



Minister for Housing and Construction

Prime Minister (2)

Ian Gow propose to spend

£1.3 million on a major

campaign to publicize Right

To Buy. With the legislation

on the Statute Book, the

expenditure is entirely justifiable,

advising tenants of their rights.

Department of the Environment
2 Marsham Street London SW1P 3EB

Telephone 01-212 7601

cc NO
cc BI
Any views?
AT
1717

AT 19/7

17 July 1984

Dear Andrew,

HOUSING AND BUILDING CONTROL ACT 1984

The housing provisions of the new Act will come into force on 26 August. They will extend the 'right to buy' scheme and give tenants other important new rights. My Minister believes that they should be given wide publicity and this letter is to let the Prime Minister know of his proposals.

In addition to TV and press advertising we propose to arrange a national 'mail drop' to council tenants. Each tenant would receive a letter from Ian Gow and two booklets, one about the right to buy scheme and one about tenants' rights. We could expect to reach at least 80% of all council tenants in this way.

The TV advertising and mail distribution would run side by side for two weeks from 11 September, on which day the Minister will launch the publicity campaign at a press conference. Press advertising would follow.

The additional cost of the 'mail drop' - i.e. over and above what we should have to spend in any case on explanatory booklets etc - is put at some £400,000 (as compared with £550,000 for the TV advertising). Ministers believe it will be a highly cost-effective way of getting the information across.

There is a risk of adverse criticism, particularly against the background of the Government's own criticism of advertising for political purposes by the GLC and the Metropolitan County Councils. But we believe that it could be answered effectively by pointing to the need to inform tenants of their important new rights and the uncertainty about their existing rights due to active or passive hostility from their landlords in some cases.

I should be grateful to know if the Prime Minister approves a campaign on these lines. Christopher Monckton has seen the TV commercial and the text of the booklet in draft form. The breakdown of the costs of the campaign and the earlier ones are shown in the enclosed schedules.

I am sending copies of this letter to the Private Secretaries to the Secretary of State for Scotland and Wales and to the Lord Privy Seal.

Yours sincerely,

Paul Britton

P J J BRITTON
Private Secretary

RTB CAMPAIGN 1984: ESTIMATE OF COSTS

	£	£
1. National television (including production of commercial estimated @ £78,000)	544,000	
2. National press advertising, including production	48,000	
3. Regional press advertising, including production	<u>17,000</u>	609,000
4. Mail drop comprising		
a) printing 4½ million RTB booklets	247,000	
b) printing 4½ million Tenants' Charter booklets	125,000	
c) printing 4½ million Minister's letters	42,000*	
d) collating, vacuum sealing & packaging (in units of 200)	140,000	
e) distributing door-to-door to council homes in England and Wales	120,000	
f) COI charges for design, artwork, typesetting and co-ordinating above printed material	<u>15,000</u>	689,000
5. Additional printing of 500,000 copies each of the RTB and Tenants' Charter booklets for distribution to local authorities and store at Ruislip	27,000 (RTB) <u>14,000 (TC)</u>	41,000
6. Monitoring the campaign		20,000
		<u>1,359,000</u>

* This provision includes approximately £3,000 for producing a letter from the Welsh Minister to include in the drop to council homes in Wales. Welsh Office are almost certainly prepared to meet this cost from their own funds.

produced by Information Directorate
11 July 1984

There have been 3 RTB campaigns :

1980/81	October press	195,000	
	TV	307,000	
	coupons	28,000	
	March - press	<u>125,000</u>	655,000
1981/82	Carry over from previous year	18,000	
	March - press	72,000	
	TV	145,000	
	coupons	<u>4,000</u>	239,000
1982/83	April press	48,000	
	TV	40,000	
	Coupons	<u>4,000</u>	92,000
			total <u>£986,000</u>

produced by ID on 12 July 1984



ale jh

10 DOWNING STREET

From the Private Secretary

20 July 1984

Housing and Building Control Act

The Prime Minister has seen your letter to me of 17 July and welcomes Mr Gow's proposals to publicise further the right of tenants to buy their own homes.

I am sending copies of this letter to John Graham (Scottish Office), Colin Jones (Welsh Office), and David Morris (Lord Privy Seal's Office).

Andrew Turnbull

Paul Britton Esq
Department of the Environment

da



Minister for Housing and Construction

*Not at all necessary
The Government*

*I am sure this campaign
can be justified and that
the legislation is in the
Statute Book.*

*There is no comparison with
spending. This is money spent on
advising tenants on their rights and
appointing solicitors from legislation*

Department of the Environment
2 Marsham Street London SW1P 3EB
Telephone 01-212 7601

*cc BI
Any news*

*AF
17/7*

17 July 1984

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John 19/7

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prepared by LD on 12 July 1984

Howman Policy
Project to self
13 May

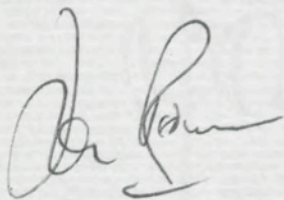
20 July 1984

MR TURNBULL

HOUSING AND BUILDING CONTROL ACT, 1984

We are happy with the letter sent on behalf of Ian Gow recommending a major advertising and mail distribution campaign concerning the Right to Buy scheme for this autumn.

We note there is a risk of adverse criticism, but think this is a risk worth running, given the importance of the subject.



JOHN REDWOOD