those who are left out, all the statistics in the world don't make up for the personal heartbreak of redundancy or the feeling of rejection which overwhelms the school leaver who can't find a job.

That is why no Government can ignore the host of individual tragedies which make up the high unemployment totals.

No wonder there is this huge temptation to go for the simple answer, the convenient cure-all. To get the Government to borrow and spend large sums of money to expand the economy. It sounds so good and seems so caring and compassionate. I only wish it were as easy

/as that

as that.

Do you really think I would have rejected the easy way if it had any chance of working? Of course not. I'd have jumped at it.

But if that answer is a cheat and a fraud; if the easy path will lead us to even higher unemployment and higher prices, then I cannot take it - and what's more, you wouldn't expect me to.

I happen to think that most families in Britain understand the position very well. Jobs depend on our ability to sell our wares to our customers. If our prices rise then people abroad don't want our goods and people at home buy cheaper foreign products. Keeping prices down is therefore the number one task in the fight for jobs.

If we borrow wildly to pay our bills - up will go interest rates - up will go inflation - and then we'll lose far more jobs than we gain. It's the old pantomime economics. A wild spending spree, inevitably followed by the entrance of the bailiff's men. We've been through all that before. Remember how the I.M.F. had to save us last time we tried the easy way out!

If we are to keep the jobs we have we must see that Britain is competitive enough to sell effectively abroad

/and

to
and/compete here at home.

And there are encouraging signs that we are succeeding. The rate of inflation is at a much lower level. Our interest rates are now among the lowest in the world, and our exporters are succeeding well. I am afraid some more jobs will be lost in the coming months but the rate is slowing down considerably, while the creation of new jobs is now becoming a growing fact.

If we can keep to this course, then we can safeguard the employment we have and increasingly produce new opportunities new businesses, new developments - all of which will bring new jobs.

Now I don't want to sound over optimistic. It's taking a long time and for the man at the end of the dole queue, it must seem interminable. That is why we've a big programme to help tide people over - like the Youth Opportunities Programme and the temporary employment subsidies. All these measures cushion unemployment and take away the harshest impact of the Recession.

On the other hand, our tax incentives, help for small businesses and our enterprise zones - these are beginning to bring new jobs and new hope.

/What

What we mustn't do is to falter now. If we go back to borrowing ^{and} runaway inflation, then all the trouble we have been through will be wasted.

And there is so much to be done. Once we begin to have the growth to match other European nations, then we shall really be on our way again. There can be further tax cuts to encourage new businesses and more jobs. We can do more for our children and our old people, we can be more generous to the disabled, the mentally ill and those who cannot fend for themselves. All these good things depend on getting the economy right now.

So I am going to ask for your help. Go and tell them there is no easy way.

Every trade unionist who speaks up for moderation.

Every councillor who fights to reduce rates.

Every housewife who buys British goods.

Every one of these helps to keep jobs.

So instead of wasting our time hoping for an easy way out, let's get down to putting things right.

If I could honestly offer you an alternative I would.
But I have to tell you the truth. There is no easy way.
This Government cares too much about the unemployed to
pretend. That's why we won't turn back and that's why
we believe that you want us to succeed - and why, together,
we are going to.

Conservative and Unionist Central Office

PP.B.

32 Smith Square Westminster SW1P 3HH Telephone 01-222 9000

Memorandum from: Sir Harry Boyne
Date: 28th May 1981

To: Ian Gow, MP
Derek Howe, Esq.,
Sir Ronald Millar,
Tim Bell, Esq.,
Michael Dobbs, Esq.,
Lord Thorneycroft,
Alan Howarth, Esq.,
David Boddy, Esq.,
David Davies, Esq.

PARTY POLITICAL BROADCAST, 8 JULY 1981

Notes of Preparatory Meeting, 27 May 1981

Present: Sir Harry Boyne (presiding), Michael Dobbs, David Davies.

Apologies for absence: David Boddy, Ian Gow, MP, Derek Howe, Tim Bell.

1. Approval was expressed of the "Possible Treatment" (appended herewith) prepared by David Boddy, so far as theme and general outline were concerned. But it was unanimously agreed that there should be no film footage. The aim should be to devote the entire 4 minutes 40 seconds to the Prime Minister, almost as if it were a ministerial broadcast, but in a relaxed, home-like setting, talking "person to person" to camera. If the Prime Minister felt justified in saying that the recession had bottomed out, this was the point which would get the headlines and the whole script could be built around it. She could go on to argue that the question for the country and the Government was now "Where do we go from here?" The sacrifices that had been made would have gone for nothing if high wage claims, unrelated to productivity, were to coincide with the improvement in the economy. It would be the direct responsibility of management to ensure that claims unjustified by productivity were not conceded, and to make it plain to the workforce that a share of any increased wealth arising from improved productivity must go towards industrial investment which would enable the company to remain competitive and successful in the years ahead.

2. Michael Dobbs is to compose an initial draft script on the above lines, on the understanding that Sir Ronald Millar will re-write and amend it for the Prime Minister's approval - or of course scrap it and start afresh.

3. It was agreed not to use any graphics, but that the Prime Minister might be advised to draw attention to the fact that the United Kingdom was no longer "at the bottom of the league" of economic statistics.

