

E. R.

PRIME MINISTER

TEACHERS' PAY

Agree that I should write again supporting the Treasury's proposals for publicity, along the lines proposed by the Policy Unit (papers below)?

I arranged last week that a report should come to you before this coming weekend on the state of the teachers' pay discussions. There is to be an important meeting of the Management Panel on Friday morning, where they will decide whether to go with the Labour-dominated AMA in agreeing to separate 1985-86 from discussions on restructuring.

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I have also pencilled in a time for a meeting on Monday morning, to discuss handling of teachers' pay at the Party Conference and after the deadline of October 11 expires.

Agree that I may set up a meeting for Monday morning with Sir Keith Joseph, the Chancellor and Mr. Tebbit? Any others?

DRS

DAVID NORGROVE
1 October 1985

CONFIDENTIAL

PRIME MINISTER

1 October 1985

TEACHERS' STRIKE

There is little prospect of any improvement in the situation unless a new initiative is taken.

At present, all the indications are that most teachers and members of the general public have little idea what is really on offer. And the government has not even conducted any systematic study of opinion to discover whether its propaganda efforts have been remotely successful.

Since the DES offer lapses on 11 October, time is now short, and a new propaganda campaign needs to be launched this weekend (5-6 October) at the latest. This should include:

- an advertising campaign in the national press (not just the TES) giving clear information about the offer that has been made;
- a series of high-profile ministerial speeches, preferably with the television cameras rolling; *determine whether T.V. cameras will ever be there*
- a 'Weekend World' programme if at all possible, with a Minister in the chair; *- unlikely to be possible*
- a letter to all head teachers, as Norman Tebbit suggests; ✓
- a proper opinion poll taken on the Monday, and published if it is in the government's favour.

A campaign on these lines should be sufficiently non-political to come within the scope of COI funding. If

do it, that's the programme is realistic. Please see it & do it. campaign - is necessary. News that weekend is what to be over other than Party conference

Is this within our advertising rules?

You can't get details of an offer over this way - no

it succeeds in persuading the public and teachers that the deal is a good one, and if the opinion poll shows this, then the teachers unions may come to heel.

We recommend that you should write to Keith Joseph, supporting Norman Tebbit and urging the preparation of a new initiative on these lines, ready for launch this weekend if the management panel have not already given way by then. You may also want to fix a meeting next week to decide on tactics for 11 October itself and the succeeding period.

Peter Warry

PETER WARRY

Oliver Letwin

OLIVER LETWIN