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PREM 19/1935

PART ONE

CONFIDENTIAL FILING

PM. RECEPTION FOR INDUSTRIAL
DESIGNERS 25 JANUARY 1982.

SCIENCE &
TECHNOLOGY

PT1: NOVEMBER 1981

Referred to	Date	Referred to	Date	Referred to	Date	Referred to	Date
11.82							
21.1.82							
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PREM 19/1935

PART 1 ends:-

MGA to DTI 10/12/85

PART 2 begins:-

DTI to MGA 7/1/86



10 DOWNING STREET

From the Private Secretary

10 December 1985

The Prime Minister has seen your Secretary of State's minute of 25 November.

She would be delighted to hold a second design seminar at No. 10 towards the end of next year or the beginning of 1987.

I think January 1987 may offer the best prospect for finding a suitable date, and I suggest that we get in touch with you around the middle of next year to agree the day and time. Meanwhile, the Prime Minister would be happy for your Secretary of State to announce her intention to hold a second seminar at the Commitment Conference in January.

(MARK ADDISON)

John Mogg, Esq.,
Department of Trade and Industry.

solw



In

Design meeting pl.
M&I 27/4

CF

Conrad Beecher 1982

Design James paper pl.
M&I 28/4

PRIME MINISTER

I am writing to invite you to hold a second design seminar at No. 10 towards the end of 1986 or beginning of 1987. I envisage an event on the lines of the very successful Seminar you chaired in January 1982.

2 Nationally and internationally the 1982 Seminar is seen as a turning point when our industry began, slowly, to take design seriously. Four years on, we can look with some satisfaction at a heightened national interest in all aspects of design and the range of design activities and awareness. But there is still much to be done.

3 I will be chairing a Commitment Conference in January. The Chairmen or Managing Directors of our top 100 companies are expected to attend. The major message will be to get businesses to give a commitment to make greater use of designers in their product strategies. It will be important to reaffirm the Government's commitment to design and I would like your agreement to announce at the Conference your intention to hold a second seminar.

L.B.

L B

25 November 1985

Department of Trade and Industry

JF5AOI



FILE BU 31/8 da
cc Press

10 DOWNING STREET

From the Private Secretary

6 August 1984

Thank you for your letter of 3 August.

The Prime Minister would be prepared, in principle, to give a short interview to the BBC for use in their programmes on design, on the understanding that questions would be limited to the role of design in the economy and the Government's policy towards it. Perhaps you could invite Mr. Martin to make contact with our Press Office about the arrangements? Meanwhile, I should be grateful if work could be set in hand on the brief, which will need to be available around the end of this month.

David Barclay

Ricky Verrall, Esq.,
Department of Trade and Industry.

ECL



DEPARTMENT OF TRADE AND INDUSTRY
1-19 VICTORIA STREET
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From the Parliamentary Under Secretary
of State for Industry

JOHN BUTCHER MP

David Barclay Esq
Private Secretary to the
Prime Minister
No. 10 Downing Street
LONDON SW1

Prime Minister
Bernard Ingham supports this idea.
Agree to fit in an interview after
the holidays?

Yes
mt

3 August 1984

DMB
3/8

Dear David

Since the Prime Minister's seminar on "Product Design and Market Success" at 10 Downing Street on 25 January 1982, my Minister has been constantly trying to raise the profile of design in the media. The Prime Minister saw one aspect of this in the policy statement attached to my Minister's minute of 25 July.

My Minister has recently had several meetings with Christopher Martin of the BBC who is producing two programmes on design, each of one and a quarter hours length. This is BBC TV's major commitment to the subject for the next two years.

A good part of the programmes' thrust will concentrate on the importance of design to the national economy and this represents an important step in our aim to achieve serious media coverage of the subject.

It would give an enormous boost to the Government's continuing campaign on design if the Prime Minister was able to grant a short interview for use in the programmes, answering questions about the Government's conviction that design plays a major role in economic performance. This need take little of the Prime Minister's time, and the producers would be happy to fit in with her other diary commitments. We would, of course, make sure that the Prime Minister was fully briefed prior to the interview.

My Minister hopes that the Prime Minister will feel able to agree to this request.

Yours sincerely

Ricky Verrall

RICKY VERRALL
Assistant Private Secretary

J17AGL



10 DOWNING STREET

From the Private Secretary

30 July 1984

"Design for Design: a Framework for Action"

The Prime Minister was grateful for Mr. Butcher's minute of 25 July, with which he enclosed a copy of your Department's policy document "Design for Design: a Framework for Action". She read this with interest.

(David Barclay)

Dr. David Saunders,
Department of Trade and Industry

So



Prime Minister (4)

PRIME MINISTER

... I thought you might like to see the enclosed policy document "Design for Design: a Framework for Action".

You may recall the very successful seminar which you hosted at No. 10 some two years ago which started off the process of raising the profile of our designers, who are a key national resource to be marshalled in Britain's fight-back in international markets. *See pp's at Play*

Design for Design is the culmination of a large amount of effort following from the initiatives identified in your seminar. The statement is unique for two reasons:-

- (i) it is the first comprehensive design policy document produced by any British Government; and
- (ii) it is the first Whitehall policy document designed by a designer, and I hope you will agree it makes a crisp and straightforward presentation of the Government's position.

As you may be aware, British product and industrial designers are in great demand all over the world. It is my wish to see that this huge national asset is deployed to greater effect by British companies and to add the second "D" to our supply side vocabulary - R, D and D - Research, Design and Development.

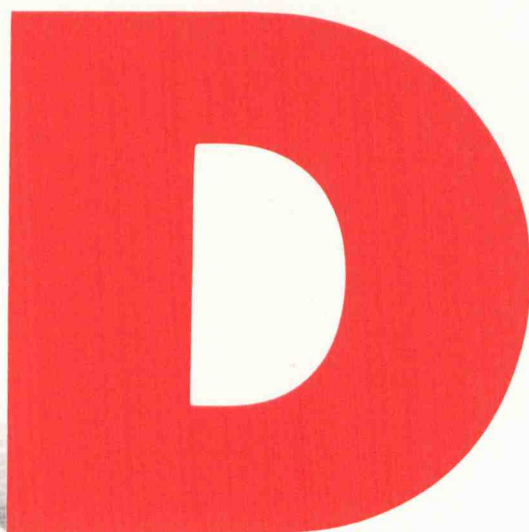
JB.

and

JOHN BUTCHER

25 July 1984

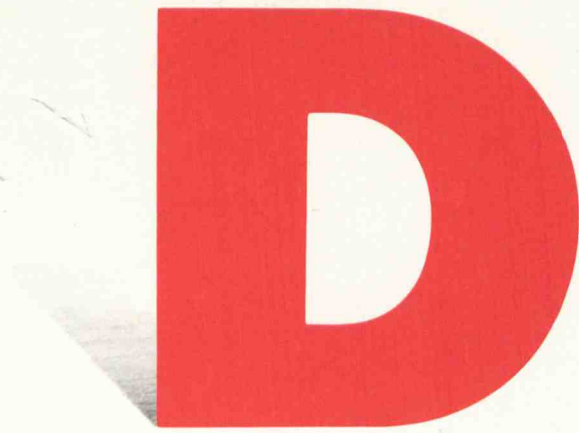
J15AEM



'Design is a key factor in ensuring the economic health of the nation'
The Rt Hon Margaret Thatcher MP



Department of Trade and Industry
Ashdown House
123 Victoria Street London SW1E 6RB
Telephone 01-212 7676



Design for design: a framework for action

What's so important about design? . . . Design is a key factor influencing the market success of manufacturing and of service industries. Design should be in the forefront of management's mind when they think of production and of marketing.

Design affects:
ease and economy of manufacture
ease of maintenance
reliability
choice and use of materials
appearance
presentation
safety
ergonomics
fitness for purpose
corporate image

. . . and what's it got to do with Government? Research has shown that there are many managers in industry and commerce who pay little or no attention to the dramatic impact design can have on profitability. This is not to say that industrial and commercial performance is languishing. There are British companies that have always been ready to meet a challenge from their competition. They are fighting back with a design-led attack on the market place. And their number is growing.

But more needs to be done. And UK design talent is waiting to help. The lesson applies as strongly to the service sector as it does to the manufacturing sector.

Government can point the way and Government is doing so.

What have we been doing? The Prime Minister's seminar on design in January 1982 heralded a considerable increase in design-related activity by the Department, the Design Council and others. The aim was to give prominence to the 'design message' – that all aspects of design play a vital role in the UK's economic performance. Government has encouraged senior management in industry to have a greater awareness of that message. The 'Design for Profit' campaign in 1983 was a major vehicle and so was the Design Advisory Service Funded Consultancy Scheme (DASFCS). Nearly 1,500 industrial managers attended the campaign conferences all over the country; and more than 1,400 firms have requested assistance under DASFCS.

These vehicles were essential ways of increasing the 'profile' of design. In parallel I have had discussions with the Department of Education and Science and with many organisations and individuals concerned with design; and I have received many suggestions for improving the ways in which all aspects of design are dealt with in the UK.

The Government has also recently launched a quality campaign in which I am taking the lead. This will help to reinforce the design message and emphasise the important role of quality assurance and standards, and of quality management systems which highlight the critical importance of good design.

The next phase Government maintains its commitment to the design message and wishes to see it continue its momentum. But it is important to ensure a coherent development of Government policy in this field. I do not wish to pursue a haphazard series of activities. I seek a co-ordinated pattern of initiatives aimed at agreed goals. I have therefore set broad objectives within which I will support action to meet selected priority targets.

All our activities and the dialogues we have had with industry and the design profession indicate that there is a range of issues to confront – from the need for product design consultancy to long-term questions of cultural attitudes. I have decided, after looking at these issues, that I should set three broad objectives:

- Objective 1:* continue to increase awareness in industry and commerce of the benefits of good design;
- Objective 2:* encourage greater consciousness of good design by customers (in the public and private sectors);
- Objective 3:* reinforce the importance of design education and training at all levels.

Within these objectives I intend to concentrate on:
selecting priority targets so as to achieve maximum impact with available resources;
continuing to develop those existing activities that are relevant to the objectives and which have already given substantial evidence of benefit;
encouraging public and private sector bodies to take account of my objectives and, in particular, encouraging improved co-ordination of Government responsibilities in the whole design field.

Strategic advice I have already received wide-ranging proposals for action, many of which are serious, practicable and relevant to one or more of the three objectives above. I have asked that a small *strategy group* be created, based in the Design Council. Essential characteristics of the strategy group are that its members should be capable of ranging widely and with authority over the whole field of design; and that members from outside the Design Council should be co-opted when necessary.

The group will provide me with advice, underpinned by market research, on priorities for intensive attack as well as advice on the means of measuring success in achieving targets. The group should also be free to take the initiative in raising matters which it considers should receive particular attention. The Design Council has already welcomed this proposal.

Apart from the creation of the strategy group, it would be helpful if there were inputs from the design community as a whole. There are a number of professional and national bodies directly or indirectly concerned with design. It would be of value if such bodies met and exchanged views more frequently than at present so as to identify common aims in the design field and items requiring priority action. To encourage this process I am prepared to finance an *Annual Design Conference* to be organised by the Design Council.

I have set out the broad framework within which I believe all those concerned with design in the UK can begin to work together to achieve real progress. Much discussion has taken place over the years about ways to improve the impact of this country's design performance. There have also been, over the last 15 years, a number of excellent reports in the design field indicating problems which needed attention. But not enough action has followed. My aim is to bring matters to a head. 1984 must be a year when, in design, we develop a clear idea and a reasonable consensus of where we should be going and of the means by which we aim to get there.

Priority activities The strategy group will provide the appropriate priorities on which we should concentrate action over the next few years. But I am already aware of certain topics falling within the objectives mentioned above, that seem to me to deserve attention from the group. I intend, therefore, to ask the strategy group to consider the following issues at an early stage in their deliberations:

Ways of increasing awareness in industry and commerce of the benefits of good design:

- develop Funded Consultancy Scheme;
- take key Design Council exhibitions to more regional locations;
- develop and support design management education;
- consider what would be the best range and impact of design competitions.

How to encourage greater consciousness of good design by customers:

- develop a national product approval scheme based on the Design Council label in combination with certification schemes based on BS 5750; research into best practice elsewhere;
- encourage public purchasing agencies to work to preferred buying lists;
- encourage public purchasing agencies to establish competitions with major contracts as the prize;
- reinforce the design message underlying the Government's value-for-money guidance to public purchasers;
- study ways of raising the 'profile' of young designers.

Strengthening design education The importance to be attached to design in the field of education and training at all levels in the education system cannot be over-emphasised. We should aim to ensure that design is regarded not only as a topic to be taught in its own right, but also as a means of developing jointly both aesthetic and technological awareness in all pupils and students whether as potential customers or those likely to follow a design career. This process should begin at primary level and continue throughout the school career not only through design-related subjects such as craft, design and technology but also by encouraging, as appropriate, in other elements of the curriculum, the conceptual approach relevant to the development of design awareness. At the further and higher levels of education, the contribution of design to quality and the significance of design in improving profitability, should be brought home to students following courses likely to lead to careers or professions where good design affects the success of the end product.

Topics in this area that might justify priority consideration are:

- curriculum research and development;
- teaching staff development;
- industrial training for students and graduates;
- the need for resource material for design teaching;
- the enhancement of Craft Design and Technology teaching.

Keeping the ball rolling In tune with the proposals in this paper, there are certain important initiatives that I am taking:

in 1983, I announced the provision of £10 million for the *Design Advisory Service Funded Consultancy Scheme*; I have now earmarked an additional £10 million for the Scheme over the next three years. This includes the £1½ million for clothing and textile firms and an allocation for firms with less than 60 employees announced by Norman Tebbit in his speech in the Budget debate. An *exhibition of Funded Consultancy Scheme case studies* is being prepared by the Design Council; this will tour widely;

£50,000 over the next two years to support *research into design and primary school education*;

a further £10,000 over the next two years to the London Business School to support the *Design Management Unit*;

£30,000 to help launch a *Register of Apparel Designers*.

I am also discussing:

further support for the *Curriculum Development Project* over the next three years;

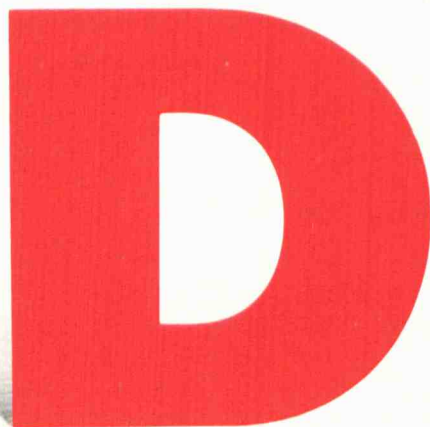
help to the Royal Society of Arts over the next three years to support 200 of the *brightest and best design graduates to gain industrial experience*;

support for the Society of Industrial Artists and Designers (SIAD) to sponsor a *short summer school*;

support for a series of *SIAD seminars for businessmen on design management*.

There is a need for better co-ordination within Government. My own Department will be strengthening our links with other Government Departments and agencies that have an interest in design.

John Butcher May 1984
Department of Trade and Industry





10 DOWNING STREET

THE PRIME MINISTER

14 February, 1984.

Dear John,

I had been looking forward to being with you today, but unfortunately urgent business has intervened.

I don't need to tell you how much importance I attach to good design in industry. Products which are well designed are easier and cheaper to make, and they sell better. Design is a key factor in the improvement of our industrial competitiveness.

Your excellent "Design for Profit" Seminars held throughout the country have emphasised the importance of design to senior industrialists. This seminar is addressing the financial community and is therefore particularly important.

If the financial community itself gives weight to good design when making investment decisions, then so will industry in formulating its plans.

Best wishes for a successful seminar, and may it encourage boardroom decision-makers to make the most of British designing talent.

Yours ever

Margaret

John Butcher, Esq., M.P.

VC



DEPARTMENT OF TRADE AND INDUSTRY
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From the Parliamentary Under Secretary
of State for Industry

JOHN BUTCHER MP

David Barclay Esq
Private Secretary to the
Prime Minister
No. 10 Downing Street
LONDON SW1

Miss Christopherson

Can you improve on this?

6 February 1984

*DMB
6/2*

*GR
Re type
revised draft
as message.
7/2*

Dear David

We spoke about the possibility of the Prime Minister sending a message to those attending the design seminar in the City on 14 February, as she was unable now to come herself.

I attach a draft message, and would be grateful if you could return the approved version in the form of a letter signed by the Prime Minister and dated 14 February.

It would help us with our arrangements if you could let us have the Prime Minister's letter by 9 February.

*Yours sincerely
David*

DAVID SAUNDERS
Private Secretary

JB6ANK

David



10 DOWNING STREET

THE PRIME MINISTER

14 February 1984

GR
Please retype
as amended.

DMG
8/2

I had been looking forward to being with you today but unfortunately urgent business has intervened.

I don't need to tell you how much importance I attach to good design in industry. Products which are well designed are easier and cheaper to make, and they sell better. ^{Design} The key ~~to industrial competitiveness is "selling goods that don't come back to customers that do"~~ is ^{a key factor in the improvement of our} ~~to~~ industrial competitiveness.


