



file

VSC

10 DOWNING STREET

THE PRIME MINISTER

4 October 1984

Dear Sir John,

May I thank you for welcoming Patrick Jenkin and myself so warmly to the Wavertree Technology Park. I am extremely grateful to you, and those people and organisations who have worked with you, in launching such an important project of urban renewal. I was extremely interested to see the photographs which illustrated both the extent of the project and the progress which has been made. I appreciate greatly the faith you and Plessey have shown by establishing the first factory on the site. I wish the Technology Park every success in the future.

Warm regards,

Yours sincerely

Margaret Thatcher

Sir John Clark

6



File

2 MARSHAM STREET
LONDON SW1P 3EB
01-212 3434
My ref:

Your ref:

4 October 1984

Dear Andrew

PRIME MINISTER'S VISIT TO LIVERPOOL ON
2 OCTOBER

I enclose a copy of a note from the Merseyside Task Force which is I think self-explanatory.

You will however wish to consider whether the letter at Annex A should be sent to Councillor Hamilton as the MTF suggest. If you judge that a letter would be appropriate I would advise the deletion of the last sentence of the draft.

I doubt whether the draft at Annex A is suitable for the names at Annex B (2). I would therefore suggest a further draft letter to Lord Aberconway, Donald Forster, Leonard Epple, Barry Marsh, and Basil Bean at Annex G and a separate letter to the two Bishops at Annex H.

Your sincerely

John Ballard

JOHN BALLARD
Private Secretary

Andrew Turnbull Esq

2 of 11

cc Mr. Renshaw
Mr. Morrison

PS/Secretary of State

Prime Minister's Visit to Liverpool on 2/10/84

As requested by No. 10 I attach draft letters which the Prime Minister may wish to send to those to whom she was introduced during the course of her visit to Liverpool on 2 October.

The letter at Annex A has been drafted in general terms and could be sent to the majority of those concerned - names and addresses at Annex B. I have only included the main personalities who were introduced at each point during the course of the day eg Councillor John Hamilton, Leader of Liverpool City Council, and not all members of his delegation.

A separate letter is called for when writing to the individual exhibitors at the Wavertree Tech Shop Exhibition. It would seem appropriate for the Prime Minister to write to the Head of the Companies concerned rather than those running the stalls. A draft is at Annex C and a list of names and addresses at Annex D.

No doubt the Prime Minister will want to write in more specific terms to Sir John Clark and Sir Leslie Young in view of their special roles at Wavertree and the IGF/Albert Dock respectively. Draft letter to Sir John is at Annex E and to Sir Leslie at Annex F.

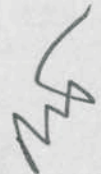
R. K. Madders

R. K. Madders
Merseyside Task Force
4 October 1984

DRAFT LETTER FOR THE PRIME MINISTER TO SEND TO SIR JOHN CLARK

I was glad to be able to come to Wavertree Technology Park, during the course of my visit to Liverpool on 2 October. A great deal has been achieved already and there is great promise for the future. Liverpool people well led do produce good results!

Part III



Visit to Wavertree Technology Park

The Prime Minister will be met at the Plessey Crypto building entrance by Sir John Clark, Chairman of Plessey PLC as well as the Wavertree Technology Park Company. The Prime Minister will then be shown inside the building and introduced to members of the Park Company's Policy Board (Annex A). A short explanation of the Technology Park (Note at Annex B) with the aid of a display and model will be given. Sir John Clark will then escort the Prime Minister to a nearby Marquee which will house a "Meet the Buyers Exhibition" (Note at Annex C) as well as provide a suitable forum for the speech. There may be an opportunity to see something of the exhibition and meet some of the exhibitors after the speech and press conference. A list of those invited to meet the Prime Minister together with those invited to the speech is at Annex D (to follow).

Wavertree Technology Park Company: Members of the Policy BoardBiographical details

1. Sir John Clark (Chairman)

Age 58, Chairman and Chief Executive, Plessey plc, since 1970. Educated Harrow and Cambridge. Has been associated with Plessey since 1949 and been involved with various subsidiaries within the group. Director Banque Nationale de Paris, Vice President of Institute of Work Managers and Engineering Employers Federation.

2. Leader, Merseyside County Council

Councillor Keva Coombes, Leader since March 1982. Aged 34, Solicitor (formally partner) in Liverpool practice. Born in Kent, educated University of East Anglia. Resident in Liverpool since 1971. Liverpool City Councillor 1976-80. Merseyside County Councillor from 1981. Chairman of Passenger Transport Committee 1981/82, heavily involved in reducing transport fares. Elected Leader in March 1982 when previous Leader (Councillor Stuart-Cole) resigned during lead up to budget 1982/83. Bearded. Not very forceful in private company though is capable of making rousing political speech. Appears to be soft left. County Council are a high spending authority and could be caught by legislation to curb excessive rate increases. Fare subsidy policies very expensive.

3. Leader, Liverpool City Council

Councillor John Hamilton, Retired Liverpool Schoolmaster. Served on City Council since 1959. Said to be in the hands of the left wing.

4. Chief Executive, English Estates

Tony Pender. Age 42. Since qualifying as a chartered surveyor in 1964 has had a career in the public service. Appointed Chief Executive of English Estates in 1979.

5. Geoffrey Forshaw (Chief Executive)

Age 61. Whole life devoted to telecommunications manufacturing industry with extensive home and overseas experience. From 1973 has held various staff positions within the H.Q. function of Plessey Telecommunications, culminating in the post of Director of Technology.

