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PRIME MINISTER

Manpower

MS

LR in GL.  
You will recall your correspondence earlier this year with Alec Reed of Reed Executive about jobcentre advertising. I have now heard from Sir Richard O'Brien of the Manpower Services Commission about the results of the review we asked for. The outcome seems to me to be at least a step in the right direction. The Employment Service is tightening up its rules on the use of advertising and expenditure this year will be substantially reduced as compared with last year.

Last year the Commission spent £590,000 on advertising the services of jobcentres individually and collectively. Advertising by individual jobcentres, to which Alec Reed drew our attention, accounted for more than half of this. The rest of the budget went on national or regional campaigns.

In 1981/2 the Commission expect that total expenditure on jobcentre advertising will be reduced by about half to under £300,000. Advertising directed at people looking for work will be cut right down, except where an employer asks the jobcentre to advertise on his behalf, and pays the full cost. Advertising aimed at employers will normally only be used when new jobcentres open, or when a special promotion is being mounted - for example to try to find jobs for workers involved in a major redundancy. The Commission cannot say at this stage precisely what the average local spending by jobcentres will be, but the guidelines they have issued to local managers make it clear that spending must be cut back hard, and that it must be resorted to only in the circumstances I have outlined, and when other means of getting through to employers or people suitable for particular needs of work have been tried.



P H M

30 June 1981

PH Morrison (RUS Employment)