

PRIME MINISTER

LIVERPOOL - MEDIA

Sheenagh Wallace has done a detailed recce for your visit (attached). This note is simply to let you know our media arrangements.

Arrival

We shall alert only the editor of the local paper, the Liverpool Echo, at 8.45am to send a photographer to Speke to cover your arrival on a pool basis.

Housing

All the advice is to avoid a media circus here. Consequently, the rest of the media will not be informed of your visit until you have arrived. They will not be told about your housing tour until you have completed it, though we cannot be sure that others will not catch up.

I intend, however, to arrange for the Liverpool Echo reporter and photographer to follow you around the housing tour so that there can be some media coverage, and especially reportage. We intend to take the reporter-photographer in a car with the cavalcade from the airport.

My advice is to be very sparing in you walkabouts at the housing sites. You have nothing to gain from a demo or row.

Wavertree Technology Park

We have arranged for about 40 media to attend and to record and film your speech. There will be no provision for a press conference or interviews and I should warn you that, on the evidence of the Chester visit, any doorstep interviews you pause for throughout the day will concentrate on the negative stories - for example the Cammel Laird occupation and arrests.

Task Force and City Council

This is the trickiest part of the visit from the media point of view. The City Council can be expected to make the most of their side of the case. However, if you were to give an open press conference it is highly likely it would be infiltrated and conceivably disrupted.

/Consequently

Consequently, I have arranged a pool of 10 radio, television and press to see you in the office of the Task Force Director immediately after the meeting to get over your point of view. I suggest you sit behind a desk to brief and that I control the exercise.

I would propose to end the mini-press conference after about 10 minutes.

I shall inevitably get complaints about the operation of a pool but I propose to be extremely robust in defence of the decision. After all, we shall be giving the media a facility.

Garden Festival

Before lunch we shall permit two - Festival and local newspaper - photographers to cover your arrival.

Afterwards, the media generally will be admitted to cover your tour but will be corralled at pre-arranged points.

You will be able to decide on the spot whether to give BBC Radio Merseyside, who have a studio in the Festival, a short interview of your impressions.

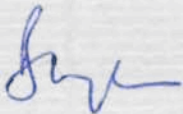
Albert Docks

Again there will be full media coverage, but on a corral basis.

Heyton Conservative Club

I have arranged for the Editor of the Liverpool Post to have an interview with you for 45 minutes before the reception. Patrick Jenkin will warm up the audience for you.

Content?



BERNARD INGHAM
1 October 1984

PRIME MINISTER

YOUR VISIT TO LIVERPOOL

Rumours about your visit tomorrow have not been confirmed though it is known that Patrick Jenkin has a full day of engagements in Liverpool.

The media generally will not be informed of your visit until your arrival at Speke Airport and then only given a sketchy outline of your programme. But I shall alert the editor of the Liverpool Echo at 8.45 am to permit him to get a photographer and reporter to Speke to cover your arrival.

A chill wind blows off the Mersey so warm clothes are recommended for your walk round the housing area and at the Festival Garden. Both can be rough underfoot.

Housing Tour

To avoid demonstrations the Council's Housing Committee will not be informed that you will visit one of their sites until you arrive at the airport.

Patrick Jenkin with David Renshaw, Director of the Merseyside Task Force, will explain the background on this part of the visit.

On the 6-mile drive from the airport into the City you will see examples of empty decayed 1930s tenement blocks, a Wimpey development in its early stages and in the Inner City Partnership area a mixture of boarded-up tenements and shops and industrial/commercial units for letting.

You will then tour by car 6 housing sites in an area of run-down neglected public housing with some examples of development of pre and post-war units.

The programme allows time for you to walk round some of the sites and perhaps to call briefly on a few residents - though at that time of day many may well not be up and about since the majority are out of work.

- First stop is Grafton Crescent Housing Corporation - about 20 red brick 2-storey homes and bungalows for pensioners overlooking the site of their demolished tenement block in which they had previously lived. The self-help scheme is funded by the City Council.
- Drive on to Hill Street/Prince William Street, an area of

run-down and neglected post-war public housing with very high unemployment. Though having had only 30 minutes advance notice of your visit, the Council's Housing Committee representatives could be present.

