



Timed Immediate

Presentation

CONFIDENTIAL

PS/Secretary of State

cc Mr Whittingdale

ECONOMIC AND SOCIAL POLICY CAMPAIGN

I would like to discuss with you and Mr Whittingdale tomorrow (Tuesday) the attached letter from Mr Ingham at No 10.

CB

COLETTE BOWE
Hd/Information
Rm 736 1/V
215 4282

3 December 1984



10 DOWNING STREET

From the Press Secretary

Miss Colette Bowe,
Head of Information,
Department of Trade & Industry,
1 Victoria Street,
London SW1.

3 December 1984

Dear Colette,

I am writing to confirm the personal invitation already extended to you to attend a meeting in my office at 5.45pm on Wednesday, December 5, to consider the presentation of economic and social policy.

As you may be aware, the Lord President has initiated moves with the objective of launching a campaign early in the New Year to win greater credit for the Government's policies and performance in these fields. He considers that all too often the Government is portrayed as uncaring even though its record refutes that.

To try to present Government policy in a more positive and sensitive light, Lord Whitelaw has established an informal group of Ministers to meet regularly under his chairmanship to oversee the planning and execution of a campaign prepared by an official group under my chairmanship.

The Ministerial group had its first meeting last Thursday when it gave enthusiastic support to the paper attached at Annex I. A record of the meeting is at Annex II.

You will see from these papers that:

- i. the objective of the campaign is a sustained drive by Departments to reinforce each other's efforts to secure a more favourable public view of Government policies;
- ii. to enlist support outside Government; to this end I hope to see the Chief Whip before our meeting on Wednesday;
- iii. the official group, of which I hope you will form part, will be responsible for planning the campaign under my chairmanship.

We need to get on with the planning if we are to put a paper to the Ministerial Group before Christmas. I would therefore be grateful if, in addition to offering your advice and ideas after

reading the attached Annexes, you would also let me have within a few days (and no later than Friday noon) a forecast of issues arising, publications planned and major speaking engagements to Easter. Inevitably, the list will be less precise and more vague the further it looks into the future, but it is important that we get a feel for the issues and opportunities which will arise over the next few months.

At the meeting we shall have available drafts of short speaking notes on a variety of subjects. I hope that Departments will be able to approve them quickly for distribution to those whose support for the campaign is enlisted.

I am copying to Brian Mower (HO), Neville Gaffin (DES), David McDonald (D/Environment), Janet Hewlett-Davies (DHSS), Adrian Moorey (D/Employment), Robert Culpin (Treasury) and John Redwood (No 10).

mp Shallow

BERNARD INGHAM