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PRIME MINISTER

COMMUNITY CHARGE PUBLICITY

Earlier in the year, following advice from Bernard, you expressed concerns about the adequacy of DoE's strategy for community charge publicity.

Nick Ridley's minute of 22 March (Flag A) provides his response. He sets out a much more coherent approach.

Bernard thinks this is very much better, and that we now have a programme broadly on the right lines. His only remaining comments are:

- the desirability of placing a bit more emphasis on the use of local radio; and
- the need for monitoring the results of the publicity on a regional basis, and then giving particular attention to areas where the message most needs to be got over.

Peter Walker's office have also minuted (Flag B) indicating the plan for a broadly comparable programme in Wales.

Content for me to minute out welcoming Nick Ridley's strategy, and indicating that Bernard will be keeping in close touch with the DoE on the detailed implication?

PLG.

Yes mt

(PAUL GRAY)

23 March 1989

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