Merseyside Task Force

Following the riots in 1981 the Prime Minister gave the then Secretary of State for the Environment a remit to take special interest in Merseyside. The Merseyside Task Force was set up to support him.

The Task Force has no special powers, it is not an agency, nor is it a traditional Government regional office (though it performs some of these functions). Particular emphasis is placed on inter departmental co-operation and good links are established with the private sector including the secondment of staff on specific initiatives.

The main job of the Task Force is to work with local authorities, Government agents such as English Industrial Estates, and with the private sector to carry forward initiatives and projects which help regenerate the area. In addition to influencing Government Department's main programmes it has a reserve of funds available for specific projects (£35M in 1983/4).

Some examples of successful Task Force initiatives in Liverpool are:-

Key Sites A number of vacant sites have been the subject of action to bring them back into use. The PM will visit the Anglican Cathedral Precinct site, other examples are the former Exchange Station and Tate and Lyle Refinery sites being redeveloped for offices and industry respectively. She will open the Meet the Buyers Exhibition at Wavertree Technology Park, where 64 acres of derelict land are being transformed into a centre for high technology industry.

Training Ten Information Technology Centres and four Commercial Business Centres have been set up in locations throughout Merseyside.

WAVERTREE TECHNOLOGY PARK

In December 1982 Mr Heseltine announced a collaborative venture between the public and private sectors to establish the Wavertree Technology Park on 64 acres of derelict land in Liverpool. Sir John Clark, Chairman of Plesseys, together with the Chairman of English Estates and the leaders of Merseyside County and Liverpool City Councils agreed to set up a management company to control and market the development. The concept is to create an environment in the city attractive to high technology industry because of the planned physical development, the proximity of Plessey Telecommunications and the commitment by the Plessey company to provide a measure of professional and technical assistance to companies locating on the Park, plus the link with the University and Polytechnic through the Merseyside Innovation Centre. No such location exists in Liverpool today. Experience shows that potential high technology inward investors have been unwilling to consider the sites currently available.

For his part the Secretary of State for the Environment agreed to provide Merseyside CC with £6.5M, via derelict land grant, to purchase, reclaim and service the site. This work is due for completion in 1987 but parts of the site have already been prepared and sold for development. Plessey Secure Products recently occupied a 40,000 sq. ft. building (Plessey Crypto) and English Estates are constructing an additional 35,000 sq. ft. of space on adjacent land. Discussions with potential tenants are well advanced.

CONFIDENTIAL:

[] Powell and Schofield, a local biotechnology company operating from outdated premises, has taken a decision to move to Wavertree but they have been reluctant to make an announcement because there has been some pressure to impose on them union recognition. It is thought that once it becomes known that the Prime Minister is to make a speech the company may well be agreeable to include an announcement in that speech. 7

When the project is complete a further 525,000 sq. ft. of lettable space will have been made available with the potential of providing 2,000 high technology jobs overall. There can be no certainty that such a relatively large number of jobs will materialise and even if they do it may take up to 10 years to secure them all. All central and local government can do, with the help of Plesseys, is to create the right sort of conditions to attract high technology investment; a desirable commodity, especially in a City like Liverpool. The Technology Park has now reached the stage at which it can be actively marketed. The "Meet the Buyers" event on the 2nd October is part of that process.

"Meet the Buyers Exhibition"

The aim of the Wavertree Technology Park is to provide a suitable location for high technology industry. Many of the companies are likely to be relatively small and an important consideration for them is to be able to sell their products and services to major companies. For this reason Wavertree Technology Park set up a "Meet the Buyers Exhibition" at which 10-15 major purchasers, in the electronics, computing and telecommunications field, will be represented to display and discuss the products and services of interest to them. It is expected that upto 300 small companies will visit in order to make contact with the major buyers. This is seen as commercially advantageous to both the Buyers and Sellers and an important marketing tool for the Park itself. A schedule of the major companies and their representatives will be provided nearer the date.



Merseyside Task Force

Graeme House, Derby Square

Liverpool L2 7SU

Telephone 051-227 4111 Ext. 587

Your Reference

Our Reference

Date 29 August 1984

David Barclay Esq.,
Private Secretary,
10 Downing Street,
LONDON.

BB 8/1

Dear David,

VISIT TO LIVERPOOL

Thank you for your letter of 20 August 1984. I have been considering the possible content of a housing element to the visit. I am sorry that I have not got my proposals to you earlier.

I have had regard to your advice not to try and pack too much into the time available. I suggest therefore that we should concentrate on the Liverpool 8 area, which is on the route between the Garden Festival site and the City centre. A tour of this area could include

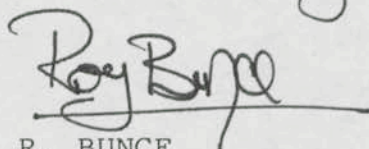
- a "Priority Area" declared by the City Council which, although not the worst housing in Liverpool contains typical examples of tenement blocks, unpopular walk-up flats and maisonettes and high-rise blocks.
- New housing development by housing co-operatives. Where people unable to own their own home have come together as a group and, with help from a sponsoring housing association have been involved in the design and now the running of their own small housing estate.
- A Housing Action area which demonstrates the impact of improvement grants and housing association ^{activity} on older privately owned housing.
- Minster Court: a good example of refurbishment by the private sector of a large tenement block previously owned by the City Council and scheduled for demolition. The work was undertaken by Barratts (Urban Renewal) Limited. Almost next door is another block, Myrtle House, which is in a similar state of dilapidation to Minster Court before Barratts started work. Barratts are interested in Myrtle House, but have been unable to negotiate a deal with the City Council.
- Areas of large Victorian and Edwardian houses, which are an important part of Liverpool's heritage but which are difficult to rescue for present day housing uses at an economic cost.

