

Prime Minister

I opened Mrs.

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20/9

PERSONAL AND CONFIDENTIAL

20th September 1985

From: G. W.

1. The public's memory is short. They've already forgotten their alarm about Labour at the last Election. They've almost forgotten the miners' strike. The Falklands are becoming a distant memory.
2. It's at about this time that the public are subconsciously determining how they will vote at the next Election whatever they may be saying to the opinion polls.
3. We need a vigorous campaign by Tory leaders and MPs starting now and kept up to remind the public of the horrors of the Labour Government. Norman Tebbit made a good beginning by pointing out the intended robbery of pension funds for investment in poor returning or loss-making enterprises. Once is not enough. Also it needs to be spelled out how many people are affected by pension funds as many don't realise they could be adversely affected by Labour's plans.
4. There must be a continual attack on Labour's subjection to the TUC in economic planning. "Back to the bad old days", Scargill and the very left wing Ron Todd running the show.
5. Labour's plans for direction for industry must be exposed and exploited in simple terms showing how they would wreck industry with destructive bureaucracy.
6. The prospect of renationalisation and further nationalisation must be played up continually, together with the prospect of confiscations of shares in newly privatised industries probably at a considerable discount.
7. Unemployment. It must be more often and clearly spelled out that our unemployment record (particularly allowing for our having no National Service) does not compare badly with other countries in the EEC. Simple explanations must be given of the Job Creation Schemes and how they work. Labour's proposals must be exposed both as dangerously inflationary and ineffective for reducing unemployment.

Railways plans first



Jobs

The 87% in employment must be reassured that their jobs are not really at risk.

Labour taxes for all.

8. Labour (and the SDP) plans for raising taxes must be repeatedly highlighted. Hattersley talks of extra taxes for all and particularly on the rich whom he describes as starting at £2,000 a yr.

9. Much more, and continuous, propoganda must be developed showing that the NHS really was safe in your hands. We have let the other side make headway with the proposition that the NHS is being cut, hospitals closed, equipment inadequate, etc. As the contrary is true why are we not shouting it from the house tops? If we don't, the public will soon firmly believe the propoganda. Our plans for developing and improving the NHS must be heavily emphasised.

10. There is deep worry about the coloured population. Labour's plans to allow increased immigration must be exposed so that everyone is aware of them. Actual outbreaks of disorder, such as Handsworth, will encourage many of the coloureds to vote Conservative if they see that they are firmly dealt with and the drug-taking among the Rastafarians, etc. is sternly squashed. The coloured community now here don't want any additions to their numbers because they know the danger of exciting a white back lash. The great majority are proving useful citizens who will be looking for stronger indications from the Government that they will be protected against criminal activities from the minority of the coloured community (West Indians v. the peaceful Asians.) We think of the coloured community as being largely pro-Labour. I think that situation could be turned the other way round with strong action against the malefactors and praise for those who are fitting in (^{e.g.} the two Asian brothers who were determined to defend the Queen's property). The extreme left wing elements among the coloureds who want a separate black section in the Labour Party and general revolution must be exposed. Their suppression would please the great majority of the coloured community.

11. Law and order. This is partly covered by the previous point. But the Government is felt not to have lived up to expectations on this subject whether dealing with whites or coloureds. Explanations of what is being done and what will be done are required.

I know you are not in favour of National Service but the country is overwhelmingly. What about offering the country a referendum on the subject after the next Election? That would gain you a lot of votes. We had a referendum on the EEC and this is just the sort of subject for one.

12. Education. Keith Joseph is on the right lines. Too many are worried that their children are exposed to extreme left wing teachers and to teachers who are less interested in discipline than bogus peace studies ^{and in} as a form of disruption. Many parents are worried that their children are being brought up by over politically conscious teachers. However, it's important to take away any legitimate grievance teachers may have about pay by which I don't mean rejecting Keith's reforming proposals but making sure they're understood which I don't believe they are. Potentially teachers should be on our side and we must get them there as soon as possible.

13. Far more emphasis must be repeatedly put on the success of the new union legislation. It must be endlessly pointed out that Labour would not have brought it in and intends either to reverse it or seriously damage it. As I said, memories are short. Union members must be reminded that their new freedom came from you and is under threat from Labour.

14. The fact that Labour's nuclear defence policy amounts to a breaking of the alliance with the USA and NATO must be heavily underscored. We would have no Allies and be left to face the Russians alone.

15. The Alliance. On their own admission their extra public spending will push inflation up to 7.5%. In the result it would obviously be much higher yet the effect on unemployment would be negligible, even temporarily. Their ^{increase} taxation policy threatens those at £15,000 a year or more. Their defence policy or lack of it is a muddle and highly dangerous, the public must be told. Their lack of experience means they cannot provide a Government which anyone would respect.

Their fishing about in monarchical waters should be ignored. You will not fall into the trap of admitting that they might have a role to play in forming a Government. Now is the time to ram home that an Alliance Government or the Alliance holding the balance of power would be a joke. The danger of voting for the Alliance letting in Labour (which the Alliance ^{do} ~~contest~~) must be underlined.

16. Far more must now be trumpeted about the Government's achievements. The standard of living up. More jobs than ever before.

The success of privatisation. The success of union legislation.

Improvement in the NHS. More people buying their own Council houses which Labour hates and tries to curb. The soundness of the balance of payments despite the Scargill strike (your success in beating Scargill needs repeated highlighting). The wise use of some of the North Sea Oil revenues which has enabled us to have already an unearned income from overseas of £2.5 billion a year, and going up.

(It would be better if we showed our national wealth as the Gross ^{National} Net Income and not as the Gross ^{at home} Net Product: a much better picture would emerge in comparison with other countries.)

Also the insecurity if Labour came in not only for industry but in their bias against ^{the} police, and in favour of crazy left wing Councils and so on.

17. Taxation. It needs to be spelled out how you see taxation diminishing as a percentage of the national income and of every individual. We are thought to have fallen down on this point.

18. Vision of the Future. Above all we must get your notion of the future we are heading for and you are aiming at across in attractive

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warm and encouraging terms. If I can think of some suggestions
on this point I will send you them before you compose your Conference
speech which will be a good time to talk about your vision of the
future arising out of your present and future achievements.

P.W.