



the department for Enterprise

RESTRICTED

The Rt. Hon. Lord Young of Graffham
Secretary of State for Trade and Industry

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Date 11 April 1988

emr
12/4.

Dear Charles

SINGLE MARKET CAMPAIGN : LANCASTER HOUSE CONFERENCE

Thank you for your letter of 1 April, attaching a revised draft of the Prime Minister's speech.

[No!] As you have requested, I attach an additional couple of minutes of material for inclusion at the end of the speech, dealing with what British industry should do to meet the single market challenge. Lord Young will, of course, wish to develop this in his own speech, in particular in launching DTI's Action Checklist for Business.

We have only one other comment on the substance of the draft. This touches the reference on pages 9-10 to European Union. This might prompt Delors to make some unhelpful comments. He will of course be in the front row of the audience, and is scheduled to speak about 10 minutes after the conclusion of the Prime Minister's speech. On the other hand, deleting the passage from "There was a tendency" to "....something more nourishing" would not weaken the central message of the Prime Minister's speech. You may wish to consider this.

Our only other comment on the draft of the speech itself is that the size of the single market is over 320 million, rather than 300 million people (pg 5-6).





the department for Enterprise

By our reckoning, with the additional material now provided the speech should now run to 10 minutes or more. Obviously your assessment will be a lot more accurate than ours. It would be particularly helpful to have your early guidance on this point, so that we can finalize the precise scheduling of the Lancaster House programme in the next day or so.

I am copying this letter to Lyn Parker (FCO).

Yan ever

Step Ratcliffe

STEPHEN RATCLIFFE
Private Secretary





File 8/10

10 DOWNING STREET
LONDON SW1A 2AA

From the Private Secretary

13 April 1988

SINGLE MARKET CONFERENCE

The Prime Minister has now agreed the enclosed text for her speech at the opening of the Single Market Conference, although I would not absolutely exclude some last-minute amendments. I confirm it is likely to last ten minutes.

I am copying this letter and enclosure to Lyn Parker (Foreign and Commonwealth Office) and Alex Allan (HM Treasury).

(C. D. POWELL)

Miss Alison Brimelow,
Department of Trade and Industry.

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dti

the department for Enterprise

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CCP
14/4.

Dear Charles,

SINGLE MARKET CAMPAIGN : LANCASTER HOUSE CONFERENCE

Could I please add a postscript to my letter of yesterday's date about the Prime Minister's speech for this Conference.

My Secretary of State has been reflecting on the contents of the Prime Minister's speech overnight and has suggested that it would be helpful to add a sentence to the last paragraph of page 19 (your text) saying:

✓ "That is why we have set ourselves a target of ensuring that over 90% of British firms are aware of the 1992 commitment by the end of this year."

As before, I am copying this letter to Lyn Parker (FCO).

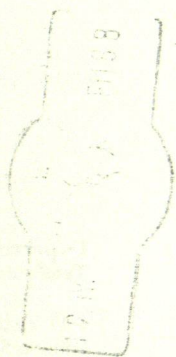
Yours ever

Steph Ratcliffe

STEPHEN RATCLIFFE
Private Secretary

the
Enterprise
initiative

PH'S SP66CHGS : Single Market
Campaign, A 88.





Foreign and Commonwealth Office

London SW1A 2AH

12 April 1988

om 12/4

Dear Charles,

Single Market Campaign: Lancaster House Conference

As discussed, we have the following additions to suggest to the speech: ^{*attached*}

(i) (page 22). Add a new intent: "Action to ensure free movement of capital throughout the Community."

(ii) (page 19). Add a new paragraph at the end: "And not just in business or industry. We are putting the European Community to work for ordinary people: for cheaper air fares, for more and better services, for consumer choice and product safety. We know a lot about the obligations of EC membership. Now it's time to seize the opportunities as well." This paragraph would lead in naturally to the first paragraph on page 20 ("We in Government will do our part ...").

Lowther,

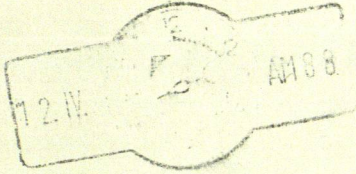
L Parker

(L Parker)
Private Secretary

C D Powell Esq
10 Downing Street

PH SPEEDCHGS : Single Market Campaign

Apr 88



PRIME MINISTER

SINGLE MARKET CONFERENCE

You have agreed to open the Single Market Conference at Lancaster House on 18 April with a short speech of 8-10 minutes.

I attach a draft for your speech, with the amendments you suggested to the earlier text. Are you content with this, subject to any tidying up?

*Yes
mr*

I am pursuing separately the point you raised with Lord King about residence/social security.

↑

C.D.P.

CDP

12 April, 1988.



file DASHK

CC FCO

10 DOWNING STREET

LONDON SW1A 2AA

From the Private Secretary

1 April 1988

Dear Alison,

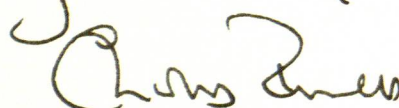
SINGLE MARKET CAMPAIGN: LANCASTER HOUSE CONFERENCE

Thank you for your letter of 31 March enclosing material for the Prime Minister's speech at the opening of the Single Market Campaign on 18 April. This was very helpful. I enclose a version which reworks the material into slightly different form. I should be grateful for any comments and additions you like to make.

