

PART 2

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3002

CONFIDENTIAL FILING

PM's Reception for Industrial Designers  
20 January 1987

SCIENCE AND  
TECHNOLOGY

The Second Design Seminar

PT 1 : NOVEMBER 1981

In attached folder: ~~Briefing for the Second Design Seminar~~ <sup>added to file</sup>

PT 2 : JANUARY 1986

Referred to	Date	Referred to	Date	Referred to	Date	Referred to	Date
<del>1.7.86</del>							
<del>21.7.86</del>							
<del>11.8.86</del>							
<del>10.10.86</del>							
<del>5.12.86</del>							
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<del>28.1.87</del>							
9.2.87							

PREM 19/2480  
Series  
CLOSED

cf?



GA  
Book sent to  
DTI  
cc DTI ✓

10 DOWNING STREET  
LONDON SW1A 2AA

*From the Private Secretary*

9 February 1987

Thank you for your letter of 6 February to the Prime Minister. I am sure she will be very interested to read the book you enclosed on Ind Coope's contribution to the design of public houses and restaurants.

The initial arrangements for seminars such as the one we have just held are made by the Department of Trade and I am therefore sending them a copy of your letter so that they can note your kind offer to participate in a future event.

(P. A. BEARPARK)

M. J. Griffiths, Esq.

8fw

BY APPOINTMENT TO  
HER MAJESTY THE QUEEN



BREWERS OF ALE AND LAGER  
IND COOPE LIMITED LONDON

# IND COOPE LIMITED

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THE BREWERY  
HIGH STREET  
ROMFORD RM1 1LA

TELEPHONE  
ROMFORD 66070  
TELEGRAMS EXPORT ROMFORD

February 6 1987

DSR/AY

R7/2

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

Dear Mrs Thatcher

I was extremely interested to read about the seminar on Design and Industrial Competitiveness which you held recently at Downing Street.

Whilst the press reports seem to concentrate on the City and its contribution, I thought that it might be worth writing to you and to enclose a book showing Ind Coope's contribution to the Design of our public houses and restaurants. Ind Coope recently held a Symposium at which a number of leading designers presented papers for use throughout the Ind Coope Group of Companies.

You will see on the cover, a Golden Thumb print - the modern equivalent of the Midas touch - since we believe that good design leads to a greater competitive edge and hence profit and this in turn obviously leads to more employment and prosperity.

We particularly recognise the importance of good design since our properties play a valuable role in the community and are an important feature of the British landscape.

If ever there were an opportunity to participate in one of these seminars on some future occasion, we would be delighted to do so.

Yours sincerely  
IND COOPE LIMITED

M J GRIFFITHS  
Managing Director



A Great British Company



From the Parliamentary Under Secretary  
of State for Industry

DEPARTMENT OF TRADE AND INDUSTRY  
1-19 VICTORIA STREET  
LONDON SW1H 0ET

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CCBS

JOHN BUTCHER MP

Andy Bearpark Esq  
Private Secretary to  
the Prime Minister  
No 10  
Downing Street  
London  
SW1

28 January 1987

pc 20/1  
307,

Dear Andy

PRIME MINISTER'S SECOND DESIGN SEMINAR : 20 JANUARY 1987

As promised I am enclosing a record of the Prime Minister's Design Seminar prepared by our officials.

I am copying this letter to the Private Secretaries to the Chancellor of the Exchequer, the Secretary of State for Education and the Chief Secretary.

Yours ever

Ricky Verrall

RICKY VERRALL

DE9ABX

RECORD OF THE PRIME MINISTER'S  
DESIGN SEMINAR: 20 JANUARY 1987

Opening the seminar the Prime Minister referred briefly to the one she held in 1982 and the significant volume of Government activity to promote design which had followed it. But she stressed Government could only help provide a positive framework and environment for good design to be put to best use in the economy and society at large. So far as industry and commerce is concerned the aim should be to get better design thought of as an automatic requisite in company operations. Good progress had been made in this direction but more needed to be done.

