



PRIVY COUNCIL OFFICE
WHITEHALL, LONDON SW1A 2AT

Chancellor of the Duchy of Lancaster
and
Minister for the Arts.

10 June 1980

The Rt Hon Margaret Thatcher MP
The Prime Minister
10 Downing Street
London SW1

J. C. P. P. P.

BUSINESS SPONSORSHIP OF THE ARTS

I have kept you in touch informally with my plans for encouraging increased business sponsorship of the arts, including my approach to the clearing banks to suggest that they set up a joint foundation for the arts. I should now like you to know that I have held a press conference today to announce the formal opening of a campaign to stimulate sponsorship. A set of papers is enclosed.

.....

At the press conference I announced that I am taking the advice of a group of distinguished people in public life who have relevant experience in this field and whom I shall call together from time to time to discuss possible initiatives. I envisage their being convened at the most four or five times between now and the New Year, when I would propose to have a stock-taking session to assess the impact of our campaign and the value of the specific projects we will have undertaken. We met for the first time on 3 June. I do not regard this as a new "fringe body" in the technical sense, since this "comitato d'onore" will have no executive role, but will merely tender advice, will be entitled to no expenses, and its membership will be flexible. My officials have been carrying out a programme of discussions with a number of authoritative people and organisations in this field; and this group is a convenient way of similarly collecting outside views on the subject in discussion from time to time.

My office are drawing up, in the light of the advice we have received so far, a programme of research, speaking engagements, seminars and receptions (in which your own for the Royal Opera House Development Appeal Fund on 24 June will be an important feature). We shall be considering whether the Association for the Business Sponsorship of the Arts, to which I recently made

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a special grant of £25,000, can be strengthened and used as the main executive instrument to pursue the campaign; and we shall also be considering specific suggestions for encouraging the arts, such as an award scheme on the lines of the Queen's Award to Industry and - among the most important tasks - we shall be seeking to co-ordinate the many bodies which are now beginning to take an interest and initiative of their own. We shall also be issuing a booklet "The Arts are your Business", designed to explain the mutual advantages of business sponsorship to companies and arts bodies and techniques for obtaining sponsorship.

I am copying this to the Chancellor of the Exchequer and the Minister of State in the Civil Service Department for information.

ew ym

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CONFIDENTIAL

Arts & Amateurs 2.
PRIME MINISTER

PM seen



*In the enclosed letter,
Mr Biffen complains
that the CDL failed to
consult Treasury before*

Treasury Chambers, Parliament Street, SW1P 3AG

*publicly launching his
business sponsorship
campaign. No need for
you to reiterate this,*
13 June 1980

T P Lankester Esq
Private Secretary
Prime Minister
10 Downing Street
London SW1

I think.

Dear Tim,

SPONSORSHIP OF THE ARTS

*MAP
16/VI*

In connection with the Chancellor of the Duchy's letter of 10 June to the Prime Minister, you may find it helpful to see the attached copy of the Chief Secretary's letter of 11 June to the Chancellor of the Duchy.

Yours ever,

A C Pirie

A C PIRIE
Private Secretary

CONFIDENTIAL

cc PS/Chancellor
 PS/Financial Secretary
 Sir Douglas Wass
 Mr Middleton
 Mr Bridgeman
 Mr Kemp
 Mr Boote
 Mr I L Smith
 Mr S H Woodall



Treasury Chambers, Parliament Street, SW1P 3AG

The Rt Hon Norman St John-Stevas MP
 Chancellor of the Duchy of Lancaster
 and Minister of the Arts
 Privy Council Office
 Whitehall
 London SW1A 2AT

11 June 1980

MT
 Dear Norman,

SPONSORSHIP OF THE ARTS

I note with some concern the suggestion in the Press that your approach to the clearing bank chairmen about getting up an independent charitable foundation for the Arts could be linked with the question of taxation of bank profits.

You will no doubt have seen what Nigel Lawson said in the House during the Finance Bill Committee Stage debate on 3 June (Hansard 3 June Cols 1282-86) when he ruled out a tax for this year on last year's bank profits. However, the Chancellor is concerned to keep open the possibility for his next Budget of introducing such a tax if bank profits continue to increase, particularly if there is an urgent need for additional taxation to reduce the PSBR.

It is therefore important that in your discussions on Friday with two of the clearing bank chairmen you should avoid saying anything which might make it more difficult for the Government to introduce a tax on bank profits at some later date. I recognise the importance you attach to increasing the level of private sector support for the Arts. But I am sure you will agree that we must avoid any implication that charitable giving now might be an acceptable substitute for fiscal or monetary measures later on.