CONFIDENTIAL

This might look like a formidable list, but little travelling would be involved as the examples are all relatively closely grouped. If time permitted we could arrange a short journey to the north of the City centre where some of the very worst examples of bad design, neglect of maintenance and repair, and generally poor management are to be found. These areas, however, have been visited recently by the Secretary of State and the Minister for Housing and Construction.

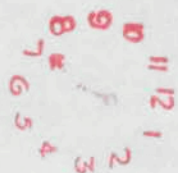
Your suggestions for the other elements of the visit seem quite practicable. My DTI colleague has not, however, been able to make contact with Sir John Clarke, Chairman of Plessey, so for the moment there has to remain a slight question mark over the exact format of the visit to the Wavertree Technology Park. We hope to finalise those details as soon as Sir John returns from holiday.

Yours sincerely

A handwritten signature in dark ink, appearing to read 'Roy Bunce', written in a cursive style with a horizontal line underneath.

R. BUNCE

PM: PM's visit to Liverpool Sept '81



30 AUG 1984

John ...
[Signature]

LIST OF INVITEES TO WAVERTREE TECHNOMART EXHIBITION

Mr. J. Anthony Brown
Treasurer
Merseyside Chamber of Commerce

Mr. A. R. Burnip
Plant Manager
Vauxhall Motors Ltd

Mr. J. Cansley
Managing Director
Microdata Information Systems Ltd

Mr. I. M. Chapman
Assistant Regional Director (Operations)
Midland Bank PLC

Mr. Wilf Clark
Managing Director
GEOC Insulation Equipment Ltd

Mr. G. L. Corlett
Chairman and Managing Director
Higsons Brewery PLC

Mr. E. H. H. Crawford
Regional Director
Midland Bank PLC

Mr. Bc Fisk
General Manager
Plessey Crypto Wavertree

Mr. Jim Fitzpatrick
Chairman
Mersey Docks and Harbour Company

Mr. Geoffrey Hague
Managing Director
Welwyn Garments

Mr. Derek Henderson
Director
BICC PLC

Mr. John Higham
Plant Manager
A C Spark Plug Overseas Corporation

Mr. A. E. Kelly
Group Chairman
Aughton Group of Companies

Mr. John McKenzie
Rector of Liverpool Polytechnic
Byrom Street

Sir Edwin Nixon
IBM UK Ltd

Mr. Philip Preece
Senior Partners
Ormrod and Partners

Miss Cathy Pridgeon
Chief Executive
Merseyside Youth Association

Mr. Terry Rose
Managing Director
Dista Products Ltd

Mr. K. J. Rushton
Divisional Secretary
ICI PLC Mond Division

Mr. G. Shingles
Managing Director
Digital Equipment Co. Ltd

Mr. M. J. Sutherland
Director and Head of Estimating
Sir Alfred McAlpine & Son Ltd

Mr. Geoffrey Thompson
Vice Chairman
J Bibby & Sons Ltd

Mr. Malcolm Thornton
MP

Mr. R. F. Whelan
Professor VC
University of Liverpool

Mr. Willacy
General Manager
Shell UK Materials Services

Mr. Peter York
Regional Managing Director
Norwest Holst Construction Ltd

Sir John Moores CBE
Littlewoods Organisation PLC
J M Centre

Mr. Richard de Zouche
Partner
Messrs Wilson, de Zouche and Mackenzie (Chartered Accountants)

Rev David Sheppard
The Right Reverend Bishop of Liverpool

The Most Reverend David Warlock
Arch Bishop House

Linda Grant
English Estates

Susan Brocklebank
English Estates

Mr. Aidan Manley
Wavertree Technology Park Co Ltd

Mr S. F. Fuller
Wavertree Technology Park Co Ltd

Mr. G. Forshaw
Wavertree Technology Park Co Ltd

Sir John Clark
Chairman
Wavertree Technology Park

WAVERTREE TECHNOLOGY PARK

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SPEECH FOR THE PRIME MINISTER: WAVERTREE TECHNOLOGY PARK:

2 OCTOBER 1984

I. Introductory Remarks

II. The Problems of Liverpool

The changing world in which we live can bring with it not only greater prosperity but also the need for painful adjustment. Such problems have been particularly acute for those great cities like Liverpool, and Liverpool is a great city, which grew rapidly in response to the burgeoning demands of the first industrial revolution. They are not unique to Liverpool but are being experienced in many places both in this country and elsewhere in Europe.

The shifting patterns of trade and industry have worked against Liverpool, for example the long term decline of the port - and with it the traditional industry and commerce which were the source of so many jobs.

Liverpool's decline has been particularly steep. Even before the world recession the city was losing 11,000 jobs a year. Over the last 20 years it has lost a third of its population and often these have included a disproportionate share of the able and adventurous.

III. The Government's Response

The Government recognises fully the impact which these fundamental changes in our society and our economy have had on Liverpool. In 1981 I asked Michael Heseltine to take a special interest in the area. This responsibility is now with Patrick Jenkin.

The Government has made available substantial resources to help Liverpool tackle the problems it faces. But as important as the amount of money, is the way it is spent. Since coming into office in 1979, the Government has fought a long but increasingly successful battle of ideas about how jobs and prosperity can be created. Over many years, the view had grown up that the key lay in Government spending and borrowing. Quite wrongly the name of Keynes was invoked in support.

