



DEPARTMENT OF EDUCATION AND SCIENCE

ELIZABETH HOUSE YORK ROAD LONDON SE1 7PH

TELEPHONE 01-934 9000

FROM THE SECRETARY OF STATE

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26 September 1985

Icc Nigel,

TEACHERS' PAY

Private secretaries exchanged letters earlier this month on the publicity for the offer which the unions rejected on 12 September (David Norgrove's letters of 18 and 17 September, Rob Smith's of 13 September and Rachel Lomax's of 18 September).

My efforts since then have been directed towards trying to get the individual teacher to see what is in the offer for him or her. In speeches, interviews and articles Chris Patten and I have quoted bull examples and put pressure on the unions to let their members see copies of the offer in full. The TES printed the whole thing last week and this Friday they are to carry a 1,200 word open letter from me (copy attached). I have used a good portion of my allocation telling each group of teachers what they would get out of the deal and reminding each group in a refrain that all of this is on top of "normal" annual pay increases. I think it is these figures which provide our best leverage for persuasion, with the £1,250 million aggregate figure as telling confirmation of the Government's willingness to invest very big money in a deal on conditions that would secure better schools and higher standards.

For nearly two years now the unions' PR machines have been feeding their members the simple slogan "back to Houghton" with 33% increases for all. My open letter tries yet again to puncture the false and utterly unrealistic expectations generated by this propaganda but we have to face the fact that it has penetrated, with large numbers of teachers clearly unimpressed by an offer which would "restore" 9% over 4 years.

/I am

Chancellor of the Exchequer
HM Treasury
Parliament Street
LONDON SW1P 3AG

I am sending copies of the open letter to all our backbenchers (copy of covering letter attached) and it is being converted into a syndicated article for local newspapers. Chris Patten and I will continue to take every opportunity to state our case on television and radio and in the press.

Why
haven't it
already
been
done?

As for going beyond that and launching a national advertising campaign, I have put my officials on alert to do the necessary work. But I think that such a campaign would mark a new phase in the dispute. Today we still stand alongside the employers on the basis of an offer which we still hope to get the teachers and their unions to accept. We should not go it alone and allow Labour Councillors (and by extension the Opposition) the chance to distance themselves from an offer which they made, and the union leaders the opportunity to tell their members that even their own employers do not believe in the offer. It may be that we shall fail to sell the offer and our present unity with the employers will break down. Then I think we move to the business of persuading parents and the general public of the fairness of our case - a different audience requiring a different tone and message and perhaps most effectively reached through advertising. But we have not reached this stage yet.

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The most likely (though still uncertain) next development is a stock-taking meeting of the management panel next week. I would like to see how the employers view the matter then before shifting from the current emphasis of trying to persuade the individual teacher.

I am sending a copy of this letter to the Prime Minister and Norman Tebbit.

Yours ever,
Kevin

EDUCATION P.T.S

Teachers Pay