

PRIME MINISTER

THE DIRECTOR

You have agreed to give an interview to George Bull, editor of The Director, journal of the Institute of Directors, on Monday at 5.00pm. It offers you a valuable industrial/commercial platform to get over your approach to your second five year term.

You gave a similar interview to Mr Bull in your first Administration - ie. in November 1980.

The article will appear in September - there is always a long lead time with magazines - so you should not gear yourself to news but rather to the enduring principles and philosophy of your Government. That in essence is what his questions seek to explore.

He would like to cover:

- what is the particular strength of your Cabinet?;
- long term economic strategy;
- unemployment;
- where new investment comes from; ?
- will businessmen be able to look forward to tax reform and changes?;
- EC relations, and will the UK take lead on reform?;
- what change in attitudes in boardrooms will you seek?;
- how would you address boards of directors on the most urgent issues?; and
- your vision for the next 5 and 10 years.

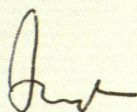
I am attaching only 2 items of briefing, given the longer term and philosophical nature of the discussion:

- (i) a photocopy of the Chancellor's economic strategy speech in this week's Debate on the Address; and

(ii) the letter from Walter Goldsmith which you received on June 16 setting out the policy priorities the Institute wants you to follow over the next five years.

Mr Bull will be accompanied by a photographer who will take the usual photos early in the interview.

Content?



B. INGHAM

1 July 1983