- You then drive through the Dickens Street Housing Action Area - an area of older 2-storey terraced properties of 300 houses scheduled for demolition before declaration of a Housing Action Area 1979.
- The tour then takes you down Princes Boulevard, the principal Victorian thoroughfare of neglected tall terraced houses. Housing Associations are taking action on a few improvements but some are gutted and open to the street.
- Your car then turns into a private sector development of 200 small Wimpey houses. Wimpey responded to the Government's efforts to reintroduce new private sector housing but before buyers were able to move in, the estate was municipalised in June 1983 by the new Labour Council. Some units are already showing signs of neglect.
- The Anglican Cathedral Precinct is your next step, where you will see Crudens Ltd development plans for the 16 acre site of private housing with some commercial facilities and high quality landscaped areas. Still in early stages of construction, the site is very rough underfoot but you can get a very good view from the flat roof of the old school, Crudens' offices site.
- Your final stop is Barratts Urban Renewal Ltd flagship, Minster Court, refurbished local authority tenement blocks of 200 units surrounded by a security wall. The price of the 2 bedroom flats is about £12,000 with an extra charge for the 24 hour security guards.

Wavertree Technology Park

The 64 acre Park is a collaborative venture between the public and private sectors on previously derelict land to provide a suitable location for high technology industry.

You will open the Park's "Meet the Buyers" Exhibition - displays by about a dozen major purchasers in the electronics, computing and telecommunications field aimed at making contact with about 300 small companies. The media have been invited and will form part of the audience.

Plessey Telecommunications are already nearby and the Plessey company have committed themselves to provide professional and technical assistance to companies going to the Park. The Plessey Chairman, Sir John Clark, is chairman of the Park's management company.

Sir John will greet you on your arrival at the recently occupied Plessey Science Products building of 40,000 sq ft (Plessey Crypto). In the reception area he will introduce the other members of the Park's Policy Board - Councillor Coombs, Leader of Merseyside City Council, Councillor Hamilton, Leader of Liverpool City Council, Tony Pender, Chief Executive, English Estates, and the Chief Executive, Geoffrey Farshaw ex-Director of Technology at Plessey Telecommunications.

After a cup of coffee and a brief look at the exhibition of the Park's development plans, Sir John will escort you back through the front entrance and to your right across about 200 yards to the specially erected marquee. On your left under construction are English Estates speculative units. On this walk there is a possibility of demonstrations stirred up by Council workmen on the site.

On entering the marquee you will tour the dozen or so product displays - about 200 invited guests will be present - before taking your seat on the small platform at the far end. About 40 VIPs and media will be already seated. Behind you will be the Park's logo on a background of several shades of green. On the platform with you will be Patrick Jenkin and Sir John Clark who will welcome you and invite you to open the Exhibition. You will speak from a lectern.

Depending on the circumstances and time available, you may wish to mingle with some of the guests in the display area before departing.

Merseyside Task Force and Liverpool City Council

You will arrive at the rear entrance of the Government Department's Building, Graeme House, to avoid any demonstration at the front entrance.

A lift will take you up to the 4th floor where David Renshaw, Director of the Task Force will introduce you to his 30 or so staff in the reception area.

After about 5 minutes you will move across the corridor to meet representatives of the Liverpool City Council in the conference room.

Immediately after the half hour meeting, Bernard will escort you to your left to the Director's office where you can give a short statement to a media pool of 10 - 2 TV crews, 2 radio reporters and 2 writing correspondents. They will not be able to have separate interviews but he proposes let them have about 10 minutes in which to ask questions.

You can then return to the rear entrance and depart for the Garden Festival.

International Garden Festival

Your car will enter by the staff entrance and drive a short distance to where you will be met by Sir Leslie Young, Chairman of the Merseyside Development Corporation. He will escort you along one of the shrub and tree-lined paths to the United Kingdom Government Pavilion, a construction of elegant glass-houses. In one of them you will lunch with about 20 guests closely associated with the Festival before touring the exhibits in the Pavilion.