Your excellent "Design for Profit" Seminars held throughout the country have emphasised the importance of design to senior industrialists. This seminar is addressing the financial community and is therefore particularly important.

If the financial community ~~puts its weight behind the effort to improve product design, firms will be encouraged to keep the momentum going.~~

Best wishes for a successful seminar and may it encourage boardroom decision makers to make the most of British designing talent.

itself gives weight to good design in a firm's investment plans.
itself gives weight to good design when making investment decisions, then so will industry in formulating its plans.

John Butcher, Esq., M.P.



With the Compliments of

R B Nicholson

Thank you.

~~CENTRAL POLICY REVIEW~~
~~STAFF~~

Cabinet Office
Whitehall London
SW1A 2AS

Telephone 01-233 3000

GREENFAX LIMITED

(Dual Language Home Computers)

From the Chairman,
Prakash Varma

Private & Confidential

9, Stone Street,
Southsea,
Portsmouth,
Hants, PO5 3BN.

Tel: (0705) 830974

13th September, 1983.

Mr. Scholar,
Private Secretary to
the Prime Minister,
10, Downing Street,
London, SW1.

1. Dr Nicholson, Cabinet Office
to see

Dear Mr. Scholar,

2 CF in no 10 - PA.

I am writing to thank you most warmly for your hospitality, warmth and kindness.

MCS 14/9

The seminar was very enlightening and educative. I did enjoy our conversation during the lunch break. There is a market of £150 millions for us in cash rich regions of South West Asia and Northern Africa. I do hope that I can raise necessary finance to capture this market, before Japanese and Americans do.

I thank you once again for everything.

With kind regards,

Yours sincerely,

Prakash Varma

(Prakash Varma)

NB
Top paper with
GR.

PRIME MINISTER

Attached is a minute from John Butcher inviting you to attend a seminar to discuss finance for investment in design on 14 December. In particular, Mr. Butcher wants you to attend an open forum between about 4.30 and 5.30 and a reception between 5.30 and 6.30, as well as making a short speech. Unless you particularly wish to do so, I would not have thought that this was a particularly attractive occasion for a speech. You could, however, always look in at the reception. Although there are no diary reasons at this stage to preclude you from doing more, that week may well be the last one of the session which is, of course, always extremely busy.

Agree to attend the reception only?

TIM FLESHER

25 August, 1983



10 DOWNING STREET

THE PRIME MINISTER

2 March, 1983

Dear Sir William.

Thank you very much for your letter of 17 February about design.

I am very pleased with the response there has been to the seminar on 'Product Design and Market Success'. The value of the event has been shown by the initiatives we have been able to take over the last year and by the heightened awareness of design that is slowly spreading through industry.

Like you, I hope that the 'Design for Profit' campaign succeeds in accelerating this trend.

I would like to thank you, your Council, and the Council's staff for all the hard work you have put into the design initiatives and for the considerable support you have given us in getting 'Design for Profit' organised.

What has been done in the past year and what will be done in 1983 will not give us an instant solution to our industrial problems. But we have made a good start and Government is committed to keeping the momentum going.

Yours sincerely

Margaret Thatcher

Sir William Barlow

EM



DEPARTMENT OF INDUSTRY
ASHDOWN HOUSE
123 VICTORIA STREET
LONDON SW1E 6RB

TELEPHONE DIRECT LINE 01-212 7691
SWITCHBOARD 01-212 7676

From the **Office of**
Parliamentary Under Secretary of State

JOHN BUTCHER MP

Tim Flesher Esq
Private Secretary to the
Prime Minister
No. 10 Downing Street
LONDON SW1

/ March 1983

Dear Tim

Thank you for your note of 21 February with its attached letter from Sir William Barlow to the Prime Minister about the 'Design for Profit' campaign and other design initiatives that have been taken since her seminar on design in January 1982.

Mr Butcher has reported fully on recent design initiatives in his minute of 17 January to the Prime Minister.

A courtesy reply to Sir William is all that is needed and I enclose a draft.

Yours ever

Edwi Jones

PP JOANNA DONALDSON
Private Secretary

Spencer
Le Tech

for the Plus
signature
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DRAFT REPLY FROM THE PRIME MINISTER TO SIR WILLIAM BARLOW

Thank you very much for your letter of 17 February about design.

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I would like to thank you, your Council, and the Council's staff for all the hard work you have put into the design initiatives and for the considerable support you have given us in getting 'Design for Profit' organised.

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1 - MAR 1983

MFJ

21 February 1933

I am writing on behalf of the Prime Minister to thank you for your letter of 17 February.

Your letter is receiving attention and a reply will be sent to you as soon as possible.

TIM FLESHER

Sir William Barlow.

086

Sir William BARLOW

21 February 1983

(17/2)

I attach a copy of a letter the Prime Minister has received from Sir William Barlow, Chairman of the Design Council.

I should be grateful if you could let us have a draft reply for the Prime Minister to send to Sir William Barlow, to reach us by Wednesday 2 March.

TIM FLESHER

Miss Joanne Donaldson
Department of Industry

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HL

SCIENCE AND
TECHNOLOGY

19 January 1983

The Prime Minister has now seen Mr. Butcher's minute of 17 January about the follow-up to the "Product Design and Market Success" seminar. She was grateful to be kept informed of progress.

Tim Flesher

Miss Joanne Donaldson,
Department of Industry.

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010
2
Prime Minister

mt H
18/1

PRIME MINISTER

FOLLOW-UP TO "PRODUCT DESIGN AND MARKET SUCCESS" SEMINAR

I have just announced a nine-month campaign called "Design for Profit" which is aimed at encouraging British manufacturers to realise the full potential of good product design as a profit earner. This is the latest shot in the salvo we have fired over the year following your highly successful seminar on product design at Number 10 last January. I think it is an opportune moment for me to give you a report on all that has been put in train in the last twelve months.

Some 45 suggestions for action to spread the design message were put forward at the seminar and in correspondence following it. After eliminating the unrealistic suggestions and those that were for industry to act on, there remained 29 practical ideas for Government to consider. They fall into four main groups:-

- (i) Direct financial help.
- (ii) Education.
- (iii) Standards and product certification.
- (iv) Awareness.



The attached Annex reports on our response to each group of suggestions.

There is considerable enthusiasm in the design fraternity for what we are doing. They are experts with enormous profit-generating potential and they have long felt frustrated by the lack of opportunity to contribute to the product development process. They have been relegated to the back room when they should be in the board room, involved in the many decisions required to bring a new or enhanced product to market. They are pleased that at last a Government has carved out a positive role for itself in design matters. And it was a role which was needed. A sample survey we have carried out indicated that design is poorly perceived by up to 60% of British manufacturing firms.

Design for profit is not aimed at raising the design aware- ness of the public. Consumers are all-too-aware of the benefits of good design and this has shown itself in the imbalances in key sectors of traded goods, in the UK market, particularly in consumer goods. We wish, through the campaign to encourage board room decision-makers to take advantage of the talents of British designers in order to



change the fortunes of companies by the introduction of new, profitable attractive products. One of the key themes of the seminars and publicity campaign will be 'Design your way out of recession'.

We have a real challenge here.

I am copying this minute to Arthur Cockfield, Leon Brittan, Peter Rees and Paul Channon.

John Butcher

JOHN BUTCHER
17 January 1983

Department of Industry
Room 1012
Ashdown House
123 Victoria Street
LONDON SW1E 6RB

212 7691

JB2ADW



RECENT ACTION ON PRODUCT DESIGN

Direct financial help suggestions included increasing the Design Council's grant-in-aid, paying companies to retain design directors on their Boards and giving tax relief on design costs. The most cost-effective suggestions and the one that was capable of swift response was that the Government should encourage small and medium sized companies to obtain design consultancy advice. A funded consultancy scheme was announced by Patrick Jenkin in June 1982. The scheme, which is operated for us by the Design Council, provides companies with between 60 and 1000 employees with 15 days free consultancy and the option of a further 15 days at half-cost. The Department is providing £3 million for this over the next three years. The scheme is showing signs of being a great success and applications are coming in at triple the rate anticipated. It is probable that all the allocated money will be used by the end of 1983. Significant additional funds are being sought.

Education suggestions covered primary and secondary education, vocational education and business management education. Rather than seeking one major scheme to respond to the spirit of these ideas we have instead spread seed money in a variety of ways:-

- (i) £10,000 to the Design Council to help launch its new schools newspaper "Designing";
- (ii) £15,000 to the Council for National Academic Awards to support research into design management teaching;
- (iii) £15,000 to the London Business School to help in supporting its Design Management Unit; and
- (iv) £30,000 pa for three years to pay for design curriculum development projects commissioned by a Design Council working group.



In addition, we will support a project on the teaching of safety in design which is being set up by the Institution of Electrical Engineers (up to £10,000) and we are discussing projects on design teaching with the Royal College of Art.

Standards and product certification The Department of Trade has recently published a White Paper dealing with the use of standards regulations and product certification as a means of improving the quality of products. We are supporting them fully on this.

Awareness suggestions included organising design conferences and seminars, promoting design in Ministerial speeches and articles and publishing case studies on design. We are taking every opportunity to spread the design message in speeches and articles. Our major response is the "Design for Profit" campaign which I announced last Wednesday. The nine month campaign is based on a research study of a selected sample of manufacturing firms in different sectors in various UK regions. It will cost approximately £500,000 and begins with national / specialist press advertising. This will be followed by twelve regional seminars each of which will contain local case histories, talks by successful manufacturers and designers, audio visual material and a small travelling exhibition. There will be a closing event at the Design Engineering Show in Birmingham in early October which will be opened by Patrick Jenkin. The campaign is aimed at top management, particularly chief executives and finance directors of manufacturing companies, with an emphasis on small to medium sized firms.

11 8 JAN 1983

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10 K
9 8 7 6 5



4M 24/2 Susan

DEPARTMENT OF INDUSTRY
ASHDOWN HOUSE
123 VICTORIA STREET
LONDON SW1E 6RB

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From the
Parliamentary Under Secretary of State's Office

W Rickett Esq
Private Secretary
10 Downing Street
London SW1

23 February 1982

Dear Willie

Seminar on Design

You may be interested to see the attached list of suggestions on design, which has been drawn up following the Prime Minister's reception and seminar on design. About half of the 42 proposals were put forward during the seminar; the remainder come from letters written to the Prime Minister or to Mr Wakeham following the reception, or from letters sent to the Financial Times as a result of the article on Design by Christopher Lorenz, which appeared the same day.

Obviously a number of the suggestions are non-starters, and are not being pursued further. Others however do merit serious consideration, and Mr Wakeham is discussing these with officials and the Design Council.

Yours ever

Joanna Donaldson

JOANNA DONALDSON
Private Secretary



RECOMMENDATIONS FOR ACTION
FOLLOWING PM'S RECEPTION

FUTURE
ACTION BY:

IMMEDIATE
ACTION:

Education

(IC(B) TO BE ASKED TO ADVISE
ON ACTION IN POINTS 1-11)

1. Develop design education as a feature of the primary and secondary system.	DES	Minister to write to Mr Shelton asking for his comments.
2. 'O' & 'A' levels in design should be regarded as just as important as other subjects and recognised by universities etc.	DES	
3. Design teaching kits for secondary schools.	DOI	Design Council already does some work in this field. Design and Industries Assoc. is proposing action. Minister to write to Design Council seeking comments.
4. Introduce design in training courses for teachers.	DES	Minister to write to Mr Shelton
5. Encourage more designers into teaching at technical colleges, and more engineers into design teaching in art colleges.	DES	
6. Break down artificial science/art barrier between engineering design and industrial design.	Design Council	Minister to write to Design Council seeking comments.
7. Engineering Council should take steps to improve the design education of professional engineers and make necessary resources available.	DOI	Minister to write to Engineering Council. (RCA/IC joint course already operating).



Cont/d ...

RECOMMENDATIONS FOR ACTION
FOLLOWING PM'S RECEPTION

ACTION BY:

ACTION:

8 Introduce design element into business management courses

DoI

Design Council and business schools to be consulted

9 Proposal to establish Design Management Unit at London Business School.

DoI

Action if necessary following Minister's meeting with Sir Peter Parker

10 Closer contact between schools/universities and industry

DES/Design Council and DoI

DoI, Design Council and DES active. No further action needed.

11 Set up a National Institute for Design to integrate different elements in design field.

DoI

Officials to discuss with Prof. Height, who proposed this

Government Financial Aid

12 Devise tax strategy to encourage individuals and companies to invest in new venture products.

Treasury

Very unlikely starter in view of Treasury's present attitudes.

13 Make qualifications for PPDS etc conditional on evidence of professional design involvement

DoI

Officials to consider whether or not any amendment or improvement is needed.

14 More flexibility in level and timing of government assistance for design projects.

15 Government help to pay companies' design fees in development of new products.

16 Govt. should make more money available for research into design.

17 Increase grant-in-aid to Design Council

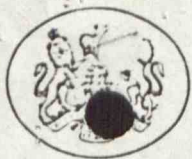
DoI

Not a starter

18 Expand Design Advisory Service

DoI

Officials to advise Ministers on form of expansion.



Cont/d ...

RECOMMENDATIONS FOR ACTION
FOLLOWING PM'S RECEPTION

ACTION BY:

ACTION:

19 Give grants to industry to engage professional designers as non-executive

DoI?

None

Awareness Campaign

20 Organise regional seminars using speakers from industry

DoI/Design Council

Officials to pursue with regional offices and Design Council.

21 Organise conferences chaired by senior statesmen to declare Govt's interest

DoI

None. Govt. interest absorbed in 20 above.

22 Formal seminars/conferences within central and local Govt. to raise level of design appreciation

DoI

Consult Design Council and other Departments as necessary.

23 Government should promote to industry merits of British designers.

Design Council

Not for Government. More for Design Council. Consult Design Council.

24 Produce series of publications (DoI/CBI) with case studies of successful use of designers.

DoI/Design Council

25 Encourage management journals to carry articles on design.

DoI/Design Council

Consult Design Council on likely success.

26 Make management more aware of importance of long-term product planning as opposed to demand for short-term profits.

DoI/Design Council

Absorbed within 24 above.

Business Practices/Company Structure

27 More designers should occupy top company positions at board level.

Industry

None but there could be references in Ministerial speeches.

28 Companies should give designers experience in different parts of company.

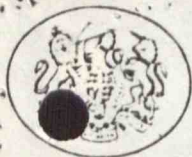
Industry



Cont/d ...

RECOMMENDATIONS FOR ACTION
FOLLOWING PM'S RECEPTION

	ACTION BY:	ACTION:
29 Increase salaries and career opportunities of designers/engineers.	Industry	None but there could be references in Ministerial speeches.
30 Companies should integrate industrial design and engineering design.	Industry	
31 Companies should disclose expenditure on design and development in annual accounts.	Industry	Probably none - but should we consult CBI?
32 Companies should not cut back on design expenditure in times of recession.	Industry	See 27-30 above.
33 Managers should make their surroundings more attractive with examples of good current design.	Industry	
<u>Miscellaneous (for Govt. action)</u>		
34 More designers should appear in honours lists.	DoI	Officials to pursue within established machinery.
35 Appoint a small high level committee on design to monitor progress and give advice.	DoI	None.
36 Direct all industries with Govt. partnership to increase design effort	DoI	"Encourage" not "direct". Consult industry divisions
37 Improve general environment by investing in works of art.	DOE/DES	None
38 Designate a Minister specifically responsible for design.	DoI	None. Minister already responsible.



Cont/d ...

RECOMMENDATIONS FOR ACTION
FOLLOWING PM'S RECEPTION

39 Encourage voluntary
product approval schemes.

40 More standards should
be compulsory

41 Encourage designers to
sell themselves more
strongly.

42 Major purchasers should
specify requirements earlier
and more clearly.

ACTION BY:

DoI/DoT

DoT/DoI

Design Council/DoI

DoI

ACTION:

Action already in
hand through IC(A)

Changes already
under consideration.

A possible item for
speeches.

Consult IC(B).

Further points for meeting on 19 February

- (i) FT Correspondence - Mr Wakeham to write?
- (ii) Hatfield Poly/Huddersfield Poly SEED seminar - Mr Wakeham to go?
- (iii) PM's contribution to "Design"/"Engineering".
- (iv) Survey of numbers, use and status of designers.



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12 FEB 1982



Sci & Tech

10 DOWNING STREET

From the Private Secretary

3 February 1982

Reception for Industrial Designers

Thank you for your letter of 1 February, and for the note of the main points made at the Reception for Industrial Designers given by the Prime Minister on 25 January. I am very grateful to you for producing this excellent record.

I am copying it to Nick Cornwell (Department of Education and Science) and Jill Rutter (HM Treasury).

W. F. S. RICKETT

Miss Joanna Donaldson,
Department of Industry.

Thanks, cc to DES Hmt

010



DEPARTMENT OF INDUSTRY
ASHDOWN HOUSE
123 VICTORIA STREET
LONDON SW1E 6RB

TELEPHONE DIRECT LINE 01-212 7691
SWITCHBOARD 01-212 7676

From the
Parliamentary Under Secretary of State
John Wakeham MP

Willie Rickett Esq
Private Secretary
10 Downing Street
London
SW1

| February 1982

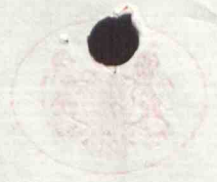
Reception for Industrial Designers

I attach a note of the main points made in discussion during the seminar on industrial design last Monday and the suggestions for possible action.

