

PO - CH / NL / 0256

PART A

Part A

CONFIDENTIAL

(Circulate under cover and notify REGISTRY of movement)

Begins: 6/6/88

Ends: 25/7/88



PO -CH /NL/0256



PART A

Chancellor's (Lawson) Papers:

POLISHING THE SCOTTISH OFFICE IMAGE

Disposal Directions: 25 Years

28/9/95

PO -CH /NL/0256

PART A

PART A

june.11

cc same

This draft should be a sufficient check to precipitate action. I think I've shown a good way central, vfm, concern. ∴ as amended, below.

FROM: A M WHITE
DATE: 6 June 1988

- 1. MR PHILLIPS
- 2. CHIEF SECRETARY

cc **Chancellor**
 FST
 EST
 PMG
 Mr Monck
 Miss Peirson
 Mrs Wiseman

*AP.
6/6.*

POLISHING THE SCOTTISH OFFICE IMAGE

At your meeting on DTI advertising you spoke briefly about the report in the Guardian last week that the Secretary of State for Scotland was considering hiring consultants to advise on promotion of a fresh corporate image for the Scottish Office and its subordinate departments. I understand that you wish to write to Mr Rifkind to establish his intentions and I attach a low key draft letter for your approval.

2. As I understand it, the main motive force behind this initiative has been Mr Malcolm Fraser, the Scottish Office junior Minister with responsibility for Industry, and Mr Rifkind has not taken a particularly active role. Certainly no provision has been made in Scottish Office plans for significant expenditure in this area, although it is quite possible that consultants might recommend that fairly substantial sums could be required. We have no reason to believe that, although the Scottish Office is not tied to COI for advertising expenditure, official advice to Scottish Ministers has been anything other than fully in line with the 'Widdicombe' guidance.

3. But as the initiative is very much a Ministerial one, a letter from you is more likely to establish the Secretary of States intentions than further approaches at official level.

d Moulton

pp A M WHITE

DRAFT LETTER

FROM: CHIEF SECRETARY

TO: SECRETARY OF STATE FOR SCOTLAND

GUARDIAN REPORT ON SCOTTISH OFFICE PUBLICITY

I read ~~with interest~~ the article by Rob Edwards in the Guardian of 1 June about your intention to engage professional advice on the presentation of the activities and image of your department in Scotland.

As I understand it, your thinking is still at a fairly early stage and is not as yet reflected in any firm plans for advertising expenditure. Nevertheless, given my wider interests in publicity issues ^{as well as my concern with value for money,} I would find it helpful to have an outline of your thinking in this area before you become committed to any particular approach. I would be happy to meet ~~with~~ you if you felt ~~that a face to face~~ discussion was ~~the best way of appraising me of your views and intentions.~~

A. Morrison

PP JM

cc:
 Chancellor
 FST
 EST
 PMG
 Mr Monck
 Mr Phillips
 Miss Peirson
 Mr A M White
 Mrs Wiseman



Treasury Chambers, Parliament Street, SW1P 3AG

The Rt Hon Malcolm Rifkind QC MP
 Secretary of State for Scotland
 Scottish Office
 Dover House
 Whitehall
 London
 SW1A 2AU

7th June 1988

Dear Secretary of State,

GUARDIAN REPORT ON SCOTTISH OFFICE PUBLICITY

I read the article by Rob Edwards in the Guardian of 1 June about your intention to engage professional advice on the presentation of the activities and image of your department in Scotland.

As I understand it, your thinking is still at a fairly early stage and is not as yet reflected in any firm plans for advertising expenditure. Nevertheless, given my wider interests in publicity issues, as well as my concern with value for money, I would find it helpful to have an outline of your thinking in this area before you become committed to any particular approach.

If you would like a word, I would, of course, be at your disposal.

Yours sincerely,

for JOHN MAJOR

(Approved by the Chief Secretary
 and signed in his absence)

HP

FROM: H PHILLIPS
DATE: 9 June 1988

CHIEF SECRETARY

cc Chancellor — 2
Financial Secretary
Paymaster General
Economic Secretary
Mr Monck
Miss Peirson
Mr White
Ms Wiseman

POLISHING THE SCOTTISH OFFICE IMAGE

You have now written to Mr Rifkind picking up the report in last week's Guardian about the promotion of a fresh corporate image for the Scottish office. If you have not done so already you should see the attached copy of an article in the Glasgow Herald of 6 June. This goes to town on the subject, and implies that Mr Rifkind is more committed than Mr White's report (6 June) of his contacts with Scottish Office officials.

HP.

1 of 2

TO: DG, DDG, Mr Bolitho, Mr Hooper, Mr Brazier, Miss Luke, Mr Belben, Mr Leys
FROM: Press office

How Scottish Office²⁰ is being by-passed to promote Thatcher line

WHEN Mr Malcolm Rifkind returned from abroad last week one of the items in his in-tray was the proposal for a Scottish Office corporate logo. The very idea that a Government department should be putting its profile out to tender in the slippery world of imagery and public relations, along with toothpaste, soap powder, and other consumer durables, should not come as much of a surprise these days. It is just the latest stage in the Scottish Conservatives' determined effort to regain some measure of electoral support or, as they put it, to gain recognition for their efforts.

In the year since Mrs Thatcher's policies were so soundly rejected in Scotland the electorate has been bombarded relentlessly by Government publicity. This takes many forms from the traditional, and perfectly legitimate, provision of information by the Scottish Office to contrived party political propaganda. But in between there is developing a muddled area in which straight information becomes tainted by party policy. It is a new concept in British government and one which should be deplored.

In the Commons in recent months some Labour MPs have been asking questions about the Government's pursuit of beneficial publicity. The answers reveal the extent of this new trend. Joyce Quin (Gateshead East) discovered, for example, that the Department of Trade and Industry was spending a mere £250,000 a year on advertising when the Conservatives came to power in 1979. This year its estimated advertising bill is £7.9m. Paul Boateng (Brent South) took the inquiry a stage further when he discovered that the estimated cost of the DTI's television advertising campaign promoting the Enterprise Initiative cost £5.6m.