The Festival's photographer will be present during the tour but not during lunch.

You then start a tour of the Garden Festival accompanied by Sir Leslie Young and the luncheon guests.

The tour includes

- a 15 minute ride on the small closed carriage railway around one half of site, passing the Japanese, Chinese and American Gardens. Media facility at the station but none on the train;
- a walk round the indoor garden exhibits in the Festival Hall. Next to the impressive British Telecom stand is the BBC Radio Merseyside studio. You can consider giving them a short interview about your impressions of the Garden Festival, taking account of all the circumstances.
- a half hour walk through the rest of the Garden including the British Garden, the Victorian Garden (sponsored by Leverhulme), the Rose Garden (sponsored by the Post Office) and the downhill walk to the public entrance at the Herculanean Docks. Media facilities for part of this walk.

Albert Docks

On the 2 mile drive back to the City's Centre you will see on your left in the docks area some of the Merseyside Development Corporation's developments. The Albert Docks complex close to the famous Liver Building is a joint venture between the MDC and Arrowcroft Group, very similar to London's St Katherine's Docks development, though the access area to it has yet to be improved.

You enter through an arcade of small specialist shops including, on your left, Liverpool City Football Club's

Souvenir Shop and past a refreshment area to the open dock basin. Sir Leslie Young will explain the plans for the warehouse opposite, including luxury flats with garage space and the future home for the Tate of the North Gallery. The media will be present.

If time permits Sir Leslie will escort you upstairs to the Corporation's offices where you will meet some of its members over a cup of tea.

You then depart for Hyton Conservative Club where before you meet the constituency members you will give an interview of about three-quarters an hour to the Editor of the Liverpool Post. A photographer will be present.

Your visit to Merseyside ends after the Party function.

Sheenagh Wallace

SHEENAGH WALLACE
Press Office

1 October 1984

AIDE MEMOIRE FOR PRESS BRIEFING
AFTER MEETING WITH COUNCIL. *File*

HOUSING CONDITIONS

Condition on Council Estates in inner Liverpool and some outlying estates are appalling. It is a legacy of unpopular high density building and inadequate management and maintenance.

Solutions

Public expenditure must be controlled. The city's approach of substantial demolition and major municipal building is expensive. Council should look more to refurbishment and better maintenance. They should harness the resources of the public and private sector and of the local community. The partnership at Stockbridge Village does not rely solely on the public sector.

Opportunities should be given for more home ownership and tenants involvement in management.

BUDGET - THE COUNCIL MAY CLAIM THAT:

a) The RSG targets system discriminates against Liverpool

No; they are treated like all other authorities:- their GRE assessment is the second highest of all Met districts taking County Council GRE into account.

b) Audit Commission Report supports the City's claim

The report is still being considered by Secretary of State, he will respond in due course.

c) The proportion of RSG has fallen over the years

This is to shift the burden from the taxpayer to the rate-payer and thus increase the accountability of authorities to their electorate.

d) The Council must increase its budget - it will not increase its rates to allow for inadequate RSG

The City has a duty to balance its budget like all authorities.

e) The City will not cast employees on the dole to meet Government targets

High rate increases undermine the efforts of the private sector and thereby help create unemployment. An efficient authority sets the right environment for real job creation.

f) The Council is not prepared to cut services dramatically

It is incumbent upon the council to be efficient and to obtain value for money for their ratepayers. There are many areas where savings could be made:

1. Liverpool have budgeted to spend 3 x more per head on environmental health;
 - and 2. 40% more per head on waste collection
 - and 3. 30% more per head on social services
- than the Met district average last year

EFFICIENCY

The Council could be reminded that

- a) A study into improving the operation of the City Cleansing Department carried out in 1982 has yet to be implemented.
- b) The capacity of the Direct Labour Organisation exceeds that necessary to undertake the work it is able to win through competitive tendering and is widely criticised for inefficiency and poor workmanship.
- c) The Council does not have a policy for asset disposal.
- d) The Council has no policy to encourage early retirement or voluntary redundancy.

