



DEPARTMENT OF THE ENVIRONMENT

2 MARSHAM STREET

LONDON SW1P 3EB

01-212 7601

MINISTER FOR HOUSING AND CONSTRUCTION

4.
Prime Minister
to
Pmi

7th July 1982

Dear Prime Minister. *ms*

Following our discussion on publicity for our Housing policy in the Liaison Committee, I thought you would want to know of a further initiative I have taken aimed at the Regional Media.

To generate local interest stories in the local press, radio and TV, each of the Department's Regional Offices has now produced a booklet describing progress by individual local authorities in its Region with implementing the Government's low-cost home-ownership programme - building for sale, improvement for sale, home-steading and shared ownership.

All the regional media, and every local authority have been sent the booklet relevant to their region and there have already been some encouraging responses from the media.

I am enclosing the complete set of booklets as you may be interested in the London one in which Barnet features prominently, and the others may be useful for reference when you are on regional tours.

I am copying this letter and a set of all the booklets to Cecil Parkinson.

Your ever.
John Stanley

JOHN STANLEY

Rt Hon Margaret Thatcher MP

in attached folder



FILE SW

10 DOWNING STREET

From the Principal Private Secretary

12 July, 1982

The Prime Minister has asked me to thank your Minister for his letter of 7 July 1982, with which he sent a complete set of the booklets describing progress in implementing the Government's low-cost home-ownership programme which have been produced by your Department's Regional Offices.

I am copying this letter to Keith Long (Office of the Chancellor of the Duchy of Lancaster).

C A. WHITMORE

John Henry, Esq.,
Department of the Environment