

RA  
cc: Mr Gray  
Mr Sorensen

PRIME MINISTER

INNER CITIES - PRESENTATION

I would like to clear up with you a few points about the handling of presentation in connection with the Inner Cities launch.

IMAGES

First, we have been into the idea of flashing on the screen pictures to illustrate the presentations by individual Ministers, but we are strongly advised to forget it. This is because it simply won't work. The pictures would at best be anaemic under the intensity of television lights. I have therefore agreed, subject to your final word, to drop the idea.

Content?

You will appear with Ministers in front of an Action for Cities logo and every effort is being made to produce a smart set in which the predominant colours will be blue and green.

BATTING ORDER

I will prepare, in concert with Eric Sorensen, an opening statement for you early next week. I have suggested that the following order of batting for Ministers' presentations should be:

Mr Ridley  
Mr Channon  
Mr Hurd  
Mr Baker  
Mr Fowler  
Mr Clarke

This is not, of course, in Cabinet pecking order. But it has the following logic:

Mr Ridley and Mr Channon will deal first with the physical, built environment; Mr Hurd, Mr Baker and Mr Fowler will then deal with the humanities, as it were; leaving Mr Clarke, as the Minister with responsibility for day-to-day co-ordination to wind up.

You may feel it is also politic to start with Mr Ridley, not merely in view of the sensitivities but also because he has the biggest inner city budget.



I also feel it is important not to start with the most senior Minister, Mr Hurd, because this could steer the presentation too much towards crime - something we want to avoid.

Content?

SEATING PLAN

So far as places on the platform, could I suggest we adopt the following left-right balance of pecking order:

Mr Clarke; Mr Ridley; Mr Hurd; PM; Mr Fowler; Mr Baker; Mr Channon

Content?

As there are already seven on the top table you would probably prefer to call questions and close the press conference yourself. If, however, you would prefer me to do it, I could stand with a mike at the side.

Content to conduct the press conference yourself?

Or should I do so from the side?

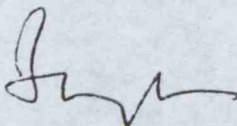
RADIO/TV

We have arranged the diary so that you can give short radio and television news interviews immediately afterwards.

Content?

Mr Clarke will handle follow up interviews covering the waterfront - eg for BBC PM, Newsnight, Today, etc.

Other Ministers are going to the regions immediately afterwards where they will have their own regionally based media programmes - Mr Ridley (Liverpool); Mr Fowler (Birmingham); Mr Channon (Black Country); Mr Trippier (Sheffield).



BERNARD INGHAM  
26 February 1988