

4 March 1982

Dear Willie,

PRESENTATION

The Prime Minister has agreed that it will be helpful for Ministers to have some central guidance on the presentation of the Government's approach in major policy areas. This guidance is intended to provide Ministers with source material on which to base their own policy presentation; and on which they can draw in writing articles and speeches, and in deciding the emphasis to be put by their Departmental information staffs on particular policy initiatives.

The guidance will take the form of a series of papers dealing with specific policy areas. Each paper will re-state the Government's broad policy objectives, and its achievements; will illustrate the public perception of the Government's policies and successes; and will identify the main themes which Ministers should seek to emphasise. The papers will be distributed from my office and are for Ministers' personal use. They should not be given any wider circulation. Papers will be sent individually to all Ministers and to the Chief Whip.

.../...

The Rt Hon William Whitelaw CH MC MP  
Home Secretary  
Queen Anne's Gate  
London SW1

... The first such paper is enclosed with this letter. It deals with the presentation of economic, employment and industrial policy. This paper will provide the basis on which those Ministers particularly concerned will approach the presentation of Budget decisions and which Ministers generally should use for speeches they may be called on to make in this policy context.

I am copying this letter, and enclosure, to all our Cabinet colleagues, to all Ministers in Departments, to the Chief Whip, and to the Prime Minister's Chief Press Secretary.

*James*

*James*

FRANCIS PYM