

**Editor** John Roper  
**Tel:** 07967 666794  
**Email:** john.roper@profinder.eu  
**Production assistant:**  
Jocasta Roper

**Associate editor** Brian Shillibeer

#### Advertisement sales

Steve Anthony

**Tel:** 07967 585475

**Email:** steve.anthony@profinder.eu

Mehreen Haroon-Ali

**Tel:** 07932 243008

**Email:** mehreen.haroon@profinder.eu

#### Advertisement production

**Email:** fabricatorcopy@profinder.eu

#### Admin:

The Studio, Hillside Avenue,

Elstree & Borehamwood, WD6 1HQ

**Tel:** 07807 374932

cathryn.ellis@profinder.eu

The Fabricator is published in the UK by Profinder Media Ltd.

*Opinions expressed in The Fabricator are those of the contributors and do not represent editorial policy.*

*The Fabricator accepts payment for colour pictures.*

*Subscription rates: UK £45; rest of EU £60;*

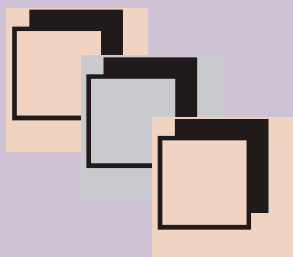
*worldwide £105*

**The Fabricator Vol 20 No 9**

**ISSN: 1752-2145**

[www.thefabricator.pro](http://www.thefabricator.pro)

**Copyright © 2024 Profinder Media Ltd**



In association  
with



# THE FABRICATOR

## Comment

So the general election happened, the sleazebags are gone, we have, apparently, an honest prime minister. Things can only get better.

Unfortunately we are talking about politicians, not, for my money, the brightest race on earth.

The honest prime minister felt it best to treat the electorate like intelligent adults. Not really a good idea at the best of times. Many of us knew how bad things are. But to most people the state of the country's finances are just unimaginably large numbers tied up in jargon – borrowing as a proportion of GDP, national debt also as a proportion of GDP, GDP. None of which means much to people in the real world. People trying to pay the mortgage and feed the kids. As long as they can do that, and some people are struggling, the country being a couple of squillion quid in the red means nothing. But our prime minister felt we should understand, take responsibility for, the last government's incompetence. (Oh yes they were!)

And that's where it all started to go wrong.

People, believing that we have no money, stopped spending it. The growth that the PM is looking for is likely to come, in the first instance, from consumer spending. Ideally growth will come from productivity but that means people working which, it seems, almost no one actually wants to do. We can't even bring in people from the EU, as we did before Brexit, to do the work while we spend the money. As someone once remarked: "Migrants aren't stealing our jobs, they are doing our jobs."

So, we have an honest prime minister.

But there is another problem. The Labour party has never been good at public relations. They seem to think that their message is so logical, so pure, that all they need to do is tell people and everyone will flock to them. They won't. Blair got it, Corbyn never did. I don't think the present incumbents do either. The Tories, along with Tony Blair, live by PR.

Which is why Sir Keir's new glasses have caused such a stir.

Now maybe I should declare an interest here. I have been a journalist for a long time. Over the years I have been wined, dined and lunched, I have been flown, often club class but only once first class, to events across the world. On the other hand nobody has ever bought me a suit, more's the pity. So it doesn't bother me much if someone bought Sir Keir a pair of glasses for £700. (Must have gone to my optician.) Or his wife a new frock. This is minor league stuff compared to what the Conservatives were up to but they should have thought it through and been prepared for the attack. The Tory PR machine will have been on the case from the day before the election. It is already (through Jeremy Hunt) feeding us the line that the Conservatives left Labour a cash surplus not a £2bn 'black hole'. Meanwhile Labour ministers have been appearing on the daily news round apparently without a brief. The story that Keir Starmer's chief of staff, Sue Grey, earns more than he does may have been an inside job but it wasn't handled well, even though it is a non-story if ever I read one. So-much-so that the BBC journalist who broke the story – political editor Chris Mason – followed up the next day with what I read as an apology on why it is an important story. It isn't, and the government's PR department should have been all over it.

So here's how I think the new government should get to grips with things: employ a few special advisors and put them between you and the media. Don't talk to anyone without them and, especially, don't talk to anyone without them!

And above all prime minister, for heaven's sake, stop telling us the truth.

*John Roper*

The Fabricator 2024