It is now recognised that high Government spending and ambitious public sector programmes led inevitably to high taxes, high inflation, high interest rates - all of which will destroy jobs. This battle of ideas is now being won, not just in Britain, but in socialist countries abroad.

But we see now in a number of our cities, and particularly here in Liverpool, a municipal version of the big Government thesis.

But this cannot work for much the same reasons. High rates drive away businesses that provide jobs and the lion's share of the council's rate income. Restrictive planning controls inhibit new developments. The process of economic decline would not be arrested but accelerated.

The Government has broken away from these outmoded prescriptions. Our goal is to create the climate in which enterprise will flourish, by keeping taxes down and interest rates down. Where special help is needed, it should come through public expenditure programmes which encourage the energies and enterprise of the private sector rather than supplant them.

The resources available to Merseyside are substantial. They are not merely financial; nor are they the monopoly of the public sector.

At the heart of the Government's inner city policy lies the concept of partnership with the private sector - the business community and voluntary services. Liverpool was built on the motivation, energy and resources produced by individual initiative and enterprise. These qualities must again be harnessed in the process of revitalisation.

Through the taxpayer, this Government has played a full supporting role. The highest rates of regional assistance to industry and commerce are available here in Liverpool.

The Inner City Partnership Programme seeks to stimulate the economy of the inner area by reclaiming derelict land, improving the environment and supporting voluntary effort. Over £120 million has been made available to the Partnership since we took office in 1979.

In 1981 we established the Merseyside Development Corporation to tackle 840 acres of rundown dockland on the Liverpool and Birkenhead waterfront. Later today I shall be visiting its most spectacular achievement to date - the International Garden Festival - seen already by over three million visitors. When the event was announced in late 1981, many said it could not be done in time. They were proved wrong. The Festival has demonstrated what Liverpool people can do here in Liverpool.

And that's not all the Government is doing. There's

- an Enterprise Zone at Speke;
- a Freeport, the largest in the UK, in the Northern Docks;
- English Estates reclaiming the old Tate and Lyle site, and developing the old Exchange Station which lay derelict for so long;
- 17,000 places in Merseyside under the Youth

Training Scheme.

Working both with the private sector, local authorities and Government Agencies, the Merseyside Task Force has helped to establish a wide variety of innovative schemes - many conceived and implemented here on Merseyside for the first time anywhere.

Let no one say the Government is not playing its part. The facts speak for themselves.

IV CONTRIBUTION OF THE PRIVATE SECTOR

And there has been an encouraging response from the private sector.

I am looking forward later this afternoon to seeing the refurbishment scheme that is taking place on the Albert Dock. £20 million of public money is being matched with £30 million of private funding to convert this famous building into offices, shops and flats.

But there are other examples:

- BAT's conversion scheme in the South Docks
- the refurbishment of the famous Adelphi Hotel
- ten new Information Technology centres on

Merseyside established with private sector support.

V HOUSING

Today I have seen some of Liverpool's housing which illustrates clearly both the problems and the opportunities. Though built with the best of intentions, much of it reflects immediate post-war policies whose legacy has been housing which is ill-planned, poorly constructed and badly managed.

Improvements are needed urgently but in a way which is not only represents good value for money but which also provides housing choice and utilises the energies of local people. One cardinal lesson of the past is that public authorities don't always know best.

Encouraging owner occupation is the surest way of gaining lasting improvements in living conditions. I am justly proud of this Government's record on that.

Of course in the cities like Liverpool there will always be a substantial role for council housing. But the conditions for existing tenants cannot be improved simply by demolishing old houses and building new ones. Indeed we have learned that it is often better to keep communities together by better maintenance and management of existing properties.

There are many encouraging examples on Merseyside of partnership with the private sector: Stockbridge Village, Edge Lane in Sefton and Woodchurch in Wirral. Local tenants are at work in improving their own housing and gaining satisfaction in so doing. Over six thousand dwellings are benefiting.

Barratts, Wimpeys and others have been active for some years in building housing for sale in inner Liverpool. I saw this morning the result of an imaginative scheme at Minster Court where Barratts have converted rundown tenement blocks into much sought after private flats.

I hope that other authorities facing similar housing problems will look at some examples of what is being achieved in Liverpool.

VI WAVERTREE TECHNOLOGY PARK

We stand here on one of the most dramatic regeneration projects in the heart of Liverpool. For years the site of this Wavertree Technology Park presented a depressing spectacle of rundown buildings and abandoned railway sidings. Work began less than two years ago - and just look at the transformation. Government have provided £6 million to the County Council in Derelict Land Grant - to remove the

eyesores, level the site and provide roads and services. In very little time an attractive location for high technology industry has been created.

A Technology Park Company involving Plesseys, English Estates and the City and County authorities has been set up under the Chairmanship of Sir John Clark.

Already you can see a 40,000 square foot factory which has been occupied by 300 people. Work has started to provide further smaller units. May I congratulate you, Sir John, and all those who have worked with you on your vision and energy in bringing this about.

The creation of the Wavertree Technology Park shows what can be achieved by the private and public sector working together. This is the future for Liverpool.

VII "MEET THE BUYER" EXHIBITION

At the end of the day, it is for the producer to find a market for his goods and services. For it is customers that make pay days possible.

We can see this clearly here on Merseyside. At Vauxhall, for example, attractive new models can bring new investment and jobs.

Many smaller firms, however good technologically, find it difficult to make contact with the large companies. And the reverse is true. By bringing them together we can make the best use of the creative potential of the small, thrusting company and the massive resources of the well-established household names.

