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Foreign and Commonwealth Office

London S.W.1

*From the Parliamentary Under Secretary of State*

15 February, 1972

#### APPROACH TO EUROPE, 1970/71

The campaign to win support from the public and Parliament for entry into the EEC warrants a brief report, both because it was successful, and because it may provide a guide for possible future information campaigns. I commissioned reports from the FCO on the two sides of the campaign, the discreet largely behind-the-scenes effort (Appendix I) which laid the foundations for, and was then complementary to, the open governmental campaign from July 1971 to the vote in October 1971 (Appendix II). I summarise their conclusions below.

The operation showed that, ideally, months of quiet preparation are required to mount a large, open information/public relations campaign effectively. It was recognised at an early stage that the normal formula of a Committee of Whitehall Information Officers had neither the flexibility nor the resources to provide the scale and intensity of effort required; what was needed was Ministerial direction and full co-operation between officials and non-officials,

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- 1 -

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