

FROM: THE RT. HON. SIR KEITH JOSEPH, Bt, MP

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7 July 1978

The Rt. Hon. Mrs M. H. Thatcher, MP

Dear Margaret.

Many months ago both Nicholas Ridley and Geoffrey Howe arrived at about the same time at the idea that it might make sense to establish "demonstration areas" in a few parts of the country where conditions more encouraging to enterprise might be established - to show what would then result.

The idea was to move administratively more quickly than we could legislate and to pave the way for legislative change later. A strong group has had about six lengthy meetings on the subject - including Irwin Bellow, Nigel Mobbs - the Chairman of Slough Estates - Emmanuel Kaye, Nigel Vinson, David Wolfson, Arthur Cockfield, John Biffen, Nicholas and Geoffrey.

You may have seen that Geoffrey made a speech recently presenting the resulting ideas to the public - and is receiving a trickle of interest from some surprising areas.

In the process of the work Nigel Mobbs and Irwin Bellow have together drafted some excellent and detailed research on changes that can be made in town planning and building regulations, administratively or by Order. There is no thought of establishing ~~special~~ ^{differential} tax or industrial relation conditions.

This letter - which I am copying to Geoffrey and Nicholas - is only to explain the background for any effort that we make to include in the manifesto some reference to the idea.

I am copying also to Angus and to Chris, and I attach a copy of Geoffrey's speech on the subject.

Emm,

Keith

Joseph JP

NFA

13th July, 1978

A. 27/7



Thank you very much for your letter of 7th July about "demonstration areas" and enclosing copies of Sir Geoffrey's speech. I shall certainly make sure that Mrs. Thatcher sees this as soon as possible.

Richard Ryder
Private Office

The Rt Hon Sir Keith Joseph Bt MP