I therefore take pleasure in opening this "Meet the Buyer" exhibition. I hope that everyone who attends it will make the most of the genuine opportunities which it presents.

DRAFT SPEECH FOR THE PRIME MINISTER: WAVERTREE TECHNOLOGY

PARK: 2 OCTOBER 1984

I. Introductory Remarks

II. The Problems of Liverpool

The changing world in which we live brings with it not only rising prosperity but also the need for painful adjustment. These problems have been particularly acute for those great cities like Liverpool, and Liverpool is a great city, which grew rapidly in response to the burgeoning demands of the first industrial revolution. They are not unique to Liverpool but are being experienced in many places both in this country and elsewhere in Europe.

The shifting patterns of industry and trade have worked against Liverpool, for example the long term decline of the port - and with it the traditional industry and commerce which were the source of so many jobs.

Aside on
Liverpool
Docks

But Liverpool's decline has been particularly steep. Even before the world recession the city was losing 11,000 jobs a year. Over the last 20 years it has lost a third of its population and often these have included a disproportionate share of the able and energetic.

III. The Government's Response

The Government recognises fully the impact which these fundamental changes in our society and our economy have had on Liverpool. In 1981 I asked Michael Heseltine to take a special interest in the area. This responsibility is now with Patrick Jenkin.

The Government has made available substantial resources to help Liverpool tackle the problems it faces. But as important as the amount of money, is the way it is spent. Since it came into office in 1979, the Government has fought a long but increasingly successful battle of ideas about how jobs and prosperity can be created. Over many years, the view had grown up that the key lay in Government spending and borrowing. Quite wrongly the name of Keynes was invoked in support.

It is now recognised that high Government spending and ambitious public sector programmes led inevitably to high taxes, high inflation, high interest rates. All of which will destroy jobs. This battle of ideas is now being won, not just in Britain, but in socialist countries abroad.

But we see in a number of our cities, and particularly here in Liverpool, a municipal version of the big Government thesis.

But it will fail for much the same reasons. High rates will drive away businesses that provide jobs and the lion's share of the council's rate income. Restrictive planning controls will inhibit new developments. The process of economic decline will not be arrested but will be accelerated.

The Government has broken away from these failed and outmoded remedies. Our goal is to create the climate in which enterprise will flourish, by keeping taxes down and interest rates down. Where special help is needed it should come through public expenditure programme which encourage the energies and enterprise of the private sector rather than supplant them.

The resources available to Merseyside are substantial. They are not merely financial; nor are they the monopoly of the public sector. Local people, the business community, and voluntary effort all have a part to play.

At the heart of the Government's inner area policy lies the concept of partnership with the private sector. Liverpool was built on the motivation, energy and resources produced by individual initiative and enterprise. These qualities must again be harnessed to play an essential part in the process of revitalisation.

The Government is prepared to play its part in full.

E. R.

The highest level of regional assistance to industry and commerce is available here in Liverpool. The Inner City Partnership Programme seeks to stimulate the economy of the inner area by reclaiming derelict land, improving the environment and by supporting voluntary effort. Over £120 million has been made available to the Partnership since we took office in 1979.

In 1981 we established the Merseyside Development Corporation to tackle 840 acres of rundown dockland on the Liverpool and Birkenhead waterfront. Later today I shall be visiting its most spectacular achievement to date - the International Garden Festival - seen already by over three million visitors. Many said it could not be done in the time available when the event was announced in late 1981. They were proved wrong. The Festival has demonstrated what can be done in Liverpool, by Liverpool people.

We have designated an Enterprise Zone at Speke and a Freeport, the largest in the UK, in the Northern Docks.

English Estates are reclaiming the old Tate and Lyle site and are constructing new office accommodation on the site of the old Exchange Station which lay derelict for so long.

In 1981 17,000 places under the Youth Training Scheme have been sponsored in Merseyside by the Manpower Services

Commission.

Working both with the private sector, local authorities and Government Agencies, the Merseyside Task Force has helped to establish a wide variety of innovative schemes - many conceived and implemented here on Merseyside for the first time anywhere.

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But there are other examples:

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- the refurbishment of the famous Adelphi Hotel
- the new Information Technology centres

D.R.

●

V HOUSING

Today I have seen some of Liverpool's housing which illustrates clearly both the problems and the opportunities. Much of the housing reflects immediate post-war policies which we now see were ill-conceived. We are left with a legacy of poorly planned, poorly constructed and badly managed housing. Improvements are needed urgently but in a way which is not only cost-effective but also provides housing choice and involves the private sector and the energy of local people. One cardinal lesson of the past is that public authorities don't always know best.

Encouraging owner occupation is the surest way of gaining lasting improvements in living conditions. I am justly proud of this Government's record on that.

Of course in the cities like Liverpool there will always be a substantial role for council housing. But the conditions for existing tenants cannot be improved simply by building more council houses. They need better management and better maintenance of the flats and houses in which they live.

There are many encouraging examples on Merseyside of partnership with the private sector: Stockbridge Village,

Edge Lane in Sefton and Woodchurch in Wirral. Local tenants are at work in improving their own housing. Over six thousand dwellings are benefiting.

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D. B.

A Technology Park Company involving Plesseys, English Estates and the City and County authorities has been set up under the Chairmanship of Sir John Clark.

Already you can see a 40,000 square foot factory which has been occupied by 300 people. Work has started to provide further smaller units. May I congratulate you, Sir John, and all those who have worked with you on your vision and energy in bringing this about.