Mr Wakeham will be following up the various points made with officials in this Department.

pp Joanna Donaldson
Private Secretary

RECEIVED
FEBRUARY 1982



1 2 3 4 5 6 7 8 9 10 11 12

1-2 FEB 1982

NOTE OF THE PRIME MINISTER'S SEMINAR FOR INDUSTRIAL DESIGNERS
AT NUMBER 10 DOWNING STREET: 25 JANUARY 1982

1 After welcoming the guests and explaining the purpose of the seminar, the Prime Minister invited Mr Downs of Ricardo Consulting Engineers to introduce Topic 1, "The Importance of Design". Mr Downs expressed the view that there were too many lawyers and accountants in senior positions in industry, and too few engineers, particularly design engineers. He thought there should be more emphasis on design in an engineer's training and he commented that engineering design and industrial design had for too long been separated: industry should see them as two sides of the same coin. In discussion a number of different reasons for the failure of British industry to put sufficient emphasis on design were expressed:-

- (i) Several people blamed British management for failing to understand their products well enough, for not paying designers enough or according them sufficient recognition and status within the company, and for failing to think far enough ahead to allow sufficient time for a new product to be well designed.
- (ii) It was suggested that if marketing managers knew more about design they would be better able to describe precisely what they thought the market demanded.
- (iii) Designers were also considered to be at fault for not learning more about the other functions in industry such as production and marketing.
- (iv) The press was also criticised for irresponsible promotion of foreign goods and denigration of home-produced goods.

A number of proposals were put forward as to how the importance of design might be more widely recognised:

- (i) Several speakers suggested that more money should be given to the Design Council, and also that more Government assistance should be given to industry for design. This could be in the form of an aid scheme similar to the Microprocessor Applications Project or the Manufacturing Advisory Scheme, for which the Design Advisory Service would be an ideal vehicle. Alternatively it could be in the form of tax incentives for expenditure on design. In this connection it was worth looking at incentives offered in America and Canada.
- (ii) The Government should seek to get the message across to industry that companies with consistently good designs are those which make profits. It was suggested that case studies should be undertaken aimed at showing that companies could expect to obtain a real rate of return on investment in design.

- (iii) Companies should be required to disclose expenditure on design and development in their annual accounts; the financial institutions focussed too closely on short term financial results, yet expenditure on design had an effect on profits in the much longer term.
- (iv) Several speakers suggested that managers should make their surroundings attractive to stimulate their awareness of good design.
- (v) There was agreement that expenditure on design should not be cut back in times of recession.
- (vi) It was also suggested that a review might be undertaken of the backgrounds of chairmen and managing directors in the UK, to establish how many had any engineering training.
- (vii) Management should be made more aware that long term product planning was important and that additional financial resources were needed for this purpose.

2 Sir William Barlow introduced the second topic "The Impact of the Purchasing Power of the Major Public and Private Sector Bodies on Design". Mr Chester-Browne expressed the view that design needed to be market led. He considered that major purchasers had a special responsibility when defining their requirements, and that they should therefore look beyond their narrow local needs. Comparable efforts needed to be made at the sub-system and component level. Standards and codes of practice were particularly important in the new technologies and he considered the role of the BSI to be significant; however, he was opposed to the idea of catalogues or approved product lists, as these could lead to the stagnation of ideas. During the discussion:-

- (i) There was general agreement that major purchasing bodies could have a significant influence over design, but that this influence was not always exercised to the benefit of manufacturing industry, if at all.
- (ii) It was suggested that retailers, who exercised choices and thus had a big influence, could help by expressing their requirements more clearly to designers.
- (iii) Major purchasers often failed to realise how long it took to design and develop a new product, and specified their requirements too late to enable industry to meet their deadlines.
- (iv) One speaker considered that public sector purchasers were in general less helpful than the private sector in using their influence to promote good design, even though it was in their interests to do so: by encouraging the development of a good product which had considerable export potential the public sector body was benefitting the manufacturer and itself if larger production runs reduced unit costs.

The situation might be improved if:

- (i) Greater use should be made of standards, as it was in Germany and Japan, as this could save time in the design and development of new products.
- (ii) Manufacturers and designers also had a role to play: individual product sectors could work together to devise voluntary approval schemes which could be used by major purchasing authorities to specify their requirements.
- (iii) Designers themselves could be less elitist, and should train themselves, and be trained to take more initiatives in marketing their ideas.
- (vi) Besides encouraging public sector purchasers to be more aware of their potential, and responsibility, for influencing design, it was suggested that the Government could help by making more money available for research into design, such as the Germans and Americans were doing in the case of fuel economy in cars.
- (v) In considering applications for selective financial assistance the DOI should enquire how much a company had devoted to design.

3 Mr Wakeham introduced the third session on "Preparing for the Future" by suggesting that designers had been slow to take opportunities of rising to senior positions in industry, and could be accused of having failed to learn about the other aspects of running a business, just as accountants could be criticised for failing to be sufficiently aware of design. Mr Carter of DCA Design Consultants expressed the view that the most urgent need was to introduce design teaching into management and business school training; in addition efforts should be made to change attitudes in schools towards a career in industry in general, and towards design and engineering in particular. As a positive step towards increasing awareness of the importance of design, the Government should consider organising a country-wide network of seminars for managers, accountants and marketing people, and it should also designate a Minister specifically responsible for design (instead of only for the Design Council as at present). In discussion:

- (i) Several speakers agreed that there was a need to alter the attitudes of schools and universities so that there was less emphasis on academic achievement and more on subjects such as craft, design and technology in the curriculum; universities should recognise such subjects for the purpose of university entrance.
- (ii) There had been many reports and studies of the deficiencies of higher education engineering courses, but there was a danger that their recommendations would not be implemented despite the acceptance by the universities of the need to do so, because of the UGC cuts.
- (iii) There was also a danger that in times of recession industry was less willing to take on students as part of a

sandwich course. Companies were only taking on those who they would actually need themselves, and this would have very serious consequences in years to come; several speakers commented on the importance of practical experience as part of engineering and design training.

(iv) Companies also had an important role to play in the training and experience they gave their employees: managers should ensure that a designer with real potential was given as broad an experience in the different parts of the company as possible.

(v) It was suggested that the young were more aware of the importance of design than many of the generation currently in senior positions in industry, and it was up to management to take advantage of their skills and awareness.

(vi) It was suggested that the UK had all the elements for success in the design field, but lacked proper integration of these elements. This integration might be achieved by the establishment of a National Institute for Design, and a study group might be set up to consider the desirability and feasibility of this idea.

Department of Industry

29 January 1982



pn.
Seis Ted
TECHNOLOGY DIVISION

Kingsbury Road
Birmingham B24 9QU
Phone 021-373 2121 Telex 335786

BCL/AMT/193

R1/2

28 January 1982

The Secretary (Invitations)
10 Downing Street
Whitehall
London

Dear Sir

I should like to thank the Prime Minister and Mr Denis Thatcher for the Seminar-Reception held on Monday 25 January, and for their hospitality on this occasion.

I shall be writing separately to Mr John Wakeham to summarise my recommendations for specific actions through Government machinery on the theme of the subject of the meeting.

Yours faithfully

A handwritten signature in dark ink, appearing to read 'B C Lindley', written in a cursive style.

B C Lindley

507

THE FACULTY OF
Royal Designers
FOR INDUSTRY

AEM/VJ

8 John Adam Street Adelphi London WC2N 6EZ
01-839 2366

from the Master of the Faculty

The Rt. Hon. Margaret Thatcher, M.P.
10 Downing Street
London SW1

26th January 1982

Dear Prime Minister,

I write on behalf of the Faculty to express our appreciation of your interest and initiative in having set up the Seminar on design, and to thank you for having included me amongst your guests at the Reception last evening. The whole occasion was most interesting and worthwhile; and it gave me special pleasure to meet you and have a word with you.

As an engineer and currently Master of the Faculty, I am working to bring together the two streams of design, Industrial and Engineering, the need for which came out in the discussion.

Ian Hunter, Chairman of the Royal Society of Arts and I mentioned to you that it would be a privilege to us to entertain you on some occasion at the House in John Adam Street, where you could meet and talk with some practising designers of both disciplines.

Yours sincerely,

Dr. A.E. Moulton, C.B.E.



The distinction of Royal Designer for Industry (RDI) was established by the Royal Society of Arts in 1936, to be conferred on persons who have attained eminence in creative design



DEPARTMENT OF INDUSTRY
ASHDOWN HOUSE
123 VICTORIA STREET
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TELEPHONE DIRECT LINE 01-212 7691
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From the
Parliamentary Under Secretary of State
John Wakeham MP's Office

W Rickett Esq
Private Secretary to the
Prime Minister
10 Downing Street
London SW1

25 January 1982

DESIGNERS RECEPTION: 25 JANUARY 1982

While you were away Sue Goodchild sent me the final list of guests attending tonight's reception. I attach an annotated version for the Prime Minister's use. It gives a little background information on the design, industry and education guests.

I also attach notes from the remarks that the reserve speakers will make if called upon to speak. Should any of the first choice speakers drop out at the last minute please add the reserve speaker's notes to the appropriate session brief.

Finally, I agreed with Sue that I would let you have 20 copies of the discussion paper in case any of the guests forget to bring theirs. These are also enclosed.

PP JOANNA DONALDSON
Private Secretary

ANNOTATED GUEST LIST FOR THE RECEPTION FOR INDUSTRIAL DESIGNERS
TO BE GIVEN BY THE PRIME MINISTER AND MR DENIS THATCHER ON
MONDAY, 25 JANUARY 1982 FROM 6.30 PM TO 8.00 PM

The Prime Minister
and Mr Denis Thatcher

DESIGNERS

David Carter	DCA Design Consultants Ltd. Deputy Chairman of Design Council. Chairman of DATEC. Author of Carter Report on Industrial Design Education.
Diarmuid Downs	Ricardo Consulting Engineers Ltd. Specialists in the design of prime movers, particularly internal combustion engines.
T. P. Dukes	W. S. Atkins Ltd. The biggest integrated engineering consultancy in Europe.
K. Grange	Pentagram Design. Internationally famous as product designer. Clients include Kenwood and Wilkinson Sword.
B. Hiscock	Frazer-Nash. Engineering design and development consultants.
Richard Negus	Negus and Negus. Graphic design consultants. Responsible for current British Airways livery and housestyle. Past-President of SIAD.
N. Butler	BIB Design Consultants. Industrial design consultants, specialising in engineering-based products.
J. Pilditch	Allied International Designers Ltd. Industrial design consultants.

REPRESENTATIVE BODIES

Design Council

Sir William Barlow	Chairman. Also Chairman of Thorn-EMI Engineering Group. Formerly Chairman of the Post Office.
Keith Grant	Director. Formerly Secretary of Royal Society of Arts and of the Faculty of Royal Designers for industry.

REPRESENTATIVE BODIES (continued)

Mervyn Unger Deputy Director. Formerly with GUS.

Society of Industrial Artists and Designers

Edward Pond President. Designer of textiles, wallpapers etc. Owner of the 'Paperchase' shops.

Michael Sadler-Forster Director. Formerly with the design consultancy, Design Research Unit.

Royal Society of Arts

Ian Hunter Chairman. Senior Director of Harold Holt, the concert agency. Impresario and agent.

Alex Moulton Master of the Faculty of Royal Designers for Industry. Engineering designer. Designed the 'Hydrogas' suspension system for motor vehicles; designed the Moulton bicycle. Author of the Moulton Report on Engineering Design Education.

Crafts Council

Victor Margrie Director. A potter. The Crafts Council supports the work of the artist craftsman rather than the designer who works for industry.

INDUSTRY/COMMERCE

Zach Brierley Z. Brierley Ltd. Owner of small but very successful engineering business, concentrating on special-purpose machine-tools.

Terence Conran Chairman, Habitat Ltd. Designer, retailer, entrepreneur. Public benefactor through endowment of the Boilerhouse.

Sir Frederick Page Chairman and Chief Executive, Aircraft Group, British Aerospace.

E. C. Hewitt Technical Director, Davy Loewy.

C. V. Chester-Browne Managing Director, Vickers Design & Projects.

Jean Muir Designer/maker of high-fashion women's clothes.

David Mellor Designer of many talents: jewellery, tableware, street furniture. Cutlery manufacturer and retailer.

Peter Lewis Chairman, John Lewis Partnership

INDUSTRY/COMMERCE (continued)

- Zandra Rhodes Designer/manufacturer/retailer of women's clothing.
- M. Kimberley Managing Director, Lotus Cars Ltd. Engineer and member of the Design Council.

UNIVERSITIES AND POLYTECHNICS

- David Bethel Director, Leicester Polytechnic. The only polytechnic director who is a designer.
- Professor L Finkelstein The City University. Professor of Measurement and Instrumentation.
- Professor J. H. Horlock Vice Chancellor, Open University. Ex-professor of mechanical engineering, Liverpool.
- Professor L. March Rector, Royal College of Art. Formerly with the Open University.
- Sir Hugh Ford Vice President of the Fellowship of Engineering and Emeritus Professor of Mechanical Engineering at Imperial College.

OTHER NOTABLE ADVOCATES OF DESIGN

- Dr Bryan Lindley Dunlop Limited. Chairman of ACARD enquiry into Product Design for International Markets. CBE in New Year's Honours.
- David Penny President, Institution of Mechanical Engineers.
- John Wesley Cranfield Product Engineering Centre.
- Dr Paul Freeman Director, Computer Aided Design Centre.
- Professor F. Height Royal College of Art. Head of School of Industrial Design. Also a design consultant.
- Viscount Caldecote Former Chairman of the Design Council. Chairman of Delta Metals. Chairman of Finance for Industry.

British Standards Institution

Admiral Spickernell Director-General

Miss G. M. Ashworth Secretary

Ministers

Rt. Hon. Patrick Jenkin MP

Mr. Kenneth Baker MP

Mr. John Wakeham MP

Rt. Hon. John Biffen MP

Mr. Peter Rees MP

Rt. Hon. Leon Brittan MP

Rt. Hon. Paul Channon MP

Members of Parliament showing recent interest in Design

Marcus Fox MP Debate on Adjournment - the Encouragement of Design Skills

Michael Brotherton MP Several PQs

Christopher Price MP Chairman, Select Committee on Education, Science and Arts.

Officials

Department of Industry

P. Goodman

A. L. Thomas

Department of Trade

R. C. Foster

D. R. Coates

Treasury

A. Allan

Department of Education and Science

R. H. Stone

Cabinet Office

Dr. R. Nicholson

D. Wright

Members of Parliament

Mr. Iain Sproat MP

Mr. John Lee MP

Mr. Jocelyn Cadbury MP

Mr. Richard Page MP

Mr. Gerry Neale MP

House of Lords

Lord Reilly



Sir Hugh Ford has suggested that [check against delivery]:

- one of the most important tasks is to change attitudes; we must not produce another generation of managers who look on designers simply as "the chaps on the drawing boards";
- industry is not ready to respond when carefully developed courses, such as the joint Royal College of Art/Imperial college course, are available;
- that there are limits to the "teaching of design. Wh
- What do you think?

Lord Caldecote has suggested that [check against delivery]:

- to produce new products and processes requires development and proving, which is more time-consuming and costly than is generally believed;
- design therefore requires commitment by senior management and commitment of adequate resources;
- the UK financial system tends to concentrate company analysis and assessments on short term results. For public companies this puts the emphasis on short term profit and loss accounts rather than on long term products range, competitiveness and wealth.

What do you think?



Sir Frederick Page has suggested that check against delivery:

- we must encourage "total cost of ownership" thinking rather than "initial purchase cost" thinking;
- we should use seals of approval on firms or products to increase market acceptability;
- we must improve the design awareness of the customer and the supplier.

What do you think?

Prime Minister

MR. SCHOLAR

Briefing and guest-lists for Monday's
reception. May we offer the guests a
drink on arrival? (there was confusion

Reception/Seminar for Industrial Designers about
Monday, 25 January

I attach the list of guests attending the
Reception/Seminar on Monday evening together
with Willie Rickett's note about the serving of
drinks, etc.

Could the guest list please be attached to
the briefing. I have sent a copy of the list
to Mr. Thatcher.