Mr Boateng found also that the Department of Health and Social Security was spending £169,000 a year when the Tories came to power and this year was spending almost £8m (although the Aids television campaign was a significant factor in that increase). Mr Anthony Blair (Sedgefield) found that more than £1.4m of this money was spent advertising the much-criticised changes in the benefit system and the department had plans to spend an extra £4m on pensions and family credit advertising next year.

Obviously no-one would quarrel with advertising warnings about Aids and we accept as a

Shadow Scottish Secretary Donald Dewar says it is difficult to know from Mrs Thatcher's entourage these days whether he is looking at Tory party officials or civil servants.

necessary expense the explanation of changes in social security benefits. But beyond that lies an area of political self-interest for the Government. Changing the image of a Government department like Trade and Industry to the point where people are encouraged to regard it as the "official" Enterprise Department working in line with a publicly embraced dogma borders on conning the public with its own money.

Similarly, the universally criticised changes in social security have been presented at huge expense as a "reform". In

fact there are many students of the changes who regard them as a retrograde step in social welfare. Paul Boateng says: "It is all an attempt by the Tories to change the political culture of our society. Everything is to be presented in a glib and glossy way which is characteristic of Lord Young's approach to the DTI's work. As far as the DHSS is concerned we know from many objective studies that money has been saved at the bottom of the social ladder and given to people at the top but you would never know that from the way in which the changes have been publicly presented."

Being good marketing men the Conservatives are promoting the party line hardest where it is loved least — in Scotland. Mr Rifkind spent almost £500,000 promoting the poll tax but that is insignificant when seen against the greater scheme of things. The Thatcher Revolution is being stamped on Scotland everywhere, except at the polls. The Scottish Conservatives now boast the most impressive PR and information staff of any party.

Mr John MacKay, the former MP for Argyll, now Tory chief executive in Scotland, has a staff of publicity officers headed by the personable Alex Pagett, a former senior Government information officer, who drives around Scotland at alarming speeds in a company Rover while barking orders on the car phone to his juniors. He has also been seen hopping out of Mr Rifkind's official limousine, a practice which crosses the demarcation line between party and

Publication: Glasgow Herald
Date: 2/1/88

TO: DG, DDG, Mr Bolitho, Mr Hooper, Mr Brazier, Miss Luke, Mr Belben, Mr Leys
FROM: Press office

2 of 2

8/16/88

Morning Star

Information on benefits 'blatantly concealed' 3=

THE government was yesterday accused of a "blatant attempt to conceal information from the public" when it introduced the social services changes in April.

Labour MP Max Madden complained that details had not yet been provided on the social fund, which came into operation two months ago.

He said that Social Services Minister Michael Portillo had promised details on the allocation of cash for specific DHSS offices and the basis on which claimants were given or denied assistance. These were still being withheld.

The government was now admitting that it had problems with staffing and the introduction of an £8 million computer network, which cut benefits to many people.

Mr Madden said that the government was setting a "dangerous precedent" by refusing to answer questions on the social fund and referring MPs to information held in the parliamentary library.

media resistance to some Prime Ministerial attitudes is well known.
The Scottish Office carries a staff of 27 press and information officers, with clerical back-up, in Edinburgh, Glasgow and London at an annual cost of £1.7m. These men and women instinctively shy away from overtly political matters which is right and proper. "There is absolutely no conflict," says Pagett. "I worked at SIO for years and I know the rules from both sides. The problem is that we in the Conservative Party are trying something new. We are creating political awareness in a way that has not happened in Scotland before but we are not interfering with the duties of the official information service."
Even so there is evidence that the SIO is to some extent being by-passed, not only by journalists in pursuit of information but by the Government itself in pursuit of party political brownie points.
In recent times the Conservatives have tended to make policy pronouncements by

Government (although he professes a memory blank at the very suggestion).
Mr Pagett says with a note of hurt in his voice that the idea of a conflict of interest between the Conservatives' Edinburgh publicity powerhouse and the Government's official Scottish Information Office is nonsense. He vehemently denies that the SIO's job is being usurped by Tory central office. But the fact is that anyone from newspapers and television who wishes the inside track on Scottish Office thinking nowadays knows that the answers are more and more often to be found in Chester Street, the Tories' crowded HQ in Edinburgh, than St Andrew's House.

Mr Pagett was a high flier in the SIO who twice served at No 10 Downing Street but turned down a promotion for family reasons, a course of action which did not go down too well with a certain Bernard Ingham, the Thatcher Revolution's ultimate (non-attributable) propagandist, whose impatience with Scottish

leaks and some of his stories actually turn out to be true. One such was his story about the Scottish Office putting the idea of its corporate identity out to tender. Nothing was heard of that idea from the official spokesmen in SIO. Likewise when the Sunday Times and Mrs Thatcher contrived to "save" Paisley Grammar the story went to Mr Malone and not to the education press officer in SIO.
Other former Tory MPs like Mr Michael Hirst and Mr Michael Ancram are active on the sidelines (Scottish Homes is one of Mr Ancram's babies) and it is sometimes difficult to avoid the thought that these defeated candidates together amount to a Scottish Tory Government in exile.
Sometimes the Government's own publicity machine shoots itself in the foot. When Mr Rifkind exploded in anger at the opening of the Glasgow Garden Festival because the Scottish Office had not been given as much credit as the Scottish Development Agency for its role he was a victim of his own propaganda. The Scottish Office, after all, funds the SDA and the SDA's famously efficient PR machine which can hardly be blamed for doing its job rather well. Inside the SDA there is a feeling that the hostile tone adopted by the parliamentary accounts committee towards agency spending is by way of

6 The fact is that anyone from newspapers and television who wishes the inside track on Scottish Office thinking nowadays knows that the answers are more and more often to be found in Chester Street, the Tories' crowded HQ in Edinburgh, than St Andrew's House. 9

leak to favoured newspapers, of which there are not many in Scotland, the most notable being Rupert Murdoch's Sunday Times, which has on the payroll Gerry Malone who lost his Commons seat last year. Mr Malone has gained a reputation as a Tory conduit for weekly

retaliation for the agency's eclipse of Government efforts at the Festival. What is the betting that the SDA press office feels some pressure soon?

