

SUBJECT «MASTER»



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10 DOWNING STREET
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From the Private Secretary

23 February 1988

Dear Peter,

ACTION FOR CITIES

The Prime Minister yesterday reviewed with the Chancellor of the Duchy preparations for the launch of Action for Cities on 7 March. They had before them Mr. Clarke's minute of 19 February and its enclosures.

The Prime Minister said that the latest text and mock-up of the booklet 'Action for Cities' were a great improvement on what she had seen before. The following main points for further action were agreed:

- i. On the foreword, the Prime Minister said that she would provide a better signature than the one shown in the mock-up.
- ii. The booklet should include a survey map showing the inner city areas.
- iii. The booklet should include photographs of Gateshead, Halifax and Cardiff Bay.
- iv. The Chief Secretary should consider what changes were needed to ensure that the text was consistent with the conventions on Government publicity (C(P)(88)1) and pass any necessary amendments to the Chancellor of the Duchy. These amendments would need to include wording to make it clear that proposals on education and housing were subject to Parliamentary approval.
- v. Any proposals for public expenditure would need to be cleared with the Chief Secretary.
- vi. The passage on housing would be improved by the insertion of a short paragraph at the top of page 29 explaining the main things which the Government was doing to help, and by strengthening the paragraph headed 'A wider range of housing for sale'. It was for consideration whether there should be references to Phoenix and to homesteading.

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vii. The Guide to Action was good. There was however to be no question of the proposed Freephone being located in, or run by, the Cabinet Office. The Chancellor of the Duchy of Lancaster would arrange for it to be housed in the Department of Trade and Industry. Its 2 or 3 staff would be drawn from that Department and possibly the Department of the Environment and the Department of Employment.

Summing up this part of the discussion the Prime Minister invited the Chancellor of the Duchy of Lancaster to follow up these points. She said that in making any further changes to the text he would need to ensure that it retained its present up-beat style and did not become stilted again. He should confer quickly with the Secretary of State for the Environment about the points which the latter had raised and then circulate the text around members of E(UP) asking them to correct any inaccuracies.

Turning to the arrangements for the day, the Prime Minister said that the present format for the press notices was not satisfactory and should be changed: the heading 'Action for Cities' and its logo were too compressed across the top of the page. For the press conference itself she envisaged having six members of the Cabinet, besides herself, on the platform: the Secretary of State for the Environment, the Secretary of State for Employment, the Home Secretary, the Chancellor of the Duchy of Lancaster, the Secretary of State for Transport and the Secretary of State for Education. Each would need to say a few words, accompanied by slides, although the total time taken by the presentation by Government Ministers should not take too long. Private sector people (Elevenco, BIC and so on) should be in the front row but not on the platform. More generally, it would be important to have a good turn out.

I am copying this letter to the Private Secretaries to members of E(UP), and to Trevor Woolley, Mr. Wilson and Mr. Sorensen (Cabinet Office).

Yours,

Paul

(PAUL GRAY)

Peter Smith, Esq.,
Chancellor of the Duchy of Lancaster's Office.