There is little sign that these or any other ideas have been seriously considered.

PRIME MINISTER'S VISIT TO LIVERPOOL - TUESDAY 2 OCTOBER 1984

Composition of party:

Prime Minister
Secretary of State for the Environment
The Rt. Hon. Michael Alison, M.P.
Mr. Bernard Ingham
Mr. Andrew Turnbull
Mr. John Ballard
Mr. David McDonald
Mrs. Barbara Moore
Ch. Insp. Derek Edgar
Det. Bob Kingston

Det. Supt. Ray Parker in advance on Monday 1 October with
the two No. 10 drivers - Mr. Oliver and Mr. Rumble
who will stay at:

Atlantic Tower Hotel,
Chapel Street 3, Liverpool. Tel: 051 227 4444

Brenda Lowe (Agent) and Bill Haresnape (Press Officer) will
stay at:

St. George's Hotel,
St. John's Precinct One,
Liverpool. Tel. 051 709 7090

Ten people on outward flight; eleven on return flight
(ie one extra Detective)

S/S for the Environment and Mr. Ballard travelling
together to and from Northolt and Mr. McDonald travelling on
his own.

c0735 Prime Minister to depart
from Chequers
Car 1 (Tom Savage)
Prime Minister
Detective Bob Kingston

0745 Following to depart from
No. 10
Car 1 (Paul Blackaby)
Mr. Alison
Mr. Ingham
Mr. Turnbull

Car 2 (GCS car)
Mrs. Moore
Ch. Insp. Derek Edgar

c0815 Arrive Northolt

08.35 0820 Take off from Northolt (Flight 1 hour 10 mins.)

0930 Arrive Liverpool (Speke) Airport. Met by David Renshaw (Director, Merseyside Task Force)

Car 1 (Dennis Oliver - Daimler Sovereign,
Prime Minister Reg. No. OYE 436Y)
Mr. Renshaw
Detective

Car 2 (GCS car)

S/S for the Environment
Mr. Ingham
Mr. Turnbull
Mr. Ballard

Car 3 (GCS car - Margery Strong)-
Mr. Alison
Mr. Bill Haresnape (Press Officer)
Mr. McDonald
Mr. Morrison

Car 4 (Party car - Henry Percell)
Brenda Lowe (Agent - North-West area)
Eileen Jones (Task Force COI)
+ Reporter and Photographer

(Please note David Renshaw to travel with the Prime Minister during the Housing Tour and the S/S to travel in Car 2)

Car 5 (Blue Mercedes JRN 835)
Mr. Malcolm Thornton M.P. (to join the party
at Wavertree)

(Bob Rumble - Daimler Sovereign, GUL 416W to be stand-by car)

Mrs. Moore to be driven straight to Wavertree Technology Park by Mr. Geoff Hinchcliffe (Task Force) and to travel in this car throughout the day

Two Detectives to travel in police car

Cars as above:-

1000 Arrive Grafton Crescent Housing Co-operative at

BEMACJ

CONFIDENTIAL

- start of tour of housing sites in Liverpool
Met by Sophie Krajewska (Area Manager)
- 1110 Finish of tour at Minster Court.
Met by James Keery (Managing Director of Barratt
Urban Renewal)
- Depart for
- 1125 Wavertree Technology Park (Plessey Crypto
Building)
Met by Sir John Clark (Chairman WTP Company)
- 1135 Walk to nearby marquee for
- 1140 SPEECH and Open Technomart "Meet the Buyers"
Exhibition
Tel: 051 228 5006.
- 1200 Tour of Exhibition
- 1210 Depart for
- 1230 Graeme House, Derby Square (Merseyside Task
Force Office - tel. 051 236 1635)
- Brief word with Merseyside Task Force Personnel
- Meeting with representatives of Liverpool City
Council
- 1300 (Press facility - if needed)
- 1310 Depart for
- 1320 International Garden Festival site (Dingle Lane
Entrance). Tel: 051 727 1742
Met by Sir Leslie Young, Chairman, Merseyside
Development Corporation
- Lunch at the British Pavilion
- 1445 Tour of International Garden Festival site
- 1555 Depart Herculaneum exit for
- (Pleae note Sir Leslie Young to travel with
the Prime Minister to Albert Dock and S/S in
Car 2)
- 1600 Albert Dock Tel: 051 236 6090 Ext. 307

BEMACJ

CONFIDENTIAL

Met by Sir Leslie Young, Chairman, Merseyside Development Corporation
Mr. Donald Forster (Successor to Sir Leslie Young in November)
Mr. Basil Bean (Chief Executive, M.D.C.)