The party political rather than the Prime Ministerial Mrs Thatcher is being seen more in Scotland in line with Mr MacKay's promise that she will spend more and more time here. It is becoming difficult to distinguish between party and State interests which is all part of the plan. Her speech to the General Assembly was made by invitation; all Prime Ministers are asked along but most choose not to speak in starkly political terms. Her visit to the Scottish Cup final, via the Garden Festival, was at the invitation of the Scottish Football Association although there are suggestions that the invitation was engineered after criticism last year when she left the Scottish Tory conference for Wembley.

Mr Donald Dewar, Shadow Scottish Secretary, says it is difficult to know from Mrs Thatcher's entourage these days whether he is looking at Tory party officials or civil servants. "These distinctions are becoming blurred," he says. "The Government must make a distinction between the legitimate spread of information such as changes in the law and people's rights, and the promotion of party policy. I don't think taxpayers' money should be used to give the Scottish Office a comfortable, more acceptable corporate image. There is a political undertone because the aim is to educate Scotland about the existence of the Scottish Office and to persuade them that more advanced forms of devolution are not necessary. Mr Rifkind is heading a great multinational which can afford a PR-induced user-friendly atmosphere of being a universal sugar daddy.
"It is a little bizarre that the Secretary of State should hound the local authorities for promoting their aims but be prepared to sign a taxpayers' cheque for exactly the same exercise in the name of his own department."

Mr Rifkind did not take long to make his decision on a corporate identity for the Scottish Office. He announced his authorisation for the British trade press on Friday and we shall see the effects of it before the summer is out.



[Handwritten initials]

FROM: ZOË EVEREST-PHILLIPS
DATE: 17 June 1988

MR H PHILLIPS

2- CC:
Chancellor
Financial Secretary
Paymaster General
Economic Secretary
Mr Monck
Miss Peirson
Mr White
Ms Wiseman

POLISHING THE SCOTTISH OFFICE IMAGE

The Chief Secretary has seen your note of 9 June and has commented:

"Well spotted - our warning note was clearly worthwhile."

[Handwritten signature of Zoë Everest-Phillips]

ZOË EVEREST-PHILLIPS
Assistant Private Secretary

july.32

FROM: A M WHITE
DATE: 13 JULY 1988

PS/CHIEF SECRETARY

cc Mr Phillips
Miss Peirson
Mrs Wiseman

PROMOTING THE SCOTTISH OFFICE IMAGE

It is now over a month since the Chief Secretary wrote to Mr Rifkind (copy attached) asking for an outline of his thinking on this subject, before any particular approach was adopted.

2. I have been chasing at official level to no avail.
3. Mr Rifkind is clearly carrying his plans forward, and he attracted attention from the media and the opposition (transcript from Today of 2 July attached).
4. It may be that he is delaying his response to the Chief Secretary until agencies and consultants have responded to the brief he has put out to prepare a corporate image campaign for his Department. That, as we discover from his written answer to Mr Dewar of 5 July (copy attached) should be this Friday 15 July.
5. I would be grateful if you could remind Mr Rifkind's private office that the Chief Secretary is owed a response to his letter of 7 July.



A M WHITE



Chancellor
FST
EST
PMG
Mr Monck
Mr Phillips
Miss Peirson
Mr A M White
Mrs Wiseman

2-

Treasury Chambers, Parliament Street, SW1P 3AG

The Rt Hon Malcolm Rifkind QC MP
Secretary of State for Scotland
Scottish Office
Dover House
Whitehall
London
SW1A 2AU

*Scottish
Dossier
A/16*

7th June 1988

Dear Secretary of State,

GUARDIAN REPORT ON SCOTTISH OFFICE PUBLICITY

I read the article by Rob Edwards in the Guardian of 1 June about your intention to engage professional advice on the presentation of the activities and image of your department in Scotland.

As I understand it, your thinking is still at a fairly early stage and is not as yet reflected in any firm plans for advertising expenditure. Nevertheless, given my wider interests in publicity issues, as well as my concern with value for money, I would find it helpful to have an outline of your thinking in this area before you become committed to any particular approach.

If you would like a word, I would, of course, be at your disposal.

*Yours sincerely,
John Major*

for JOHN MAJOR
(Approved by the Chief Secretary
and signed in his absence)

TODAY : BBC RADIO 4 : 0700 : 2.7.88 :

JOHN HUMPHRYS:

The Scottish Office wants to change its image so it is preparing to spend a large sum of money, probably a million pounds or two, on a new corporate identity to sell itself to the Scottish people.

It's the latest in a long line of Government Ministries to go into the image promoting business. Last year, they spent about £88 million on advertising and this year they're likely to spend even more.

The Labour Party says the Government is using the money for political purposes. Opposition MPs in Scotland are particularly suspicious that a revamped Scottish Office will be used to promote the Tory Party. In the last election, the Tories won only 10 of the 72 seats. Kim Catcheside reports on Government advertising campaigns.

-FILM-

-Extract from Government advertisement-

TELLEX
THE BROADCAST REPORTING SERVICE
REPORT

SS

'VOICEOVER:

It's a partnership. Together, with specialist expertise from the private sector, DTI's Enterprise Initiative helps businesses help themselves.'

K.C:

That identity was created by corporate image makers, Wolff Olins, who've also worked for the DHHS and more recently the Metropolitan Police.