The Secretary of State for Trade and Industry reported on the objectives of, and follow up to the DTI's January 1986 Design Commitment conference. There had been 31 follow up events held or planned by companies so far and he gave brief details of those organised by NEI and Rolls Royce. But he made plain his disappointment that not all companies who committed themselves to hold follow up events had done so and urged them it was not too late to put that right. He mentioned scope for follow up in the retail and financial services sectors.

Opening a session on design education and training, Mr Simon Hornby (Chairman of the Design Council), reviewed progress in this area which has been made so far including many activities by the Design Council. This must be built on, particularly:

- more effort to educate managers in industry and commerce about the significance of design for business success;
- educating designers and engineers in aspects of business which will equip them better to operate successfully with or within companies;
- establishment of more company links with schools, polytechnics and universities to help plan curricula, assist with teaching and arrange student placement.
- more education of the public to help them recognise and seek out good design.

The Secretary of State for Education said that design = jobs and should therefore feature strongly at all levels of education. He wanted to see design firmly placed in the schools curriculum and promised a policy document on this. His Department had already committed financial support for implementation of the Design Council's report on design in primary education, introduced design and technology as an A level subject and supported the introduction of new design engineering courses in higher education. He endorsed the call for more design links between industry and education and would be organising a major seminar in the Spring bringing together representatives of design education and industry to assess the extent to which the former is meeting the latter's needs and discuss improvements as necessary.

Mr Jocelyn Stevens (Royal College of Art) referred to the RCA's efforts to maximise industrial relevance in its design courses and made a plea for more "real life" industrial projects from companies on which students could work. He described the RCA's joint industrial/design engineering course with Imperial College and industry's strong demand for, and satisfaction with, students completing that course.

Professor Eric Ash (Imperial College) endorsed these comments about the RCA/IC joint course.

Mr David Nickson (CBI) referred to the favourable trading conditions which currently offer UK industry a major opportunity but stressed the need for more, well designed products to capitalise on it. The CBI would be making design and product development a major theme of its activities in 1987 including a special conference in the Spring and giving the subject prominence at the CBI's annual conference in the Autumn.

Mr Derek Roberts (GEC) advocated more sandwich courses in design. He suggested too that DTI's Teaching Company Scheme should be extended to embrace design projects.

Dr Horlock (Open University) said the OU was undertaking some major initiatives in design but he saw a real need for more postgraduate design courses.

Professor Gordon Blair (Queen's University Belfast) thought design was at a disadvantage in bidding for project funds within universities because it was less readily definable than other subjects. He suggested the University Grants Committee should be encouraged to view design work in a more positive light.

Introducing a session on design and industry, Mr John Butcher reminded the seminar that the DTI's interest and efforts to promote design have the ultimate objective of improving the international competitiveness of UK industry and commerce. Macro-economic factors had now moved in our favour to present UK industry with a major opportunity to increase market shares in world trade. We need more of the right products to exploit that opportunity. Design is a major factor in generating those products but has to be allied with proper attention to quality and marketing. His department would be putting special emphasis on that theme in its continuing work. He gave examples of some recent initiatives to promote design and sought reactions to them, together with proposals from the audience about how they could match the Government's commitment to help make such measures more effective. Officials would be following this up with the guests after the seminar.

Sir William Barlow (BICC) voiced strong support for the Support for Design scheme which he hoped the Government would keep in being. He suggested there was more scope for practising designers to contribute to the effectiveness of design education. And he was concerned that there was still a tendency for industrial design to have a higher profile in terms of general awareness than engineering design. The latter is no less vital to successful product development.

**Mr Nick Butler (BIB Design Consultants)** drew attention to the immense design resource available in UK consultancies. Many of those consultancies are doing a high proportion of their work for overseas clients which eventually translates into UK imports. UK design consultancies want to do more work for UK firms but "it takes two to tango".

**Mr Tony McBurnie (Institute of Marketing)** stressed the need for good design to go hand in hand with a strategic approach to marketing. Either factor without the other would not bring product success. He thought the DTI's new Support for Marketing Scheme would do much to open firms' eyes to the importance of design in business strategy.

