



Minister for Housing,
Urban Affairs and Construction

Department of the Environment
2 Marsham Street London SW1P 3EB

Telephone 01-212 7601

14 April 1986

Dear David,

At the Prime Minister's meeting with members of the backbench New Towns and Urban Affairs Committee on 27 February, it was suggested that the Government was sometimes not getting enough public credit for its funding of Urban Programme projects.

Mr Patten has been looking at what we might do to ensure more publicity for the Government and has asked me to let you know of the new arrangements he has made. They cover Urban Development Grant and Derelict Land Grant as well as the Urban Programme.

In future when we inform local authorities of the Urban Programme grant they are to receive, the Department's letter will include the following paragraph:

"The Department wishes to ensure that the role of the Urban Programme in the community is widely understood. The contributions made by the Government through the Urban Programme must be acknowledged in all cases where public recognition of the financing sources for a project is being given. In particular, while capital schemes costing more than £10,000 are in progress, a noticeboard must be erected on site containing the statement 'Grant-aided by the Government's Urban Programme'. Standard signs for construction sites will be available from the Regional Office."

When derelict land grant is approved, letters will say:

"The Secretary of State considers it important that the general public should understand both the nature of the project underway and the sources of its finance. To this end the Council developer is required to arrange for the display of a noticeboard on the site. This should include a statement along the lines of 'this project is government supported through derelict land grant'. Any other publicity for the project should carry similar acknowledgements."

Urban Development Grant approvals will include the condition that:

"The local authority also undertakes to ensure that a sign is displayed at the site of the project stating that the project is receiving Urban Development Grant from the Government."

We do not have the power to require authorities or developers to advertise in a particular way but Mr Patten believes that wording of the kind set out above will ensure much better publicity for Government funding. The Department's regional offices will follow up approval letters by offering our own signs - an example of the smaller version is with this letter (the alternative version is twice this size). We will monitor the effectiveness of this approach.

I am copying this to Joan McNaughton (Lord President's office) and Andrew Lansley (office of the Chancellor of the Duchy)

Yours ever,

Neil King

NEIL KINGHAN
Private Secretary

David Norgrove Esq



10 DOWNING STREET

From the Private Secretary

15 April 1986

The Prime Minister has seen the proposed sign which you sent me with your letter of 14 April about winning public credit for Government funding of Urban Programme projects.

The Prime Minister feels that the wording of the sign is a little bureaucratic and suggests that it would be more direct to say: "Helped by money from the Government's Urban Programme". Consequential or similar changes would need to be made to the other statements described in your letter. Could you consider this please.

I am copying this letter to Joan MacNaughton (Lord President's Office) and Andrew Lansley (Chancellor of the Duchy of Lancaster's Office).

(David Norgrove)

Neil Kinghan, Esq.,
Department of the Environment.

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