Managing Director, Brian Boyland says the campaign was justified by a genuine change in the DTI.

BRIAN BOYLAND:

The new look for the DTI, the new material and indeed the change or the introduction of a Department for Enterprise is meant to indicate that it's no longer what it was before.

If a Government department has changed, or is embarking upon a change, then it's entirely legitimate to use the devices like corporate identity or to use techniques like advertising but only if they have changed.

K.C:

And that's the justification used by Malcolm Rifkind, the Secretary of State for Scotland, for doing the same thing for the Scottish Office.

RT HON MALCOLM RIFKIND MP:

What one's anxious to ensure is that the Scottish Office, which is responsible for a very wide range of policies, that its responsibilities in Scotland are well understood and there are of course also agencies of Government, which are wholly funded by Government such as the Scottish Development Agency, Highland and Islands Development Board and others, which are part of the overall effort that Government is responsible for in Scotland.

K.C:

But the Shadow Scottish Spokesman, Donald Dewar, interprets the plans as a sinister attempt to promote the Tory Party North

of the border.

DONALD DEWAR MP:

We gather that they are concerned about Scotland's interest in devolution and devolved forms of Government. So this is to sell the Scottish Office and convince the people of Scotland that they don't need to think in these terms because they're getting such a wonderful package from kind Mr. Rifkind.

Well, I just don't think that's the business of Government. We shouldn't be trying to put a nice, comfortable face, by means of PR image-building on a Scottish Office which has got political problems.

K.C:

It's certainly true that the Tory Party has problems in Scotland. It holds a fraction of the Parliamentary seats and has little power in local government. Malcolm Rifkind is aware that he'll have to be very careful about the way advertising is used in Scotland.

M.R:

I'm very sensitive of the fact that it would not be a proper use of public funds to contemplate using a Government department for party political purposes.

We have our own Conservative Party Central Office and it has a responsibility on the party side but so far as the Scottish Office is concerned, that's a Government Department.

What we're anxious to ensure is that the contribution the Scottish Office makes to the public life of Scotland and the important contribution it makes to the welfare of the people of Scotland is something that is fully appreciated irrespective of party politics.

K.C:

But Donald Dewar promises that he'll fight the planned image change every step of the way. He says that the Government has crossed the fine line between giving necessary information to the

public and manipulating the media to buy votes. -

D. D:

This isn't telling people anything in terms of what they can do or what's going to happen to them. This is just like a great multinational whether it be an oil company, whether it be a soup company, it's just trying to say, "We are in some sort of way a beneficent force for good. We are doing a great job."

Well, that's for people to look at with their own judgement impartially and not to have it blurred by the wiles and the professional manipulation of ad-men at your expense and my expense as taxpayers.

DAVID LOMAX:

Donald Dewar MP, ending that report by Kim Catcheside.

SCOTLAND

Departmental Image

Mr. Dewar: To ask the Secretary of State for Scotland whether he has appointed design consultants with a remit to prepare a corporate image promotion campaign for his Department.

Mr. Rifkind: No. The agencies and consultants who have shown an interest in the initiative have until 15 July to respond to the written brief.

Mr. Dewar: To ask the Secretary of State for Scotland what funds he intends to allocate from his departmental budget in order to conduct an advertising campaign to promote the corporate image of his Department.

Mr. Rifkind: As I have already explained in correspondence with the hon. Gentleman, I cannot at this stage say what the cost of the campaign might be. We shall

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Written Answers

5 JUL

not be in a position to determine that until we have considered the ideas of the firms which are interested and decided how the best value for money is to be secured.

Mr. Dewar: To ask the Secretary of State for Scotland what discussions have taken place between his Department and design or public relations or advertising firms concerning a campaign to promote the corporate image of his Department; and if he will name the firms involved.

Mr. Rifkind: An oral briefing on our written proposals was offered to those firms which responded to a public advertisement of my intentions. Over 40 firms attended, but it would not be proper for their names to be divulged.



(needs earlier
[internal] pps)

CH/EXCHEQUER	
REC.	13 JUL 1988
ACTION	Mr Phillips
COPIES TO	PS/CST PS/EST
	Sir P Middleton, Mr Anson
	Miss Peirson, Mr AM White,
	Mr Call

13/7

HOUSE OF COMMONS
LONDON SW1A 0AA

HM TREASURY - MCL	
REC'D	13 JUL 1988
ACTION	

Mr Anson
Mr AM White,
Mr Call
Mr Devereux-COI

Dear Chancellor

I am writing to draw your attention to the apparent abuse of the Government's £100m advertising budget and in particular to the Scottish Office advertising campaign which clearly crosses the dividing line between imparting facts and pushing political propaganda.

As the document SCOTTISH OFFICE AND ITS ACTIVITIES states one of the objectives of the new Government advertising campaign in Scotland is to publicise Ministers by showing how services in Scotland "derive from the Scottish office under the direction of the Secretary of State and his Ministers"

The document also states that the aim is to show how the work of Scottish Office agencies "reflect the policies and decisions of the Secretary of State and his Ministerial colleagues in the Scottish Office"

The document then states that it is "the wish of Ministers that the benefits of government action in Scotland should be more clearly attributed"

Scottish Tory Ministers have now clearly crossed the dividing line between publicising Scotland and advertising themselves. They are no longer just imparting facts but pushing propaganda about themselves

This new campaign clearly breaches the rules set down in CENTRAL GOVERNMENT CONVENTIONS ON PUBLICITY AND ADVERTISING which states that the treatment of policy issues "should not be personalised" and that presentation of publicity as well as the content and tone should not be party political.