Sue

22 January 1982

this
at our
computer
reception)
Mls 22/1

LIST OF GUESTS ATTENDING THE RECEPTION/SEMINAR FOR INDUSTRIAL DESIGNERS TO BE GIVEN BY THE PRIME MINISTER AND MR. DENIS THATCHER ON MONDAY, 25 JANUARY 1982 FROM 6.30 PM TO 8.00 PM

The Prime Minister
and Mr. Denis Thatcher

Ministers

- Rt . Hon. Patrick Jenkin, MP
- Rt. Hon. John Biffen, MP
- The Hon. Nicholas Ridley, MP
- Mr. Kenneth Baker, MP
- Mr. Peter Rees, MP
- Rt. Hon. Paul Channon, MP
- Mr. William Shelton, MP
- Mr. John Wakeham, MP

The Lord Hailsham

DESIGNERS

- | | |
|-----------------|-------------------------------------|
| David Carter | DCA Design Consultants Ltd. |
| Diarmuid Downs | Ricardo Consulting Engineers Ltd. |
| T.P. Dukes | W.S. Atkins, Ltd. |
| K. Grange | Pentagram Design |
| B. Hiscock | Fraser Nash |
| Richard Negus | Negus and Negus |
| Nicholas Butler | BIB Design Consultants |
| James Pilditch | Allied International Designers Ltd. |

REPRESENTATIVE BODIES

Design Council

- | | |
|--------------------|-----------------|
| Sir William Barlow | Chairman |
| Keith Grant | Director |
| Mervyn Unger | Deputy Director |

Society of Industrial Artists and Designers

- | | |
|------------------------|-----------|
| Edward Pond | President |
| Michael Sadler-Forster | Director |

Royal Society of Arts

Ian Hunter	Chairman
Alex Moulton	Master of the Faculty of Royal Designers for Industry

Crafts Council

Victor Margrie	Director
Jean Muir	
David Mellor	

INDUSTRY/COMMERCE

Zach Brierly	Z. Brierly Ltd.
Terence Conran	Chairman, Habitat, Ltd.
Sir Frederick Page	Chairman and Chief Executive, Aircraft Group, British Aerospace
Peter Lewis	Chairman, John Lewis Partnership
E.C. Hewitt	Technical Director, Davy Loewy
C.V. Chester-Browne	Managing Director, Vickers Design & Projects
<u>Zandra Rhodes</u>	
M. Kimberly	Managing Director, Lotus Cars Ltd.

UNIVERSITIES AND POLYTECHNICS

David Bethel	Director, Leicester Polytechnic
Professor L. Finkelstein	The City University
Professor J.H. Horlock	Vice Chancellor, Open University
Professor L. March	Rector, Royal College of Art
Sir Hugh Ford	Vice President of the Fellowship of Engineering and Emeritus Professor of Mechanical Engineering at Imperial College

OTHER NOTABLE ADVOCATES OF DESIGN

Viscount Caldecote	former Chairman of the Design Council Chairman of Delta Metals
Dr. Bryan Lindley	Dunlop Ltd.
David Penny	Institute of Mechanical Engineers
John Wesley	Cranfield Product Engineering Centre
Dr. Paul Freeman	Director, Computer Aided Design Centre

OTHER NOTABLE ADVOCATES OF DESIGN (Continued)

Professor F. Height

Royal College of Art

British Standards Institution

Admiral D.G.Spickernell

Director-General

Miss G.M. Ashworth

Secretary

HOUSE OF LORDS

The Lord Reilly

HOUSE OF COMMONS

Marcus Fox, MP

Michael Brotherton, MP

Christopher Price, MP

John Lee, MP

Jocelyn Cadbury, MP

Richard Page, MP

Gerry Neale, MP

OFFICIALS

Department of Industry

P. Goodman

A.L. Thomas

Michael Harrison

Department of Trade

R.C. Foster

D.R. Coates

Treasury

A. Allan

Department of Education and Science

R.H. Stone

C.R. Walker

Cabinet Office

Dr. R. Nicholson

D. Wright

10 Downing Street

Ian Gow, MP

Willie Rickett

Liz Drummond

Andrew Duguid

CONFIDENTIAL



DEPARTMENT OF INDUSTRY
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From the
Parliamentary Under Secretary of State

John Wakeham MP's Office

W Rickett Esq
Private Secretary to
the Prime Minister
10 Downing Street
LONDON SW1

21 January 1982

Dear Willie

RECEPTION FOR DESIGNERS : 25 JANUARY 1982

The introductory speakers to each session of the seminar have given us advance warning of what they are going to say. Officials have introduced some of the key points into the session briefs, to help Chairmen steer the subsequent discussion.

Mr Wakeham has reminded each of the introductory speakers that they are asked to speak for only 3 - 4 minutes.

I enclose, for reference, the full information supplied to us by the speakers.

I also attach for background briefing the notes prepared for Mr Wakeham's meeting with the press.

Yours ever

Joanna Donaldson

JOANNA DONALDSON
Private Secretary

PM'S RECEPTION FOR INDUSTRIAL DESIGNERS

Mr Downs telephoned this morning to give me the gist of the points he will be making at the Prime Minister's reception on industrial design next Monday.

- 1 He proposes to begin with a short introduction, explaining, in view of the mixed composition of the guests, that he will be speaking from the viewpoint of an industrial engineer.
- 2 He will assert that the British are not philistines. They appreciate good design when they see it, and as a result buy a disturbingly high proportion of foreign goods, not always because they are cheap, but often because of their high quality and superior design. It is therefore puzzling that the same people who buy goods for the quality of their design, do not then manufacture products of good design. He believes that one of the reasons for this is that there are too many accountants and lawyers in senior positions in British industry; there is a clear need for more engineers in leading positions in our manufacturing industry.
- 3 It is the design dimension that distinguishes an engineer from a scientist. There should be more concentration on design training in all courses for engineers [whether at the under-graduate stage, post-graduate, or whatever]; engineers' training should be more like that for architects. And not only do we need more engineers in industry, we need more engineering designers.
- 4 Mr Downs said he had been struck by the number of Japanese engineers who are also artists. Perhaps if industrialists were to surround themselves with beautiful things, such as paintings and 'objets d'arts' in their offices, as the Japanese, Italians and Swedes do, they might be more aware of the design of their product. The concepts of engineering design and industrial design have too long been separated; it must be recognised that they are two sides of the same coin. For example, in the case of car manufacturers, companies such as Porsche and Ferrari have long been aware of the importance of design as well as of mechanical competence; whilst the Americans have in the past separated the two with the result that they produce particularly unattractive vehicles. Economic necessity is now forcing all motor manufacturers to recognise the importance of design, but this lesson must be extended to other sectors of industry.

Joanna Donaldson.

JOANNA DONALDSON, PS/Mr Wakeham, Room 1012, Ashdown House, 212 7691, 20 January 82

Mr Goodman
RTS
Room 707
Abell House

cc Mr Thomas - RTS

PRIME MINISTER'S DESIGN RECEPTION : MR CHESTER-BROWNE'S COMMENTS

I have received the following notes from Mr Chester-Browne, as the outline to his talk at the PM's Seminar:-

- Point 1 : It is necessary to look at the stages in the design process and at what should happen at each stage, excluding scientific research.
- Point 2 : Design needs to be market led.
- Point 3 : Major public and private sector bodies have a responsibility for requirements definition, either as "end users" or as "system integrators".
- Point 4 : The vast majority of producers are at system component level, so importance of total system concepts as vital to success.
- Point 5 : Requirement definitions should look beyond any narrow local or specific requirements - mention of recent comments on defence equipment in this context.
- Point 6 : The responsibilities of the major bodies must be matched by development effort at sub-system and component level.

- Point 7 : Look at implementation with the tools available. Design is people-based. Importance of innovation. Need for practical engineers to convert to final design. Mention CAD.
- Point 8 : Consider product index for design resource approval.
- Point 9 : Danger of too rigid ^{product} approval systems stifling innovation. Standards however are necessary against which performance can be judged. BSI support essential.
- Point 10 : Framework for assessment and listing of approved firms desirable. Mention BS 5750 and generally this approach of greater use of list of approved firms.
- Point 11 : Continuing training of technical management needs support as much as training of young designers.
- Point 12 : Increasing sophistication and overall importance of design for the nation will create a need for more engineers in senior positions in Government and industry.

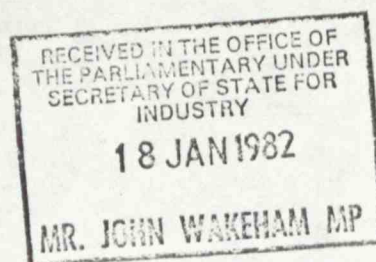
Mr Chester-Browne told me that he had had a lengthy discussion with Sir Frederick Page over the weekend about these points, and he would be letting Sir Frederick have a copy of his notes, for use in the event that he falls by the wayside.

Joanna Donaldson

JOANNA DONALDSON
PS/Mr Wakeham
Room 1012
Ashdown House
212 7691

18 January 1982

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18.1.82

ATTN: MS J DONALDSON
FROM: MR D. CARTER

1 THE PROBLEM

✓ 1.1 THERE ARE SHORT TERM AND LONG TERM ASPECTS OF BRITAIN'S APPARENT FAILURE TO UTILISE ITS DESIGN RESOURCES, AND BROADLY IT COULD BE SAID THAT THE SHORT TERM PROBLEM RELATES TO INDUSTRY AND THE LONG TERM PROBLEM RELATES TO EDUCATION

✓ 1.2 INDUSTRY DOES NOT MAKE GOOD USE OF DESIGNERS AND DOES NOT SEEM TO UNDERSTAND THE COMMERCIAL BENEFITS WHICH GOOD DESIGN WILL BRING. THIS IS A PROBLEM WHICH MUST BE SOLVED IN THE SHORT TERM. IF WE ARE TO RETAIN AN INDUSTRY TO EMPLOY THE PEOPLE WE EDUCATE IN THE LONG TERM - AND, ONE WAY OR ANOTHER, IT IS A PROBLEM WHICH WILL COST US EFFORT AND MONEY TO SOLVE

1.3 THE LONG TERM PROBLEM IS THAT, UNLESS WE CAN CHANGE THE LETHARGIC ATTITUDES - AND OFTEN ANTAGONISMS WHICH STILL EXIST IN OUR SCHOOLS, TOWARDS THE ACCEPTABILITY OF A CAREER IN INDUSTRY IN GENERAL AND IN DESIGN OR ENGINEERING AND ASSOCIATED SUBJECTS IN PARTICULAR, WE SHALL CONTINUE TO FIND THAT OUR MOST CREATIVE AND ENERGETIC YOUNG PEOPLE ARE CREAMED OFF BY THE ESTABLISHED PROFESSIONS OR BY THE PURE SCIENCES.

TO CHANGE THESE ATTITUDES, AS CHANGE THEM WE MUST, IF THIS COUNTRY IS TO FULFIL ITS GREAT HERITAGE OF INDUSTRIAL DEVELOPMENT, WILL AGAIN COST EFFORT AND MONEY

1.4 BECAUSE (APART FROM MY FULL TIME JOB AS A WORKING DESIGNER) I AM ACTIVELY INVOLVED IN THE EDUCATION, NOT ONLY OF DESIGNERS FOR PRACTICE IN INDUSTRY BUT, ALSO OF THE PUBLIC GENERALLY IN THE APPRECIATION OF DESIGN, I FEEL I NEED MAKE NO APOLOGY FOR BEING REALISTIC ABOUT THE PRIORITIES WHICH I FEEL SHOULD BE APPLIED IF A CHOICE HAS TO BE MADE IN THE ALLOCATION OF RESOURCES TO THESE TWO NEEDY CAUSES - ASSUMING THAT THE POT IS VERY DEFINITELY NOT BOTTOMLESS

1.5 AT RISK OF ALIENATING MYSELF FOR EVER FROM MY FRIENDS AT DES (AND I AM NOT NAIVE ENOUGH TO HAVE MISSED THE POINT THAT I WAS GIVEN THIS SLOT IN TONIGHT'S PROGRAMME TO CHEER ON BEHALF OF THE WORLD OF DESIGN EDUCATION) I MUST QUITE POSITIVELY SAY THAT THE OVERRIDING PROBLEM AT THE PRESENT TIME IS THAT OF THE SHORT TERM - TO DO SOMETHING POSITIVE, DIRECT AND PROBABLY QUITE EXPENSIVE, ABOUT THE USE OF, AND ATTITUDES TOWARDS, DESIGN IN INDUSTRY

MAY I THEREFORE MAKE THE FOLLOWING RECOMMENDATIONS:

2 INDUSTRY

2.1 A GOVERNMENT MINISTER FOR DESIGN IN INDUSTRY

THE CREATION OF SUCH A POSITION WILL DO MUCH TO CONCENTRATE THE MINDS OF THOSE IN INDUSTRY ON THE IMPORTANCE OF DESIGN AS A VITAL INGREDIENT IN THE INDUSTRIAL PROCESS

2.2 AN EXTENSION OF THE DESIGN COUNCIL'S DESIGN ADVISORY SERVICE TO INDUSTRY

THIS SHOULD BE DONE SPECIFICALLY TO ENABLE IT TO ACT AS A BROKER BETWEEN INDUSTRY AND THE SERVICES OFFERED BY CONSULTANCY ORGANISATIONS (PRIVATE PRACTICE, UNIVERSITIES, TECHNICAL COLLEGES, RESEARCH ESTABLISHMENTS ETC) AND TO PROVIDE FREE USE OF THOSE SERVICES (UP TO AN AGREED VALUE) TO ASSIST SELECTED PROJECTS AND POTENTIALLY PROFITABLE VENTURES.

THIS WOULD SUPPLY THE INCENTIVE TO DEVELOP NEW PRODUCTS AND THE CAPITAL TO SUPPORT IT, IN A WAY NOT AT ALL COVERED BY EXISTING SCHEMES - WHICH ARE RE-ACTIVE (RATHER THAN PRO-ACTIVE) AND EXTREMELY DIFFICULT FOR THE ORDINARY CHAP IN INDUSTRY TO UNDERSTAND IN RELATION TO HIS EVERYDAY DEVELOPMENT NEEDS.

THE SCHEME WOULD INVOLVE A CONSIDERABLE RE-ORGANISATION OF THE EXISTING SERVICE AND, TO BE EFFECTIVE, WOULD COST £5-6 MILLION PER YEAR WHEN FULLY OPERATIONAL

2.3 A COUNTRYWIDE NETWORK OF MANAGEMENT SEMINARS

THE OBJECT OF SUCH SEMINARS WOULD BE TO INFORM MANAGERS, MARKETING PEOPLE AND ACCOUNTANTS ABOUT THE ADVANTAGES OF THE PROPER USE OF THE NATION'S DESIGN RESOURCES. IN THE PAST, SUCH SEMINARS OR COURSES HAVE BEEN ATTENDED ALMOST SOLELY BY DESIGNERS AND ENGINEERS - SENT BY THEIR BOSSES ON THE MISTAKEN PREMISE THAT BY DOING SO THEIR COMPANIES WERE LEARNING ABOUT DESIGN. THIS WAS PREACHING TO THE CONVERTED AND THE WRONG PEOPLE WERE GETTING THE MESSAGE.

TO PERSUADE THE MANAGERS TO ATTEND, SOME DRAMATIC INCENTIVE MUST BE SUPPLIED. CERTAINLY NO FEE SHOULD BE CHARGED - RATHER IF I HAD THE COURAGE TO SUGGEST IT, AN HONORARIUM SHOULD BE PAID IN RECOGNITION THAT THEIR TIME TOO IS VALUABLE. THE SCHEME SHOULD, IN ANY CASE, INVITE THEIR PARTICIPATION IN A ONE DAY EVENT. SPECIALIST TEAMS COULD BE ESTABLISHED WITH STANDARD PACKS OF PRESENTATION MATERIAL TO TOUR THE PROVINCES AND BIG INDUSTRIAL CITIES. AGAIN THE COST WOULD BE HIGH BUT THEN SO ARE THE STAKES - AND THIS IS A SHORT TERM SOLUTION.

FOR THE EXPENDITURE OF £1 MILLION APPROXIMATELY 5,000 INFORMED (AND CONVERTED) MANAGERS COULD BE EXPECTED.

THE ORGANISATION OF THIS SCHEME WOULD FIT WELL WITHIN THE PROVEN CAPABILITY OF THE DESIGN COUNCIL WHICH HAS LONG

AS I SAID THAT THE SHORT TERM PROBLEMS RELATING TO INDUSTRY SHOULD RECEIVE PRIORITY ATTENTION, I FEEL THAT NEVERTHELESS THERE ARE IMPORTANT LONGER TERM ACTIONS WHICH MUST BE TAKEN IN RELATION TO DESIGN EDUCATION.

3.1 AT SCHOOL LEVEL

WHERE SO MUCH HAS BEEN DONE ALREADY WE MUST TAKE CARE TO CHANNEL THE GROWING INTEREST IN DESIGN WISELY. WE MUST DISTINGUISH BETWEEN THE NEED TO TEACH A GENERAL AWARENESS OF, AND A SENSITIVITY FOR, GOOD DESIGN ON THE ONE HAND, AND THE NEED TO MEET THE REQUIREMENTS FOR CAREER PREPARATION ON THE OTHER HAND. THESE TWO NEEDS ARE AT PRESENT OFTEN HOPELESSLY CONFUSED. REMEDIAL OR MID CAREER TRAINING FOR ART/DESIGN/CRAFT TEACHERS IS REQUIRED TO ALLEVIATE THIS PROBLEM.

IT IS ALSO NECESSARY THAT A CLEAR CORRELATION IS DRAWN BETWEEN THE OBJECTIVES OF THE 'O' AND 'A' LEVEL EXAMINATIONS IN DESIGN AND THOSE OF THE VARIOUS HIGHER EDUCATION INSTITUTIONS TO WHICH THEY RELATE.