**Mr David Bethel (Leicester Polytechnic)** endorsed the earlier call for more design sandwich courses but stressed industry's help is needed to achieve this. He endorsed too, the proposal to extend the Teaching Company Scheme to encompass design. He thought the interests of design education were not best served in establishments maintained by local authorities and advocated that relationship should be put much more at arm's length. He also considered there to be a mis-match between the numbers studying certain design subjects and the potential for employment in those disciplines and gave as an example the high number of textile student places.

**Mr David Carter (DCA Design Consultants)** paid tribute to the work of the Design Council and urged continued Government support for it. He referred to the Conran Foundation's plans for a design museum which would house a permanent collection of well designed products from the UK and abroad as well as facilities for reference works, research and conferences. The Foundation would be looking to industry, education and the design profession to support this venture which, when established, he thought could help address a number of the issues so far raised.

**Sir Dairmuir Downs (Ricardo Consulting Engineers)** stressed the need for design to be a major preoccupation, and elevated to the heights of the engineering profession. He sympathised with Sir William Barlow's comments about the profile of engineering design compared to that of industrial design. They are two sides of the same coin. Initiatives such as the RCA/IC joint design course could only be helpful in reinforcing that message. There was a need too for better recognition of the merits of practical design work in the culture of universities which tends to be research oriented. As regards marketing, the object should be to lead markets, not follow them. Engineers have a key role in this and should be consistently encouraged to develop and exploit their innovative skills within companies.

**Sir Terence Conran (Storehouse PLC)** referred to the need for a general public better educated about design. So far as schools have a responsibility in this he thought there might be advantage in teaching pupils about consumerism rather than design as such so that they can develop an understanding about purchasing choice. He felt strongly that the Government should set a better design example in its own offices which he thought, by and large, are a disgrace. And he made a strong plea to industry to give designers executive positions in companies.

Mr Robert Hawley (NEI) referred to his company's experience in following up the Design Commitment Conference. The seminar for 80 valve suppliers had been a great success pointing to future work to improve standards, communication and market feedback. NEI would be holding more of these events. The Conference had also spawned new contacts between NEI and Rolls Royce on design issues of mutual interest. He thought better collaboration between companies could pay dividends more widely and should be encouraged.

Mr Merrick Taylor (Motor Panels Coventry) applauded the Government's design efforts and in particular the part played by Mr Butcher who had generated positive interest in design across party lines. He thought industry's lukewarm interest in design was symptomatic of a wider failing suggesting many companies pursue a philosophy of "investing during boom and paying out during recession" and also fail to recognise the need to invest in intellectual resources. Such companies, and the financial environment in which they operate, needed to develop longer time horizons to correct this.

Mr James Pilditch endorsed earlier comments about the importance of marketing and the need for all relevant non-price factors, including design, to be brought together in company operations. At Ministerial level it was helpful that Mr Butcher has responsibility for the most important of these. In education he thought it encouraging that 85% of last year's students completing HND design courses had found salaried employment - most of them in jobs relevant to their studies. He was concerned however that, unlike say Japan, too many UK companies place priority on profits rather than longer term strategic issues such as products. The City tends to influence this short term thinking. Perhaps some adjustments in fiscal policy could help by extending R&D tax relief to include design and increasing the generosity of such allowances. Australia for instance operates 150% allowances for new product development. Could such an approach at least not be tried here on a limited experimental basis to test its effect?

The Prime Minister warned against placing all the blame on The City whose thinking is not dominated totally by short term considerations. She gave some examples of its contribution both to meeting industry's financial needs and to the balance of payments.

Sir Godfrey Messervy (Lucas) underlined the multi-disciplinary nature of design by reference to the many different kinds of design skills Lucas needs to bring to bear in developing a headlamp product for instance.

Mr Ivor Owen (Thorn-EMI) stressed the need for the contribution of design and designers to be properly understood throughout companies and for designers to have confidence that they could get to the top of the management tree. Thorn EMI try to permeate a positive approach to design to the whole of their workforce including attention to the working environment as well as product. He confirmed Mr Butcher's message about the current window of opportunity for UK industry in world trade.

