

CONFIDENTIAL



Prime Minister

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The next meeting of the Liaison Committee is on Wednesday week, 10 November. The main paper taken will be on industrial policy which Mr. Jenkin is producing. If you like

DATE : 26 October 1982 Mr. Wakeham's ~~suggestion~~ suggestion, I will invite Mr.

PRIME MINISTER

*Amend
ms*

MacGregor to put in a supplementary paper on small businesses and I will first check with Mr. Jenkins that he has no objection.

LIAISON COMMITTEE

FERS
1.11.

As you know John MacGregor is putting a lot of work into a publicity campaign to spread the word about the opportunities we have created for small businesses. I have been involved in his working group myself, and we had a very useful meeting yesterday evening. Since this is a vital part of our industrial policy, and one where presentation matters a lot, I wonder whether you think it would be worthwhile to invite John MacGregor along to the next Liaison Committee meeting for a few minutes to explain what he is doing.

The aim of the campaign is to tell people about the range of schemes available to help small businesses from both Government and the Private Sector, and to try to stimulate private initiatives in this area. We have engaged an advertising agency - Wight Collins Rutherford Scott, themselves a successful small firm - to take the lead in this. Their plan is to use television, specialist and general press, and posters to reach a wide audience of existing and potential small businessmen, and their advisers - accountants, solicitors, and particularly bank managers.

If you agree that it would be worth our hearing from John, would you like me to speak to him, and ask him to provide a short paper and then speak to it for a few minutes at the next meeting?

I am sending a copy of this to John Biffen.

John Wakeham

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JOHN WAKEHAM