1615 Depart for

1635 Huyton Park Conservative Club
The Park, Tarbock Road, Huyton, Merseyside
Tel: 051 489 2315 * *CALL BOX*
Liverpool Post Interview

Met by Mr. Eric Taylor, O.B.E., J.P.,
Chairman of the North-West Area

On behalf of Knowsley South Conservative Assn.
the Prime Minister will be received by
Mr. Philip Ford, Chairman
Mr. Mark Seddon, Deputy Chairman
Mr. Peter Eva, Vice-Chairman
Mr. Ian Bailey, Treasurer
Mr. Matt Armstrong, Club Secretary

1720 Join Party engagement

1820 Depart for Speke Airport (approx. 15 mins. journey)

1840 Take off from Liverpool (Speke) Airport

1950 Land at Northolt

Drive to No. 10

Car 1 (Tom Savage)
Prime Minister
Mr. Alison
Detective

Car 2 (Paul Blackaby)
Mr. Ingham
Mr. Turnbull

Car 3 (GCS car)
Mrs. Moore
2 Detectives

2025 Arrive No. 10

✓ Cars at Northolt from 1925.

Circulation:

S/S for the Environment
Mr. Alison
Mr. Ingham
Mr. Turnbull
Mr. Ballard
Mrs. Moore

Mrs. Gaisman
Detectives (3)
Drivers (4)
Duty Clerk
GR file
Switchboard

SPEECH FOR THE PRIME MINISTER: WAVERTREE TECHNOLOGY PARK:

2 OCTOBER 1984

I. Introductory Remarks

II. The Problems of Liverpool

The changing world in which we live can bring with it not only greater prosperity but also the need for painful adjustment. Such problems have been particularly acute for those great cities like Liverpool, and Liverpool is a great city, which grew rapidly in response to the burgeoning demands of the first industrial revolution. They are not unique to Liverpool but are being experienced in many places both in this country and elsewhere in Europe.

The shifting patterns of trade and industry have worked against Liverpool, for example the long term decline of the port - and with it the traditional industry and commerce which were the source of so many jobs.

Liverpool's decline has been particularly steep. Even before the world recession the city was losing 11,000 jobs a year. Over the last 20 years it has lost a third of its population and often these have included a disproportionate share of the able and adventurous.

III. The Government's Response

The Government recognises fully the impact which these fundamental changes in our society and our economy have had on Liverpool. In 1981 I asked Michael Heseltine to take a special interest in the area. This responsibility is now with Patrick Jenkin.

The Government has made available substantial resources to help Liverpool tackle the problems it faces. But as important as the amount of money, is the way it is spent. Since coming into office in 1979, the Government has fought a long but increasingly successful battle of ideas about how jobs and prosperity can be created. Over many years, the view had grown up that the key lay in Government spending and borrowing. Quite wrongly the name of Keynes was invoked in support.

It is now recognised that high Government spending and ambitious public sector programmes led inevitably to high taxes, high inflation, high interest rates - all of which will destroy jobs. This battle of ideas is now being won, not just in Britain, but in socialist countries abroad.

But we see now in a number of our cities, and particularly here in Liverpool, a municipal version of the big Government thesis.

But this cannot work for much the same reasons. High rates drive away businesses that provide jobs and the lion's share of the council's rate income. Restrictive planning controls inhibit new developments. The process of economic decline would not be arrested but accelerated.

The Government has broken away from these outmoded prescriptions. Our goal is to create the climate in which enterprise will flourish, by keeping taxes down and interest rates down. Where special help is needed, it should come through public expenditure programmes which encourage the energies and enterprise of the private sector rather than supplant them.