Mr Kenneth Grange (Pentagram) stressed the importance of attention to exporting, not just for the obvious balance of payments reasons but



because learning how to develop successful products for export markets will also bring lessons in how to fight import penetration. He advocated finding some way to probe the weaknesses of our major international competitors.

Mr Keith Grant (Design Council) referred to the Support for Design Scheme and the help it is giving both to the cause of design and to designers. But he said the scheme is generating evidence of the need for better training in the management of design at company level and that in his view the Design Council should make this a priority area for attention in its future work.

Dr Ivan Dunstan (BSI) reinforced earlier messages about the importance of non-price factors and referred to BSI's contribution towards this: an established British Standard for quality management and - in line with what Mr Grant had just said - current work to develop a BS on the management of design. He welcomed existing Government activity to promote design, quality and marketing but said that activity should be better integrated to reflect the close integration there should be between these factors themselves in product development.

Summing up the event the Prime Minister said that "Design for Success" is a phrase which sums up the objectives of Government activity to promote design and many of the points made in discussion. She sensed much is going right in terms of that activity but recognised more progress is needed in that direction. Government would continue to try to create the right environment but those represented are the ones with responsibility for making that further progress. She welcomed the many references to scope for collaboration between various design interests. If the will to collaborate really exists then there is surely no barrier to pursuing such ideas.

The seminar lasted 1 hour 40 minutes.

Department of Trade and Industry  
23 January 1987

NO5/JAN2



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9F  
We spoke + you  
agreed to keep.  
JR 27/1

10 DOWNING STREET  
LONDON SW1A 2AA

*From the Private Secretary*

27 January 1987

Thank you for your letter of 23 January to the Prime Minister. I am sure she will be interested to see this, and I am sending a copy of it to John Butcher's Private Office as he will be responsible for the follow-up to the Design Seminar in the first instance.

P. A. BEARPARK

Kenneth Grange, Esq.

K

23 January 1987

Margaret Thatcher PM  
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Alan Fletcher ARCA RDI FSIAD  
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David Hillman FSIAD  
Mervyn Kurlansky FSIAD FSTD  
John McConnell FSIAD  
*New York*  
Colin Forbes  
Peter Harrison

**Pentagram**

Dear Mrs Thatcher

*12/11*

I am writing to thank you for allowing me the pleasure of joining your seminar on Tuesday of this week.

Our profession is greatly indebted to your personal enthusiasm and drive. It is directly due to you that our reluctant opposite numbers in manufacturing do now acknowledge how useful design can be to their product.

I would repeat my enthusiasm for export as the most significant means of driving up the quality of our products. When our products are good enough to be really attractive abroad, then those same products will be a match for the foreign products in our shops.

To that end I feel that the importance of exports has never been greater. I can imagine that it may be thought difficult to find suitable disloyal speakers, but I am convinced that it would be a very well attended conference that had a succession of foreign speakers, all of whom told us just what it is that we must do to secure their home market.

The initiative for such a conference may well be best taken by a government department and you may care to consider this.

Again, my thanks.

Yours sincerely

*Kenneth Grange*

Kenneth Grange

Reg office as address  
Reg no 1599748 London  
VAT Reg no 241 3877 62  
Tax point as date

E. B.

ms

PRIME MINISTER

DESIGN SEMINAR

You are to chair your second design seminar tomorrow evening. The format is a one-hour session which you will open and close. There will be two mini-sessions within this: the first on "Design education and training" chaired by Simon Hoby, Chairman of the Design Council, and the second on "Design for Competitiveness" chaired by John Butcher. The session is followed by drinks at 1930.

The steering brief and timetable are at Flag A. I have also enclosed at the front of the folder some speaking notes which you may wish to use for your opening remarks.

The guest list is at Flag B, and at Flag C are details of Government initiatives to support and promote design over the last five years.