Where I think both your material and my version are incomplete is the absence of a clear statement of what it is we want and expect British business to do to prepare for 1992. Awareness of the single market is important: but what are the actual steps that we want them to take? No doubt this will be covered in the special action checklist, referred to in your letter, which Lord Young will launch. But I think the Prime Minister will need to say something on the subject, or we are left with just a rather general exhortation, which will not suffice for an audience of this quality and experience. I wonder, therefore, whether in letting me have further comments you could also provide two minutes' worth for the end of the speech setting out the actions we want companies to take.

I note what you say about the arrival arrangements and shall try to ensure that the Prime Minister arrives at 10.15/10.20. I shall consult her about the possibility of a meeting with Monsieur Delors.

I am copying this letter and enclosure to Lyn Parker (Foreign and Commonwealth Office).

Yours sincerely,

C D POWELL

Miss Alison Brimelow
Department of Trade and Industry

CAF

PRIME MINISTER'S SPEECH
AT THE
OPENING OF THE SINGLE MARKET CAMPAIGN
AT
LANCASTER HOUSE
ON
18 APRIL

Introduction

First, welcome to Lancaster House for the launching of this "Europe Open for Business" campaign.

It is the first step along the path of preparing Britain's companies to take the opportunities presented by completion of the Single Market in the European Community in 1992.

We must get this right.

Too often in the past Britain has missed opportunities.

How we meet the challenge of the Single Market will be a major factor, possibly the major factor in our competitive position in European and world markets into the twenty-first century.

Getting it right needs a partnership between
government and business.

The task of government is two-fold:

- to negotiate in Brussels so as to get the possible results for Britain;
- and then to make you the business community aware of the opportunities, so that you can make the most of them.

It's your job, the job of business, to gear yourselves up to take the opportunities which a single market of nearly 300 million people will offer.

Just think for a moment what a prospect that is.

A single market without barriers - visible or invisible - giving you direct and unhindered access to the purchasing power

of 300 million of the world's wealthiest
and most prosperous people.

Bigger than Japan.

Bigger than the United States.

On your doorstep.

And with the Channel Tunnel to give you
direct access to it.

It's not a dream.

It's not a vision.

It's not some bureaucrat's plan.

It's for real.

And it's only five years away.

Completing the Single Market

You might say: weren't we supposed to have a
common market already?

Wasn't that the reason we joined Europe in
the first place?

Weren't we promised all this in 1973?

It's a fair question to ask.

And the truthful answer is: Europe wasn't
open for business.

Underneath the rhetoric, the old barriers
remained.

Not just against the outside world, but
between the European countries.

Not the classic barriers of tarriffs, but the insidious ones of national standards, restrictions on the provision of services, excluding foreign firms from public contracts.

Now that's going to change.

It's Britain that has given the lead.

There was a tendency in Europe to talk in lofty tones of European Union.

That may be good for the soul.

But the body - Europe's firms and
organisations and the people who work in
them - needed something more nourishing.

We recognised that if Europe was going to be
more than a slogan then we must get the
basics right.

That meant action.

Action to get rid of the barriers.

Action to make it possible for insurance companies to do business throughout the Community.

Action to let people practice their trades and professions freely throughout the Community.

Action to make sure that any company could sell its goods and services without let

or hindrance.

That is what Europe is now committed to do.

In 1985 the Community's Heads of Government gave a pledge to complete the single market by 1992.

To make sure that it was not just a pious hope, they made that pledge part of the Treaty, as the Single European Act.

So it's going to happen.

Indeed the barriers are already coming down.

Monsieur Delors, the President of the Commission, and our own Commissioner Arthur Cockfield, deserve a lot of credit for the way in which they are keeping up the momentum.

The Challenge

So far we haven't done nearly well enough in Europe.

True, the direction of our trade has been transformed.

Half of it is now with the European Community.

But the balance is nothing like satisfactory, especially in manufactured goods.

Our national failure to make the most of the opportunities when we joined the Community was part of a much more general failure.

In those days, Britain was in the forefront of those resisting change, in fighting to preserve the barriers.

Some in Britain still see it that way, but they

are getting fewer and fewer.

The difference is that now we can look forward
with confidence to sweeping away the
barriers.

We have the most successful economy in the
Community.

We have had seven years of straight
growth.

Job creation in this country is unmatched

anywhere else in Europe.

We have a climate in Britain in which business
wants to succeed and can succeed.

We have a chance to be world leaders
again.

The task now is to harness that spirit of
enterprise to tackling the challenge of
the Single Market.

The Response

But five years isn't long.

Indeed it barely takes you into the fourth

Thatcher government!

It means that business needs to prepare

itself quickly.

Starting right now.

You have shown by coming here today that you

recognise the challenge and are aware of

what needs to be done.

But the message needs to be spread much more widely.

Today's conference is not just a one-off event.

It must be the start of a sustained national effort to ensure that everyone in business, in industry, in the service sector, is aware of the challenge.

We in government will do our part.

David Young will be leading a major
five-year campaign to take the message to
every part of the country.

Today's conference will be followed by
twenty regional conferences and more
detailed seminars throughout the country.

You too can help by spreading the message
throughout British business.

But awareness of the opportunities is only part
of the battle.

Companies need to ...