

CONFIDENTIAL

cc PS/PUS

Mr James  
Mr Bloomfield ✓  
Mr Payne  
Mr Cudlipp  
Mr Gilliland  
Mr Roberts  
Mr Seaman  
Mr Webster  
Mr Allan

MR ENGLAND

PUBLICITY ACTIVITY DURING THE CEASE FIRE

PUS asked me to consider publicity activity during the cease fire with Mr Cudlipp, Mr Gilliland and Mr Roberts and with the Army and RUC public relations staff.

We have considered this carefully and I attach a report by Mr Gilliland which brings together our ideas and recommends action under six heads, as follows:-

1. Action to "spruce up" and improve run down areas  
(para 3(a) of Mr Gilliland's minute)

The first step here might be taken by "flying squads" of civil servants discussing with local officials and community representatives if new schemes might be started and how progress on existing schemes might be started up. The centre of Belfast might be the "prime target". There have, of course, been many surveys by the Departments of areas which might usefully be improved, so a good deal of information should be available. The present cease fire might well provide the right psychological moment for a really useful advance that would catch the public eye. Mr Bloomfield and the Central Secretariat is very much concerned with, and knowledgeable about, the state of play in this kind of area.

2. Ministerial visits and attendance at forthcoming events

Emphasis to be placed on visits to "peaceful" activities. Some of these visits are already planned and others could be arranged (see paras 2 and 3(b) and Annex A of Mr Gilliland's minute).

3. Reducing Search Procedures and opening up (if only temporarily) some of the town centres in rural areas  
(para 2(d) of Mr Gilliland's minute)

Action here must depend on how the security situation develops, but it is, of course, already being considered.

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4. Publicising the "peaceful" side of Army and RUC activities

(para 4 of Mr Gilliland's minute)

This might have to be done in fairly low key and in some places rather than others. But some positive steps could be taken.

5. Extra publicity by the Northern Ireland Tourist Board

(para 3(c) of Mr Gilliland's minute)

6. Departmental Heads to encourage trade union leaders, industrialists and other public figures to speak out about the practical benefits of the cease fire for the areas of their special concern

(para 5 of Mr Gilliland's minute)

We should be happy to elaborate on these ideas further, if required, or to put them into effect if they are approved. Action on Item 1 in particular might perhaps be co-ordinated by Mr Bloomfield and the Central Secretariat in view of their close links with Departments. I have discussed this with Mr Bloomfield, and he would be happy to co-operate in this and any other aspects of the campaign which fall within the sphere of the Central Secretariat's responsibilities.

Finally, I should record that I took the opportunity at the meeting to emphasise to the PR staffs from the Army and RUC that there should be the closest co-ordination with the NIO PR Department during the cease fire. Silence was the policy on the security side and any ideas for statements should be checked with Mr Gilliland and his staff before any action was taken.

*J. Berrisford*

*for*

J B BOURN

9 January 1975