The resources available to Merseyside are substantial. They are not merely financial; nor are they the monopoly of the public sector.

At the heart of the Government's inner city policy lies the concept of partnership with the private sector - the business community and voluntary services. Liverpool was built on the motivation, energy and resources produced by individual initiative and enterprise. These qualities must again be harnessed in the process of revitalisation.

Through the taxpayer, this Government has played a full supporting role. The highest rates of regional assistance to industry and commerce are available here in Liverpool.

The Inner City Partnership Programme seeks to stimulate the economy of the inner area by reclaiming derelict land, improving the environment and supporting voluntary effort. Over £120 million has been made available to the Partnership since we took office in 1979.

In 1981 we established the Merseyside Development Corporation to tackle 840 acres of rundown dockland on the Liverpool and Birkenhead waterfront. Later today I shall be visiting its most spectacular achievement to date - the International Garden Festival - seen already by over three million visitors. When the event was announced in late 1981, many said it could not be done in time. They were proved wrong. The Festival has demonstrated what Liverpool people can do here in Liverpool.

And that's not all the Government is doing. There's

- an Enterprise Zone at Speke;
- a Freeport, the largest in the UK, in the Northern Docks;
- English Estates reclaiming the old Tate and Lyle site, and developing the old Exchange Station which lay derelict for so long;
- 17,000 places in Merseyside under the Youth

Training Scheme.

Working both with the private sector, local authorities and Government Agencies, the Merseyside Task Force has helped to establish a wide variety of innovative schemes - many conceived and implemented here on Merseyside for the first time anywhere.

Let no one say the Government is not playing its part. The facts speak for themselves.

IV CONTRIBUTION OF THE PRIVATE SECTOR

And there has been an encouraging response from the private sector.

I am looking forward later this afternoon to seeing the refurbishment scheme that is taking place on the Albert Dock. £20 million of public money is being matched with £30 million of private funding to convert this famous building into offices, shops and flats.

But there are other examples:

- BAT's conversion scheme in the South Docks
- the refurbishment of the famous Adelphi Hotel
- ten new Information Technology centres on

Merseyside established with private sector support.

V HOUSING

Today I have seen some of Liverpool's housing which illustrates clearly both the problems and the opportunities. Though built with the best of intentions, much of it reflects immediate post-war policies whose legacy has been housing which is ill-planned, poorly constructed and badly managed.

Improvements are needed urgently but in a way which is not only represents good value for money but which also provides housing choice and utilises the energies of local people. One cardinal lesson of the past is that public authorities don't always know best.

Encouraging owner occupation is the surest way of gaining lasting improvements in living conditions. I am justly proud of this Government's record on that.

Of course in the cities like Liverpool there will always be a substantial role for council housing. But the conditions for existing tenants cannot be improved simply by demolishing old houses and building new ones. Indeed we have learned that it is often better to keep communities together by better maintenance and management of existing properties.

There are many encouraging examples on Merseyside of partnership with the private sector: Stockbridge Village, Edge Lane in Sefton and Woodchurch in Wirral. Local tenants are at work in improving their own housing and gaining satisfaction in so doing. Over six thousand dwellings are benefiting.

Barratts, Wimpeys and others have been active for some years in building housing for sale in inner Liverpool. I saw this morning the result of an imaginative scheme at Minster Court where Barratts have converted rundown tenement blocks into much sought after private flats.

I hope that other authorities facing similar housing problems will look at some examples of what is being achieved in Liverpool.

VI WAVERTREE TECHNOLOGY PARK

We stand here on one of the most dramatic regeneration projects in the heart of Liverpool. For years the site of this Wavertree Technology Park presented a depressing spectacle of rundown buildings and abandoned railway sidings. Work began less than two years ago - and just look at the transformation. Government have provided £6 million to the County Council in Derelict Land Grant - to remove the

eyesores, level the site and provide roads and services. In very little time an attractive location for high technology industry has been created.