The creation of the Wavertree Technology Park shows what can be achieved by the private and public sector working together. This is the future for Liverpool.

VII "MEET THE BUYER" EXHIBITION

But, at the end of the day, it is for the producer, whether of goods or services, to sell them where there is a market. Many smaller firms, however good technologically, find it difficult to make contact with the large companies. And the reverse is true. By bringing them together we can make the best use of the creative potential of the small, thrusting company and the massive resources of the well-established household names.

I therefore take pleasure in opening this "Meet the Buyer" exhibition. I hope that everyone who attends it will

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make the most of the genuine opportunities which it presents.

VSCAAZ

DRAFT SPEECH FOR THE PRIME MINISTER: WAVERTREE TECHNOLOGY

PARK: 2 OCTOBER 1984

I. Introductory Remarks

II. The Problems of Liverpool

Let me quote - "The present prosperity of Liverpool has evidently arisen from a combination of causes and among these may be chiefly noticed its natural situation, its free water carriage with the numerous manufacturing towns, and mines of the County, and the enlightened policy of its civil government. (Quote from John Brittan's Description of Lancashire in 'Beauties of Britain' c. 1810).

You will gather that this description was not written recently. It was made at the beginning of the Nineteenth century. There have been a few changes since!

The problems experienced in the latter part of the Twentieth century by cities which grew rapidly in response to the burgeoning demands of the first industrial revolution are not unique to Liverpool. They are being experienced in many places both in this country and elsewhere in Europe.

But Liverpool's decline has been particularly steep. Even before the world recession the city was losing 11,000 jobs a year. Over the last 20 years it has lost a third of

its population and often these have included a disproportionate share of the able and energetic.

The shifting patterns of industry and trade have worked against Liverpool, for example the long term decline of the port - and with it the traditional industry and commerce which were the source of so many jobs. [Though I cannot resist observing, as an aside, that a port where dockers are the first to join a strike and the last to return cannot be helping itself to compete.]

III. The Government's Response

The Government recognises fully the impact which these fundamental changes in our society and our economy have had on Liverpool. In 1981 I asked Michael Heseltine to take a special interest in the area. This responsibility is now with Patrick Jenkin. In this work they have been supported by the Task Force which has played a major part in coordinating the Government's efforts.

The Government has made available substantial resources to help Liverpool tackle the problems it faces. But as important as the amount of money, is the way it is spent. Since it came into office in 1979, the Government has fought a long battle of ideas about how jobs and prosperity can be created. Over many years, the view had grown up that the key lay in Government spending and borrowing. Quite wrongly

the name of Keynes was invoked in support.

Increasingly it is being appreciated that high Government spending and ambitious public sector programmes led inevitably to high taxes, high inflation, high interest rates. All of which will destroy jobs. This battle of ideas is now being won, not just in Britain, but in socialist countries abroad.

But we see in a number of our cities, and particularly here in Liverpool, a municipal version of the big Government thesis.

But it will fail for much the same reasons. High rates will drive away businesses that provide jobs and the lion's share of the council's rate income. Restrictive planning controls will inhibit new developments. The process of economic decline will not be arrested but will be accelerated.

The Government seeks to break away from these failed and outmoded remedies. Our goal is to create the climate in which enterprise will flourish, by keeping taxes down and interest rates down. Where special help is needed it should come through public expenditure programme which encourage the energies and enterprise of the private sector rather than supplant them.

The resources available to Merseyside are substantial. ? They are not the monopoly of ~~in~~ the public sector. Local people, the business community, and voluntary effort all have a part to play.

At the heart of the Government's inner area policy lies the concept of partnership with the private sector. Liverpool was built on the motivation, energy and resources produced by individual initiative and enterprise. These qualities must again be harnessed to play an essential part in the process of revitalisation.

The Government is prepared to play its part in full. The highest level of regional assistance to industry and commerce is available here in Liverpool. The Inner City Partnership Programme seeks to stimulate the economy of the inner area by reclaiming derelict land, improving the environment and by supporting voluntary effort. Over £120 million has been made available to the Partnership since we took office in 1979.

In 1981 we established the Merseyside Development Corporation to tackle 840 acres of rundown dockland on the Liverpool and Birkenhead waterfront. Later today I shall be visiting the Development Corporation's most spectacular achievement to date - the International Garden Festival - seen already by over three million visitors. Many said it

E. R.

could not be done in the time available when the event was announced in late 1981. They were proved wrong. The Festival has demonstrated what can be done in Liverpool, by Liverpool people.

We have designated an Enterprise Zone at Speke and a Freeport, the largest in the UK, in the Northern Docks.

English Estates are reclaiming the old Tate and Lyle site and are constructing new office accommodation on the site of the old Exchange Station which lay derelict for so long.

In 1981 17,000 places under the Youth Training Scheme have been sponsored in Merseyside by the Manpower Services Commission.

Working both with the private sector, local authorities and Government Agencies, the Task Force has helped to establish a wide variety of innovative schemes - many conceived and implemented here on Merseyside for the first time anywhere.

Let no one say the Government is not playing its part. The facts speak for themselves.

IV CONTRIBUTION OF THE PRIVATE SECTOR

And there has been an encouraging response from the private sector.

I am looking forward later this afternoon to seeing the refurbishment scheme that is taking place on the Albert Dock. £20 million of public money is being matched with £30 million of private funding to convert this famous building into offices, shops and flats.

British American Tobacco have converted an old warehouse on the South Docks into a small firms centre and another is proposed.

