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HOUSE OF COMMONS
LONDON SW1A 0AA

Act RR

JPS to deal

20th July, 1978

Margaret Thatcher

PC | As you know, Keith has sent me a copy of his letter to you of 7th July about the background to, and follow-up of, my speech to the Bow Group on 26th June, proposing the establishment of "enterprise zones" as demonstration areas of the effectiveness of the kind of policies which we should like to pursue.

The idea contained in my speech received extensive and sympathetic coverage in radio and television programmes, in the regions as well as in London. Since then, I have been approached by a number of residents' associations in parts of London, and by some spokesmen from Clydeside, expressing their enthusiastic interest in the idea and have found it something (when I have met them) which has enabled me to establish a common ground for communicating with, and enlisting the support of, people who would not otherwise have inclined in our direction.

On this basis, I hope very much that we may be able to give the idea Party blessing during the run-up to the Election. It could, if we wished, be incorporated in the Manifesto in a very short sentence, declaring our intention to make possible, in our worst afflicted areas, the establishment of zones of this kind, as a means of starting the revival to which we all look forward and of demonstrating the way in which our policies are likely to deliver economic success.

Certainly this concept has been enthusiastically received by colleagues within the Party, Left and Right, as also by the Daily Telegraph and the Glasgow Herald.

I believe that Keith will discuss with you the best way of clearing the idea from a Party policy point of view. I am, of course, copying this letter to him, as well as to Nick Ridley, Angus Maude and Chris Patten.

[Handwritten signature]

The Rt. Hon. Margaret Thatcher M.P.

2nd August 1978

Thank you very much for your letter about "enterprise zones".

This is an imaginative proposal and I am glad it has aroused interest in the media. I will be glad to discuss it further with Keith - but really don't think we can commit ourselves in the manifesto.

The Rt Hon Sir Geoffrey Howe QC MP

c.c. Sir Keith Joseph

S.G. Howe MP

26th July, 1978

This is just to acknowledge your letter of 20th July about your speech to the Bow Group. I shall certainly make sure that Mrs. Thatcher sees this as soon as possible.

Richard Ryder
Private Office

We just haven't
done enough work on
it to include the
in the memo to
Mrs.

The Rt Hon Sir Geoffrey Howe QC MP