

Speechwriter quits to set up new agency

WHITEHALL'S LONGEST serving speechwriter has left the Government Communication Network to set up Bespoke Speechwriting Services Ltd.

Simon Lancaster, who has been a cabinet speechwriter for seven years, has worked as chief speechwriter in the Departments of Health,

Education and Trade and Industry. He has trained half of the current Cabinet's speechwriters.

His new business will comprise three strands: bespoke speechwriting, specialist speechwriting training and tailored speechwriter recruitment.

"Speeches are a powerful but under-exploited communication

device," he said. "The mere prospect of a speech can send even the most professional firm into a state of paralysis.

"The speech gets passed around like a grenade with the pin taken out before finally being handed to an unsuspecting chief executive. The consequences can be catastrophic."

"Bespoke provides companies with an escape route from this excruciating amateur hour. We will help top politicians and business leaders to crystallise their thoughts, create a voice and articulate a vision. As the economy turns, it's more important than ever that business leaders get their speeches right."