I should be grateful if you would keep me in touch with developments and, given the Treasury's particular interest in bank profits and general responsibility for the Government's relations with the financial sector, if Geoffrey Howe or I could be consulted about any future meetings you may have it in mind to arrange.

John Biffen

JOHN BIFFEN

16 JUN 1960

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arts + America

PRIME MINISTER

The Chancellor of the Duchy of Lancaster reports that he has now publicly launched his campaign for business sponsorship for the arts. I think this should have been cleared with the Chancellor and with you first, particularly after you had vetoed his writing to The Times on the subject. But his approach does link with your message at the Royal Academy.

MP

mf.

13 June 1980



Minister of State

The Rt Hon Norman St John-Stevas MP
Chancellor of the Duchy of Lancaster
Privy Council Office
Whitehall
LONDON SW1A 2AT

Prime Minister

Yet another black mark for the
COL over the handling of his
business sponsorship
initiative

Civil Service Department
Whitehall London SW1A 2AZ
Telephone 01-273 3000

MP.
25/6

Arts + Amenities

ms

25 June 1980

Dear Norman

Thank you for sending me a copy of your letter of 10 June to the Prime Minister, in which you outlined the steps you are taking to encourage business sponsorship of the arts.

I know that the functions of your Sponsorship Advisory Committee are advisory, not executive. But this is equally true of many quangos, and I have no alternative but to regard this Committee as a new quango - ie a non-departmental body appointed by a Minister and for which he is answerable in the House. This will mean that it has to be included in the list of quangos. I am not suggesting that we should do anything further about this, but it would be helpful if in future we could be consulted before any new quangos are set up, as suggested in paragraph 4 of my letter of 21 April.

I am copying this letter to the Prime Minister and the Chancellor of the Exchequer.

PAUL CHANNON

Pal

26 JUN 1960





PRIVY COUNCIL OFFICE
WHITEHALL LONDON SW1A 2AT

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MAD

Chancellor of the Duchy of Lancaster
and
Minister for the Arts.

7th July 1980

Arts + Amintion

The Rt Hon Paul Channon
Minister of State
Civil Service Department
Whitehall
LONDON SW1A 2AZ

I was taken aback by your letter of 25 June in which you say that you have no alternative but to regard my Committee of Honour on business sponsorship as a new quango.

10.6.80 - I thought I had made it clear in my letter to the Prime Minister that this was not a Committee to which I had "appointed" people in the usual sense - hence my use of the term "Committee of Honour" - but a discussion group which I had invited people to attend as a more convenient means of collecting views than the alternative of pursuing with such people, individually, a topic which they had raised with me on a variety of occasions.

I am of course answerable to the House for this, in the same way as I am answerable for the rest of my work, but it seems to me that you are in danger of redefining quango to include any informal grouping of people who meet more than once to discuss a topic or related topics with a Minister.

I hope that in the light of this further explanation you will agree that there is no question of this group being included in the list of quangos.

I am copying this letter to the Prime Minister and the Chancellor of the Exchequer.

7 JUL 1980





cc: PS to Paul Channon
Arts & Amonities

10 DOWNING STREET

THE PRIME MINISTER

9 January 1981

Dear Mr. Jenkins,

Thank you for your letter of 7 January.

I have noted that you have resigned from Norman St. John-Stevas' Committee of Honour on Business Sponsorship of the Arts. I am sorry you have reached that decision.

Yours sincerely
Margaret Thatcher

Clive Jenkins, Esq.

Association of Scientific Technical and Managerial Staffs

General Secretary Clive Jenkins

10-26A Jamestown Road, London NW1 7DT telephone 01-267 4422

telex no 25226

ASUMS

January 7, 1981

Dear Prime Minister,

The Lord President of the Council, the Rt Hon Norman St John Stevas MP, invited me to become a member of his Committee of Honour on Business Sponsorship of the Arts because he saw a role for support for the arts in the private sector as well as defending a firm commitment for funds from public sources.

It seems to me now that this Committee's intent is now endangered by Mr Norman St John Stevas' departure and I wish therefore to withdraw from it.

I think it is of enormous importance that our artistic heritage and our current cultural activities be defended and promoted with extraordinary vigour in these difficult times.

I think Norman dedicated himself towards this end and therefore, as a gesture of support for his activities and regret at his dismissal, I wish to withdraw my services from the Committee.

yours sincerely,
Clive Jenkins

The Rt Hon Margaret Thatcher MP
Prime Minister
10 Downing Street
London SW1