Ten Information Technology Centres have been established on Merseyside with considerable support from the private sector.

The famous Adelphi Hotel is emerging from years of neglect in a major refurbishment scheme financed with the aid of an Urban Development Grant.

V HOUSING

Today I have seen some housing areas in Liverpool. They illustrate clearly the problems and the opportunities. Much of the housing reflects immediate post-war policies

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which we now see were ill-conceived. We are left with a legacy of poorly planned, poorly constructed and badly managed housing. Improvements are needed urgently but in a way which is not only cost-effective but also provides housing choice and involves the private sector and the energy of local people. One cardinal lesson of the past is the foolhardiness of assuming that public authorities always know best - they don't.

Encouraging owner occupation is the surest way of gaining lasting improvements in living conditions. I am justly proud of my Government's record on that.

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But in the cities like Liverpool there will always be a substantial role for council housing. But building more council houses will not improve conditions for the tenants of that housing. What is needed is better management of the existing stock, with an effective maintenance service, which is more responsive to the needs of the tenants.

There are many examples on Merseyside of partnerships with the private sector: Stockbridge Village, Edge Lane in Sefton and Woodchurch in Wirral. There are now twelve community refurbishment schemes across Merseyside. Local tenants are at work in improving their own housing. Over six thousand dwellings are benefiting.

Barratts, Wimpeys and others have been active for some

years in building housing for sale in inner Liverpool. I saw this morning the result of an imaginative scheme at Minster Court where Barratts have converted rundown tenement blocks into much sought after private flats.

I commend these initiatives and examples to Liverpool and to other authorities which face similar housing problems.

The Government recognises its obligations and its objectives are clear. We will not falter in our determination to secure a better future for the nation as a whole - and it is only in the context of a national improvement that the problems of Liverpool can be fully resolved.

VI WAVERTREE TECHNOLOGY PARK

But I say again that it is the people of Liverpool who must seize the opportunities that are offered.

We stand today on one of the most dramatic regeneration projects in the heart of Liverpool. For years the site of this Wavertree Technology Park presented a depressing spectacle of rundown buildings and abandoned railway sidings. Less than two years ago work started on the transformation we now see in progress. Government have provided £6 million to the County Council in Derelict Land

Grant - to remove the eyesores, level the site and provide roads and services - and you can see the transformation which will provide an attractive location for high technology industry.

A Technology Park Company involving Plesseys, English Estates and the City and County authorities has been set up under the Chairmanship of Sir John Clark. And I know I can rely on Sir John and his colleagues to support the continued development of this emerging centre of high technology.

Already you can see a 40,000 square foot factory which has been occupied by 300 people. Work has started to provide further smaller units.

[And I am happy to announce that Powell and Schofield, a local company in the exciting field of Biotechnology is to establish itself here shortly bringing up to 190 jobs on to the site.]

The creation of the Wavertree Technology Park is an example of what can be achieved by the private and public sector working together. This must represent the future direction for Liverpool.

VII "MEET THE BUYER" EXHIBITION

But, at the end of the day, it is for the producer,

whether of goods or services, to sell them where there is a market. Many smaller firms, however good technologically, find it difficult to make contact with the large companies. And the reverse is true. By bringing them together we can make the best use of the creative potential of the small, thrusting company and the massive resources of the well-established household names in the fields of electronics and telecommunications.

I therefore take pleasure in opening this "Meet the Buyer" exhibition. I hope that everyone who attends it will make the most of the genuine opportunities which it presents.

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File



2 MARSHAM STREET
LONDON SW1P 3EB
01-212 3434
My ref:

Your ref:

2 (September 1984

Dear Andrew

VISIT TO LIVERPOOL ON 2 OCTOBER

I enclose a draft speech together with
background briefing

Yours truly
John Ballard

JOHN BALLARD
Private Secretary

Andrew Turnbull Esq

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DRAFT SPEECH FOR THE PRIME MINISTER TO DELIVER AT WAVERTREE TECHNOLOGY
PARK - 2 OCTOBER

Sir John, I am delighted to be here at the Wavertree Technology Park and I would like to take this opportunity of thanking you personally for what you have done to get this imaginative project off the ground. But my purpose in coming to Liverpool is broader than that. I must therefore say a few general words about Liverpool before I come back to this morning's ceremony.

Let me quote - "The present prosperity of Liverpool has evidently arisen from a combination of causes and among these may be chiefly noticed its natural situation its free water carriage with the numerous manufacturing towns, and mines of the County, and the enlightened policy of its civil government."

You will gather that this description was not written recently. It was made at the beginning of the Nineteenth century. There have been a few changes since!

The problems experienced in the latter part of the Twentieth century by cities which grew rapidly in response to the burgeoning demands of the first industrial revolution are not unique to Liverpool. They are being experienced in many places both in this Country and elsewhere in Europe.

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Liverpool's decline has been particularly steep. Even before the world recession the City was losing 11,000 jobs a year. Over the last 20 years it has lost a third of its population and often these have included a disproportionate share of the able and energetic.

Shifting patterns of world trade have contributed to the long term decline of the port - and with it the traditional industry and commerce which were the source of so many jobs.

The Government has responded to help Liverpool tackle its problems. In 1981 I asked Michael Heseltine to take a special interest in the area. This special responsibility is now with Patrick Jenkin. I have asked them to consider ways to make the fullest and most efficient use of available resources.

