

ELECTION: AN ANALYSIS

Only the SDP/Libs entered the election not publicly aiming to win. They aim to share power.

After a fortnight's campaigning - ie since May 11 - the Alliance are worst placed. Their hopes of sharing power or of beating Labour into third place look ever more remote. Worse, they have had to change their campaign strategy - Owen and Steel have been split up and will now campaign separately, thereby mitigating the bad impression of party leaders who dare not let one out of the other's sight but at the same time complicating their coordination problems.

Thus the pressure of the Alliance challenge on the Government has been eased and the real enemy - Labour - has been identified. .

After the first week of phoney war - in which the Government dominated the scene - Labour was quite successful during the second half of last week in dictating the ground on which the election was fought - on Conservative rather than Labour policies. This is partly because only the Government offers a full range of detailed policy objectives on the main political issues.

It is also because Labour had not much choice in the circumstances of its composition and "iceberg" manifesto but to try to build up its leader as the nice family chap next door whose burning ambition to do good is reinforced by a will of iron which, in the manner of all good film epics, will somehow overcome the Militant tendencies of his party. The chosen methods are either stunningly brilliant or unspeakably nauseating, according to individual taste or background.

The effect on the voting public, according to three Sunday opinion polls, was approximately nil. The Tory vote seems solid and Labour has firmed a bit with the failure of the Alliance to start a bandwagon rolling by overtaking Labour early on. This has, however, increased the chances of Labour achieving what is believed to be its true objective - to lose well.

The Government's aim to win a third term with a lasting majority looks likely to be secured. Its true objective of winning well in order to hasten a political realignment in Britain looks a little more difficult to achieve.

The national interest requires the Government to pursue its true objective: a third term of office in circumstances which encourage a political realignment.

The question with just over two weeks to polling day is how?

First, what is going for the Government? The short answer is a lot - a very great deal indeed - provided it sharpens up its organisation and tactics. The following lists the Government's advantages at this stage of the game:

1. ① A background of proven international leadership and standing in the world; the strongest election economy of any Government since the war, including 1959; a winning combination of six years' continuous growth, falling unemployment, low inflation, lower income tax and higher social spending; and an impregnable position on financial prudence, trade unions, inflation, taxes, defence and (as the party most likely to achieve anything) on law and order.
2. A struggling Alliance.

3. A Labour Party so desperate to avoid discussion of policy that the purposes of the looming Militant presence are temporarily served by a campaign strategy which combines cult of the personality (however artificially presented by the film makers) with a scare a day.
4. A Labour leader who has fallen victim to his unique combination of mindless windbagery at his first policy hurdle - defence; and with all his major TV interviews yet to come.
5. Two opposition groups - Labour and the Alliance - who have peaked too early; the Alliance before the campaign began, and Labour three weeks too soon - as was inherent in their chosen personality cult method of avoiding issues since the media's sole purpose in building up a personality is to knock it down.

So far, so good then? Well up to a point, Lord Copper.

So far the Government has not done itself justice - and is not therefore doing justice to the national interest, which is to win well. It has not done so because:

- i. collectively it may not yet have completed the necessary adjustment from governing to fighting an election;
- ii. the gossip surrounding its campaign Headquarters is unhelpful; unity of purpose should give way to self indulgent bickering;
- iii. the focus of its press conferences is not sharp enough; there are altogether too many redundant bodies on stage - take one subject, man it Ministerially, strictly according to need and the chosen issue,

① # Thatcherism?

Living within our means - Honesty

~~If you~~
if

Continue to manage

the whole process of a sound policy.

That however much we would like to allocate
more

If judgment says we can't - then we must

say it.

I just myself say no sub-
after

~~But it is better to~~

because there are choices.

- ~~when~~ ^{when} ~~we~~ ^{plough back} ~~the~~ ^{profit}
~~loss~~ ^{loss} ~~the~~ ^{the} ~~country~~ ^{country}

~~to~~ ^{there} ~~is~~ ^{no} ~~further~~ ^{scope} ~~to~~ ^{do} ~~it~~ ^{there}.

~~to~~ ^{to} ~~know~~ ^{know} ~~young~~ ^{young} ~~people~~ ^{people}
than

hammer away at it and don't be sidetracked on to other issues except with malice aforethought;

iv. the campaign so far appears rather inhibited in terms of collective, coordinated effort and self confidence; for God's sake let's have some exuberance - after all there are so many Socialist Aunt Sallies to hit that we should be having all the fun of the Eatanswill fair.

So what is now required over and above the suggestions set out above?

- ✓ 1. ✓ To expose the Opposition's strategy and tactics.
- ✓ 2. To contrast the Government's record with the can of worms which lies behind Labour's cosmetics.
3. Systematically to force the Leader of the Opposition into the discussion of policy by tabling at morning press conferences say, five questions Labour must answer on key issues - thus feeding the TV interviewers with ideas while at the same time exposing the weaknesses, risks or positive dangers in Opposition policies.
4. Refusing to get involved in the detailed discussion of Government policies; there is already too much detail.
5. Seizing the initiative each day by concentrating the collective fire of a group of Ministers on a particular aspect of Opposition policy with a few quotable sentences so that lunchtime and early evening bulletins give the impression of a confident Government on the attack as a Government.

How come the Labour party
came to that

I can tell you.

Years ago. military left
decided they couldn't make
any headway if they sailed
under their true colours

So they began to work
under colour of the Dicks

SWP with the Labour Party

There was some attempt to get back there.

In place of ships.

Usually kind group of politically motivated men

Control - came - Clarity . Did not discuss

Nos. of military work

- Coverts -

Member Councils . ~~SWP~~

True you know

Are they still there?

~~I~~ -

- No meetings
No want for
have an active