



Chancellor of the Duchy of Lancaster

Civil Service Department
Whitehall London SW1A 2AZ
Telephone 01-273 4400

A & A

30 October 1981

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Miss M G E Giles
Private Secretary to the Minister
for the Arts
Department of Education and Science
Elizabeth House
York Road
LONDON SE1 7PH

I have told Mary Giles
& Douglas Board that the
pm has no comment.

Dear Miss Giles

Thank you for your letter of 26 October to Jim Buckley about the proposal that Dr Roy Strong should appear in a television commercial for Harveys sherry and that Harveys in return should pay a substantial sum, possibly £30,000, to the Associates of the V&A for maintenance of the galleries.

The Chancellor of the Duchy sees no objection to what is proposed on the basis you describe; ie no identification of Dr Strong by name or function, no link with the V&A and no personal advantage to accrue to Dr Strong. She thinks however that the Prime Minister may like to know of this novel development and I am therefore copying this letter, with a copy of yours, to Willie Rickett.

Yours sincerely
Douglas Board

D R H BOARD
Assistant Private Secretary



CHANCELLOR OF THE
DUCHY OF LANCASTER
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26 OCT 1981
Department of Education and Science
PLACING INSTRUCTIONS
Office of Arts and Libraries
From the Minister for the Arts

Elizabeth House York Road
London SE1 7PH

Telegrams: Aristides London SE1
Tel: 01-928 9222

26th October 1981

IN CONFIDENCE

J. Buckley Esq
Private Secretary to
The Chancellor of the Duchy of Lancaster
Civil Service Department
Whitehall
LONDON SW1

Dear Jim,

Harveys (the wine and sherry company) have put a proposition to Roy Strong, the Director of the V & A. They have offered to pay a substantial sum - it might be £30,000 - to the Associates of the V & A for refurbishment of the galleries if he will appear in a television commercial for their sherry. The V & A would not be mentioned or shown in the advertisement, and Dr Strong would not be identified by name or function. Harveys seem to feel that he is well enough known in their market for the message to get across implicitly. Needless to say, he would get nothing out of it personally.

The Director of the V & A is strictly speaking a civil servant, but we think Roy Strong is not seen by the general public as a civil servant. He has made his considerable reputation - as an art historian, critic, commentator and organiser of exhibitions by his own abilities and personality.

As you know, we are doing everything we can to promote private support for the arts. Most of our national museums and galleries have attracted substantial patronage and sponsorship from business in the past couple of years; the V & A already has Mobil providing its guide leaflets and Conran providing a standing exhibition of good industrial design. The Museum certainly needs the money: the cost of maintaining the buildings and keeping the exhibits available to the public is very high, and £30,000 would be very helpful indeed. The Chairman of the V & A Advisory Council, Sir Alexander Glen, entirely agrees.

In the overall interest of the museum, we think that it would be advisable to agree to this proposal. Harvey's need a very quick answer. The Minister wondered if Lady Young would see any objection.

Yours very truly,
Mary Giles
Miss M G E Giles
Private Secretary

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