

The Rt. Hon. Kenneth Clarke QC MP  
Chancellor of the Duchy of Lancaster and  
Minister of Trade and Industry

Rt Hon Nicholas Ridley MP  
Secretary of State  
Department of the Environment  
2 Marsham Street  
LONDON  
SW1P 3EB

Department of  
Trade and Industry

1-19 Victoria Street  
London SW1H 0ET

Switchboard  
01-215 7877

Telex 8811074/5 DTHQ G  
Fax 01-222 2629

Direct line 215 5147  
Our ref  
Your ref  
Date 20 April 1988

*Dear Nick,*

**ACTION FOR CITIES**

*at 4/*

I was pleased to read your agreement in your 15 April letter to a number of my proposals. I remain a little concerned about your reluctance to see inner city initiatives targetted wherever possible on a relatively small number of areas. Certainly colleagues all agreed that we should not publish or establish formally a new list of target areas. However we did all accept, I recall, that initiatives had a better chance of success and changing the economic climate of an area when they were run alongside each other. We also agreed that the Government should concentrate on those places where we saw the best prospects of success and could reasonably expect to be able to demonstrate some achievement over the next three years.

I suspect however that there is no practical difference of opinion between us and I do not want to split hairs over the slight difference of emphasis in our letters. I quite agree that there is bound to be some difference in the location of initiatives aimed at housing, education, crime and training. I have asked the Urban Policy Unit to continue to liaise closely with your officials and those of other Departments to ensure that there is some reasonable overlap between these and that all Departments do consider certain places as priority locations if they are suitable. The fact that one Department is considering actions in a particular city should make that city a more

AP2ACH

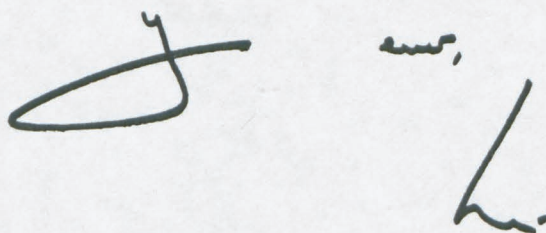
attractive candidate for another Department's proposals. I have asked the Unit to bring me up-to-date with Departments' provisional intentions and I expect to find that we are indeed well on the way to achieving a suitable pattern of activity in practice.

I was therefore pleased that you asked the Urban Policy Unit to let your officials have suggestions for HAT locations as soon as possible. Your 21 September minute to the Prime Minister on HATs said that, while you would not want your hands tied, you would have very much in mind the location of other existing or proposed initiatives. I therefore assume you will view the Unit's proposals sympathetically.

On the common format for press notices for Action for Cities announcements, you will recall that I was asked to circulate this following our meeting with the Prime Minister before the 7 March launch. We have made some further improvements since 7 March. I attach a copy of the final format which I understand is now being used by most Departments. I hope your Department will now also be content to use it for future announcements.

I was pleased to read that your Department is already using blue signboards with the Action for Cities logo to publicise UP schemes. I very much hope that we will be able to use these as a basis for signboards for projects from all other Departments that fall within the £3 billion total announced in our Action for Cities document. I have asked the Urban Policy Unit to pursue this.

I am copying this letter to the Prime Minister, Members of E(UP) and Sir Robin Butler.



KENNETH CLARKE

AP2ACH

REGIONAL POLICY : Jura bitis A13



# **ACTION FOR CITIES**

## **PRESS INFORMATION**

---

88/277

01-215 5069

20 April 1988

---

### SMALL BUSINESSES GAIN FOCUS FOR GROWTH IN LONDON

Some of Britain's largest companies are cooperating with the Government in one of London's inner city areas on a project to help 60 small businesses start up and grow, announced Trade and Industry Minister Kenneth Clarke today.

The Government's London City Action Team is putting £300,000 in a £1.5 million scheme to turn a 100 year old building in Blackfriars Road, Southwark, into a business centre being developed by the London Enterprise Agency (LENTA).

