



PRIME MINISTER

ACTION FOR JOBS - TELEVISION ADVERTISING

The first part of our Action for Jobs campaign draws to a conclusion at the beginning of July. Over 1 million booklets have been distributed to the public through Post Offices, Jobcentres and other outlets. Our researches show that 85% of those who have seen the booklet are impressed with its style and layout and find it easy to understand. The same research shows that about 30% of the public are aware of the campaign without prompting.

These are encouraging results for a campaign which has so far been based only on newspaper and radio advertising. I believe, however, that we now need to step up the pace of the campaign and tell a wider audience of the help that is available on our various employment, enterprise and training schemes.

I am, therefore, setting up a programme of television advertising. This will begin towards the end of July with advertising to establish the overall Action for Jobs campaign and its symbol of the opening door, and to emphasise the range of employment and training measures on offer. This will be followed towards the end of August by television advertising of the Restart Programme, which would aim to show some of the specific opportunities which are available to those who take up the offer of a counselling interview at the Jobcentre.

I have in mind to follow this up through the autumn with further bursts of television advertising both of the campaign itself and of specific measures. The MSC already have planned



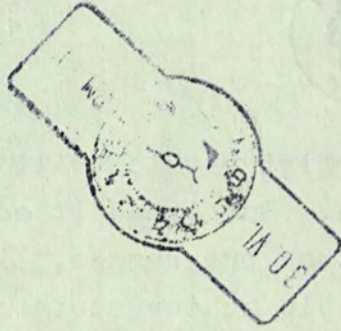
for the autumn some more YTS advertising which will be brought under the Action for Jobs umbrella. But in addition I think we need to raise the profile of other programmes, like the Community Programme, the considerable achievements of which are little known to the general public.

I will finance this programme of advertising from within existing resources. The advertising of the overall Action for Jobs campaign will cost in the region of £5 million which I will find from within existing provision for employment measures, principally the New Workers Scheme, on which we expect some degree of underspend this year. The Restart advertising, the cost of which would be about £3-4 million would come from MSC's existing funds for that Programme. Subsequent advertising of specific programmes would be found from within the relevant programme expenditure.

I believe this scale of advertising is necessary to help people find their way onto the various employment and training schemes and to emphasise the scale of what the Government is doing. I will, of course, keep you informed about progress.

I am copying this minute to the Lord President, the Chancellor of the Exchequer and the Chancellor of the Duchy of Lancaster.

30th D Y
June 1986



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