This purely party-political use of Government money is confirmed by the fact that it was a Government Minister- Mr Michael Forsyth who led the briefing of the advertising agencies on the job he wanted done

The SCOTTISH OFFICE advertising brief which offers a clear political message would debar the IBA from accepting TV commercials because the deliberate emphasis on promoting Ministers runs counter to IBA guidelines that "due



impartiality is observedas respects matters of political or industrial controversy or relating to current public policy". The IBA have already stated that they must ensure "that the Government is doing none other than imparting factual information to the public about the nature and purposes of services grants benefits schemes etc which the public may wish to take advantages off"

Government advertising has risen from £18m in 1978-79 to more than £88m last year and an estimated £100m this year .Because of the considerable sums of public money involved, there is clearly an urgent need for more stringent rules to be applied. I hope you will agree that as a first priority the Scottish Office campaign should be investigated with a view to preventing the self-advertisement of Ministers at public expense

Yours faithfully

Gordon Brown

Gordon Brown
Dunfermline East

THE SCOTTISH OFFICE AND ITS ACTIVITIES

1. Scottish Office Ministers are concerned to ensure that the extent of central government – and central government sponsored – activity in Scotland is more widely appreciated.
2. Leaving aside local authorities (which, although substantially funded by central government, are not agencies of central government) government action in Scotland manifests itself in three main ways –
 - (a) through the Scottish Office itself;
 - (b) through agencies, such as the Scottish Development Agency, which are largely or exclusively funded by the Scottish Office;
 - (c) through other Government Departments – in particular, DHSS and the Department of Employment (including the Manpower Services Commission).

There is no particular logic in the division of functions among these three groupings, and few people outside government could confidently distinguish, for instance, the roles of (a) from those of (c).

How can we present the benefits accruing from government action in Scotland as a cohesive whole? And how can we ensure that the public at large should not be in any doubt that the services provided and functions discharged under which (a) and (b) derive from the Scottish Office under the direction of the Secretary of State and his Ministers?

Background

3. The Scottish Office is a federal Department. Included within it are the:
 - Scottish Education Department
 - Scottish Home and Health Department
 - Scottish Development Department
 - Department of Agriculture and Fisheries for Scotland
 - Industry Department for Scotland

supported by 'Central Services' which include a variety of support units and the Finance and Personnel Divisions which handles policy on local government finance.

In addition there is the:

Scottish Courts Administration

which reports to the Secretary of State for Scotland on matters relating to the staffing and running of the courts and which has a substantial building programme.

4. The Secretary of State for Scotland has Ministerial responsibility for, and finances, a number of bodies, mainly statutory, of which the most significant are:

Scottish Development Agency

Highlands and Islands Development Board

Health Boards (15) and the Common Services Agency

Locate in Scotland

New Town Corporations (5)

Scottish Tourist Board

Scottish Sports Council

Countryside Commission for Scotland

Central Institutions (12)

National Gallery of Scotland

National Library of Scotland

National Museums of Scotland

Royal Botanic Gardens

Scottish Agricultural Colleges (3)

Scottish Agricultural Research Institutes (5)

Scottish Homes.

He also provides funding to a wide range of voluntary organisations usually in support of headquarters expenditure.

5. The Secretary of State also has Ministerial responsibility for Departments and organisations not listed in paragraphs 3 and 4. These are not considered further in this paper, but for the record the most significant are:

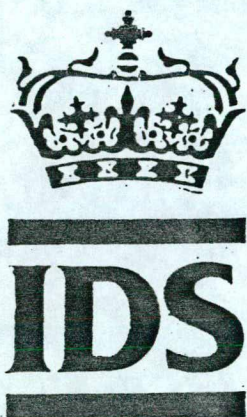
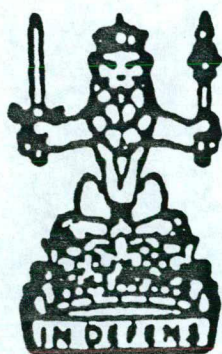
- South of Scotland Electricity Board
- North of Scotland Hydro-Electric Board
- Scottish Transport Group
- Department of the Registers of Scotland
- General Register Office (Scotland) (the Registrar General's Department)
- Scottish Record Office.

Current Practice on the Presentation of Ministerial Policies

6. The presentation of Ministerial policies, the announcement of Ministerial decisions and general relations with the press are the responsibility of the Scottish Information Office which is part of the Scottish Office. The "house style" of the Scottish Information Office (SIO), as expressed in the format and content of its press notices, concentrates on "the Scottish Office", but each of the Departments listed in paragraph 3 has its own clientele which is more familiar with its name than with the concept of "the Scottish Office". Apart from the format and content of SIO material and the events which marked the centenary of the Scottish Office in 1985 (the publication of a history and a number of press, television and radio presentations), no systematic arrangements have been made to promote the image of the Scottish Office. By contrast, a great deal of effort and money has been invested in promoting the image of some of the bodies listed in paragraph 4, particularly the SDA and the HIDB.
7. Ministers believe the Scottish public should be made aware that the work of the bodies referred to in paragraphs 3 and 4 reflect the policies and decisions of the Secretary of State and his Ministerial colleagues in the Scottish Office. In particular, the Scottish Office should be identified as the source of funds for projects such as roads, factories, environmental improvement, hospitals and so on. (Although projects undertaken by local authorities also reflect decisions by the Secretary of State, it is not intended for the present to cover local authorities by the arrangements envisaged in this paper.)

