

THE MESSAGE

The message should be coherent and simple. Repetition is essential. It should be conveyed at two levels, i.e. the high political (Britain's role) and the low detail (individual anxieties and opportunities).

1. BRITAIN'S ROLE(a) POSITIVE

By joining the enlarged European Community, Britain will be more prosperous, more secure, more influential. A greater Britain in a greater Europe playing a worthy role in the world. We shall at last have achieved the major aim of British policy since the War - give Britain the economic and political opportunities enjoyed by comparable nations - a secure base for the future. We will put behind us centuries of European strife. This is the tide in our affairs which taken at the flood leads on to fortune.

(b) NEGATIVE

Outside the Community, Britain will decline in standard of living, in ability to defend the status quo and essential national interests as well as ability to influence world events. It will fall under the influence of the USA and the European Community (steadily growing in prosperity and power) without being able to affect either. If we forego our rightful place in Europe and the world our children will not thank us for our lack of vision.

2. ANXIETIES AND OPPORTUNITIES

People's anxieties should be allayed rather than dismissed. We should explain why these fears are unjustified and also why membership is in fact the best way of tackling the problems which trouble them. Particular attention should be paid to those who believe Britain's true destiny is to stand alone and fears about letting down the Commonwealth, loss of sovereignty, national identity and cut-throat competition.

3. PRICES AND JOBS

Particular attention should be paid to fears about increasing inflation and higher food prices. Careful attention should also be paid to fears about security of employment, Continental immigration, erosion of Welfare State etc, and general lack of confidence about personal security in the context of membership.

4. ANTI-MARKETEERS

They should not be singled out for attack but their false vision should be exposed where necessary.