A Technology Park Company involving Plesseys, English Estates and the City and County authorities has been set up under the Chairmanship of Sir John Clark.

Already you can see a 40,000 square foot factory which has been occupied by 300 people. Work has started to provide further smaller units. May I congratulate you, Sir John, and all those who have worked with you on your vision and energy in bringing this about.

The creation of the Wavertree Technology Park shows what can be achieved by the private and public sector working together. This is the future for Liverpool.

VII "MEET THE BUYER" EXHIBITION

At the end of the day, it is for the producer to find a market for his goods and services. For it is customers that make pay days possible.

We can see this clearly here on Merseyside. At Vauxhall, for example, attractive new models can bring new investment and jobs.

Many smaller firms, however good technologically, find it difficult to make contact with the large companies. And the reverse is true. By bringing them together we can make the best use of the creative potential of the small, thrusting company and the massive resources of the well-established household names.

I therefore take pleasure in opening this "Meet the Buyer" exhibition. I hope that everyone who attends it will make the most of the genuine opportunities which it presents.

DRAFT SPEECH FOR THE PRIME MINISTER: WAVERTREE TECHNOLOGY

PARK: 2 OCTOBER 1984

I. Introductory Remarks

II. The Problems of Liverpool

The changing world in which we live brings with it not only rising prosperity but also the need for painful adjustment. These problems have been particularly acute for those great cities like Liverpool, and Liverpool is a great city, which grew rapidly in response to the burgeoning demands of the first industrial revolution. They are not unique to Liverpool but are being experienced in many places both in this country and elsewhere in Europe.

The shifting patterns of industry and trade have worked against Liverpool, for example the long term decline of the port - and with it the traditional industry and commerce which were the source of so many jobs.

Aside on
Liverpool
Docks

But Liverpool's decline has been particularly steep. Even before the world recession the city was losing 11,000 jobs a year. Over the last 20 years it has lost a third of its population and often these have included a disproportionate share of the able and energetic.

III. The Government's Response

The Government recognises fully the impact which these fundamental changes in our society and our economy have had on Liverpool. In 1981 I asked Michael Heseltine to take a special interest in the area. This responsibility is now with Patrick Jenkin.

The Government has made available substantial resources to help Liverpool tackle the problems it faces. But as important as the amount of money, is the way it is spent. Since it came into office in 1979, the Government has fought a long but increasingly successful battle of ideas about how jobs and prosperity can be created. Over many years, the view had grown up that the key lay in Government spending and borrowing. Quite wrongly the name of Keynes was invoked in support.

It is now recognised that high Government spending and ambitious public sector programmes led inevitably to high taxes, high inflation, high interest rates. All of which will destroy jobs. This battle of ideas is now being won, not just in Britain, but in socialist countries abroad.

But we see in a number of our cities, and particularly here in Liverpool, a municipal version of the big Government thesis.

But it will fail for much the same reasons. High rates will drive away businesses that provide jobs and the lion's share of the council's rate income. Restrictive planning controls will inhibit new developments. The process of economic decline will not be arrested but will be accelerated.

The Government has broken away from these failed and outmoded remedies. Our goal is to create the climate in which enterprise will flourish, by keeping taxes down and interest rates down. Where special help is needed it should come through public expenditure programme which encourage the energies and enterprise of the private sector rather than supplant them.

The resources available to Merseyside are substantial. They are not merely financial; nor are they the monopoly of the public sector. Local people, the business community, and voluntary effort all have a part to play.

At the heart of the Government's inner area policy lies the concept of partnership with the private sector. Liverpool was built on the motivation, energy and resources produced by individual initiative and enterprise. These qualities must again be harnessed to play an essential part in the process of revitalisation.

The Government is prepared to play its part in full.

E. R.

The highest level of regional assistance to industry and commerce is available here in Liverpool. The Inner City Partnership Programme seeks to stimulate the economy of the inner area by reclaiming derelict land, improving the environment and by supporting voluntary effort. Over £120 million has been made available to the Partnership since we took office in 1979.

