



PRIVY COUNCIL OFFICE  
WHITEHALL, LONDON SW1A 2AT

15 October 1982

Dear Private Secretary

GUIDANCE NOTES ON POLICY PRESENTATION

... On 4 March 1982 the then Lord President of the Council wrote to his colleagues (a copy is attached) informing them that the Prime Minister had approved the production of a series of guidance notes for Ministers on policy presentation. That letter enclosed the first note in the series - on economic policy - and subsequent notes have covered, respectively, the 1982 Budget; law and order; housing policy; and education. More are in course of preparation. Notes are issued by the Lord President of the Council's office through the Cabinet Office distribution machinery.

There has recently been evidence that in one Department at least these notes, although received by the Cabinet Minister, have not reached junior Ministers in his Department. Hence this letter. Under the Cabinet Office distribution system sufficient copies of notes are produced for all Ministers. Those notes intended for junior Ministers in Departments are sent to the relevant Secretary of State in the expectation that the Private Office will transmit the other copies to their Departmental Ministers.

May I ask all recipients of this letter kindly to ensure that these arrangements are operating effectively in their Department? The Prime Minister attaches importance to every Minister having a personal and complete set of these guidance notes. If difficulties are being encountered, I should be grateful to know so that I can look into the reasons.

ANDREW WARD  
Lord President of the  
Council's Office

Distribution: Private Secretaries  
to all Cabinet Ministers

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.

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