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LONDON SW1P 3EB
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cc Bernard / gln
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My ref:
Your ref:

Paul Gray Esq
Private Secretary to
The Prime Minister
10 Downing Street
LONDON
SW1A 2AA

30 December 1988

Dear Paul

THE COMMUNITY CHARGE: PUBLICITY *final*

Thank you for your letter of 24 October asking for full details of the proposed publicity arrangements for explaining the community charge. I spoke to you subsequently and explained that Ministers here were still considering this. They have now reached conclusions, which I set out below.

In addition to the booklet which the Prime Minister has already seen, we intend to publish seven supplementary leaflets later this year, giving detailed practical information on individual aspects of our reforms.

On current plans these will cover exemptions from the community charge, rebates, second homes, the collective community charge, the appeal system, the community charge and students and the business rate.

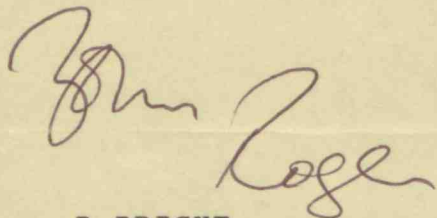
A major information campaign is planned for May 1989, when the Secretary of State intends to have a leaflet distributed to all households in England, to co-incide with local authorities undertaking their canvasses for the community charge registers. This will set the scene for the canvass, and explain why it is necessary and what people have to do.

We shall undertake research before we produce this leaflet, to ascertain the most common areas of public misunderstanding. We propose to take advertisements in the press to ensure that the leaflets are read by their target audiences and to enable further copies to be requested.

The Secretary of State considers that it is too soon to decide precisely what further publicity may be needed beyond next summer; it is possible that another information campaign may be required in the period after registers are published and before the first charge bills go out in 1990. He therefore proposes to

commission further research next summer to determine whether further information will be needed and, if so, the most effective way of providing it.

/ I am copying this letter to Stephen Williams (Welsh Office), David Crawley (Scottish Office), Carys Evans (Chief Secretary's Office) and to Trevor Woolley (Cabinet Office).

A handwritten signature in cursive script, appearing to read 'R Bright', is written over the typed name.

R BRIGHT
Private Secretary

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