



P 03027

PRIME MINISTER

INNER CITIES

Mr Clarke's minute of 19 February and attachments

DECISIONS

1 This is a practical meeting to go over the arrangements for the launch of Action for Cities on 7 March and approve or alter them as necessary.

FRAG A | 2. You may like to use Mr Clarke's minute of 19 February as the agenda.

MAIN POINTS

FRAG B | 3. Mock-up and design. The COI have been dismissed and Mr Clarke has commissioned private sector designers and printers to do the work afresh.

a. The Foreword is the one by Mr Ingham which you have already approved.

*Signed*

There are some very minor differences. HCG. | b. The opening text is an extract from the latest edition which Mr Clarke has submitted with his minute. See also the proposed list of photographs and graphics.

You will wish to decide whether you are content for work to proceed on this basis.

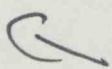
FRAG C | 4. Text. The text has been extensively reworked and edited to make it more readable and coherent. You will wish to consider whether it is now acceptable. Particular points are:



a. propriety. It is important that the text complies with the conventions on <sup>Government</sup> publicity. The passages about education and housing must be amended to reflect that they are subject to legislation going through Parliament. More generally, is the Chief Secretary content?



b. public expenditure. You may wish to confirm that any expenditure proposals have been cleared with the Treasury.



For instance, where do things stand on Mr Ridley's proposals for two more UDCs?

There has been extensive correspondence on this, which I have not troubled you with.  
RACG.

c. map. Mr Clarke proposes that there should be no map showing where the inner cities are, where grants are available etc. Is this agreed?

d. clearance with other Ministers. Other Ministers concerned have seen earlier editions but not this one. There has (rightly) been substantial editing of their material, and they should be given a chance to comment, at least on inaccuracies of policy and fact. You may wish to ask Mr Clarke to circulate the final text to members of E(UP) as soon as possible. The deadlines are tight: all changes to proofs will incur costs.

I have deliberately restricted this seeing to Messrs Clarke, Ridley + Hooper.  
RACG.

5. Guide to Action. Mr Clarke proposes that there should be a pull-out Guide to Action for companies and businessmen. This seems a sensible proposal although it needs more work. One particular aspect which you may wish to discuss is the proposal for a Freephone which businesses can use to ask for information about Government programmes. The Cabinet Office does not have the staff, resources or expertise to mount this sort of exercise. Moreover it is an executive operation and as such more appropriate to the responsibilities of a Departmental Minister than yourself as Prime Minister (eg when answering Parliamentary Questions). You may therefore wish to confirm that if there is to be a

FLAG D

SEE FLAG E  
- A NOTE FROM ROB. W BUTLER



Freephone for this exercise it should be provided by the Department of Trade and Industry as part of their normal Departmental responsibilities and business sponsorship.

6. Press notices. You may wish to run over the arrangements for:

a. departmental press notices. The plan is to have a common format, on the lines which you will see on Monday;

b. press notice of main announcements. Mr Clarke lists eleven new announcements to be made on the day.

c. regional arrangements. There are plans for six definite regional visits by Ministers on 7 March, with three more which may take place.

d. private sector notices. A number of private sector interests plan to make simultaneous announcements on the day.

7. Arrangements on the day. Finally you will wish to run over arrangements on the day.

a. Which Ministers? You will need to decide which Ministers should be on the platform with you. Mr Clarke, Mr Ridley, Mr Hurd and Mr Fowler seem obvious candidates. What about Mr Channon and Mr Baker?

b. Displays. You may wish to check what displays will be available.

RJW.

R T J WILSON  
Cabinet Office  
19 February 1988

M  
R  
H  
a.  
Fowler  
Channon  
Baker



(E)

AB/wp

Ref. A088/611

PRIME MINISTER

Inner Cities Meeting on Monday 22 February:  
Freephone Service

I understand that the Chancellor of the Duchy of Lancaster is thinking of proposing that the forthcoming launch of Action for Cities should include a "Freephone" arrangement through which businesses wanting to help or invest in the inner cities could telephone in to the Government so that they can be referred to the Department which could help. Mr Clarke may suggest that ~~this~~ <sup>those answering the telephones</sup> should be located in the Cabinet Office.

2. I advise strongly against this. It would entail the Cabinet Office being publicly involved in an executive role, far beyond its normal role of servicing the Cabinet and Cabinet Committees.

3. If this service is to be provided, I suggest that it should be located in the Department of Trade and Industry, who have the staff and resources to do it. Businessmen ringing Mr Clarke would in any case expect to be put through to the Department of Trade and Industry rather than the Cabinet Office.

FER.B.

ROBIN BUTLER

19 February 1988

TO:

PRIME MINISTER

FROM:

KENNETH CLARKE

19 February 1988

**ACTION FOR CITIES**

You have convened a meeting for 22 February to carry forward preparations for the 7 March launch of Action for Cities.

2 I enclose:

FLAG B

(a) the mock-up of the design which I think is a considerable improvement on previous attempts;

FLAG C

(b) the latest draft of the text which I have improved and edited;

FLAG D

(c) a first draft, which still needs a lot of work upon it, of "Guide to Action". This will be bound in with the Action for Cities booklet and will also be

published separately. Businessmen need clear and simple guidance both on how the Government encourages investment and enterprise in cities and on how they can commit themselves to support the regeneration task;

NB NOT  
ATTACHED  
- will be available on Monday.

(d) an example of one of the many press notices to be issued at the same time. Each Department's press notice will have the same heading, as shown.

3 **The list of announcements for 7 March is much the same as we previously discussed:**

- a new Urban Development Corporation in the Lower Don Valley, Sheffield;
- a major extension of the Merseyside Development Corporation;
- City Grant;
- Two new City Action Teams;



the department for Enterprise

- new measures to encourage local authorities to sell unused land;
- private companies' and English Estates' support for start-up businesses in managed workshops;
- more training for people starting businesses through the Enterprise Allowance Scheme, special grants to help Local Enterprise Agencies, expansion of the small firms service in the inner cities and more help through the loan guarantee scheme for small businesses in the Task Force areas;
- a City Technology College in Middlesbrough (only a possibility, the private sponsor may not be ready);
- better targeting of training programmes in the inner cities;
- new inner city road schemes;
- safer cities.

4 There will also be some simultaneous and important announcements by the private sector, notably from Business in the Community, Investors in Industry (3i's), and the major developers/contractors - Elevation.

5 I am copying this to Nicholas Ridley and John Major.

*Peter Smith*

PP KC

*(Approved by the Chancellor  
and signed in his absence)*