3.2 AT A HIGHER LEVEL, FOR THE INDUSTRIAL DESIGN DISCIPLINES, I BELIEVE THAT THE DES HAS DONE A SPLENDID JOB - IN THE PROVISION IT HAS MADE FOR EDUCATION AT BOTH DEGREE AND AT TECHNICAL LEVEL.

3.3 IN ENGINEERING DESIGN THE PICTURE IS LESS HAPPY, IN SPITE OF THE WORK DONE RECENTLY TO SET UP TECHNICIANS COURSES BY TEC AND THE BELATED RECOGNITION BY A FEW UNIVERSITIES THAT PRODUCT DESIGN IS A SUBJECT WHICH CAN BE TAUGHT.

THE RELUCTANCE TO ACCEPT NEW WAYS OF TEACHING AND LEARNING SEEMS TO COME PREDOMINANTLY FROM THE TEACHERS THEMSELVES, AND I THEREFORE RECOMMEND THE INTRODUCTION OF SEMINARS FOR TEACHING STAFF - ATTENDANCE AT WHICH SHOULD BE OBLIGATORY.

THE ORGANISATION OF THESE SEMINARS MIGHT BE DEVELOPED FROM THAT ENVISAGED UNDER PROPOSAL 2.3 ABOVE

3.4 DESIGN TEACHING IN MANAGEMENT OR BUSINESS SCHOOLS IS PERHAPS THE MOST URGENT CURRENT NEED IN THE SPHERE OF DESIGN EDUCATION AND SHOULD BE GIVEN THE SAME IMPORTANCE AS ACCOUNTING OR COMPANY LAW. A KNOWLEDGE OF THE PROCESSES OF DESIGN AND DEVELOPMENT AND AN ANALYSIS OF SUCCESS ACHIEVED BY OVERSEAS COMPETITORS THROUGH THE USE OF DESIGN SHOULD BE INTEGRAL PARTS OF ALL COURSES WHICH SEEK TO EDUCATE THOSE WHO WILL EVENTUALLY HOLD POSITIONS OF RESPONSIBILITY IN INDUSTRY.

IT IS HOWEVER VITAL THAT THE TEACHING GIVEN ON SUCH COURSES SHOULD BE OF A HIGH INTERNATIONAL STANDARD - OTHERWISE MORE HARM THAN GOOD WILL RESULT. THERE ARE FEW QUALIFIED TEACHERS IN THIS SPHERE AND THIS DEFICIENCY MUST BE REMEDIED BY SOME INDEPENDANT AGENCY - SUCH AS THE DESIGN COUNCIL - WORKING IN COLLABORATION WITH THE EDUCATIONAL AUTHORITIES CONCERNED. FORMAL LINKS BETWEEN THE TWO BODIES WILL NEED TO BE ESTABLISHED SO THAT STRUCTURED COURSES CAN BE PREPARED ON A REGULAR BASIS. THIS WORK IS OUTSIDE THE DESIGN COUNCIL'S EXISTING SCOPE BUT IT IS WELL EQUIPPED TO EXPAND ITS CAPACITY SUFFICIENTLY TO TAKE IT ON

REGARDS
DAVID CARTER
DCA DESIGN CONSULTANTS

312230 DCA G
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NC 158/06

PS/Mr Wakeham

without
annexes

{cc PS/Secretary of State
PS/Mr Baker
PS/Secretary
Dr Davies
Mr Cooper RTS
Mr Owen IC(A)
Mr Woodrow Inf
Mr Harrison Press Officer

DESIGNERS' RECEPTION, 10 DOWNING STREET: 25 JANUARY 1982

Brief for (a) Meeting with Mr Christopher Lorenz, Management
Editor, Financial Times 10.00 am Tuesday 19 January;
and for

(b) Meeting with other press representatives, 10.00 am
Thursday 21 January

I attach a brief for Mr Wakeham to use at his meeting
with Mr Lorenz on 19 January and at the briefing session
for journalists on 21 January. I also attach:

Flag A (i) at Annex A, a copy of the Secretary of State's
speech at the opening of the Design Council
exhibition "Selection '82" on 12 January;

Flag B (ii) at Annex B, a Secretary of State's case containing
a booklet prepared by Mr Lorenz for the Society of
Industrial Artists and Designers.

A defensive note on product approval is being prepared
by IC(A). They will submit this directly to you.

I will join the Minister at 09.45 on 19 January.

P GOODMAN
Research and Technology Requirements and Space Division, Branch 3
Room 707
Abell House
211-5527

18 January 1982



Steering Brief

The reason for the seminar - to discuss the problem of industry's lack of awareness of the importance of good design throughout a firm's activities:

is/ The aim of the seminar - The theme is "Product Design and Market Success". The seminar/to consider why there is a lack of awareness in industry of the value of good design and to consider measures that can be taken to encourage a change of attitude. Guests have been given a short paper to help establish a framework for discussion.

The structure of the seminar - organised in three sessions

Session 1 - chaired by Prime Minister; speaker: Mr Downs

Session 2 - chaired by Sir William Barlow; speaker: Mr Chester-Brown

Session 3 - chaired by Mr John Wakeham; speaker: Mr Carter

Topics to be explored - Session 1 - "The importance of design" - is management at fault in failing to appreciate the value of design? Have designers failed to get their message across?

Session 2 - "Purchasing power and its influence on design"- should major public and private sector bodies use their purchasing power to pull through improved design? Do major purchasers over-specify and so cause problems for their suppliers?

Session 3 - "Preparing for the future"- what can be done to ensure that future generations of managers have a different outlook?

What is Government doing now - Manufacturing Advisory Service
- Microprocessor Applications Project
- Computer Aided Design Centre
- Public purchasing guidelines
- Design Council

What can come out of the seminar - the aim is to increase awareness of the problem and to obtain ideas for measures which can be pursued further.



BRIEF

The reason for the Seminar

The Government is fully convinced of the important role that design can play in the revival of British industry. However the top management of many British manufacturing companies do not recognise the benefits that good design can bring to their companies. Many companies do use designers but only as a postscript to the manufacturing process - to put an attractive skin on a finished product. The real value of good design comes from integrating it fully into the whole range of a company's activities and decision-making process. The Prime Minister is concerned that many senior executives do not appreciate this. She has asked a number of influential people from the fields of industry, commerce, design and education to No. 10 to discuss the problem.

The aim of the Seminar

The aim is to discuss the reasons why many top managers in British industry are not sufficiently aware of the value of design in the development and manufacture of marketable products; and to suggest measures that can be taken to ensure that, in the future, design is given its proper weight by companies.

Each guest has been sent a short paper which sets out the overall theme of the seminar - "Product Design and Market Success" - and the three topics for discussion within that theme (copies will be available for Thursday's press briefing and a copy has been given to Mr Lorenz). Under each topic some points have been suggested for consideration, not to constrain the scope of the discussion but to help provide a coherent general framework. The seminar will only last an hour. There will be no simple solution to the problem. But there should be positive and practical suggestions which can be followed up.

The Structure of the Seminar

The Seminar is organised in three sessions. The Prime Minister will open the discussion and will chair Session 1 - "The Importance of Design".



Sir William Barlow, Chairman of the Design Council, will chair Session 2 - "Purchasing Power and its influence on design".

The Minister will chair Session 3 - "Preparing for the Future".

A different speaker has been invited from amongst the guests to introduce each session. Mr Diarmuid Downs, Ricardo Consulting Engineers, will introduce Session 1; Mr C V Chester-Browne, Managing Director of Vickers Design and Projects, will introduce Session 2; and Mr David Carter, DCA Design Consultants, will introduce Session 3.

Particular topics to be explored

Within the overall theme of "Product Design and Market Success" the topics have been selected to focus discussion firstly on the problem of top management's lack of awareness of the value of good design and secondly on two particular courses of action that might influence a change of attitude.

The discussion in Session 1 - "The Importance of Design" - will be on why top management does not appreciate the value of good design. Points which may come up are:

- (i) is design seen traditionally as a technical matter and therefore not given Board attention?
- (ii) is senior management too cautious about innovation in design?
- (iii) should designers share the blame for industry's attitude? Do they look for beauty in design as an end in itself and



so create an atmosphere where design means styling and little else? Do they fail to think enough about selling their skill to manufacturers as something that meets the manufacturers' needs?

- (iv) do designers pay enough attention to the combination of technical possibilities and customers needs?

The discussion in Session 2 - "Purchasing power and its influence on design" - should concentrate on the impact that major bodies in both public and private sectors can have on the design awareness of their suppliers. By demanding an increased design awareness from their suppliers or by choosing only those suppliers whose products have been approved as being well designed, this influence can be for the good. (For instance the Department of Transport specifies only the street lighting and associated equipment that has been approved by the Design Council and is listed in the Council's Street Furniture catalogue). But major purchasers can over-specify and thus leave their suppliers with products that are unsaleable in any other market.

There is, of course, a considerable pressure on major purchasers to look to the cost of the product they specify. But low initial cost does not necessarily mean value for money. The Government has recently issued revised rules to the public sector on value for money when placing orders, pointing out that design, reliability and ease of maintenance will affect the total cost over the life of a product. (See next section on 'What is Government doing'.)

The discussion in Session 3 - "Preparing for the future" should centre not on the vocational training of would-be designers, but on the design awareness of non-designers, particularly those who will form future generations of managers. We want particularly to consider the value of adding a design training element to the teaching of other disciplines - for instance business management training. And we hope to consider the question of increasing the design awareness of young people.



What is Government doing now

The Manufacturing Advisory Service which is operated for the Department of Industry by the Production Engineering Research Association, provides a service to small and medium sized companies to help solve manufacturing problems. The service provides advice on the manufacturing techniques and equipment appropriate to a project. It includes value analysis, quality assurance, computer-aided design and computer-aided manufacture, the use of mini-computers and microprocessors, production and stock control, and many other manufacturing activities.

The Microprocessor Applications Project was introduced in 1978 in response to widespread concern that UK companies were being slower than their overseas competitors to see the scope for improving performance offered by microelectronics. MAP's objectives are, therefore, to raise the national awareness of the potential of microelectronics; to increase the supply of people trained in microelectronic skills; to help firms to establish the relevance of microelectronics to their businesses; and to improve the rate of application of microelectronics in firms' products and processes, particularly by first-time users.

The Computer Aided Design Centre promotes the use of CAD techniques to achieve the maximum improvement in productivity and profitability in the engineering industries. A system of computers is available for use in collaboration with industry for project work and application developments, as well as for productive use. Data links to other systems in various parts of the country provide a wide range of applications facilities. A consultancy service is available to industrial companies embarking on the use of computers in engineering design and manufacture.

In the field of public purchasing the Government has issued guidance to the public sector on the question of value for money. Public purchasers should pay attention to design, reliability and ease of



maintenance when purchasing. These factors can justify a higher initial cost by giving a lower total cost over the life of a product; and, by helping to develop the competitiveness of suppliers, can ensure that the purchaser gets improved value for money over the longer term.

The Government is also supporting the Design Council whose activities are directed towards enlarging the whole concept of design in society - particularly at improving the design awareness of British industry.

What can come out of the Seminar

This depends upon the nature of the suggestions. Government will of course consider carefully and sympathetically any action that it can take. But we hope, rather, that all those present will come away from the seminar feeling that they have an enhanced role to play in the task of encouraging changed attitudes.



DEFENSIVE POINTS FOR MEETING WITH PRESS, 21 JANUARY 1982

1. If the Government is so convinced of the value of good design why did you cut the Design Council's grant?

This should not be viewed in isolation. At a time of severe recession, with enormous pressure on the tax payer, the Government sought to reduce public spending in all areas. The Design Council was one of many bodies affected. We reduced the cuts to a minimum and encouraged the Council to increase its income-earning activities.

2. Will there be more money available to follow up recommendations made at the seminar?

I cannot make promises about extra money at this stage but I assure you that any proposals for action by Government will be examined carefully and sympathetically.

3. Is this flurry of activity because of the lack of response to the Corfield Report on Product Design?

The Corfield Report (recommendations attached) is addressed primarily to industrial company managements. It is indeed disappointing that the attitude of manufacturing industry appears to have been unaffected by what Sir Kenneth had to say. Government, of course, welcomed the report warmly and has, in those areas where it can, taken action to respond to the report. In particular the Government has issued new guidelines to public sector purchasers (see earlier section of Government action) to encourage them to pay attention to design, reliability and ease of maintenance when judging value for money.

PRODUCT DESIGN

MR KENNETH CORFIELD, introducing NEDC(79)3, said that good design was an important element in higher productivity and wealth creation and so in determining the national standard of living. Design was a key function in any productive business and had to be developed in close association with marketing, production and finance. His report, which was primarily addressed to industry, urged companies to take a new look at the design function, to give it board level status and described in detail other steps necessary to promote successful design. None of his proposals involved increasing Government expenditure. Greater mobility of staff between companies and also between Research Establishments and companies was one of the best ways of assuring maximum applicability and commercial advance from new knowledge; Government, management and unions should therefore work to reduce the barriers to mobility. The public sector should also use its position as purchaser and provider of finance more actively both to encourage companies to pay greater attention to design and to allocate funds through the Product and Process Development Scheme and the RBs so as to encourage good design. He recognised that his proposals for much closer links between education and industry were controversial, but he was concerned that the UK should put its large numbers of highly trained people to better use. He wanted to see a greater vocational element in higher education including a strong design focus in all technical and engineering courses. Finally, he drew attention to a number of case studies in the report which illustrated how successful British design could be if the right principles were applied.

Science & Technology



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From the
Parliamentary Under Secretary of State

John Wakeham MP's Office

W Rickett Esq
Private Secretary to
the Prime Minister
10 Downing Street
LONDON SW1

21 January 1982

TPM

Dear Willie

RECEPTION FOR DESIGNERS : 25 JANUARY 1982

I attach the Chairmen's Brief for the seminar which will form part of the meeting for designers on 25 January.

I am copying this to Dr Nicholson [CPRS], and to the private secretaries to Mr Biffen and Mr Rees [D/Trade], Mr Brittan [Treasury], and Mr Channon and Mr Shelton [DES].

Yours ever

Joanna Donaldson

JOANNA DONALDSON
Private Secretary



CHAIRMEN'S BRIEF

GENERAL

Aim of the evening

Britain has a considerable resource in engineering and industrial design skill. Many British firms are not sufficiently aware of the value of design in the development and manufacture of marketable products. The aim therefore is to discuss the reasons why this is so, and also to suggest measures that can be taken to ensure that, in the future, design is given its proper weight by companies.

The seminar will only last an hour. There will be no simple solutions to the problems. But there should be positive and practical suggestions which can be followed up.

Pattern of the seminar

The seminar is organised in three short sessions, each with a different Chairman and each with an introductory speaker from amongst the guests.

The seminar itself

Brief opening remarks will be made by the Prime Minister. She will chair Session 1 on "The importance of design". Mr Diarmuid Downs has agreed to speak for four or five minutes to start the discussion.

Sir William Barlow will chair Session 2 on "Purchasing power and its influence on design". The speaker will be Mr Chester-Browne.

Mr Wakeham will chair Session 3 on "Preparing for the future". Mr David Carter will speak.



At the end of the seminar, the Prime Minister will thank the guests and lead them to the Pillared Room.

A short discussion paper on the three topics (Annex A), prepared after consultation with CPRS, D/Trade, and DES and the Design Council, has been sent to all guests to provide a general framework for the seminar.

Supporting Activity

Mr Wakeham is holding a press briefing about the event on 21 January (a list of those attending is attached at Annex B), and Christopher Lorenz of the Financial Times has been given an extended interview on design. In addition, Wendy Jones has recorded an interview for the "Today" programme, and a number of trade journals and regional and local newspapers will also be reporting on the event.



OPENING REMARKS BY PRIME MINISTER

Ladies and Gentlemen;

I am sure everyone here this evening recognises the importance of design in manufacturing industry. However, our beliefs are not as widely held in this country as they should be, and my aim in inviting you to this seminar is to find ways of encouraging British companies to place greater emphasis on the design of the products they make, buy and use. It is not enough for us just to hold convictions; we must be prepared to convert those who do not believe that design is important to their industries or activities.

It is unfortunately true that in this country, design has tended to be seen as something concerned primarily with the appearance of consumer goods in, for example, clothing, china, furniture, fabrics and similar fields. The Design Council to their great credit has done much to change this view. The motor vehicle industry is a good example where not so long ago, for many people, one of the main considerations in buying a new car was its shape. Now they are very much concerned also with maintenance, reliability and other design-influenced aspects.

With increasing complexity and diversity in products of all sorts, it is necessary to ensure that all the component parts are well designed and that they are all brought together in well designed systems, if customers are to be satisfied. Even where the goods are not large or complex, effective design still has an important part to play. Nor is it the product alone which must be seen critically from the design standpoint. Good design is an integral part of the whole manufacturing process from the initial concept to the final production stage.



Clearly good marketing, good management and good industrial relations are essential to industrial success. But even these are not enough. To compete effectively we need well designed products that meet the customer's needs.