At the end of the seminar you are to round up. I assume you will wish to base your remarks on the various comments from the floor, but some draft speaking notes are at Flag D.

You will want to get away from the drinks at about 2000 so that you can look in at the Winter Ball Reception at No.12.

AB

P.A. Bearpark

19 January 1987

LIST OF GUESTS ATTENDING THE DESIGN SEMINAR/RECEPTION ON TUESDAY,  
20 JANUARY 1987 FROM 6.30PM TO 8.00 PM

The Prime Minister

Rt. Hon. Paul Channon, MP

Mr. John Butcher, MP

Mr. Simon Hornby                      Chairman, The Design Council

**Designers**

Professor Gordon Blair                      The Dean, Faculty of Engineering,  
The Queen's University of Belfast

Mr. Steve Smith                      Joint Chief Executive, Addison  
Consultancy Group plc

Mr. Nick Butler                      Principal, BIB Design Consultants

Sir Diarmuid Downs                      Ricardo Consulting Engineers plc

Mr. Rodney Fitch                      Fitch & Company plc

Mr. Kenneth Grange                      Pentagram Design Ltd.

Mr. Stewart McColl                      Stewart McColl Associates plc

Mr. Wally Olins                      Wolff Olins Ltd.

Mr. Michael Peters                      Michael Peters Group plc

Mr. Michael Wolff                      President, Society of Industrial  
Artists and Designers

**Manufacturers**

Mr. Kenneth Bacon                      Managing Director, STC Telecommunication  
Ltd. Chairman, DTI Technology  
Transfer Services Advisory Committee

Mr. Kenneth Campbell                      Chairman, W.G. Sissons Ltd.

Mr. John Collins                      Director, TI Group plc

Mr. Noel Davies                      Managing Director, 600 Group

Mr. Graham Day                      Chairman and Chief Executive,  
Rover Group

Sir Godfrey Messervy                      Chairman, Lucas Industries plc

Mr. Ivor Owen                      Group Director, Appliances and  
Lighting, Thorn EMI plc

Sir David Plastow                      Chief Executive, Vickers plc

Sir Philip Foreman                      Chairman, Short Bros.

Mr. Roy Roberts                      Group Managing Director, GKN plc

Mr. Lindsay Stewart                      Managing Director, Ethicon Ltd.

Mr. Merrick Taylor Chairman and Managing Director,  
Motor Panels (Coventry) Ltd.

Mr. Derek Roberts Deputy Managing Director (Technical),  
General Electric Company

Dr. Robert Hawley Director, Northern Engineering  
Industries plc

Mr. Charles McCaskie Chairman, Baker Perkins

**Retailers**

Sir Terence Conran Chairman, Storehouse plc

× Mr. Stanley Kalms Chief Executive, Dixons Group

**Education**

Professor Eric Ash Rector, Imperial College of  
Science and Technology

Dr. David Bethel Director, Leicester Polytechnic

Mr. David Carter DCA Design Consultants

Dr. J.H. Horlock Vice Chancellor, The Open University

Dr. Robert Smith Director, Kingston Polytechnic

Mr. Jocelyn Stevens Rector, Royal College of Art

**Design Council**

Mr. Keith Grant Director, Design Council

Mr. Mervyn Unger Deputy Director, Design Council

**Other Institutions**

Dr. Ivan Dunstan Director General, British Standards  
Institution

Mr. Christopher Lucas Secretary, Royal Society of Arts

Mr. Tony McBurnie Director General, Institute of  
Marketing

Mr. David Nickson President, CBI

Mr. Michael Sadler-Forster Director, Society of Industrial  
Artists and Designers

**Supporters of Design**

Sir William Barlow	Chairman, BICC. Immediately past Chairman of Design Council
Mr. Christopher Lorenz	Management Editor, Financial Times
Mr. James Pilditch	Chairman, NEDO Design Working Party Immediately past Chairman, BTEC Art and Design Board

