

CONFIDENTIAL



10 DOWNING STREET

19 February 1986

From the Private Secretary

DE PUBLICITY CAMPAIGN

The Prime Minister has seen your Secretary of State's minute of 10 February proposing a publicity campaign, and also the letters from the Secretaries of State for the Environment and Wales and the Chief Secretary.

The Prime Minister considers the proposal to be modest and understandable, particularly since it will be advertising existing services, and she agrees that the campaign should go ahead.

I am copying this letter to the Private Secretaries to the Lord President of the Council, the Chancellor of the Exchequer, the Home Secretary, the Secretaries of State for Education and Science, Wales, the Environment, Trade and Industry and Scotland, the Chancellor of the Duchy of Lancaster, the Chief Secretary to the Treasury and Sir Robert Armstrong.

(David Norgrove)

John Lambert, Esq.,
Department of Employment

CONFIDENTIAL

28/2

PRIME MINISTER

DE PUBLICITY CAMPAIGN

Lord Young has now come forward with his proposals for an advertising campaign about the Government's employment programmes and services. It would cost £3.5 million and would be launched at a press conference on 7 April. The cost would be met from money already allocated for publicity for individual measures.

Mr. Baker and Mr. Edwards have written to support the campaign.

The Treasury are doubtful about a general campaign. They fear it might increase levels of take up across a wide range, which would make it difficult to identify the effects of the campaign. They also say that the Department of Employment are not forecasting any significant underspending on Department of Employment's demand-led programmes next year.

The Treasury's fears are probably well founded. On the other hand - a point which for obvious reasons Lord Young does not make himself - an advertising campaign would have clear political advantages in helping to raise awareness about the extent of the help which the Government is providing.

Do you want to write in support of the advertising campaign or do you want to write supporting the Treasury's point of view?

DW
DAVID NORGROVE
18 February 1986

EL3AWW

Lord Young is not asking
for much - i.e. permission to
advertise existing services - I support
his very modest understandable

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PRIME MINISTER

1. We have discussed the need to present our action for jobs in a way which makes the best possible use of the considerable sums of taxpayers' money involved. It has been clear for some time that many members of the public are often confused by the range of programmes and services run by this Department and the Manpower Services Commission, and are too frequently unaware of the opportunities available to them. This applies whether those concerned are individuals considering self employment; small businessmen seeking to make their businesses grow; employers seeking to improve the skills of their workforce; or unemployed people looking for training or jobs. As a result, our policies for enterprise, training and employment do not make the impact they might and the importance of what we are seeking to achieve is not fully appreciated.

2. I was dismayed to find, for example, that anybody out of work for a long period could still be unaware of available opportunities such as acquiring new skills or receiving help towards self-employment through the Enterprise Allowance Scheme. Yet our experience with the recently launched pilot initiative to call long-term unemployed people into jobcentres for interviews confirms this to be the case. Once the full range of options are presented, many more people take advantage of the available provision and cease unemployment. Similarly, it is a matter of concern that even though programmes such as the Youth Training Scheme are vigorously marketed and generally well known, many businessmen and commentators still refer to its predecessor, the Youth Opportunities Programme, as though it still existed. By doing so, they tend to bring into disrepute our policies to help young people.

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3. I am therefore convinced that we need to mount a major campaign using national and regional press advertising that informs the public of the full range of provision for enterprise, employment and training available to them and explains the services which can be used to take advantage of that provision. I propose to do this in a way that will draw DE and MSC programmes together so that they are perceived as more attractive and relevant by those at whom they are aimed. The campaign will concentrate on outlining the schemes and programmes on offer, directing people to further sources of information, and establishing a common logo and slogan which will then be used on all relevant publicity material issued by my Department and the Manpower Services Commission to promote individual measures.

4. The aims of the campaign are therefore simple and non-political, and are wholly consistent with our conventions about the use of public money for publicity and advertising. Its costs will be met during this financial year from monies already allocated for publicity for individual measures. For 1986/87, I shall be considering how best, within the existing DE Votes, to allocate the costs between the various programmes which will benefit from this campaign.

5. I am well aware of your concern, and that of my colleagues, to make speedy progress towards improving the presentation of my Department's activities in this important area. I intend to launch this campaign at a press conference on 7 April. This means that, to allow sufficient time for completing the preparation, printing, and distribution, I need to receive any comments by 17 February.

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6. I am copying this minute to Willie Whitelaw, Nigel Lawson, Douglas Hurd, Keith Joseph, Nicholas Edwards, Norman Tebbit, Kenneth Baker, John MacGregor, Malcolm Rifkind, Paul Channon, and Sir Robert Armstrong.

A handwritten signature in dark ink, appearing to be "WJ" or similar, written in a cursive style.

DY

10 February 1986

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