

## THE ELECTION: ANALYSIS II

After a fortnight's campaigning and a 12% lead, notwithstanding a poor start, the Government's problem is:

- i. to decide when it has milked enough of defence;
- ii. how to ensure, in deciding to switch the attack, what to switch it to and when.

The media, like nature, abhors a vacuum and a vacuum will develop over the weekend unless the Government plans an initiative for Sunday to capture a normally thin news day.

In my view defence has probably just enough steam left in it for the quality Sundays for their analysis of the week. But already there are signs that the issue has run its course for the moment with the "pops" (which very accurately identify public interest) - and with damaging effects for Kinnock as a credible defender of Britain.

Consequently, he is desperate to get the argument back on to the economy, NHS, education and law and order. In an ideal world, he would like to run with each of these on separate days next week. He will do so if the Government doesn't stop him.

How then to do it? The trick is surprise. Consequently, Mr Tebbit, Ken Clarke and John Moore should on Sunday hit Kinnock and the Labour Party with all four issues at once on the lines of the "caring" speech already given to you. This would have the effect of making the topic interesting for a major follow-up blast by you on Tuesday.

The aim should be to destroy Labour's claim to be the caring party which its "Chariots of Fire" commercials are designed to achieve. The way into the subject is Kinnock's determination to revert to 1970s trade union law, including secondary picketing. This exposes Socialist caring as a sham:

1. "So much for Labour claims that it cares for manufacturing industry.
2. So much for Labour's claims that it would tackle unemployment when it is prepared to destroy jobs.
3. So much for its tender concern for the resources with which to expand the NHS and education when it would let loose on the British economy strutting union bosses dedicated only to the destruction of success.

4. So much for Labour claims that it cares for the consumer - whether bus or rail passenger, pensioner going for her weekly pension or hospital patient - when it is prepared to deliver ordinary people into the hands of power-starved union bosses.
5. So much for its support for the police when it would by law launch a thousand Wappings, a thousand Orgreaves and a thousand Grunwicks on the constabulary."

The attractions of this approach are:

1. It attacks what Labour believes to be its strong suit - its alleged social caring.
2. It raises the bogey of Scargill etc.
3. It raises the question not merely of Kinnock's sincerity but also his domestic naivete and incompetence to complement his well documented defence failings.
4. It paves the way for an assault later in the week on extremism in the Labour Party.

Thus the strategy for the rest of the campaign might be:

1. Having demonstrated Kinnock and Labour cannot be relied upon to defend Britain, to expose the sham of their allegedly caring policies.
2. Then to pursue the extent to which Kinnock is a prisoner of the Left.
3. Then, over the Summit weekend to play your international stateswoman card.
4. Paving the way for a return in the last two days to a grand mop up on the Conservative route to prosperity and Labour's programme for rendering Britain defenceless, bankrupt, strikebound and no more caring than Britain was under Labour in the Winter of Discontent when even the offenceless dead went unburied.

This strategy does not of course take account of the SDP/Lib Alliance. They have probably nowhere left to go but upwards now - but up at the expense of Labour. The solidity of the Conservative vote suggests that the Alliance's only strategem must be to attack Labour, too.

Just two more points, too little has so far been made of:

1. Your stature in the world; your colleagues need to play that up in contrast to Kinnock's innocence abroad during the Summit weekend; and
2. Labour's threat to law and order, the family (the London effect) and the British way of life. That might be a useful theme for midweek after Labour's credibility as the caring party has been killed stone dead.

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