

✓ cc: Mr. Wolfson
Mr. James

PRIME MINISTER

This note from Sir Derek Rayner's office seeks your authority for Sir Derek to undertake some careful publicity.

I think that this, properly handled, would now be valuable. You have previously agreed that Sir Derek should use his own judgment on publicity. Following his attendance at Cabinet, I suggested that his office should specifically seek clearance for further publicity at this stage, to avoid any suggestion that Sir Derek had leaked information about Cabinet matters.

Agree that Sir Derek may go ahead with the limited publicity he proposes?

*Yes - excellent.
as as*

Helwin R. [Signature]

Duty Clerk:

PP

M. A. Paterson

5 October 1979

cc for information

Sir Derek Rayner
Mr Wolfson
Mr H L James
Mr Laughrin
Mr Beastall
Mr Allen

Mr PATTISON

EFFICIENCY AND WASTE IN CENTRAL GOVERNMENT: PUBLICITY

1. We had a word about this yesterday.

Press

2. Sir Derek Rayner would not want to usurp the Ministerial role in publicising the programme to which the Government has now committed itself, but he thinks that the Government is entitled to publicise it as one instance of its determination to secure value for the taxpayer's pound.

3. He himself has a number of outstanding requests from the press to deal with. He thinks that he ought to respond to the intelligent interest already expressed in his work by the OBSERVER, GUARDIAN, DAILY TELEGRAPH, ECONOMIST, FINANCIAL WEEKLY and NOW, most of which he has fobbed off. Subject to advice, he would accordingly propose to meet the journalists from these papers and magazines and outline the sorts of things which are beginning to emerge from the departmental "Rayner projects" and the main features of the programme approved by Cabinet yesterday.

Parliament

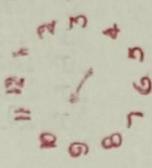
4. One Secretary of State suggested to Sir DR after Cabinet yesterday that it would be a sound move to talk to some Back-bench MPs, including members of the Public Accounts Committee. Sir DR would be happy to do this, as the idea coincides with his own thinking, again subject to advice.

Staff

5. Sir DR very much agrees with the point made by the Chancellor of the Exchequer yesterday that the hoped-for success of the "Rayner projects" owes much to the involvement of staff (not always of the same mind as their Associations) and that it would be necessary to avoid staff resistance to and enlist the staff as willing partners in the new programme.

6. The Secretary General (Mr Kendall) and Secretary (Mr Jones) of the National Staff Side are lunching with Sir DR on 11 October, when we will tell them how things are developing and outline the new programme. After that, he will need to write to Mr Kendall, detailing the programme, with a view to meeting him and the General Secretaries of the staff associations again, as promised at their first meeting in July.

1-5 OCT 1979



7. As a matter of courtesy to NSS it would be preferable, but not essential for the product of any encounter between Sir DR and the press to appear after his meeting with Mr Kendall next Thursday. Equally, it would be preferable for the first account to appear to originate with Sir DR rather than with Mr Kendall and, subject to advice and to Sir DR's own availability, it might be prudent for Sir DR to have given a story to one or more journalists before he sees Mr Kendall but for publication afterwards.

Agreed with

GP

C PRIESTLEY
5 October 1979