In 1981 we established the Merseyside Development Corporation to tackle 840 acres of rundown dockland on the Liverpool and Birkenhead waterfront. Later today I shall be visiting its most spectacular achievement to date - the International Garden Festival - seen already by over three million visitors. Many said it could not be done in the time available when the event was announced in late 1981. They were proved wrong. The Festival has demonstrated what can be done in Liverpool, by Liverpool people.

We have designated an Enterprise Zone at Speke and a Freeport, the largest in the UK, in the Northern Docks.

English Estates are reclaiming the old Tate and Lyle site and are constructing new office accommodation on the site of the old Exchange Station which lay derelict for so long.

In 1981 17,000 places under the Youth Training Scheme have been sponsored in Merseyside by the Manpower Services

Commission.

Working both with the private sector, local authorities and Government Agencies, the Merseyside Task Force has helped to establish a wide variety of innovative schemes - many conceived and implemented here on Merseyside for the first time anywhere.

Let no one say the Government is not playing its part. The facts speak for themselves.

IV CONTRIBUTION OF THE PRIVATE SECTOR

And there has been an encouraging response from the private sector.

I am looking forward later this afternoon to seeing the refurbishment scheme that is taking place on the Albert Dock. £20 million of public money is being matched with £30 million of private funding to convert this famous building into offices, shops and flats.

But there are other examples:

- BAT's conversion scheme in the South Docks
- the refurbishment of the famous Adelphi Hotel
- the new Information Technology centres

D.R.

●

V HOUSING

Today I have seen some of Liverpool's housing which illustrates clearly both the problems and the opportunities. Much of the housing reflects immediate post-war policies which we now see were ill-conceived. We are left with a legacy of poorly planned, poorly constructed and badly managed housing. Improvements are needed urgently but in a way which is not only cost-effective but also provides housing choice and involves the private sector and the energy of local people. One cardinal lesson of the past is that public authorities don't always know best.

Encouraging owner occupation is the surest way of gaining lasting improvements in living conditions. I am justly proud of this Government's record on that.

Of course in the cities like Liverpool there will always be a substantial role for council housing. But the conditions for existing tenants cannot be improved simply by building more council houses. They need better management and better maintenance of the flats and houses in which they live.

There are many encouraging examples on Merseyside of partnership with the private sector: Stockbridge Village,

Edge Lane in Sefton and Woodchurch in Wirral. Local tenants are at work in improving their own housing. Over six thousand dwellings are benefiting.

Barratts, Wimpeys and others have been active for some years in building housing for sale in inner Liverpool. I saw this morning the result of an imaginative scheme at Minster Court where Barratts have converted rundown tenement blocks into much sought after private flats.

I hope that other authorities which face similar housing problems will look at what is being achieved in Liverpool.

VI WAVERTREE TECHNOLOGY PARK

We stand today on one of the most dramatic regeneration projects in the heart of Liverpool. For years the site of this Wavertree Technology Park presented a depressing spectacle of rundown buildings and abandoned railway sidings. Work began less than two years ago - and just look at the transformation. Government have provided £6 million to the County Council in Derelict Land Grant - to remove the eyesores, level the site and provide roads and services. In very little time an attractive location for high technology industry has been created.

D. B.

A Technology Park Company involving Plesseys, English Estates and the City and County authorities has been set up under the Chairmanship of Sir John Clark.

Already you can see a 40,000 square foot factory which has been occupied by 300 people. Work has started to provide further smaller units. May I congratulate you, Sir John, and all those who have worked with you on your vision and energy in bringing this about.

The creation of the Wavertree Technology Park shows what can be achieved by the private and public sector working together. This is the future for Liverpool.

VII "MEET THE BUYER" EXHIBITION

But, at the end of the day, it is for the producer, whether of goods or services, to sell them where there is a market. Many smaller firms, however good technologically, find it difficult to make contact with the large companies. And the reverse is true. By bringing them together we can make the best use of the creative potential of the small, thrusting company and the massive resources of the well-established household names.

I therefore take pleasure in opening this "Meet the Buyer" exhibition. I hope that everyone who attends it will

100



make the most of the genuine opportunities which it presents.

VSCAAZ