4. As the budget for the broadcast is only £1,000 (much more, incidentally, than the two previous PPBs have cost) it will be essential to use the standard BBC facilities available to all parties. David Davies has been assured, however, that a suitable "drawing-room" set can be provided within the studio.

5. Full transcripts will be issued by CCO Press Office in advance, under embargo geared to the earliest time of transmission.

6. It was agreed to recommend that the radio broadcast should be an entirely separate event, featuring a Minister yet to be selected. The script might conclude with a brief reference to the PM's TV appearance later, by way of "trailer".

7. All the above recommendations are of course subject to the Prime Minister's approval. Michael Dobbs and Sir Harry Boyne are to liaise with Ian Gow on various points which arise out of these suggestions.

RRB
28/5/81

PPB JULY 8

Possible Treatment

Open and close with 1 minute news film

Why?

1. It is immaculately shot professional footage of the Prime Minister in the most impressive of circumstances.
2. It is free
3. It's cheap to edit
4. It contains what we want to say.

3 minute in middle Prime Minister straight to camera

Why?

She is simply the most powerful personality in the Party so dont waste time with any other faces.

PRESENTATION

Opening 1 minute

Fast and slickly cut news footage of the Prime Minister's trips abroad. Her voice over describing why she went.

Middle 3 minutes

Prime Minister in mid shot and medium close up. Straight to camera.

End 1 minute

Fast and slick as opening but this time her visits to British factories.

Story Line

Opening 1 minute Hard sell on how she and the Government are working for the country. Putting all possible into opening up new markets for Britain and improving prospects, in existing one's.

Middle 3 minutes

Part 1 Vital nature of the country's image abroad and how those country's opinion will effect our sales and therefore the wealth and welfare of our people.

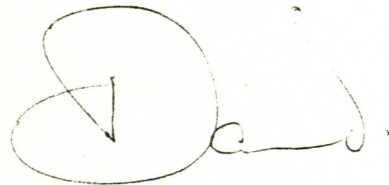
Part 2 Now its Your turn. Productivity the vital key. Help us to help you to help the country. We must solve our problems now. The country is on the brink of recovery. One effort to make our nation great again.

Part 3 The factory floor and management offices equally important
in the effort needed now.

Part 4 Dont let us and the country - your country down.

Part 5 1 minute film Prime Minister in factories. Cut as fast as
possible. Voice over:- Here is where our future comes from. Increase the
productivity - increase your wealth and the country's. Put us back on
top. We are doing our bit. Help us by doing yours.

End On important shot.

A handwritten signature or set of initials in dark ink, located in the upper right quadrant of the page. The signature is stylized and appears to consist of a large, looped initial followed by a shorter, more linear part.

P.P.B.



PRIME MINISTER

PARTY POLITICAL BROADCAST -
Wednesday 8th July 1981

- 1. Herewith letter dated 11th June from Harry Boyne.
- 2. Are you content, please, with these arrangements?
- 3. Caroline is keeping the whole of Wednesday 8th July free for the P.P.B.

15th June 1981



IAN GOW

c.c. Caroline Stephens
 David Wolfson
 Derek Howe



Conservative and Unionist Central Office

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Chairman of the Party: THE RT HON THE LORD THORNEYCROFT CH

Vice Chairmen: ALAN HOWARTH

LORD MARSHALL OF LEEDS

SIR ANTHONY ROYLE KCMG MP

THE BARONESS YOUNG

Deputy Chairman: R. ALISTAIR McALPINE

Confidential

HB/cjo

11th June 1981

Ian Gow, Esq., MP.,
10 Downing Street,
LONDON, S.W.1.

Dear Ian,

Thank you very much for having been so co-operative when I approached you on Monday on points arising out of the plans for the Prime Minister's Party Political TV programme on 8th July 1981.

Just for the record, I list below the proposed arrangements which you thought would be acceptable to the Prime Minister:

1. She would record the programme in a BBC studio furnished in drawing-room style to provide a relaxed, informal setting. No one else would appear in the programme, which will last 4 minutes 40 seconds. The idea is to produce what would almost be a "ministerial" broadcast, but in simple, person-to-person, "fireside talk" form.
2. The studio will be at our disposal from 10.30 a.m. until 2.00p.m. and we should prefer to do the actual recording about 11.30 a.m. But as I understood from you that the Prime Minister is keeping the whole day free, it would of course be possible to conform with her wishes as regards timing within the limits available.
- No* 3. To ensure maximum publicity we propose to release an advance transcript of the recording, under embargo geared to the earliest of the three transmissions that night (probably 9.00 p.m. on BBC 1).
4. Our radio PPB earlier the same day would be totally different from the TV one. We understand the Prime Minister would have no objection to someone else (probably a Minister, not yet decided) recording it. It might end, by way of "trailer", with a mention that the Prime Minister will be on television that evening.

I think this covers the points we discussed. I'm sure you will let me know if I've got anything wrong, and we shall of course do our best to cater for the Prime Minister's preferences in all possible respects.

Thank you again for your ready help.

Yours ever,
Harry

Sir Harry Boyne
Director of Communications

c.c. David Davies, Esq.,
Michael Dobbs, Esq.