

PRIME MINISTER

Please see Bernard's note to the Lord President (attached) about promoting a more positive public attitude to the European Community.

The aim is good but I am not sure about the means. If a group is set up under the FCO it risks becoming over bureaucratic. There was a great exercise some months ago which disgorged a rather indigestible document called "The Positive Approach". It never had much impact.

A more informal and flexible system run by Bernard himself rather than by the FCO would be more effective. He could commission snappy pieces direct from Departments on various aspects of the Community. Once approved by the Lord President, they could be put around to Ministers to draw on for radio/TV appearances, speeches, etc.

Bernard would be happy with this. Agree?

C.D.P.

Yes but doubt  
whether we need  
any campaign at present.

There are more important matters  
to concentrate at present

C. D. POWELL

29 June, 1984

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MR INGHAM

You will want to see the Prime Minister's comments on your note to the Lord President about the European Community. This seems to me to strengthen the case for doing the exercise in a fairly informal way, under your direction, without too many committees. You may want to discuss.

EDP

2 July 1984

LORD PRESIDENT

EUROPEAN COMMUNITY

We need to consider urgently, given the gap in Government action in August and September, how we might reconcile the British public with membership of the Community after the Fontainebleau settlement.

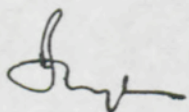
The Government has been concerned intermittently over the last five years to try to promote the European Community in the eyes of the electorate. But all attempts have been bedevilled by the long-running Budget dispute.

Now that this is behind us we should aim before the Recess to strike a new and positive note as a Government both towards membership of the Community and what we want to do with it in the future. Such an effort would involve a large number of departments. But progress is likely to be made most quickly if a small working party were to work up a programme of action for the immediate future (July); the medium term (to the end of the year); and the longer term.

I would suggest that such a group might usefully meet under FCO chairmanship and involve, in the first instance:-

No 10  
Treasury  
MAFF  
DTI  
Transport

If you agree, I would be prepared to call the first meeting next week with the objective of persuading the FCO to take the lead. I would be grateful for your approval.



BERNARD INGHAM  
28 June 1984