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From the Private Secretary

24 March 1986

The Prime Minister was grateful for your Secretary of State's minute of 21 March which described a series of documents which the Department of Employment intends to publish in the coming months.

The Prime Minister of course very much welcomes the intention to improve the presentation of the Department's programmes and to show that they form part of a total strategy. She is however a little concerned at the prospect of a series of documents appearing over a period of a few months. She fears the Government would be accused of increasing paperwork rather than reducing unemployment, and has asked whether some of the documents could be brought together to reduce the number of publications.

I am copying this letter to Jill Rutter (Chief Secretary's Office, H.M. Treasury) and Michael Stark (Cabinet Office).

(David Norgrove)

John Lambert, Esq.,
Department of Employment.

CONFIDENTIAL

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PRIME MINISTER

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Following the launch of the new budget measures to promote enterprise and employment and to help long term unemployed people back into jobs, I have been considering how we can best keep to the fore in the months ahead what we are doing through our enterprise, employment and training programmes.

2. It is important that all of these programmes are seen to be operating within a coherent strategy, that we increase public understanding of them, and that we secure recognition for the very considerable expenditure we are now devoting to these areas. We have three main objectives through these programmes - the promotion of enterprise and small firms to accelerate the growth of new jobs; the modernisation of our vocational education and training arrangements and help for unemployed people, including specifically the long term unemployed, to get them back into jobs or to remove them from the unemployment count.

3. I am planning to launch between the Easter and Summer Recesses a series of documents, which will bring out clear and in simple terms what we are seeking to achieve. These will include, in probable order of publications:

- the document "Action for Jobs" to be published on 8 April (and to be followed by a extensive national advertising campaign) which will outline all the many employment, enterprise and training programmes. This document will be made available in some 4,000 outlets, including all our local offices and in post offices, and is designed to indicate to employers, unemployed and employed people the programmes for them and where they can seek further information. Thereafter, all relevant advertisements and information about the schemes across the DE Group (including the MSC) will be brought together under a common "Action for Jobs" logo.

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- a memorandum responding to the Select Committee on Employment's recent proposals for a guarantee scheme for the long term unemployed. This will set out, among other things, our strategy for helping long term unemployed people through the new Restart Programme. We aim to publish towards the end of April.
- a memorandum on the promotion of tourism which will respond to the Select Committee's recent report and update progress made since we published "Pleasure, Leisure and Jobs" last year. This will be published in May.
- a further White Paper on De-regulation, which will be a sequel to "Lifting the Burden", which I intend to publish on 21 May.
- a White Paper on Vocational Education and Training which will bring together all the advances we have made over the last five years and outline our general strategy for modernising youth and adult training arrangements. It will, I hope, contain some important announcements on the development of TVEI and vocational qualifications, and material from the Secretary of State for Education and Science about other relevant developments in the education world. We hope to publish this in June.
- a White Paper on small firms and enterprise which will indicate the increasing importance and potential of self-employment and small firms and the steps we have taken to encourage the formation and growth of small firms. This will be published in July.

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Each of the above documents will be self-contained but I shall seek to relate each to the Department's overall objectives to promote enterprise and employment, improve training arrangements and help the long term unemployed. They will appear as part of a Common series.

4. This amounts to a formidable programme of work over the coming months, but I do think it important to bring out clearly the very considerable efforts we are now making through the programmes for which I am responsible and how they relate to each other under our general strategy to promote enterprise and jobs. I will, of course, work closely with colleagues concerned in preparing these documents.

5. I am sending a copy of this minute to all Cabinet colleagues and to Sir Robert Armstrong.

A handwritten signature in dark ink, appearing to be "D. Y.", is written over the typed name "DY".

DY

21 March 1986

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