**Ministers, MPs and Officials**

Rt. Hon. Kenneth Baker	
Mr. Kenneth Warren, MP	
Mrs. Pamela Denham	Under Secretary, Quality Design and Education Division, DTI
Mr. Don Libby	Under Secretary, Further and Higher Education Division 2, Department of Education and Science
Mr. Christopher Jackson	Assistant Secretary, Quality, Design and Education Division, DTI

**10 Downing Street**

Mr. Bernard Ingham  
Mr. David Norgrove  
Mr. Andrew Bearpark  
Mr. George Guise



From the Parliamentary Under Secretary  
of State for Industry

JOHN BUTCHER MP

Andy Bearpark Esq  
Private Secretary  
10 Downing Street  
London  
SW1

*cc. Christine Wall*  
*back to me.* *Andy* *cc Bleep.* *CCDG*

DEPARTMENT OF TRADE AND INDUSTRY  
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16 January 1987

Dear Andy

PRIME MINISTER'S DESIGN SEMINAR

Further to my letter of 13 January I attach various updated parts of the Prime Minister's briefing pack as follows :

- a final version of the steering brief (briefing Item 1)
- a final version of the seminar format (briefing Item 2)
- a revised page 4 only of the Prime Minister's opening speech (briefing Item 3)
- draft speaking notes for the Prime Minister's use when summing up (briefing Item 4)
- a revised note on the guests taking account of our latest information on decline and substitutions (briefing Item 5).

If you need anything more between now and the seminar please let me know.

*file PAB.13/1*

Yours ever  
Ricky Verrall

RICKY VERRALL  
Private Secretary

DE8AAF





Ans  
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BRIEFING ITEM 1

PRIME MINISTER'S SECOND DESIGN SEMINAR

STEERING BRIEF

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**OBJECTIVE**

1. The Prime Minister's first design seminar was held in January 1982. It marked the start of a substantial programme of Government activity to promote design (see briefing item 6) which has since raised national consciousness about the importance of design and encouraged many companies to pay better attention to it to improve their competitiveness.

2. Nevertheless, there still remain many companies who subscribe to the importance of design in theory but do too little about it in practice. The seminar will briefly look at progress over the past five years; involve two sessions on design education/training and the relevance of design for competitiveness; invite ideas on what new initiatives may be appropriate in our continuing efforts to promote design and seek to persuade others to do more to match the Government's own substantial commitment to that effort. A note sent to guests with their invitations (copy attached) reflects these points.

**FORMAT**

3. The seminar will last an hour and the detailed programme is at item 2 in this briefing pack.

4. The Prime Minister will speak first (draft speech at item 3 in this briefing) followed by the Secretary of State for Industry who will say a few words about the DTI's Design Commitment Conference last January.

5. The Chairman of the Design Council will then chair a session on design education and training and open it with a short speech. Discussion will then be thrown open to the floor, commenced by the Secretary of State for Education, representatives of the Royal College of Art and Imperial College and the CBI.

6. Mr Butcher will then chair a session on design for competitiveness and open it with a short speech. Discussion will then be thrown open to the floor commenced by Mr Nick Butler and the Institute of Marketing.



7. At the end of the seminar the Prime Minister will invite comments on any design issues not touched on in these sessions and sum up the event (speaking notes at item 4 in this briefing).

#### **SUPPORTING ACTIVITY**

8. A press notice announcing the seminar was issued on 15 January and on 21 January there will be one reporting on it. Also on 21 January DTI and the Design Council will hold a joint press briefing and we are trying to get a slot for Mr Butcher and one of the manufacturing guests on Radio 4's Today programme to discuss the outcome of the seminar

**N09/JAN1**

THE PRIME MINISTER'S SECOND DESIGN SEMINAR:

20 JANUARY 1987

Since the Prime Minister's first design seminar in January 1982 the Government's policies and activities on design have brought the subject to the forefront of the national consciousness.

In industry there is a growing awareness of the influence of good design on international competitiveness. Progress has been made to improve the place of design in all levels of education. And we have a flourishing design consultancy resource.

Nobody would deny however that the momentum achieved needs to be maintained and built on if, as a nation, we are to maximise the use of our immense wealth of design talent for the benefit of the economy.

