

CONFIDENTIAL

PRIME MINISTER

cc: Mr. Ingham

PUBLICITY ON TEACHERS PAY

DES have been considering their publicity campaign.

They cannot write to all teachers; the pensions scheme is unfunded, and Darlington does not hold addresses for individual teachers unless they have made enquiries about their individual pension rights. They estimate that they hold addresses for only about 20 per cent of teachers.

Mr. Baker has made arrangements for getting as much helpful material into the Sunday newspapers as possible. He will be writing to all head teachers next week (with five copies of the letter) in the hope that they will show them to their staff. The DES will take full page advertisements in the newspapers on Thursday. They are lining up sympathetic teachers who can be put on to radio and television to counter unhelpful interviews with antagonistic teachers. Other efforts are apparently being made through the Party machinery.

I have told them we will do what we can to help if they run into trouble with the rules of publicity or if they need extra advice and assistance from the COI and elsewhere. DES will apparently have spent all their publicity budget by the end of next week, so there may be an argument between them and the Treasury about funding for the next stages. I imagine in those circumstances you would want to urge the Treasury not to risk the success of a pay offer which costs £900 million in 1988/89 and beyond by scrimshanking for a few million pounds.

DES are also working out how they would handle the publicity after Nottingham if the dispute gets rougher.

David Norgrove

31 October 1986

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See also

my
note
immediately
below.
N.C.V.

Thankyou
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