



JH 359

PRIME MINISTER

cc No 2

Prime Minister

To note work in hand. Mr Tebbitt
will no doubt speak at the Seminar
follow-up on the need for consolidating
the small firms schemes

AT 12/12

REPACKAGING OF DEPARTMENT OF TRADE AND INDUSTRY SCHEMES

David Trippier has begun work on reviewing with colleagues the administrative and legislative burdens affecting small firms, and the further encouragement of private sector involvement in helping small businesses through the local enterprise agency movement. Another way of developing a small firms policy based on awareness, understanding and simplification, is the consolidation of my Department's schemes and services into a coherent package. Whilst this is of particular relevance to small firms, it applies, of course, across the board.

2 Our promotional campaign earlier this year was successful in increasing awareness of what we have to offer but it also highlighted the reluctance of many small and medium-sized firms to take up that assistance. The reasons are complex but one element appears to be the confusion created by the number of related schemes and services. This was not a problem for the BOTB area which is already seen as a single provider of assistance.

3 I have therefore initiated work on repackaging the



Department's grant schemes and advisory services, probably into three main programmes - Business Advisory Service, Support for Innovation and Regional Assistance - to stand alongside the existing export package. In the process we will be looking to standardise and simplify criteria wherever possible. We will also be looking carefully at the marketing and administration of the programmes.

x | 4 We expect small firms to benefit particularly from this consolidated approach. A reference to this initiative could be included in your speech to the SBB annual conference on 8 February. But it is targetted at industry as a whole. We must, therefore, think in terms of marketing a corporate image for the Department into which we can slot individual programmes and 'brand images'. This will provide coherence within an overall strategy. It will also enable us to emphasise particular sectors and technologies as appropriate.

5 This work will take time. I do not foresee our being in a position to launch the repackaged image for innovation and advisory services until May or June. Regional assistance will, of course, be repackaged in the light of the consultations on my White Paper, and I will be working towards the Autumn for the launch of the new regional schemes.

6 I should emphasise that in initiating this work I am fully



conscious of the public expenditure constraints on my Department. But these emphasise the need to make better use of the schemes and services we will continue to operate so that they more effectively meet industry's needs, and are perceived as so doing.

7 I am copying this note to the Lord President of the Council, the Chancellor of the Exchequer and Secretaries of State for Scotland and Wales.

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2 December 1983

Department of Trade and Industry

ECONY Doc: Small films



12 DEC 1999

CONFIDENTIAL



10 DOWNING STREET

From the Private Secretary

13 December, 1983

REPACKAGING OF DEPARTMENT OF TRADE AND INDUSTRY SCHEMES

The Prime Minister has seen your Secretary of State's minute of 12 December which she has noted without comment.

I am sending a copy of this letter to Janet Lewis-Jones (Lord President's Office), John Kerr (HM Treasury), John Graham (Scottish Office) and Colin Jones (Welsh Office).

(A. Turnbull)

Callum McCarthy, Esq.,
Department of Trade and Industry

RWJ

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CC NO



NDAM AT

16/12

Treasury Chambers, Parliament Street, SW1P 3AG

Rt Hon Norman Tebbit MP
Secretary of State for Industry
Department of Trade and Industry
1 Victoria Street
LONDON
SW1E 6RB

16 December 1983

Dear Secret. of State

REPACKAGING OF DEPARTMENT OF TRADE AND INDUSTRY
SCHEMES

I was reassured - as no doubt you intended - by the reference in your minute of 12 December to public expenditure constraints. Certainly I have no wish to impede a more positive presentation of your schemes provided this does not endanger your expenditure ceilings.

Copies of this go to the Prime Minister, the Lord President, the Chancellor of the Exchequer, and the Secretaries of State for Scotland and Wales.

Yours sincerely

J. Gier

J. PETER REES

[Approved by The Chief Secretary]

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16 DEC 1983