The seminar on 20 January will briefly review progress over the last five years and consider what more needs to be done in the future. The Government's commitment to design will continue. A major objective of the seminar is to identify what further measures industry, commerce, designers, the education system and other institutions are themselves prepared to take to match and complement that commitment.

NO5/NOV3



BRIEFING ITEM 2

PRIME MINISTER'S SECOND DESIGN SEMINAR  
DESIGN COMMITMENT FOR THE NEXT FIVE YEARS

- 6.30pm PRIME MINISTER'S OPENING REMARKS
- 6.35pm THE RT HON PAUL CHANNON MP REVIEWS JANUARY 1986 DESIGN COMMITMENT CONFERENCE AND FOLLOW UP
- 6.40pm TOPIC 1: DESIGN EDUCATION AND TRAINING CHAIRED AND INTRODUCED BY MR SIMON HORNBY
- 6.45pm RESPONSES FROM:
- SECRETARY OF STATE FOR EDUCATION
  - JOCELYN STEVENS/PROFESSOR ERIC ASH
  - DAVID NICKSON, CBI
- 6.50pm DISCUSSION FROM THE FLOOR WHICH MR HORNBY THEN SUMS UP
- 7.00pm TOPIC 2: DESIGN FOR COMPETITIVENESS - THE INDUSTRY DIMENSION CHAIRED AND INTRODUCED BY MR JOHN BUTCHER MP
- 7.05pm RESPONSES FROM:
- NICK BUTLER, BIB DESIGN CONSULTANCY
  - TONY MCBURNIE, INSTITUTE OF MARKETING
- 7.10pm DISCUSSION FROM THE FLOOR WHICH MR BUTCHER THEN SUMS UP
- 7.20PM ROUND UP AND CONCLUSION CHAIRED BY PRIME MINISTER
- PRIME MINISTER INVITES ANY FURTHER COMMENTS FROM THE FLOOR ON DESIGN ISSUES NOT ALREADY COVERED IN DISCUSSION
- 7.25pm PRIME MINISTER SUMS UP SEMINAR AS A WHOLE
- 7.30pm PRIME MINISTER HOSTS RECEPTION FOR GUESTS.

NO2/JAN2



B 8

BRIEFING ITEM 5

PRIME MINISTER'S SECOND DESIGN SEMINAR  
GUEST LIST

BRIEF DETAILS OF GUESTS

DESIGNERS/DESIGN CONSULTANTS

- Nick Butler  
Principle of BIB Design Consultants and founder member. Appointed Royal Designer for Industry 1981.
- David Carter CBE  
Chairman, DCA Design Consultants Ltd. Chairman, Design Board, Royal Society of Arts. Member of the Design Council 1972-84. Appointed Royal Designer for Industry 1975. Trustee, Boilerhouse Conran Foundation since 1981.
- Sir Diarmuid Downs CBE  
Chairman, Ricardo Consulting Engineers plc specialising in design of internal combustion engines. Member of the Design Council since 1981.
- Rodney Fitch  
Managing Director, Fitch & Company plc with particular strengths in retail design. Governor, St Martin's College of Art since 1982.
- Kenneth Grange CBE  
Pentagram Design Ltd. Internationally famous designer. Appointed Royal Designer for Industry in 1969. Member of the Design Council since 1981.
- Stewart McColl  
Founder of McColls design consultancy with strengths in retail and commercial interior design.
- Wally Olins  
Chairman, Wolff Olins Limited with strengths in graphics and corporate identity design.
- Michael Peters  
Chairman, Michael Peters Group plc, a wide ranging design practice which he founded in 1970.



Steven Smith  
(replaces Bryan Brown)

Chairman, Addison Consultancy Group PLC,  
who recently acquired Allied International  
Designers Ltd

Michael Wolff

Former partner in Wolff Olins Ltd, Design  
Consultants. President, Chartered Society  
of Designers - formerly the Society of  
Industrial Artists and Designers.

