

*Handwritten initials*

CONFIDENTIAL



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My ref:

Your ref:

*Prime Minister*

*Rec 6*

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*6*

February 1989

*mb*

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

*Dear Paul*

*(at Ref)*

Thank you for your letter of 10 January about the publicity for the community charge.

I am sorry that I am not yet in a position to send you a full reply. Ministers are about to receive the results of some research which they have commissioned, primarily to assess the potential impact of our draft leaflet for the national household drop in May, but also to learn more about people's awareness of, and concerns about, the community charge. They would like to take these findings into account in responding to the Prime Minister.

The Prime Minister asked in particular whether there was a programme of unpaid publicity proposed to support the leaflets and advertising campaigns. Such a programme is already under way, involving Ministerial speeches, articles, press calls and interviews, and Ministers propose to elaborate on this in detail in the context of the strategy as a whole in the full reply.

Ministers hope to be able to provide a full response to the Prime Minister's concern within the next two or three weeks.

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

*John  
Rogers*

R BRIGHT  
Private Secretary

Publ in Local Govt: PT 12. Future of rating system.