

cc Mr Alison
Mr Sherbourne
Mrs Ryder

pa
DMS
18/6
MR BARCLAY

PRIME MINISTER'S DIARY

You mentioned today the idea of gearing Prime Ministerial speeches/visits to particular subjects.

Next year the Prime Minister has already an opportunity to pronounce on energy (Institute of Petroleum) and local government (Local Government conference).

The question in my mind is whether we should seek to bend her speech/visits programme to specific subjects or issues.

I would have thought that the immediate need is for her to reassure the farming community. That will no doubt be done in the Euro-Election and this raises the question whether we need look beyond June 14 on this subject. I am inclined to think it would be helpful to build an agricultural visit into her programme. Why not, for example, a research station and a farm?

It may well be felt that once we get a EuroBudget settlement - assuming we do - the Prime Minister should take an early opportunity to expound her ideas on what she wants to make of Europe. I think this is highly desirable. It would be a political mistake to be appearing just to pocket the money. She will need to demonstrate that, rid of this sore, something good and wholesome can be made of the Community and the Prime Minister knows what - and how.

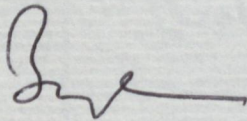
There is then the need to kill the idea that the Prime Minister doesn't care. I do not think much can be done about unemployment, unless unemployment really starts to fall.

But I would like to see speeches/visits designed to get over specific "caring" messages - viz:

- patients count; what the Government is doing to improve the Health Service for the consumer
- children's education matters and we are improving it in partnership with parents (and teachers)

- pensioners matter - and so do the chronic sick (visits to old folk's homes, Cheshire or Sue Ryder homes, etc)
- we are winning on law and order (visit to Notts? Neighbourhood watch schemes - making sure there isn't a break-in while she is there!).

I hope this is helpful.



BERNARD INGHAM
18 May 1984