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FROM: BRYONY LODGE  
Talks Planning Unit  
2 October 1992

cc PS/PUS  
PS/Mr Fell  
Mr Thomas  
Mr Alston  
Mr Bell  
Mr Watkins  
Mr Cooke  
Mr D A Hill  
Mr D J R Hill  
Mr Maccabe  
Mr Quinn  
Mr Stephens  
Mr Archer  
HMA Dublin

*D. Bell*  
*21/10*

MR WOOD (B&L)

#### IMPLEMENTING AN AGREEMENT

Mr Bell held a meeting earlier this week to consider what action would be required should we succeed in reaching heads of agreement in the Talks by 16 November. It was agreed that one of the first things would be to let the people of Northern Ireland know what these were, probably in the first instance through a statement to Parliament. But beyond this there might be a need to do some more positive marketing, perhaps through a professional marketing company.

2. It seems that there was some criticism of HMG for failing to do this at the time of the 1985 Agreement. There is room for scepticism about the extent to which packaging would have helped to sell that particular deal, and the present exercise is in any case different since we might reasonably expect the other Talks participants to do the necessary 'selling'. We might however consider playing an active role ourselves, not least because - leaks aside - the package would otherwise fall on an unsuspecting public, who would not have had the same opportunity as the participants to acclimatise themselves to its contents but would at some stage be asked to vote on them.

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3. One obvious difficulty would be that we are unlikely to have much idea of what the heads of agreement might be until the eleventh hour, or indeed whether they will materialise at all. But it would be helpful to have your views on whether the marketing option is one we should pursue between now and 16 November.

signed B LODGE

**BRYONY LODGE**  
Talks Planning Unit

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