To obtain well-designed products we need three elements: design awareness in industry and schools, creative designers, and a thorough understanding of new technologies and their influence on products and processes. To help achieve this the Government is providing support for microelectronics, robotics, computer aided engineering, microprocessors and advanced materials, to name just a few of the new technologies which will have profound influences on the design of products and processes. We have also been urging public sector bodies to judge value for money not solely on the basis of the lowest initial cost. Design, reliability and ease of maintenance must surely be taken into account. These factors may justify a higher initial cost by giving a lower total cost over the life of a product; and, by helping to develop competitiveness of suppliers, ensure that the purchaser gets improved value for money over the longer term.

And we are supporting the Design Council - the main route by which we encourage good design in industry. We also need to ensure that our education system is producing the right people for the right jobs, and by doing so is meeting industry's needs. We must ensure that the Government's already substantial investment in design education is put to the best and most efficient use; and that the most talented and creative design students are attracted into, and effectively used, by British industry.

I am grateful to you all for coming here this evening, and I look forward to hearing your discussions and proposals for action.

Having given you my views, I would now like to call on Mr Downs to introduce the first topic - the importance of design.

Lord Caldecote has suggested that check against delivery:

- to produce new products and processes requires development and proving, which is more time-consuming and costly than is generally believed;
- design therefore requires commitment by senior management and commitment of adequate resources;
- the UK financial system tends to concentrate company analysis and assessments on short term results. For public companies this puts the emphasis on short term profit and loss accounts rather than on long term products range, competitiveness and wealth.

What do you think?



PM 1 Importance of Design
 Sir Burt 2 Power, Purchasing
 J Wakeham 3 Preparing for the future

is influence
 Design

SESSION I - THE IMPORTANCE OF DESIGN
 IN THE CHAIR: PRIME MINISTER

W. H. Murray
 W. H. Murray

Chairman's Remarks

See Prime Minister's Opening Remarks (flagged).

Call on speaker, Mr Diarmuid Downs

Speaker : Mr Diarmuid Downs

Mr Downs is a member of Ricardo Consulting Engineers Limited, specialists in the design of prime movers, particularly internal combustion engines.

[Reserve: Lord Caldecote

(See opposite)

Lord Caldecote is Chairman of Delta Metals and of Finance for Industry. He is a former Chairman of the Design Council.]

Importance of Design
 M.P.P. - Design
 Design Council

Thank Speaker and Open Discussion

- Mr Downs has suggested that [check against delivery]:
- The British consumers appreciate good design; one reason why top management fails to attach sufficient importance to design in the manufacturing process is that there are too many accountants and lawyers in senior positions, and too few engineers.
- There should be much more emphasis on design in an engineer's training.
- Engineering design and industrial design have for too long been separated. They are two sides of the same coin.
- What do you think?

| Chairman of new ACARD
Committee on this subject

ZACH BRIERLEY

Chairman of a manuf. company

KENNETH GRANCE

PARTNER OF PENTAGRAM Design

POND.

Chairman of Society of Industrial Artists
and Designers

Very successful as designer

AND retail shops.

KIMBERLEY

Chg. LOTUS



Alan Archer
 ↓
 Good in the country
 Fr. of America.

Sb. of

[Sir William Barlow may welcome a chance to comment on this topic].

Additional points to use if the discussion flags

- Is design traditionally seen as a technical matter and therefore not given enough Board attention?
- Is senior management too cautious about innovation in design?
- Do designers pay enough attention to the combination of technical possibilities and customer's needs?

Concluding Remarks

- [Refer to any practical suggestions made during the discussion]
- We will have succeeded when design is a subject for regular review and consideration at Board level
- I will now hand over to Sir William Barlow for Session 2.

Domination of conventional lawyers in
 Brit. Industry
 Creative people should be leaders
 Design - more important.
British Standards - R & D or Design
 in Annual Report.
 - Grant to Design Council

MEHLOR

Design of cutlery.

Also ship on Stoane St



SESSION 2 - PURCHASING AND ITS INFLUENCE ON DESIGN

IN THE CHAIR: SIR WILLIAM BARLOW

B.S.I

Chairman's remarks

- This is a very big topic and I would like us to look particularly at the impact that the purchasing power of major bodies, both in the public and private sector, can have on the design awareness of their suppliers.
- This impact can be for the good - by demanding better-designed products from suppliers.
- But purchasers can over-specify thus leaving the supplier with a product that is unsaleable in any other market.

Call on speaker, Mr C V Chester-Browne

Speaker: Mr C V Chester-Browne Mr Chester-Browne is Managing Director of Vickers Design and Projects. As main contractors in turnkey projects such major private sector companies coordinate the work of many suppliers and sub-contractors.

Reserve: Sir Frederick Page Sir Frederick is Chairman and Chief Executive, Aircraft Group, British Aerospace

Thank speaker and open discussion

- Mr Chester-Browne has suggested that check against delivery:



- design needs to be market led; major public and private sector purchasers have a special responsibility when defining requirements;
- they should look beyond their narrow, local needs.
- What do you think?

Additional discussion points which can be used

-- Mr Chester-Browne also said that:

- it would be desirable to have a framework for assessment and listing of approved firms;
- a product index could be considered; the Department of Transport specifies only the street lighting and associated equipment that has been approved by the Design Council and is listed in its Street Furniture catalogue so a start has been made.

Concluding Remarks

- Refer to any practical suggestions made during the discussion
- Major purchasers wield enormous power. They must keep in mind the need to specify products that are saleable in wider markets.
- I will now hand over to Mr John Wakeham for Session 3.



SESSION 3 - Preparing for the future

IN THE CHAIR: MR JOHN WAKEHAM

Chairman's remarks

- We have talked about the current lack of design-awareness in British industry.
- I would now like to consider what we can do to ensure that future generations of management do not have the same weaknesses.
- This means encouraging more design-awareness in our young people.

Call on speaker, Mr David Carter

Speaker: Mr David Carter

Mr Carter is a member of DCA Design Consultants Ltd; Chairman of DATEC; Deputy Chairman of the Design Council; and author of the Carter Report on Industrial Design Education.

Reserve: Sir Hugh Ford

Sir Hugh is Vice President of the Fellowship of Engineering and Emeritus Professor of Mechanical Engineering at Imperial College.

Thank speaker and open discussion

- Mr Carter has said that there are short term and long term aspects to the problem we have been considering. Reflecting our earlier discussion he has made some interesting proposals for changing the attitude of senior management in the short term. In the long term he has suggested that check against delivery:
- the most urgent need is to introduce design teaching into management and business school training.



- What do you think?

Additional Discussion Points which can be used

- Mr Carter also said that:
- something must be done to change attitudes in schools towards a career in industry in general, and towards design and engineering in particular;
- that the design awareness of non-designers could be improved by a country-wide network of seminars for managers, accountants and marketing people.

[Professor Height has expressed a wish to comment on this subject].

Concluding Remarks

- [Refer to any practical suggestions made during the discussion].
- We have already made significant progress in this area. The Design Council has played a leading role in this. But clearly there is more to be done.
- I will now hand you back to the Prime Minister.



PRIME MINISTER'S CONCLUDING REMARKS

- We have had a stimulating and rewarding discussion
- We did not expect any easy solutions but we have heard many interesting ideas which will provide us all with food for thought.
- Refer to any points made that it could be useful for Government to consider
- I hope that all of you have been stimulated to increase your efforts to get the design message into the board rooms of British industry.
- Invite guests to informal reception in Pillared Room

DISCUSSION ON PRODUCT DESIGN AND MARKET SUCCESS

Introduction

"Design" in this paper covers engineering design and industrial design. The seminar is concerned with the total contribution that design can make if it is fully integrated into a company's product development and decision-making process.

Topic 1 - The Importance of Design

In the Chair - Prime Minister

1. Why do so many senior executives in British industry fail to appreciate the wide-ranging contribution that design can make to a company's success?
2. What can be done about improving the awareness of present senior executives?

Topic 2 - Purchasing power and its influence on design

In the Chair - Sir William Barlow

1. Should major bodies in the public and private sector use their purchasing power to pull through improved design?
2. How can they do so? Should there be a national "catalogue" of well-designed products? Or would an approved list of manufacturers be more appropriate?

Topic 3 - Preparing for the future

In the Chair - Mr John Wakeham, M.P.

1. What can be done to ensure that the next generation of managers and engineers has a different outlook?
2. Should design be part of a child's general education? Should we concentrate on introducing design courses into the teaching of other disciplines - into business management training particularly?

ACCEPTANCES

Jeremy Myerson	Design
Roger Eglin	Sunday Times
Frank Smith	Industrial Equipment News
Bill Woodcock	Eastern Daily Press
Cindy Selby	CoI Radio Division
Hazel Baker	CoI Overseas Press
Andy Coghlon	Chemistry and Industry
Graham Cooper	Electrical Review
Douglas Fear	Engineering
John Houston	Engineering Materials and Design
Anthony Barry	Industrial Business News
Sidney Gregory	Design Studies
Christopher Lorenz	Financial Times
Susan Thomas	Freelance
Geoffrey Lean	Observer
-	Engineering Today
Gill Samuel	British Business
Jane Stephenson	Design Council Press Office
Vic Wyman	The Engineer
Wendy Jones	Today Programme BBC Radio

ANNOTATED GUEST LIST FOR THE RECEPTION FOR INDUSTRIAL DESIGNERS
TO BE GIVEN BY THE PRIME MINISTER AND MR DENIS THATCHER ON
MONDAY, 25 JANUARY 1982 FROM 6.30 PM TO 8.00 PM

The Prime Minister
and Mr Denis Thatcher

DESIGNERS

David Carter

DCA Design Consultants Ltd. Deputy
Chairman of Design Council. Chairman
of DATEC. Author of Carter Report on
Industrial Design Education.

Diarmuid Downs

Ricardo Consulting Engineers Ltd.
Specialists in the design of prime
movers, particularly internal
combustion engines.

T. P. Dukes

W. S. Atkins Ltd. The biggest
integrated engineering consultancy
in Europe.

K. Grange

Pentagram Design. Internationally
famous as product designer. Clients
include Kenwood and Wilkinson Sword.

B. Hiscock

Frazer-Nash. Engineering design and
development consultants.

Richard Negus

Negus and Negus. Graphic design
consultants. Responsible for current
British Airways livery and housestyle.
Past-President of SIAD.

N. Butler

BIB Design Consultants. Industrial
design consultants, specialising in
engineering-based products.

J. Pilditch

Allied International Designers Ltd.
Industrial design consultants.

REPRESENTATIVE BODIES

Design Council

Sir William Barlow

Chairman. Also Chairman of Thorn-EMI
Engineering Group. Formerly Chairman
of the Post Office.

Keith Grant

Director. Formerly Secretary of Royal
Society of Arts and of the Faculty of
Royal Designers for industry.

Talwar = career in industry.

REPRESENTATIVE BODIES (continued)

Mervyn Unger Deputy Director. Formerly with GUS.

Society of Industrial Artists and Designers

Edward Pond President. Designer of textiles, wallpapers etc. Owner of the 'Paperchase' shops.

Michael Sadler-Forster Director. Formerly with the design consultancy, Design Research Unit.

Royal Society of Arts

Ian Hunter Chairman. Senior Director of Harold Holt, the concert agency. Impresario and agent.

Alex Moulton Master of the Faculty of Royal Designers for Industry. Engineering designer. Designed the 'Hydrogas' suspension system for motor vehicles; designed the Moulton bicycle. Author of the Moulton Report on Engineering Design Education.

Crafts Council

Victor Margrie Director. A potter. The Crafts Council supports the work of the artist craftsman rather than the designer who works for industry.

INDUSTRY/COMMERCE

Zach Brierley Z. Brierley Ltd. Owner of small but very successful engineering business, concentrating on special-purpose machine-tools.

Terence Conran Chairman, Habitat Ltd. Designer, retailer, entrepreneur. Public benefactor through endowment of the Boilerhouse.

Sir Frederick Page Chairman and Chief Executive, Aircraft Group, British Aerospace.

E. C. Hewitt Technical Director, Davy Loewy.

C. V. Chester-Browne Managing Director, Vickers Design & Projects.

Jean Muir Designer/maker of high-fashion women's clothes.

David Mellor Designer of many talents: jewellery, tableware, street furniture. Cutlery manufacturer and retailer.

Peter Lewis Chairman, John Lewis Partnership

5 - / 100 million =
↓
25 =

INDUSTRY/COMMERCE (continued)

Zandra Rhodes

Designer/manufacturer/retailer of women's clothing.

M. Kimberley

Managing Director, Lotus Cars Ltd.
Engineer and member of the Design Council.

UNIVERSITIES AND POLYTECHNICS

David Bethel

Director, Leicester Polytechnic. The only polytechnic director who is a designer.

Professor L Finkelstein

The City University. Professor of Measurement and Instrumentation.

Professor J. H. Horlock

Vice Chancellor, Open University. Ex-professor of mechanical engineering, Liverpool.

Professor L. March

Rector, Royal College of Art. Formerly with the Open University.

Sir Hugh Ford

Vice President of the Fellowship of Engineering and Emeritus Professor of Mechanical Engineering at Imperial College.

OTHER NOTABLE ADVOCATES OF DESIGN

Dr Bryan Lindley

Dunlop Limited. Chairman of ACARD enquiry into Product Design for International Markets. CBE in New Year's Honours.

David Penny

President, Institution of Mechanical Engineers.

John Wesley

Cranfield Product Engineering Centre.

Dr Paul Freeman

Director, Computer Aided Design Centre.

Professor F. Height

Royal College of Art. Head of School of Industrial Design. Also a design consultant.

Viscount Caldecote

Former Chairman of the Design Council. Chairman of Delta Metals. Chairman of Finance for Industry.

British Standards Institution

Admiral Spickernell Director-General

Miss G. M. Ashworth Secretary

Ministers

Rt. Hon. Patrick Jenkin MP

Mr. Kenneth Baker MP

Mr. John Wakeham MP

Rt. Hon. John Biffen MP

Mr. Peter Rees MP

Rt. Hon. Leon Brittan MP

Rt. Hon. Paul Channon MP

Members of Parliament showing recent interest in Design

Marcus Fox MP Debate on Adjournment - the Encouragement of Design Skills

Michael Brotherton MP Several PQs

Christopher Price MP Chairman, Select Committee on Education, Science and Arts.

Officials

Department of Industry

P. Goodman

A. L. Thomas

Department of Trade

R. C. Foster

D. R. Coates

Treasury

A. Allan

Department of Education and Science

R. H. Stone

Cabinet Office

Dr. R. Nicholson

D. Wright

Members of Parliament

Mr. Iain Sproat MP

Mr. John Lee MP

Mr. Jocelyn Cadbury MP

Mr. Richard Page MP

Mr. Gerry Neale MP

House of Lords

Lord Reilly

R.
NOTE FOR THE FILE

Industrial Designers' Reception: 25 January

Yes please ✓
I think whoever puts the papers for this reception to the Prime Minister should ask her if she is content for the guests to be given a drink on arrival in the Pillared Room, and for them to be served with nuts and crisps. At the last reception for representatives of the computer industry, Peter Taylor said that he had been given no instructions to serve the guests with drinks on their arrival. Mr. Thatcher, who was receiving the guests, was naturally somewhat annoyed.

After having a drink, the guests will move into the Dining Room for ~~a~~ ^{the} seminar where the Prime Minister ^{will} ~~join~~ them. The seminar will be followed by a half hour reception in the Pillared Room.

LM

8 January, 1982.

FILE

ds



cc Mrs. Goodchild
Mr. Gaffin

10 DOWNING STREET

From the Private Secretary

7 January 1982

Reception for Designers : 25 January 1982

Thank you for your letter of 6 January.

The Prime Minister is content with the revised discussion paper for this reception. She also agrees that Mr. Curry, Sir Derek Rayner and Mr. Lewis should be invited to represent the retailing industry.

I understand that Sue Goodchild has already let you know which guests are coming to the reception.

I am copying this to Dr. Nicholson (CPRS), Jonathan Rees (Department of Trade), Mary Giles (Office of the Minister for the Arts) and June Nisbet (Department of Education and Science).

W. F. S. RICKETT

Ms. Joanna Donaldson,
Department of Industry.

JK



DEPARTMENT OF INDUSTRY
ASHDOWN HOUSE
123 VICTORIA STREET
LONDON SW1E 6RB
TELEPHONE DIRECT LINE 01-212 7691
SWITCHBOARD 01-212 7676

From the
Parliamentary Under Secretary of State

John Wakeham MP's Office

W Rickett Esq
Private Secretary to
the Prime Minister
10 Downing Street
LONDON SW1

6 January 1982

Prime Minister 1

① Are you content with the discussion paper
for this reception at A? and

② Are you content that we should invite
Mr Curry, Derek Rayner, and Mr Lewis, as
representatives of major retailers? (see below)

Dear Willie

Yes, Mr

RECEPTION FOR DESIGNERS : 25 JANUARY 1982

I explained on the telephone that Sir William Barlow had some amendments to suggest to the discussion paper to be circulated to the guests in advance of the Reception. He and Mr Wakeham met yesterday to talk about this.

Sir William had two main points to make:-

- (i) that there was a risk that, in giving the guests too much to talk about, the seminar would stray away from the main theme; and
- (ii) that Topic 1 was the most important and should occupy most of the seminar time.

He also suggested that, if it were possible, you should consider adding to the guest list several representatives of major retailers.

