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*JS*  
Econ. Pol.

10 DOWNING STREET

*From the Private Secretary*

30 July 1979

*BF 6.9.79*

Public Attitudes on Pay Determination

The Prime Minister has seen your Secretary of State's minutes of 23 July and 27 July. She would be grateful if the Chancellor of the Exchequer would take responsibility for handling this matter in Cabinet. She has also asked that the Paymaster General, in consultation with the Press Secretary at 10 Downing Street, should plan the campaigns. They should draw on the assistance of others to the extent that they themselves consider necessary and desirable.

The Prime Minister has also concluded that the briefing for the campaigns should be prepared by the Treasury. She suggests that Lord Cockfield might be involved in this work.

It would be helpful to have a progress report on the work when E Committee next considers pay, on 11 September.

I am copying this letter to the Private Secretaries to the other members of E Committee, Richard Prescott (Paymaster General's Office), Paula Diggle (Financial Secretary's Office) and Martin Vile (Cabinet Office).

N. J. SANDERS

Andrew Duguid, Esq.,  
Department of Industry.

*AD*

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PRIME MINISTER

Have already  
commented on  
previous papers. MS

PRIME MINISTER  
To see. There are other papers  
on this in your box.  
MS

## PUBLIC ATTITUDES TO PAY

My minute of 23 July reported the findings of the group of Ministers I had consulted on ways of mounting a major publicity campaign. We recommended that a senior Minister should be designated to take responsibility for planning and conducting the campaigns. I would like to add a few further points.

The designation of a Minister to take responsibility for the campaigns is, of course, for you and it would be for the Minister chosen to decide how he wants to run them. But I do feel that it is most important, if the campaigns are not only to be launched successfully but sustained over a lengthy period, that thought needs to be given at the outset to the kind of machinery which will be required. There will need to be analytic and political input from the economic and employment Departments. There will also need to be a quick counter-attack capacity in order that the often fallacious but plausible attacks on economic sense can be rapidly and effectively demolished.

I am not suggesting any elaborate new machinery, but I do recommend that a strong team of officials from the relevant Departments is made available, to provide administrative back-up to the technical job of planning, executing and monitoring the campaigns, plus one or more who can inject the polemical ingredients that will be required.

/We ...





We need an all-out commitment within Government to these campaigns, if they are to be worth running at all. I hope that the arrangements at official level will reflect such a commitment.

I am copying this to the recipients of my earlier minute.

19.

K J

**27** July 1979

Department of Industry  
Ashdown House  
123 Victoria Street



27 JUL 1979