LENTA is backed by 17 major companies who work together to tackle some of London's inner city problems, and refurbishment of the building will be made by LENTA Properties Ltd which is owned by four of LENTA's sponsors - Barclays Bank, British Petroleum, Midland Bank, and Shell UK.

Small businesses based at the centre will have access to reasonably priced workspace and a wide range of LENTA support services, including business training and counselling. The centre building is being leased to LENTA by the City of London Corporation.

"Encouraging small businesses is essential if we are to breathe new life into our inner city areas." said Mr Clarke. "What impressed me most about this project is the large number of businesses which will be helped to grow and get off the ground in a very practicable way by people with a wealth of business experience."



MORE/...

NOTES FOR EDITORS

1. The London City Action Team (CAT) brings together the Regional Directors of the Departments of Employment, Environment, and Trade Industry, with the Manpower Services Commission. The CAT coordinates Government help and action in inner-city London, particularly by focussing on boosting business confidence and development, improving training opportunities and the business environment, and by encouraging small business development.

2. Further information on LENTA can be obtained from Tim Baldwin on telephone 01-236 3000.

ENDS

CCB9



2 MARSHAM STREET  
LONDON SW1P 3EB  
01-212 3454

My ref:

Your ref:

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

15 April 1988

CF  
R. M. J. early  
BIF

Dear Chancellor,

RCG, 14

ACTION FOR CITIES

I am broadly <sup>at least</sup> content with the proposals in your minute of 31 March to the Prime Minister. I entirely agree that we must keep up the momentum created by the Action for Cities launch. And we must be able in due course to demonstrate how much we have done and the impact which our policies have had. I can see the advantage of being able to point to tangible successes in specific locations. However, as the Chief Secretary has pointed out in his letter of 12 April, the Prime Minister's Group did not agree that there should be a list of areas within the 57 UP areas which should receive greater attention than the rest. You will recall that members of the Group had doubts about the merits of such an approach, whether the list was made public or not. And I see considerable force in John Major's point about the difficulty of justifying the choice of areas for such a list if we had to do so.

In my view, the basis for selecting a particular location for a particular initiative must depend primarily on the nature of the initiative and the problems it is seeking to tackle, and I doubt whether we will achieve the best results by limiting our scope for action from the outset. It will not necessarily be the case, for example, that the best area for a compact will also contain a housing estate which requires Housing Action Trust treatment.

Turning to the specific proposals in paragraph 11 of your minute, if the Cabinet Office Unit have any ideas about HAT locations, I should be grateful if they would let officials here have them as soon as possible. It is important to bear in mind that Part III of the Housing Bill sets out the kind of criteria which should guide my selection of HAT areas and I shall need to take these into account, along with other relevant factors in reaching my decisions. I shall of course be consulting colleagues about my proposals before announcing them in Parliament.

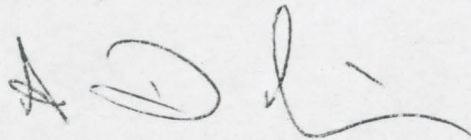
I am content to use a common format Press Notice for inner cities announcements, but I was not aware that a particular format had been agreed. I suggest that officials should liaise further about the design details.

As regards signboards I should mention that my Department is already using blue signboards with the Action for Cities logo to publicise UP schemes. These have only recently been produced - at some cost - and I would not want to waste this money unless redesign was absolutely essential.

I am content with recommendations (iii) and (iv) in your minute and with the other practical measures proposed in paragraph 8 to 10.

I am copying this letter to the Prime Minister, members of E(UP and Sir Robin Butler.

Yours sincerely



pp

NICHOLAS RIDLEY

(Approved by the Secretary of State and signed in his absence)

REG POL: Inner cities pt 13



cc/B

TO:

PRIME MINISTER

Prime Minister

FROM:

KENNETH CLARKE

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

31 March 1988

RAEB  
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