The Minister agreed with Sir William's main points, and officials have shortened the discussion paper accordingly. You will see from the



--- revised version [attached] that the original three topics remain intact, though in a changed order and with redrafted titles.

On Sir William Barlow's point about retailers, I suggest you consider adding:-

Mr Dennis Curry

Chairman
Currys Limited
46 - 50 Uxbridge Road
Ealing
London W5 2SU

Sir Derek Rayner

Managing Director
Marks and Spencer
Limited
Michael House
47 - 67 Baker Street
London W1A 2DN

Mr Peter Lewis


Chairman
John Lewis Partnership
Oxford Street
London W1A 1AX

I should be grateful if you would let me have any comments on the discussion paper by Friday morning, 8 January.

I am copying this letter to Dr Nicholson [CRPS], Jonathan Rees [D/Trade], June Nisbet [DES] and Mary Giles [Office of the Minister for the Arts].

Yours sincerely
Joanna Donaldson

JOANNA DONALDSON
Private Secretary



DISCUSSION ON PRODUCT DESIGN AND MARKET SUCCESS

Introduction

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Topic 1 - The Importance of Design

In the Chair - Prime Minister

1. Why do so many senior executives in British industry fail to appreciate the wide-ranging contribution that design can make to a company's success?
2. What can be done about improving the awareness of present senior executives?

Topic 2 - Purchasing power and its influence on design

In the Chair - Sir William Barlow

1. Should major bodies in the public and private sector use their purchasing power to pull through improved design?
2. How can they do so? Should there be a national "catalogue" of well-designed products? Or would an approved list of manufacturers be more appropriate?

Topic 3 - Preparing for the future

In the Chair - Mr John Wakeham, M.P.

1. What can be done to ensure that the next generation of managers and engineers has a different outlook?
2. Should design be part of a child's general education? Should we concentrate on introducing design courses into the teaching of other disciplines - into business management training particularly?

~~Y~~ LIE

No comments on the
attached. I should be able to
let you have acceptances by
6 January.

Sue

24 December 1981

Mr Wakeham's office tell
me they are revising the
paper. BF 4/1 .

WM 4/12



10 DOWNING STREET

SS
Mrs Goodchild ✓ Mr Gaffin

I think these papers for
the Industrial Designers'
reception are OK. Unless you or
Mr Gaffin have any comments
I do not intend to put them to
the Prime Minister.

Perhaps you and Neville could
confirm you are intent before
30/12.

Can you also let me have
a list of guests who have
accepted by 6 January, please?

I can confirm that Mr Shelton,
Mr Walker, and Mr Stone will be
coming from BES.

✓ noted

WV 23/12



DEPARTMENT OF INDUSTRY
ASHDOWN HOUSE
123 VICTORIA STREET
LONDON SW1E 6RB

TELEPHONE DIRECT LINE 01-212 7691
SWITCHBOARD 01-212 7676

From the
Parliamentary Under Secretary of State

PS/JOHN WAKEHAM M.P.

23 December, 1981

W. Rickett, Esq.,
Private Secretary to the Prime Minister,
10 Downing Street,
London, S.W.1.

Dear Willie

RECEPTION FOR DESIGNERS: 25 JANUARY 1981

Thank you for your letter of 15th December to Ian Ellison. I am replying as Mr. Wakeham is taking the lead on this for the Department. You said that the Prime Minister was generally content with the proposals for the designers' reception set out in our letter of 16th November and you passed on some suggestions she had for the arrangements.

I enclose copies of papers prepared in response to these suggestions. At Annex A is a draft of the letter that Mr. Wakeham and Sir William Barlow will sign jointly. The discussion paper (on which we consulted Robin Nicholson) that goes with this letter is at Annex B; we have limited the number of points under each topic in order to focus the discussion. The same paper, slightly re-drafted using material from the paragraphs we have already provided for your Press Office, will be the press release used for Mr. Wakeham's press conference during the week beginning 18th January.

Mr. Wakeham is also considering what other media coverage could be arranged such as a face to face interview with the engineering or industrial correspondent of one of the leading Sunday papers and radio and television interviews, possibly with Sir William Barlow. Early in January I will let you have the Chairmen's Steering Briefs and an annotated edition of the guest list drawing the Prime Minister's attention to some points of interest about her guests.

I should be grateful if you and the others to whom I am copying this letter would let me know by 31st December if the papers need to be amended in any way. In particular I would like you to let me know if, in the letter to guests, the references about the No. 10 arrangements are correct. We have assumed that the arrangements for the computer reception would be repeated and our draft therefore follows the letter to guests to that function. I should also be grateful for a list, by 6th January,

.... /Cont.



- 2 -

of the guests who have accepted invitations so that we can issue the letter and discussion paper on 7th or 8th January.

On the other points in your letter, the Secretary of State agrees with the Prime Minister's suggestion that Mr. Wakeham and Sir William Barlow should be co-Chairmen and that they should chair the second and third discussion periods. As regards speakers to introduce each topic, we propose to approach Sir Kenneth Corfield for the first topic, Mr. David Carter for the second and Mr. C. V. Chester-Browne for the third. As reserves we will approach Mr. Diarmuid Downs, Sir Hugh Ford and Lord Caldecote.

I am copying this letter to the recipients of yours.

Yours ever

Joanna Donaldson

JOANNA DONALDSON
Private Secretary



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12/13 DEC 2004



DEPARTMENT OF INDUSTRY
ASHDOWN HOUSE
123 VICTORIA STREET
LONDON SW1E 6RB
TELEPHONE DIRECT LINE 01-212
SWITCHBOARD 01-212 7676

*From the
Parliamentary Under Secretary of State*

/DRAFT

(Letter to go to all Guests)

RECEPTION FOR DESIGNERS: 25 JANUARY 1982

We are pleased to learn that you will be attending the Prime Minister's reception for designers at No. 10 Downing Street on 25th January. As co-Chairmen with the Prime Minister, we are writing to give you further information on the arrangements as well as some guidance on the topics the Prime Minister wishes to discuss.

When you arrive at 10 Downing Street, you will be given a list of the other guests. You will be shown into the Dining Room where refreshments will be available and where the seminar will take place.

The Prime Minister will make a few introductory remarks and will then invite one of the guests to introduce the first of the three topics that will be discussed. This introduction will last no more than four or five minutes and will be followed by about 15 minutes discussion of the topic. The Prime Minister will hand over the chair to us in turn and different guests will be invited to introduce the second and third topics. Arrangements for the introductory speakers have already been made.

The enclosed paper sets out the three topics and suggests points which might be considered. This is not intended to constrain the scope of the discussion unduly but should help to provide a coherent general framework. Please feel free to make additional points.

Following the seminar, which should last about an hour, the Prime Minister will lead the way to the Pillared Room where more refreshments will be available. The reception will continue informally with the Prime Minister and her colleagues circulating amongst the guests.

In the light of all these arrangements, it will be important to start the seminar punctually. It would, therefore, be most helpful if guests could arrive at Downing Street promptly for 6.30 p.m. and if any contributions to the discussion could be kept succinct.

..../Cont.



- 2 -

We hope that you will find the occasion informative and stimulating as well as enjoyable.

JOHN WAKEHAM

SIR WILLIAM BARLOW



DISCUSSION ON PRODUCT DESIGN AND MARKET SUCCESS

INTRODUCTION

"Design" in this paper covers engineering design and industrial design. The seminar is concerned with the total contribution that design can make if it is fully integrated into a company's product development and decision-making process.

TOPIC 1 - THE IMPORTANCE OF DESIGN IN PRODUCT DEVELOPMENT

- 1 - Does senior management in British industry often fail to appreciate the wide-ranging contribution that design can make to a company's success?
- 2 - In industry's marketing strategy, does "design" come a poor third to "price" and "fitness for purpose"? Should the marketing director be a leading advocate of the value of design at board level?
- 3 - Have designers failed to get their message across to the right people? If so, why?
- 4 - Does the influence of design cease prematurely with the appearance of a product on the market? Do we develop and update models sufficiently?

TOPIC 2 - AWARENESS, EDUCATION AND TRAINING

- 1 - Vocational training of young designers is well catered for. There are many courses available and our design schools have a reputation amongst the highest in the world. The resource is there. Should we, therefore, concentrate on increasing the awareness of the benefits of design amongst non-designers?
- 2 - How early should we start? Should design be part of a child's education?



- 3 - Can more be done to introduce a design element into the teaching of other disciplines - along the lines of the Royal College of Art/Imperial College joint courses on design for post-graduate engineers? Could a design course be introduced into business management training?
- 4 Are there enough post-experience design courses to enable designers to "recharge" their batteries? Do enough designers take advantage of what is there?

TOPIC 3 - THE ROLE OF THE PUBLIC SECTOR AND MAJOR PRIVATE SECTOR COMPANIES

- 1 - Should major bodies in the public and private sector encourage higher performance levels and design awareness from their suppliers "for the greater good" and even at the expense of higher prices?
- 2 - Is a national product approval scheme desirable?
- 3 - Should there be an approved list of manufacturers for public sector use?
- 4 - Is there a role for Government in encouraging higher national standards in order to pull through higher quality products?
- 5 - Should there be closer links between the Design Council and the British Standards Institute?



10 DOWNING STREET

From the Private Secretary

15 December 1981

JL JFH
bc Mrs Goodchild
B. Ingham
Ian Gow
Anthony Smith
(Co)

Dear Ian

Reception for Industrial Designers: 25 January 1982

Thank you for your letter of 16 November. The Prime Minister has amended your guest list very slightly, and I attach the final version.

The Prime Minister has also agreed that the overall theme for the seminar should be "Product Design and Market Success", and that the three topics described in paragraph 3 of your letter should form the basis of the discussion.

The Prime Minister would prefer to limit the Reception to 1½ hours, but she recognises that it may inevitably run on slightly longer.

The Prime Minister also has some suggestions for the handling of the Reception. First she feels that she should be the overall Chairman of the seminar, but that she should have two co-Chairmen to help her run the discussion. She hopes that your Secretary of State can agree that Mr. John Wakeham and Sir William Barlow should be these two co-Chairmen. If so, she would like Mr. Wakeham to write to all the guests in good time before the Reception, and to send them a discussion paper as a basis for the seminar. Mr. Wakeham may like to consider asking Sir William Barlow to join him in signing the letter to the guests. The Prime Minister also hopes that your officials can consult Dr. Nicholson, the Chief Scientist in the CPRS, on the drafting of the paper.

The Prime Minister hopes that the paper can be drafted in such a way that it is suitable for release to the Press. The Reception is on a Monday, and we should aim to get as much positive publicity in the Sunday papers as possible. Mr. Wakeham may wish to consider a Press Conference in the week of 18 January, at which the discussion paper might be released.

As for the seminar itself, the Prime Minister hopes that Mr. Wakeham can arrange in advance for three people to introduce the three topics for discussion. Each part of the discussion will need a Chairman. The Prime Minister would like to chair the opening discussion on "the importance of design." She has suggested

/that

B

that Sir William Barlow could be invited to chair the second topic on "awareness, education, and the training needs of management and designers"; and she would be very glad if Mr. Wakeham would chair the last topic on the "possible role of Government, public authority, and main contractor purchasing power in encouraging all aspects of design".

The Prime Minister hopes that your Secretary of State will agree that we should proceed on this basis. She has indeed foreshadowed these arrangements in her reply to a letter from Sir William Barlow, who wrote to thank her for awarding the Schools Design Prize last Wednesday (copy attached). I should therefore be grateful if we could in due course see the draft letter and paper that Mr. Wakeham, and possibly Sir William Barlow, intend to send to the guests. I should also be grateful if you could provide a Chairman's brief for the Prime Minister's use in handling the first topic for discussion. I think she might also like to see the Chairmen's briefs prepared for Mr. Wakeham and Sir William Barlow. Given the date of the Reception, it would be useful if the letter to guests could issue by the end of the first week in January, and I should be grateful for the briefing by Wednesday 20 January.

I am copying this letter to Dr. Nicholson (Central Policy Review Staff), Jonathan Rees (Department of Trade), Chris Eagles (DES) and Mary Giles (Office of the Minister for the Arts).

Yours
Willie Rickett

Ian Ellison, Esq.,
Department of Industry.



He He

10 DOWNING STREET

THE PRIME MINISTER

14 December 1981

Thank you for your letter of 10 December. I really did enjoy giving the prizes on Wednesday. And I was happy to be able to emphasise the importance of good design for industry and for the country. The Design Council has done a lot of good work, and I think the Schools Design Prize is a particularly good idea. I would like to thank the judges and everyone in the Council who made it such a success.

To help to get the importance of design across I am going to give a Reception and Seminar here for industrial designers on the evening of Monday 25 January. I do hope you can come. The theme will be "Product Design and Market Success". What is more, I hope you will be able to join me on the top table in running the discussion.

(SGD) MARGARET THATCHER

Sir William Barlow

✓

DRAFT GUEST LIST FOR THE RECEPTION FOR INDUSTRIAL DESIGNERS TO BE GIVEN BY THE PRIME MINISTER AND MR. DENIS THATCHER ON MONDAY, 25 JANUARY 1982 FROM 6.30 PM to 8.00 PM

The Prime Minister
and Mr. Denis Thatcher

DESIGNERS

David Carter	DCA Design Consultants Ltd.
Diarmuid Downs	Ricardo Consulting Engineers Ltd.
T.P. Dukes	W.S. Atkins Ltd.
K. Grange	Pentagram Design
H. Hiscock	Fraser Nash
Richard Negus	Negus and Negus
N. Butler	BIB Design Consultants
J. Pilditch	Allied International Designers Ltd.

REPRESENTATIVE BODIES

Design Council

Sir William Barlow	Chairman
Keith Grant	Director
Mervyn Unger	Deputy Director

Society of Industrial Artists and Designers

Edward Pond	President
Michael Sadler-Forster	Director

Royal Society of Arts

Ian Hunter	Chairman
Alex Moulton	Master of the Faculty of Royal Designers for Industry

Crafts Council

Victor Margrie	Director
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INDUSTRY/COMMERCE

Zach Brierly	Z. Brierly Ltd.
Terence Conran	Chairman, Habitat Ltd.
Sir Frederick Page	Chairman and Chief Executive, Aircraft Group, British Aerospace

INDUSTRY/COMMERCE (continued)

E.C. Hewitt	Technical Director, Davy Loewy
C.V. Chester-Browne	Managing Director, Vickers Design & Projects
Zandra Rhodes	
M. Kimberly	Managing Director, Lotus Cars Ltd.

UNIVERSITIES AND POLYTECHNICS

David Bethel	Director, Leicester Polytechnic
Professor L. Finkelstein	The City University
Professor J.H. Horlock	Vice Chancellor, Open University
Professor L. March	Rector, Royal College of Art
Sir Hugh Ford	Vice President of the Fellowship of Engineering and Emeritus Professor of Mechanical Engineering at Imperial College

OTHER NOTABLE ADVOCATES OF DESIGN

Sir Kenneth Corfield	Chairman and Managing Director, Standard Telephones and Cables Ltd.
Dr. Bryan Lindley	Dunlop Ltd.
David Penny	President, Institution of Mechanical Engineers
John Wesley	Cranfield Product Engineering Centre
Dr. Paul Freeman	Director, Computer Aided Design Centre
Professor F. Height	Royal College of Art
Viscount Caldecote	former Chairman of the Design Council Chairman of Delta Metals

British Standards Institution

Admiral Spickernell	Director-General
Miss G.M. Ashworth	Secretary

Ministers

Rt. Hon. Patrick Jenkin MP
Mr. Kenneth Baker MP
Mr. John Wakeham MP
Rt. Hon. John Biffen MP
Mr. Peter Rees MP

Ministers (Continued)

Rt. Hon. Leon Brittan MP

Rt. Hon. Paul Channon MP

Members of Parliament showing recent interest in Design

Marcus Fox MP

Debate on Adjournment - The Encouragement
of Design Skills

Michael Brotherton MP

Several PQs

Christopher Price MP

Chairman, Select Committee on Education,
Science and Arts

Officials

Department of Industry

P. Goodman

A.L. Thomas

Department of Trade

R.C. Foster

D.R. Coates

Treasury

A. Allan

Department of Education and Science

R.H. Stone

Cabinet Office

Dr. R. Nicholson

D. Wright

Members of Parliament

Mr. Iain Sproat MP

Mr. John Lee MP

Mr. Jocelyn Cadbury MP

Mr. Richard Page MP

Mr. Gerry Neale MP

House of Lords

Lord Reilly

PRIME MINISTER

Amend

Reception for Industrial Designers: 25 January 1982

You have agreed the guest list for this Reception, and the three main topics for discussion. I promised to put some suggestions to you on how the Reception and Seminar might actually be handled.

I have spoken to the Department of Industry and to the CPRS. I suggest:

(a) That you should be the overall Chairman of the Seminar, but that you should invite John Wakeham, who has day-to-day responsibility for industrial design, and Sir William Barlow, Chairman of the Design Council, to join you as Co-Chairmen;

(b) That John Wakeham should write to all the guests in good time before the Reception, and should send them a discussion paper as a basis for the Seminar. I think Mr. Wakeham should consider asking Sir William Barlow to join him in signing the letter to the guests. The paper should be drafted by his officials, in consultation with the CPRS;

(c) That the paper should be suitable for release to the Press. It might also be a good idea if John Wakeham were to consider giving a Press Conference. The Reception is on a Monday, and we could aim to catch the Sunday papers;

(d) That John Wakeham should arrange for three people to introduce the three topics for discussion:

- the importance of design in product development;
- awareness, education, and training needs of management and designers;
- the possible role of Government, public authority, and main contractor purchasing power in encouraging all aspects of design.

