



*File EAM*

10 DOWNING STREET

LONDON SW1A 2AA

*From the Private Secretary*

31 May 1990

*Dear Stuart*

COMMUNITY CHARGE BENEFITS

The Prime Minister saw the advertisement which your Department organised in the run-up to 27 May to encourage people to claim community charge benefits. She recognises that now 27 May has gone these have served their purpose, but commented that the advertisement probably required too much reading from its target audience and that the second of the headline paragraphs should have been kept much shorter (eg 'Claim by 27 May to get full benefit') and printed in the large block typeface so that the essential message was put across instantly.

You will wish to bear these comments in mind for any future campaigns that are run on community charge rebates.

*Yours ever*

*Dominic*

DOMINIC MORRIS

Stuart Lord Esq  
Department of Social Security

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