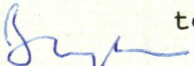


PRIME MINISTER

YOUR SPEECH - FURTHER IDEAS

The more I think about the presentation of your speech next week, the more I think you need to aim for the following:

1. To bring out the distinctive, popular nature of your brand of politics.
2. To play to your strengths, notably your position in the world, defence, trade unions, taxation, inflation and financial control, encouragement of enterprise.
3. To highlight perhaps subliminally, the point that is beginning to dawn on a lot of people: you represent stability, consistency, continuity; the alternative, all along the line, is instability.
4. To meet the allegations you talk down to people - hence my earlier suggestion of a conversational style in which you share your speech with your audience, using such phrases as "Well let's think this through" or "Let me examine this with you". I think the speech needs to be written with this point very much in mind, for I suspect it is at the root of some criticism of you.
5. To demonstrate that you do indeed care - not, repeat not, by going all soft and gooey, but head on with fact, argument and example.
6. To meet the allegation that you are remote and never meet the people; if possible points in the speech should be illustrated with examples of what you have learned from meeting people in all parts of the country, and especially in the North.
7. To meet the claim that your Government lacks vision; hold out your vision of Britain moving through the '90s to the 21st Century.


BERNARD INGHAM
2 October 1986