



helping people to get the modern tools to do the modern jobs. That has to be done. And we know that there's a practical means of doing it, of literally working our way out of the mess left by the present Conservative government. It won't be quick or simple or cheap but when the choices between investing in improvement, or paying the huge bills of idleness, the sensible prudent course is clear.

The first priority of the Labour government therefore will be to generate the jobs that must be done for people who need to do them, in a country that needs them to be done. Jobs in construction, jobs in modernising and developing our transport system. Jobs to cleanse and repair and renew our environment. Jobs to provide care and to give opportunity. Jobs for the manual and service workers, yes - but jobs, too for the trainers, for the technologists. Jobs in the skills of science and in selling where we have to make our living. Jobs that need to be done. Not only to combat the crisis of unemployment now but jobs which by their very creation, lay the basis for generating wealth and work in the future. That will only happen of course if we invest now, both in the high quality education and training for boys and girls, and for men and women of all ages and in a strong, vigorous, modern industrial sector. These are the only reasonable ways to get resilient improvement. A quick flash in the pan boom will simply not pull our country out of decline. Because of that, the next Labour government is going to establish two new organisations. British Enterprise to back new companies, innovations, practical ideas - and the British Investment Bank to lend funds to British industry for modern machinery,

for better training and for research and development. Frankly, neither are new ideas.

For many years, all of our most successful competitors, including Japan, Germany and France have had similar major financial and business institutions geared directly to industrial needs. Without such arrangements for dependable longterm finance, our producers are fighting with one hand tied behind their back. That's why we must now propel a great change in the relationship between finance and industry in Britain. Our ability to modernise production, employment and sales depends upon it.

Laying the foundations for sustained recovery will be no quick repair job. There are no soft options, no short cuts, no easy money. We shall do what any company seeking expansion, any family seeking home improvement does and borrow an amount which the country can afford to help to build up for the future. We shall raise an additional £6 billion - that's just less than 2% of our national wealth in order to fund our immediate jobs plan. We shall bring back investment from overseas. We shall gain savings from bringing down unemployment and we shall obviously gain revenue from increased economic growth.

The alternative to that programme of spending some to make some, is to go on paying those ruinous bills of rundown. That's the real stark choice. Change - or decay. Investment - or decline. Work - or waste.

In the Labour Party, we choose work. We choose opportunity, we choose training and building. We mean business! And all of that, means investing in people.

OUT

If you want to know more about Labour's plan for investing in people, you'll find a brochure with the details at many newsagents. Or, you can write to the Labour Party, Freepost London SE17 1BR. Or 'phone: 01-200-0200. That's 01-200-0200.

That was a Party Political Broadcast by the Labour Party.

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SCRIPT: BECAUSE OF THE POSSIBILITY OF MIS-HEARING AND THE DIFFICULTY, IN SOME CASES, OF  
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PARTY POLITICAL BROADCAST

For  
The Labour Party

RECORDED FROM TRANSMISSION: 2100 BBC-1 DATE: 14th October, 1986.

VOICE OVER: Today, fresh from the triumphant Party Conference, the Labour Leader, Neil Kinnock launched a major, new initiative, the Party's agenda for Britain's recovery. Mr. Kinnock told journalists at a crowded press conference in London this morning that the fight to end what he called the waste of the Thatcher years was now on.

: Mr. Kinnock, what do you expect to achieve with this launch today ?

NEIL KINNOCK MP: It is the bringing together of our campaign on jobs and industry and freedom and fairness, and our proposition is that we think that if the British people get the right investments they can make this country more efficient, more competitive and provide a very solid foundation for the development of individual opportunity and justice. (MUSIC)

VOICE OVER: Labour's new campaign is called 'Investing in People', and they feel the message is so important they have published a special brochure to explain it. Labour have also taken the unusual step of putting the brochure into newsagents' shops all over Britain and from today, it will be available with your daily newspapers and magazines. Already the brochure's message is getting through to people.

: It is a marvellous idea to get people interested in the party, in investing in people as he said, and in getting people to realise that money needs to be circulated around the country before it goes overseas.

: I mean look at the health service, education and housing, they are all areas where I think a lot of public money should be spent, so personally, I would welcome any steps that the Labour Party took to improve those services. And yes, I think too much money does go out of the country.

: The manufacturing industry in this country has gone to nothing. I mean if you look around in my trade which is clothing and so on that there is probably fifty or sixty per cent of the goods are coming in from abroad, which can't be right because people are unemployed in this country.

V/O: Britain's manufacturing industry has been declining steadily, ever since the present government came to power in 1979. This means that Britain's capacity to make and sell things has shrunk dramatically. This in turn has put millions of people out of work and run up a huge bill to pay for them. The number of people out of work has more than trebled in the last seven years, and the cost of keeping three and a half million people on the dole, is a staggering £20bn a year. Which, instead of being invested is being wasted.

Maria Dingwell is an experienced sales assistant. She wants to work but finding a job has proved impossible.

MARIA DINGWELL: You can only go to so many job interviews in a week, you can only hand out so many C/V's. you can only pester people so much of the time without being a nuisance. I just never expected to be unemployed. That is the greatest shock I have ever had.

V/O: With millions of people like Maria out of work, Britain's economic growth has been poorer than all her major competitors. Italy, France, Germany, Canada, the United States and Japan have all done better than Britain over the last seven years. Meanwhile, eleven billion pounds which could have been invested in Britain last year has gone abroad, helping our competitors.

Not long ago, Britain was making a £4bn profit from selling our manufactures to the rest of the world. Now, they are making a £4bn profit out of us. For the first time, Britain is importing more manufactured goods than at exports. We asked Professor David Metcalf why manufacturing is so important to us.

PROFESSOR DAVID METCALF: Any country needs a strong, manufacturing base if it is to thrive. It is vital for our international trade and a strong manufacturing industry goes hand in hand with a buoyant economy. And in turn, this permits us to make the investments that we all need in housing, hospitals, schools and roads.

V/O: What Labour is saying is that there are many urgent jobs to be done and millions of people who want to do them. Jobs in schools, in hospitals in industry and transport, in building and in repairing homes. And Labour intends to put people into the jobs, to begin creating a society that works.

KINNOCK: In the Labour Party we choose work, we choose opportunity, we choose training and building, we mean business and all of that means investing in people.

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