Today I have seen some housing areas in Liverpool. They are a perfect illustration of the problems and the opportunities. Much of the housing reflects immediate post-war policies which we now see were in many ways ill-conceived. We are left with a legacy of poorly planned, poorly constructed and badly managed housing. It is clear to me that the issue is not whether improvement is needed. It is how to achieve that improvement in a cost effective fashion. In a way which provides housing choice and involves the private sector and the energy of local people. One cardinal lesson of the past is the foolhardiness of assuming that public authorities always know best - they don't.

Encouraging owner occupation is the surest way of gaining lasting improvements in living conditions. I am justly proud of my Government's record on that. But in the cities like Liverpool there will always be a substantial legacy of council housing. Building more council houses will not improve conditions for the tenants of that housing. What is needed is better management of the existing assets, providing an effective maintenance service, bringing those services closer to tenants, widening the housing choice, engaging the private sector in tackling problem housing.

There are many examples on Merseyside of partnerships with the private sector: Stockbridge Village, Edge Lane in Sefton and Woodchurch in Wirral. There are now twelve community refurbishment schemes across Merseyside. Local tenants are at work in improving their own housing. Over six thousand dwellings are benefitting.

I commend these initiatives and examples to Liverpool and to other authorities which face similar housing problems.

The resources available to Merseyside are substantial. They are not concentrated in the public sector alone. Local people, the business community, and voluntary effort all have a part to play.

At the heart of the Government's inner area policy lies the concept of partnership with the private sector. Liverpool was built on the motivation energy and resources produced by individual initiative and enterprise. These qualities must again be harnessed to play an essential part in the process of revitalisation.

The Government is prepared to play its part in full. The highest level of regional assistance to industry and commerce is available here in Liverpool. The Inner City Partnership Programme has been aimed at schemes designed to stimulate the economy of the inner area as well as support for voluntary effort and improvement of the rundown environment. Over £120M has been made available to the Partnership since we took office in 1979.

In 1981 we established the Merseyside Development Corporation to tackle 840 acres of rundown dockland on the Liverpool and Birkenhead waterfront. Later today I shall be visiting the Development Corporation's most spectacular achievement to date - the International Garden Festival. Over three million have already seen the Festival. Many said it could not be done in the time available when the event was announced in late 1981. They were proved wrong. The Festival has

demonstrated what can be done in Liverpool, by Liverpool people.

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A Freeport, the largest in the UK, has just been established in the North Docks.

In 1981 17,000 places under the Youth Training Scheme have been sponsored in Merseyside by the Manpower Services Commission.

The Task Force the Government set up in 1981 has a major role in the co-ordination of Central Government efforts. And extra resources have been provided where it has been seen that they can be spent in a cost effective manner. Working both with the private sector, local authorities and Government Agencies a wide variety of innovative schemes has been established - many conceived and implemented here on Merseyside for the first time anywhere.

Let no one say the Government is not playing its part. The facts speak for themselves.

And there has been an encouraging response from the private sector.

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I am looking forward later this afternoon to seeing the refurbishment scheme that is taking place on the Albert Dock. £20M of public money is being matched with £30M of private funding to convert this famous building into offices shops and flats.

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Ten Information Technology Centres have been established on Merseyside with considerable support from the private sector.

The famous Adelphi Hotel is emerging from years of neglect in a major refurbishment scheme financed with the aid of an Urban Development Grant.

I could go on - these are just a few examples showing how effective public and private sector partnerships are helping to change the face of Liverpool.

The Government recognises its obligations and its objectives are clear. We will not falter in our determination to secure a better

future for the nation as a whole - and it is only in the context of a national improvement that the problems of Liverpool can be fully resolved.

Government both local and central, the business community and the community at large must take up the challenge. Much has been started. We now need to extend the work that has been done. This cannot be done by local and central Government alone, the business community and above all the people of Liverpool working together is what is needed to make it happen. Although there is much to be achieved I am confident of success if all the parties play their full part.

But I say again that it is the people of Liverpool who must seize the opportunities that are offered.

We stand today on one of the most dramatic regeneration projects in the heart of Liverpool. For years the site of this Wavertree Technology Park presented a depressing spectacle of rundown buildings and abandoned railway sidings. Less than two years ago work started on the transformation we now see in progress. Government have provided £6M to the County Council in Derelict Land Grant - to remove the eyesores, level the site and provide roads and sewers - and you can see the transformation which will provide an attractive location for high technology industry.

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Chairmanship of Sir John Clark. And I know I can rely on Sir John and his colleagues to support the continued development of this emerging centre of high technology.

Already you can see a 40,000 square foot factory which has been occupied by 300 people. Work has started on smaller speculative units. [And I am happy to announce that Powell and Schofield, a local Company in the exciting field of Biotechnology is to establish itself here shortly bringing up to 190 jobs on to the site]. The creation of the Wavertree Technology Park is a potent example of what can be achieved by the private and public sector working together. This must represent the future direction for Liverpool.

But, at the end of the day, it is for the producer, whether of goods or services, to sell them where they are needed. Many smaller firms, however good technologically, find it difficult to make contact with the large companies. And the reverse is true. We need to encourage and stimulate that sort of contact if we are to make the best use of the creative potential of the small, thrusting company and the massive capability of the well-established househouse name. This is why I am delighted to be here today to open this "Meet the Buyer" exhibition where many large companies in the electronics, communications and telecommunications field have come to tell smaller firms what it is they want, and how best to establish a commercial relationship. Both sides must benefit.

I therefore take pleasure in opening this event, and urge

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everyone who attends it to make the most of the genuine opportunities which it presents.

Before I go, I would like to meet some of the participants, but, meanwhile, if the media want to put any questions, now is the opportunity.