



Caxton House Tothill Street London SW1 9NF  
5803

Telephone Direct Line 01-213.....

Switchboard 01-213 3000

The Rt Hon Kenneth Clarke QC MP  
Chancellor of the Duchy of Lancaster  
and Minister of Trade and Industry  
Department of Trade and Industry  
1-19 Victoria Street  
LONDON  
SW1H 0ET

*Ken*

*April 14*

**ACTION FOR CITIES**

Thank you for copying to me your minute of 31 March to the Prime Minister.

The note provides a helpful report of the progress that has been made since 7 March particularly in our efforts to promote greater private sector involvement. I am very pleased that John Cope will be with you at the first Action for Cities breakfast meeting in Newcastle on 13 April.

The proposals in your note to improve publicity and promotion of the Government's inner cities policies (recommendations (ii) to (iv)), including arrangements for Ministerial visits, should prove helpful in maintaining an effective profile for the scale of effort new underway and highlighting new developments as they arise. I know that my officials are in touch with the Urban Policy Unit on the various aspects of this and they will be pleased to discuss detailed arrangements to put the further suggestions in your note into operation.

You also suggest that the Cabinet Office Unit should be consulted on the location of specific projects including the Schools - Industry Compacts to be supported by the MSC.

I agree that we should endeavour to target initiatives on those areas where they are most likely to achieve results and that it is important for Departments' efforts to complement



CONFIDENTIAL

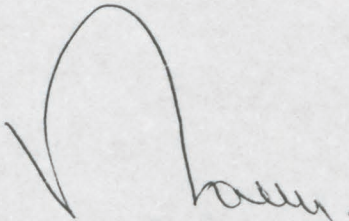


one another. Officials here will work with the Unit with that in mind. But as we have discussed in meetings of the inner cities group chaired by the Prime Minister, this approach should be taken with care; it should not be our intention to draw up a fixed shortlist of areas for favourable treatment at the expense of other less successful areas.

In the specific case of Compacts, officials here will, of course, liaise closely with the Cabinet Office Unit. I must however emphasise that the success of the Compacts initiative will depend on our identifying and supporting ventures which are viable because of the strong commitment of the parties in a particular locality. The scope for influencing from the centre is limited although we will be making efforts to stimulate interest in Compacts with help where appropriate from organisations such as the CBI and Business in the Community.

I am copying this letter to other members of E(UP) and to Sir Robin Butler.

*Jow.*



NORMAN FOWLER

CONFIDENTIAL



REG POLICY: Inner Cities pt 13





cc/B

TO:

PRIME MINISTER

Prime Minister

FROM:

KENNETH CLARKE

Contact, subject to any  
comments from Robin B. Me?

31 March 1988

Rae  
21/3

y  
les mb

ACTION FOR CITIES

1 I am keen to maintain the momentum of the successful Action for Cities launch on 7 March. Departments are already carrying forward their new initiatives. In order to maximise the impact it is my view that we need to co-ordinate all new inner city announcements and that we should concentrate on a small number of priority areas.

2 In due course we will want to be able to demonstrate that our policies have had a significant impact on specific locations. New initiatives therefore need to be targetted on a relatively small number of areas where we can expect to see an improvement. I have asked the Urban Policy Unit at the Cabinet Office to review urgently with Departments the targetting of their existing programmes.

And visits by Ministers



3 At the same time, we need to consider where new initiatives should be located. There are three major new programmes - Housing Action Trusts, Safer Cities and Compacts - where individual projects are currently being worked up. I would like the Cabinet Office Unit to be closely involved, with the responsible Department, in deciding where these should be located. I would also like colleagues to consult the Unit when considering locations under any other initiatives within the £3bn total that we announced in our Action for Cities document.

#### Private companies

4 Companies have responded well to the Action for Cities launch. I see as a key role for the Cabinet Office Unit exploring with major companies practical ways in which they can help inner city regeneration. Business in the Community and other organisations can be used to ensure that companies get clear guidance about inner city opportunities.

5 Plans are well advanced for the series of breakfast presentations. The first one will be on 13 April in Newcastle. These are specifically aimed at local business leaders and will provide them with comprehensive information about inner city business opportunities. An expanded and free-standing Guide to Action for businessmen is being prepared, jointly with business organisations, based on that included in the Action for Cities



document. I am also hoping to have a private sector secondee located with the Cabinet Office Unit to facilitate their contact with major companies.

### Publicity

6 Although much has been done by Departments to ensure that Government gets credit for its effort and investment in inner cities, people are still largely unaware of the extent of its contribution. I would like to see our contribution to inner city projects acknowledged by Departments using prominent Action for Cities signboards on all their projects within the £3bn total and for all related Press Notices to be in the standard Action for Cities format. A format for Press Notices has already been agreed with Departments and I have asked the Cabinet Office Unit to consult Departments on a standard format for signboards.

7 The attached table of Ministerial inner city visits over the next two months shows the considerable scope for getting the message across. This table will be regularly updated and will show the purpose of visits and opportunities for linking announcements and themes for speeches. Again, however, it is essential that the Cabinet Office Unit should try to co-ordinate these visits to achieve the maximum impact. I hope



Departments, who will receive the schedule, will continue to keep the Unit informed of their plans for Ministerial inner city visits. The Unit in turn will give advice about announcements they would like visiting Ministers to consider making during particular visits.

#### Other Practical Measures

8 I will let you have regular reports on progress with the measures within the £3bn budget, including any additions to the portfolio of success stories. I have asked the Cabinet Office Unit to prepare a schedule showing where and when progress on inner city measures can be expected.

9 I am also arranging for there to be a standard master brief on inner cities for use by Ministers. This will be regularly updated. Area profiles giving facts and figures about individual towns and cities will be made available to Ministers making visits to inner city areas.

10 There is at present no systematic photographic record of inner city projects. I have asked the Cabinet Office Unit to set up a system so that successes in inner cities can be clearly demonstrated through before and after photographs.



Recommendations

11 I therefore propose that:

i) the relevant Departments should consult the Cabinet Office Unit on the location of specific Action for Cities projects, notably Housing Action Trusts, projects under the Safer Cities initiative and Schools-Industry Compacts.

ii) Departments should confirm their agreement to using the Action for Cities Press Notices and should consult the Cabinet Office Unit on a standard format for Action for Cities signboards.

iii) Departments should check the attached table of Ministerial inner city visits and ensure that it is kept up-to-date.

iv) Departments should ensure that all Ministers making visits are provided with the Cabinet Office profile of the city being visited as part of their briefing material.



12 I hope you and colleagues are content with these proposals.  
I am copying this minute to members of E(UP) and Sir Robin  
Butler.

*L*

KC



14.

Attachment Clarke to PM, 3/13/88

