

MR GRAY

COMMUNITY CHARGE

Thank you for a sight of the PS/Secretary of State for the Environment's letter of December 30.

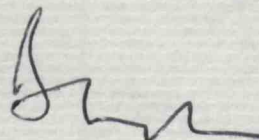
The letter sets out a programme of paid publicity and it is clear that there should be no shortage of advisory material. The Secretary of State is no doubt right to reserve judgment on the publicity required after the:

- main explanatory leaflet
- seven supplementary leaflets
- house to house leaflet drop on the canvass
- advertising to explain the canvass and promote the leaflets

This is, however, probably the minimum required and does not really amount to a strategy.

What I think we need to know are:

- i) how are the Scottish experience - and publicity methods - to be taken on board in England and Wales?
- ii) what free publicity arrangements - press conferences, radio and television campaigns - are to be linked with the issue of the leaflets and the advertising campaigns?
- iii) more generally, what is to be done by way of a deliberate campaign to sell the community charge?



BERNARD INGHAM

January 6, 1989