8. At present the Scottish Office uses a number of different logos: examples are attached. IN DEFENS is the Scottish crest and the oval logo is the Secretary of State's crest (the Scottish version of the Royal Arms). The Thistle and the Scottish Crown (as approved by H.M. The Queen in 1953) was designed for the Scottish Office Centenary in 1985. The IDS logo which also depicts the more open Scottish Crown came into use in 1984 when the Department changed its name from the Scottish Economic Planning Department.
9. The IN DEFENS logo is used on the official stationery of the Departments of the Scottish Office apart from IDS (and on the stationery of the offices in Scotland of some UK Departments). The Royal Arms is used on the official stationery of the office of the Secretary of State and of the Permanent Under Secretary of State. Any logo embodying the Crown must have the approval of Lord Lyon King of Arms and may need to be submitted for approval by H.M. The Queen. It should be noted that the Thistle and the Crown design was approved by Lyon for use only in connection with the Scottish Office centenary; but it has been used subsequently on Scottish Office telephone directories.
10. Decisions have already been made and are being implemented for the on-site identification of the Scottish Office with projects in the Health Service: a copy of the format to be used which illustrates the difficulties is attached.
11. Given the wish of Ministers that the benefits of government action in Scotland should be more clearly attributed; that what Government does and sponsors in Scotland should as far as is reasonable be credited to the Scottish Office; that the role of the Scottish Office should be more clearly identified and publicised; and that the image of "the Scottish Office" should be given a higher profile, consultants are invited to present proposals which should:
 - (a) indicate an approach to establishing a corporate identity for the Scottish Office and its activities.
 - (b) suggest a strategy for projecting Scottish Office support in projects undertaken by other agencies, local authorities and voluntary organisations.
 - (c) estimate the costs, and timescale involved in implementing (a) and (b).

Scottish Office
June 1988



SCOTTISH OFFICE

Another Development in the NHS Building Programme

H M Government Funded



Lothian Health Board

West Lothian Hospital Phase 2

A £16 million project opening 1992



SCOTTISH OFFICE
WHITEHALL, LONDON SW1A 2AU

The Rt Hon John Major MP
Chief Secretary of the Treasury
Treasury Chambers
Parliament Street
LONDON
SW1P 3AG

CHIEF SECRETARY	
REC.	14 JUL 1988
ACTION	Mr AM White
COPIES TO	CX FST PMG EST
	Mr Monck Mr H Phillips
	Mrs Pearson
	Mrs Duseman

13 July 1988

Dear John,

SCOTTISH OFFICE AWARENESS

Thank you for your letter of 7 June about our decision to develop a new corporate identity for the Scottish Office.

In Scotland, the public have traditionally found it difficult to appreciate what exactly the Scottish Office does and how it relates to other Government departments and agencies. (A Mori poll conducted in 1985 showed that 64 per cent of those questioned had no knowledge of the Scottish Office). This is a perfectly understandable difficulty arising from the disparate but wide ranging nature of Scottish Office responsibilities.

Since becoming Secretary of State I have been conscious of this lack of understanding in Scotland about the Scottish Office and its many roles and, given the important part it plays in the everyday lives of the people of Scotland, I believe there is very good reason to try to present a more coherent identity. I have therefore decided to invite consultants, in open competition, to give us their professional views as to how best we can go about achieving this.

Michael Forsyth, whom I have asked to take the lead on this, gave a briefing to interested agencies on 20 June. Written responses are to be with us by Friday, 15 July. Once these have been considered a short-list will be drawn up and those selected will be invited to make formal presentations.

The companies responding to our invitation are being asked to cost out their proposals. You may take it that the final selection will take very much into account the question of how the best value for money can be secured.

I will keep you informed as we progress on this but I hope this is helpful in the meantime.

*Yours ever,
Malcolm*

MALCOLM RIFKIND

passed on
mpw.

FROM: H PHILLIPS
DATE: 14 July 1988

MR A M WHITE

cc PS/Chancellor - 2nd.
PS/CST
PS/EST
Sir P Middleton
Mr Anson
Miss Peirson
Mr Call

Ch/ X is behind! Wde?
you think it appropriate
for CST to write?
mpw 14/7

SCOTTISH OFFICE PUBLICITY

X You have a copy of Mr Gordon Brown's letter to the Chancellor protesting about alleged abuse of publicity expenditure, and Mr Rifkind has now replied to the Chief Secretary's enquiry about what is going on.

2. I spoke to the Permanent Secretary (Mr Hillhouse) this morning to say that we were concerned that, this issue was getting out of control. He assured me that no decisions had been taken, no publicity undertaken, and no money committed to any new Scottish Office promotional activity. What Mr Brown has, and has sent us, is a brief to consultants invited to advise on what might be done. I said that this was helpful, and reminded him of the Chief Secretary's wider responsibilities in relation to publicity.

✓ 3. You are in touch with your opposite numbers in the Scottish Office and have sent them a copy of Mr Brown's letter. It may be best when we offer the Chief Secretary a reply to Mr Rifkind to enclose a draft reply to Mr Brown.

HP.

HAYDEN PHILLIPS

july.35

prop
~~BT 18/7~~

Ch/you have other

FROM: A M WHITE
DATE: 15 JULY 1988

- 1. MR PHILLIPS
- 2. CHIEF SECRETARY

- cc Chancellor
- Economic Secretary
- Sir P Middleton
- Mr Anson
- Miss Peirson
- Mr Call
- Mr Devereau COI

passed on to PS/CST who will sort out with HP.

N/A @ -
W: m.

PPS

npw

SCOTTISH OFFICE PUBLICITY: MR GORDON BROWN MP'S LETTER

prop

Mr Gordon Brown, MP wrote to the Chancellor on 13 July alleging abuse of publicity expenditure by the Secretary of State for Scotland. He enclosed with his letter, and based his accusations on, a brief recently issued by the Scottish Office seeking proposals for improving the image of the Scottish Office.

2. We had become aware of this initiative by Scottish Office Ministers early last month, when it was reported in the Guardian. You then wrote to Mr Rifkind asking that he should outline his thinking to you.

3. Mr Rifkind's response, also of the 13 July, confirms that Michael Forsyth gave a briefing to interested agencies and consultants on 20 June, inviting proposals by 15 July (I understand some 20 firms attended). No decisions have yet been taken on how to proceed in the light of those responses, nor in particular has any money been set aside for an advertising campaign.