/ (e)

(e) That each part of the discussion should have a Chairman. I suggest that you might chair the opening discussion on the importance of design. Sir William Barlow could be invited to chair the second topic; and John Wakeham could chair the last topic. Alternatively you could chair all three topics, with help from the other two Chairmen. But I think that Mr. Wakeham and Sir William might feel a little left out if they were not given a topic of their own to chair. In any case, I will ask the Department of Industry to prepare a Chairman's brief for all three subjects.

Yes
Content to proceed on this basis? If so you may wish to foreshadow these arrangements in your reply to the attached letter from Sir William Barlow, which thanks you for awarding the Schools Design prizes. A suggested reply to Sir William is at Flag A.

WAFGR

11 December 1981

MR RICKETT

INDUSTRIAL DESIGNERS: RECEPTION/SEMINAR

Your minute of 1 December.

2. The essential issue is whether the reception/seminars are organised to inform the Prime Minister and stimulate discussion with specialists or to demonstrate publicly the Prime Minister's concern for the subject, thus focussing attention on it and, to some extent, producing public results.

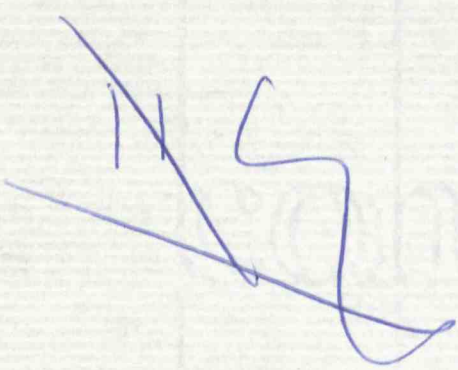
3. We have so far approached the reception/seminars with the first objective in mind. The very effective publicity for the Innovators Reception/Seminar was a function of a happy accident in the guest list: we invited an articulate teenager who had invented an interesting machine and who attracted a lot of attention. The Computer session did not make any great impact on the world though it certainly aroused interest in the specialist press (with, presumably, some coverage).

4. The ingredients we need to achieve maximum publicity for the next seminar include:

- i Plenty of early information about the participants so that we can milk the most interesting stories (ie highlighting their design successes as "the best of British ...") and encourage picture coverage of the designers and their products.
- ii Issuing a document as the basis of the discussion, provided that document poses as challengingly and as crisply as possible all the questions to which we hope to receive answers. It would be even better if the Government was able to offer original, new and exciting answers (but presumably with little or no cost to public funds) to the questions posed by our guests.
- iii Admit the press and hang the consequences (the essential argument against this - and one to which the Prime Minister subscribes - is that the presence of the press might inhibit discussion and/or cause some embarrassment if there are headline-seekers among the guests).
- iv If we cannot live with (iii), how about a briefing/press conference either immediately before or after the event by the Prime Minister's nominee (I would argue for some specialist briefing before the event aimed at the Sunday papers of 24 January and, if justified, a session on Tuesday, 26 January for those interested in following it up).
- v Tie in the event with the Prime Minister's presentation of prizes for children's designs taking place at the Institute of Civil Engineers tomorrow (we need not trail the second event too strongly but it could be mentioned in general terms).

.../....

- vi And arrange for the Prime Minister to visit the Design Centre during the Christmas Recess for half-an-hour plus 15 minutes in their small, cramped theatre. She will then achieve more public impact for the cause of good design and its relevance to market success (though not necessarily longer term results) than she will achieve with half-a-dozen reception/seminars at No 10.



NEVILLE GAFFIN

8 December, 1981.

PRIME MINISTER

You will recall that you decided to hold a reception for industrial designers after Christmas.

We have set aside 1830-2000 on 25 January for this reception. The Department of Industry suggest:

- (a) that the theme of the reception should be "product design and market success";
- (b) that there should be three topics for discussion :
 - the importance of design in product development;
 - awareness, education, and training needs of management and designers;
 - the possible role of Government, public authority, and main contractor purchasing power in encouraging all aspects of design;
- (c) the guest list at Flag A. This takes account of comments by the CPRS, Ian Gow, and David Wolfson.

Content with these proposals, and with the guest list? I will put suggestions to you nearer the time on how the reception and seminar might actually be handled.

CPRS

Yes [signature]

7 December 1981

56

DRAFT GUEST LIST FOR THE RECEPTION FOR INDUSTRIAL DESIGNERS
TO BE GIVEN BY THE PRIME MINISTER AND MR. DENIS THATCHER ON MONDAY,
25 JANUARY 1981 FROM 6.30 PM TO 8.00 PM

The Prime Minister
and Mr. Denis Thatcher

DESIGNERS

David Carter	DCA Design Consultants Ltd.
Diarmuid Downs	Ricardo Consulting Engineers Ltd.
T.P. Dukes	W.S. Atkins Ltd.
K. Grange	Pentagram Design
H. Hiscock	Fraser Nash
Richard Negus	Negus and Negus
N. Butler	BIB Design Consultants
J. Pilditch	Allied International Designers Ltd.

REPRESENTATIVE BODIES

Design Council

Sir William Barlow	Chairman
Keith Grant	Director
Mervyn Unger	Deputy Director

Society of Industrial Artists and Designers

Edward Pond	President
Michael Sadler-Forster	Director

Royal Society of Arts

Ian Hunter	Chairman
Alex Moulton	Master of the Faculty of Royal Designers for Industry

Crafts Council

Victor Margrie	Director
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INDUSTRY/COMMERCE

Zach Brierly	Z. Brierly Ltd.
Terence Conran	Chairman, Habitat Ltd.
Sir Frederick Page	Chairman and Chief Executive, Aircraft Group, British Aerospace

INDUSTRY/COMMERCE (continued) - 2 -

E.C. Hewitt Technical Director, Davy Loewy
C.V. Chester-Browne Managing Director, Vickers Design & Projects
Zandra Rhodes
M. Kimberly Managing Director, Lotus Cars Ltd.

UNIVERSITIES AND POLYTECHNICS

David Bethel Director, Leicester Polytechnic
Professor L. Finkelstein The City University
Professor J.H. Horlock Vice Chancellor, Open University
Professor L. March Rector, Royal College of Art
Sir Hugh Ford Vice President of the Fellowship of Engineering and Emeritus Professor of Mechanical Engineering at Imperial College

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Dr. Bryan Lindley Dunlop Ltd.
David Penny President, Institution of Mechanical Engineers
John Wesley Cranfield Product Engineering Centre
Dr. Paul Freeman Director, Computer Aided Design Centre
Professor F. Height Royal College of Art
Viscount Caldecote former Chairman of the Design Council
Chairman of Delta Metals

British Standards Institution

Admiral Spickernell Director-General
Miss G.M. Ashworth Secretary

Ministers

Rt. Hon. Patrick Jenkin, MP
Mr. Kenneth Baker, MP
Mr. John Wakeham, MP
Rt. Hon. John Biffen, MP
Mr. Peter Rees, MP
Rt. Hon. Leon Brittan, MP
Rt. Hon. Paul Channon, MP

Members of Parliament showing recent interest in Design

Marcus Fox, MP	Debate on Adjournment - The Encouragement of Design Skills
Michael Brotherton, MP	Several PQs
Christopher Price, MP	Chairman, Select Committee on Education, Science and Arts

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A.L. Thomas

Department of Trade

R.C. Foster

D.R. Coates

Treasury

A. Allan

Department of Education and Science

R.H. Stone

Cabinet Office

Dr. R. Nicholson

D. Wright

Members of Parliament suggested by Ian Gow

Mr. Iain Sproat, MP

Mr. John Lee, MP

Mr. Jocelyn Cadbury, MP

Mr. Richard Page, MP

Mr. Gerry Neale, MP

Mrs Goodchild pp?



CABINET OFFICE
Central Policy Review Staff

70 Whitehall, London SW1A 2AS Telephone 01-233 7775

Qe/0393

26 November 1981

W F S Rickett Esq
No 10 Downing Street
LONDON

Dear William,

Reception for Industrial Designers

Thank you for copying me on DoI's proposals.

I support the sentiment in the second paragraph of Ian Ellison's note (though would favour a catchier title, like "product design and market success"), and therefore suggest adjusting the guest list to reduce the emphasis on arts and crafts. Do we need quite so many from the Royal Society of Arts? I should have thought the Chairman would suffice. I would excise the Crafts Council altogether. And even the Design Council, despite their obvious importance, could be trimmed to three.

I was glad to see Bryan Lindley's name on the list; you may know that he chairs an ACARD working group on "Product Design and International Markets".

Four other names occur to me:

include
Admiral Spickernell is Director-General of the British Standards Institution. British Standards are an important influence on engineering design and there is a close relationship between the BSI and the Design Council. If you can stretch to a second, Miss G M Ashworth is Secretary to the BSI, and is extremely well-informed in this subject area.

Viscount Caldecote is a former chairman of the Design Council, chairman of Delta Metals; a member of ACARD and a noted advocate for better design. Sir Hugh Ford is Vice-President of the Fellowship of Engineering and Emeritus Professor of Mechanical Engineering at Imperial College.

As to the planning and timing of the reception itself, I am sure that 1½ hours of the PM's time will be ample. I am very concerned however that Ian's note makes no suggestions as to how the affair will be "stage-managed" and who is to act as MC. I am thinking in terms of a few planted questions from the floor, or prepared answers to questions from the PM, in order to break the ice, and provide some structure, after the manner of the reception for inventors. What do the DoI propose?.

yours -

Anthony Smith

A E SMITH



PARLIAMENT OFFICE

100, Parliament Buildings, Ottawa, Ontario, Canada

Telephone: (613) 962-2400

127 NOV 1981



done -
Balfour Smith



RH

cc: MRS GOODCHILD

10 DOWNING STREET

From the Private Secretary

MR A SMITH

CPRS

Reception for Industrial Designers

I attach the advice I have received from the Department of Industry on who we should invite to this reception, and how it should be organised. Before I put this to the Prime Minister, I should welcome any comments you may have.

I am not very happy about the suggestion that the Prime Minister should be asked to devote two hours to this reception. It might be possible for her to attend between 1830 - 2000 hrs, and for the reception to continue for a further $\frac{1}{2}$ hour after she has left. That is roughly speaking what happened at the reception we gave recently for the computer industry.

The guest list suggested by Departments is fairly long. I would be most reluctant to accept any additions to it. You may feel some of the names proposed could be deleted.

It would be useful to have your advice before the end of the month.

~~W. F. S. RICKETT~~

18 November, 1981

A



Secretary of State for Industry

ASmith
CF/Sue
Coachilo?

DEPARTMENT OF INDUSTRY
ASHDOWN HOUSE
123 VICTORIA STREET
LONDON SW1E 6RB

TELEPHONE DIRECT LINE 01-212 3301
SWITCHBOARD 01-212 7676

16 November 1981

W Rickett Esq
Private Secretary to the
Prime Minister
10 Downing Street
London SW1

Dear Willie

Thank you for your letter of 19 October about the Prime Minister's decision to give a reception-cum-seminar for industrial designers on 25 January 1982. It is an excellent idea and one which the Department supports wholeheartedly.

2 My Secretary of State suggests that the overall theme for the seminar might be "Design and the market success of a product". This would be in line with the Government's drive to encourage innovation and to increase the competitiveness of UK industry in world markets. If this theme is adopted, the guest list will have to include not only those involved in the appearance of a product - that is, industrial designers - but also those concerned with the whole question of design for ease of production, performance, reliability and maintenance - in other words engineering designers. My Secretary of State thinks that engineering design is the real key to competitiveness. X

3 Three topics which could be discussed within the overall theme are:-

- a the importance of design in product development;
- b awareness, education and training needs of management and designers; and
- c the possible role of Government, public authority and main contractor purchasing power in encouraging all aspects of design. X

4 These topics take account of suggestions by the Design Council, a body grant-aided by the Department, which is the main channel through which the Government encourages most aspects of design and covers the interests of the Departments of Trade and Education and Science. The Department of Trade has drawn particular attention to the proper appreciation of design by



those sub-contractors involved in multi-million pound turnkey projects. Mary Giles's letter of 4 November explained the interest of the Office of Arts and Libraries in the design aspect arising from its sponsoring of the Crafts Council. The topics proposed in her letter lie on the fringe of the proposed theme but could be absorbed within the first two topics suggested above.

5 The reception which was held last January for innovators was successful and the reception for designers might take a similar form. The Department thinks, however, that the hour and a half allowed for the seminar is insufficient and that it would be desirable to extend the time to two hours to allow up to half an hour for drinks/late comers, an hour for the seminar itself and a half an hour for informal contacts afterwards.

6 The guest list, attached at Appendix I, has been drawn up in consultation with the Design Council and also takes account of Department of Trade and DES interests. In addition to 33 guests who are designers or representatives of relevant bodies, it is suggested that the Prime Minister should also invite 6 people who have a particular concern with the advancement of design in the UK. There are 7 Ministers and 3 back-benchers who should be considered for invitations. With 8 officials the total number of invitations will be 57, a little smaller than the invitation list for the reception for innovators.

... 7 I attach at Appendix II a brief note which could be used by your Press Office.

8 I am copying this letter to the recipients of yours.

Yours ever

Ian Ellison

I K C ELLISON
Private Secretary



Department of Education and Science

Office of Arts and Libraries
From the Minister for the Arts

Elizabeth House York Road
London SE1 7PH

Telegrams Aristides London SE1
Tel: 01-928 9222

W F S Rickett Esq
10 Downing Street
LONDON SW1

4 November 1981

Jean Wueri

RECEPTION FOR INDUSTRIAL DESIGNERS

You copied to me your letter of 19 October about the Prime Minister's reception cum seminar for industrial designers, which has been fixed for 25 January.

We would very much like the Crafts Council to be involved in this, particularly because the relationship of the artist-craftsman to industrial design is something to which we want to draw more attention. The Crafts Council have suggested that three topics to explore in this context would be:

1. The importance of the designer/maker in the generating of new ideas and whether this can be related to the needs of production industry; Italy is an example of a country where this works.
2. The value of the small workshop as a small production unit meeting the needs of a larger section of the community than is possible by the individual artist craftsman and woman working alone.
3. The sensitive and imaginative use of new technology by the small workshop.

So far as names are concerned, we would very much like an invitation extended to Mr Victor Margrie, the Director of the Crafts Council, who is also a well-known potter. In turn the Crafts Council have suggested 5 other names that you may wish to consider along with the balance of interests represented by those put forward from other sources. These are as follows:

a note enclosed
David Field - furniture maker (see enclosed article from CRAFTS magazine).

Roger Oates - weaver. He runs a small textile production unit, as well as designing for interior decorators, and producing individual pieces.

Kaffe Fassett - knitter. An American, trained as a painter, now living in this country, who has made an important contribution to the fashion industry.

Jean Muir, RDI - fashion designer. Passionately believes in craft values and the need for good practice. Member of the Victoria and Albert Museum Advisory Council.

David Mellor, RDI - cutlery manufacturer as well as designer of silver. Upholds the value of good making in industrial processes. Started his own small, revolutionary manufacturing unit because he was unable to achieve high standards with normal industrial methods.

A copy of this letter goes to the recipients of yours.

Jan 1973
Mary Giles
MISS M G E GILES
Private Secretary



10 DOWNING STREET

From the Private Secretary

19 October 1981

Handwritten: Caroline Varley

Reception for Industrial Designers

The Prime Minister has decided that she would like to give a reception cum seminar for industrial designers. The reception has been fixed for 1830-2000 on 25 January.

I should be grateful if you could provide advice on who should be invited and on what form the seminar should take. Dr. Ashworth, before he left his post in the Cabinet Office, suggested that the Royal Society of Arts might be a useful source of advice on who might be invited, and I think you will wish to consult them.

As to the form of the reception, it might usefully follow the precedent set by the Prime Minister's reception for industrial innovators last year, which was very successful. About thirty people attended that reception. When they arrived they were given a drink. When all of them had assembled, they were shown into the next door room where the Prime Minister led a seminar discussion. They were given advance warning of the topics to be discussed, and the experience showed that about three topics were the most that could be usefully covered. Following the seminar discussion, the guests were led back into the adjoining room where the reception continued informally with the Prime Minister and her colleagues circulating amongst the guests.

I should be grateful for your advice on this by Monday 16 November. Apart from a suitable guest list, perhaps you could suggest three topics that might form the basis for the discussion at the seminar, as well as a brief note, which could be used by our Press Office, on what we might hope to achieve by holding this reception.

I am copying this letter to Mary Giles (Office of the Minister for the Arts), Catherine Capon (Department of Trade), Dr. Nicholson and David Wright (Cabinet Office).

W. F. S. RICKETT

Mrs Catherine Bell,
Department of Industry.

Grey Scale #13



A 1 2 3 4 5 6 **M** 8 9 10 11 12 13 14 15 **B** 17 18 19

