

00...

copy



DEPARTMENT OF TRADE AND INDUSTRY
1-19 VICTORIA STREET
LONDON SW1H 0ET

TELEPHONE DIRECT LINE 01-215 5422
SWITCHBOARD 01-215 7877

JU762
Secretary of State for Trade and Industry

28 November 1985

The Rt Hon Viscount Whitelaw CH MC
Lord President of the Council
Privy Council Office
Whitehall SW1

Prime Minister 4

cc SR
SS

2 lines

DHS
28/11

As you may know, it is exactly one year this week since Norman Lamont (in Norman Tebbit's enforced absence) announced the new regional industrial policy, which changed both the Assisted Areas map and the grants regime.

Since the policy was introduced, my Department has developed a computerised information system which, amongst other things, breaks down, by constituency, offers of assistance to firms under the new policy.

The story we can tell is a good one: in the period from November 1984 to October 1985, we have offered a total of £305 million to firms in assisted areas - and this is only under the new policy. In addition there are all the payments we make under the 'old' regional policy, as well as the other forms of assistance we make available to firms.

I have today written to all MPs whose constituencies are affected by the new policy, telling them on an individual basis how much assistance has been offered, under the new policy, to firms in their constituency over the last year. I have, in addition, written separately to our own colleagues, urging them to use the occasion of the first anniversary of the new policy to make the most that they can, in local media terms, of what we are doing for firms in their constituency.

I have also briefed the national press, and the main regional press outlets, on how I see the new policy working after its first year.



You will want to be aware that I am attaching high priority to publicising my Department's activities in support of industry in the regions. Regional news media are hungry for local stories: we need both to give them plenty of localised information, and to encourage our colleagues to make use of their local media.

Copies of this letter go to the Prime Minister, Kenneth Baker, George Younger, Nick Edwards and Norman Tebbit.

Leon,

LEON BRITTAN