4. There is therefore very little ground on which Mr Gordon Brown's accusations could be based. However, the written brief to consultants was not particularly well drafted - Mr Gordon Brown highlighted one or two of its infelicities (although interestingly not its first sentence where I would have felt "appreciated" should have caught his eye). COI share our view on the quality of the brief but, as the Scottish Office is

responsible for its own publicity and advertising, Mike Devereau was consequently not consulted on the brief.

5. It is easy at this stage to simply reject Mr Gordon Brown's accusations, leaving it to Mr Rifkind to handle any further developments of his initiative in a way which does not lead to further difficulty. For example, he may well decide that an advertising campaign would not represent good value for money in improving public understanding if the role of the Scottish Office, whereas some alteration to "house style", improved logos and the erection of placards on the sites of various Scottish Office funded projects might do the trick.

6. Mike Devereau, who will be consulted on the next stages of the Scottish initiative - the appraisal of consultants proposals - can be relied on to inject sound advice on value for money.

7. The attached draft letter to Mr Gordon Brown, MP, therefore concentrates on telling him that no impropriety of the sort he suggests has occurred, for there has been no such advertising campaign, and that it remains for the Secretary of State to consider, in the light of responses from consultants, what if any action to take.

8. I have cleared the text of this draft with Scottish Office officials, who offered no amendment. I assume that you would wish to consult Mr Rifkind before sending it, so I also attach a draft to him which also acknowledges his not very forthcoming letter to you of 13 July, and reminds him of the need to keep you in touch with the development of his thinking in this area.

*I am with @ am
sure to take a Sunday
Brown states the whole matter.
It tells him that there is no
such cause for concern, for
since no such advertising
campaign has taken place -
clearly implies that there
is no advertising campaign
of that place, there is no
contest for election.
This seems to be
a mistake.*


A M WHITE

DRAFT LETTER FROM CHIEF SECRETARY
TO SECRETARY OF STATE FOR SCOTLAND

SCOTTISH OFFICE AWARENESS

Thank you for your letter of 13 July.

2. It is helpful to know that you have not as yet reached any decision on what if any publicity you might wish to engage in to clarify the activities of the Scottish Office in the public mind.

3. As I indicated in my letter I am interested not only in the question of the value for money that can be attributed to such expenditure, but also in the wider publicity issues involved. I would be most grateful if you could keep me closely in touch with the development of your thinking in this area.

4. One manifestation of the interest your thinking has already attracted is a letter from Gordon Brown to the Chancellor asserting that you have gone beyond the conventions that apply to Government publicity. I am proposing to reply to him along the lines of the attached draft, on which your officials have been consulted but before doing so I should like to know that you are content with it.

DRAFT LETTER FROM CHIEF SECRETARY
TO GORDON BROWN MP

You wrote to the Chancellor on 12 July expressing concern about Scottish Office publicity.

2. Malcolm Rifkind assures me your concern is misplaced. There has been no Scottish expenditure of the kind you imply.

3. The document you enclosed was a brief sent to agencies and consultants seeking their views on how the public might be better informed of the activities of the Scottish Office.

4. No decision has been taken to embark on an advertising campaign and no money has been set aside for that purpose.

5. Responses are due from agencies and consultants on 15 July, as Malcolm made clear in his reply to a question from ^{Donald Dewar} A on 5 July. In considering what, if any, action to take in the light of those responses Malcolm will, as always, have full regard to the conventions applying to Government publicity.

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Handwritten initials and signature in a circle, with 'Call' written in red next to it.

Handwritten initials 'pps pl'.

FROM: H PHILLIPS

DATE: 18 July 1988

CHIEF SECRETARY

Ch/Hayden has revised draft with which you were unhappy. New version at x.

cc Chancellor
Economic Secretary
Sir P Middleton
Mr Anson
Miss Peirson
Mr Call
Mr Devereau - COI
Mr Ingham - No.10

Handwritten initials 'mp'.

SCOTTISH OFFICE PUBLICITY: MR GORDON BROWN MP'S LETTER

I attach a note from Mr White about how you might respond both to Mr Rifkind's letter to you, and Mr Gordon Brown's protest about possible Scottish Office publicity activity. I held this back on Friday night because I wanted to revise both draft letters concerned. The revised versions are attached to this minute.

2. The draft to Mr Rifkind is pretty firm. At one level it is perfectly sensible, and logical, to examine letterheads, and logos, and see whether information about the activities of a Government department is actually getting through to the public they are intended to benefit. The important judgement is how this is done, and whether the methods chosen both represent value for money and do not breach the conventions on Government publicity. This is likely to be a more delicate matter in Scotland than in England, and Mr Rifkind will want to ensure when he comes to a decision that the decision in itself is not so controversial in the Scottish context that it undermines the effect he intends. (It has not been helpful in this respect that the contacts with the agencies who have been invited to put forward their views have, I understand, been handled at Ministerial level, by Mr Forsyth, rather than through officials.)

3. The letter to Mr Rifkind therefore asks him to consult you before any decisions are taken. And I have underlined this point to the Permanent Secretary, who will be the Accounting Officer for any such expenditure.

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4. The letter to Mr Gordon Brown makes the point that the objective of better explanation is legitimate. It would be a mistake to rely in our reply only on the fact that no decision has yet been taken and no money committed.

5. Are you content to write as now proposed?

HP.

HAYDEN PHILLIPS

july.35

FROM: A M WHITE
DATE: 15 JULY 1988

1. MR PHILLIPS
2. CHIEF SECRETARY

cc Chancellor
Economic Secretary
Sir P Middleton
Mr Anson
Miss Peirson
Mr Call
Mr Devereau COI

SCOTTISH OFFICE PUBLICITY: MR GORDON BROWN MP'S LETTER

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2. We had become aware of this initiative by Scottish Office Ministers early last month, when it was reported in the Guardian. You then wrote to Mr Rifkind asking that he should outline his thinking to you.

