



Conservative Central Office

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KB/djm

30th April 1984

Mr. Stephen Sherbourne,
10 Downing Street,
London SW1.

8
Amade
-
for please.
2/5

Dear Steve,

IMPACT 80'S VIDEO

I attach a photo-copy of the final version of the auto-cue script used by the Prime Minister used last week.

We should have the finished Impact 80's video tape within the next ten days. I will of course send you a copy.

Y
H
11/2/84

D.K. Britto

Impact '80s - what's
it all about? It's
about knowing our
Conservative message
and getting it across.

What is our message?

A government can only
do certain things.
Perhaps Winston
Churchill put it best
when he said that
people need both a
ladder and a safety
net. A ladder of
opportunity to climb
and a safety net to
protect.

~~The governments~~
~~We~~ can get the climate
right both for
companies and for
individuals and that's
what ^{we are} ~~this~~ government
~~is~~ doing.

We said we would bring
inflation down. It
wasn't easy but
we've done it.

We said we would
reduce ^{personal} tax - and we
have.

... called

We said we would
reduce tax on
companies. We have.
We have abolished
the National Insurance
surcharge. And now
that we're ^{cutting} reducing
Corporation Tax it
will pay to be
profitable. And
everyone wants to
work for a profitable
company. We said
we would abolish
controls and cut
bureaucracy. We
have. And we now
have fewer civil
servants than at any
time since the War.

We said the National
Health Service would
be safe with us - it
is. The facts show
that no government
has done more for
national health than
~~we have. this one has.~~

We said that we
would strengthen our
defences and increase
the forces of law and
order - and we have.

There is a new air of confidence in Britain. It augurs well for the future.

Now what can we do as a Party ?

We must let people know our achievements locally as well as nationally. And you can do this in your constituencies, through the newsletters called In Touch.

They can give practical examples - council houses sold, local success stories, ~~personal cases~~ ^{gains put now}, helped. All of these show our commitment to the future of our country, our industry and above all to our people.

Of course, you can't run politics ^{merely} as an exercise in public relations, you've got to get the policies right.

But when they are
right, we've got to
shout it from the
rooftops.

We'll do our bit,
the Cabinet and the
Party at the centre.
But in the
constituencies you
need to know our
political case and
how to put it
across.

We are all part of
the same effort -
and I think we can
make a terrific
team.

That's what
Impact '80s is
all about.