3. Mr Rifkind's response, also of the 13 July, confirms that Michael Forsyth gave a briefing to interested agencies and consultants on 20 June, inviting proposals by 15 July (I understand some 20 firms attended). No decisions have yet been taken on how to proceed in the light of those responses, nor in particular has any money been set aside for an advertising campaign.

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responsible for its own publicity and advertising, Mike Devereau was consequently not consulted on the brief.

5. It is easy at this stage to simply reject Mr Gordon Brown's accusations, leaving it to Mr Rifkind to handle any further developments of his initiative in a way which does not lead to further difficulty. For example, he may well decide that an advertising campaign would not represent good value for money in improving public understanding if the role of the Scottish Office, whereas some alteration to "house style", improved logos and the erection of placards on the sites of various Scottish Office funded projects might do the trick.

6. Mike Devereau, who will be consulted on the next stages of the Scottish initiative - the appraisal of consultants proposals - can be relied on to inject sound advice on value for money.

7. The attached draft letter to Mr Gordon Brown, MP, therefore concentrates on telling him that no impropriety of the sort he suggests has occurred, for there has been no such advertising campaign, and that it remains for the Secretary of State to consider, in the light of responses from consultants, what if any action to take.

8. I have cleared the text of this draft with Scottish Office officials, who offered no amendment. I assume that you would wish to consult Mr Rifkind before sending it, so I also attach a draft to him which also acknowledges his not very forthcoming letter to you of 13 July, and reminds him of the need to keep you in touch with the development of his thinking in this area.



A M WHITE

**DRAFT LETTER FROM CHIEF SECRETARY
TO SECRETARY OF STATE FOR SCOTLAND**

SCOTTISH OFFICE AWARENESS

Thank you for your letter of 13 July.

2. I am glad to know that you have not as yet reached any decision on what if any publicity you might wish to engage in to clarify the activities of the Scottish Office in the public mind.

3. As I indicated in my letter I am interested not only in the question of the value for money given by any such expenditure (eg objectives, target audience, measurement of effects etc), but also in the wider issues involved especially ensuring that there can be no foundation for any allegations that public funds are being used for any party political objective. I would be most grateful if you could keep me closely in touch with the development of your thinking in this area, and consult me before any decisions are taken.

4. We already have a letter from Gordon Brown to the Chancellor asserting that you have gone beyond the conventions that apply to Government publicity. I am proposing to reply to him along the lines of the attached draft, but before doing so I should like to know that you are content with it.

**DRAFT LETTER FROM CHIEF SECRETARY
TO GORDON BROWN MP**

You wrote to the Chancellor on 12 July expressing concern about Scottish Office publicity.

2. Malcolm Rifkind assures me your concern is misplaced. The document you enclosed was a brief sent to agencies and consultants seeking their views on how the public might be better informed of the activities of the Scottish Office. As you know explanation to the public of the activities of a Government department is a proper objective to pursue, and it is on how that might be done that Malcolm is now engaged.

3. No decision has been taken to embark on an advertising campaign and no money has been set aside for that purpose. Responses are due from agencies and consultants on 15 July, as Malcolm made clear in his reply to a question from Donald Dewar on 5 July. In considering what, if any, action to take in the light of those responses Malcolm will, as always, have full regard to the conventions applying to Government publicity.

CONFIDENTIAL



ppp-

Treasury Chambers, Parliament Street, SW1P 3AG

The Rt Hon Malcolm Rifkind QC MP
Secretary of State for Scotland
Scottish Office
Dover House
Whitehall
London
SW1A 2AU

cc:
Chancellor
EST
Sir Peter Middleton
Mr Anson
Mr H Phillips
Miss Peirson
Mr Call

Mr Devereau - COI
Mr Ingham - No. 10

19th July 1988

Dear Malcolm,

SCOTTISH OFFICE AWARENESS

Thank you for your letter of 13 July.

I am glad to know that you have not as yet reached any decision on what, if any, publicity you might wish to engage in to clarify the activities of the Scottish Office in the public mind.

As I indicated in my letter I am interested not only in the question of the value for money given by any such expenditure (e.g. objectives, target audience, measurement of effects etc), but also in the wider issues involved especially ensuring that there can be no foundation for any allegations that public funds are being used inappropriately. I would be most grateful if you could keep me closely in touch with the development of your thinking in this area, and consult me before any decisions are taken.

We already have a letter from Gordon Brown to the Chancellor asserting that you have gone beyond the conventions that apply to Government publicity. I am proposing to reply to him along the lines of the attached draft, but before doing so I should like to know that you are content with it.

Yours Ever,
John Major
JOHN MAJOR

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TO GORDON BROWN MP**

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2- cc:
 Chancellor
 EST
 Sir Peter Middleton
 Mr Anson
 Mr H Phillips
 Miss Peirson
 Mr Call
 Mr Gieve
 Mr Devereau - COI
 Mr Ingham - No. 10

Treasury Chambers, Parliament Street, SW1P 3AG

Gordon Brown Esq MP
 House of Commons
 London
 SW1A 0AA

25th July 1988

Dear Gordon,

You wrote to the Chancellor on 12 July expressing concern about Scottish Office publicity.

Malcolm Rifkind assures me your concern is misplaced. The document you enclosed was a brief sent to agencies and consultants seeking their views on how the public might be better informed of the activities of the Scottish Office. As you know explanation to the public of the activities of a Government department is a proper objective to pursue, and it is on how that might be done that Malcolm is now engaged.

No decision has been taken to embark on an advertising campaign and no money has been set aside for that purpose. Responses were due from agencies and consultants on 15 July, as Malcolm made clear in his reply to a question from Donald Dewar on 5 July. In considering what, if any, action to take in the light of those responses Malcolm will, as always, have full regard to the conventions applying to Government publicity.

Yours sincerely,
John Major

JOHN MAJOR