MANUFACTURERS

Kenneth Bacon

Managing Director STC Telecommunications  
Ltd. Chairman DTI Technology Transfer  
Services Advisory Committee.

✓ Sir William Barlow

Chairman, BICC. Immediate past Chairman  
of the Design Council.

Kenneth Campbell

Managing Director, W G Sissons, a small  
firm producing stainless steel goods who  
have played host to design students from  
the Royal College of Art undertaking  
design/marketing project work.

John Collins

Director TI Group plc who manufacture both  
engineering capital goods and consumer  
appliances.

Noel Davies

Managing Director and Chief Executive, 600  
Group plc who have various manufacturing  
interests in the engineering sector.

Sir Philip Foreman CBE DL

Chairman, Short Bros PLC. Member of  
Northern Ireland Economic Council and of  
NI Council of CBI.

Graham Day

Chairman Rover Group. Previously Chairman  
and Chief Executive of British  
Shipbuilders.

Dr Robert Hawley

Managing Director, Power Group, NEI Ltd

Sir Godfrey Messervy

Chairman and Chief Executive Lucas  
Industries plc. Member, Council of the  
Confederation of British Industry since  
1982; British Overseas Trade Board since  
1984.

Ivor Owen

Group Director, Appliances and Lighting,  
Thorn EMI plc. Member of the Design  
Council 1981.



*Merrick Taylor*

*(lost Owen)*  
*Thom (SMI)*

*Paterson*  
*Travis*  
*lor*

*Mr Carter*

*Kurt Lind*

*Kenneth Grant*

Charles McCaskie

Technical Director, Baker Perkins. Member of the Design Council since 1984.

Sir David Plastow

Managing Director and Chief Executive, Vickers plc.

✓ Derek Roberts  
(replaces Lord Weinstock)

Deputy Chairman, GEC

Roy Roberts

Group Managing Director, GKN plc. Member, Council of Cranfield Institute of Technology since 1983.

Lindsay Stewart OBE

Managing Director, Ethicon. Member of the Design Council since 1985.

Merrick Taylor

Deputy Chairman and Managing Director, Motor Panels (Coventry) Ltd. Member of the Design Council since 1982.

RETAILERS

Sir Terence Conran

Chairman, Storehouse plc. Designer. Founder of Conran Foundation to promote design.

~~Stanley Kalms~~

~~Chairman and Chief Executive Dixons Group.~~

EDUCATION

Professor Eric Ash CBE

Rector, Imperial College of Science and Technology. President of the Council of the Institute of Electrical Engineers since 1985.

Dr David Bethel CBE

Director, Leicester Polytechnic. Member of the Design Council since 1980. Member of the National Advisory Board for Local Authority Higher Education since 1983.

Prof Gordon Blair

The Dean, Faculty of Engineering, Queen's University of Belfast. Member of the Design Council since November 1986. Expert in the Design of international combustion engines.

Dr J H Horlock

Vice Chancellor, The Open University. Former member of the Engineering Council.

Dr Robert Smith

Director, Kingston Polytechnic. Member of the Design Council since 1983.



✓ Jocelyn Stevens

Rector, Royal College of Art.

THE DESIGN COUNCIL

✓ Simon Hornby

Chairman, The Design Council since August 1986. Chairman, W H Smith & Son (Holdings) Ltd since 1982.

~~Keith Grant~~

Director, the Design Council. Former Secretary of the Royal Society of Arts.

Mervyn Unger

Deputy Director, the Design Council.

INSTITUTIONS

Dr Ivan Dunstan

Director General, British Standards Institution.

Christopher Lucas

Secretary, Royal Society of Arts.

Tony McBurnie

Director General, Institute of Marketing.

David Nickson CBE

President, CBI. Chairman, Scottish & Newcastle Breweries plc.

James Pilditch CBE

Chairman, NEDO Design Working Party. Chairman of the Design Board of the Business and Technician Education Council 1983-86. Member of the Design Council since 1984.

Michael Sadler-Forster

Director, Society of Industrial Artists and Designers.

THE PRESS

Christopher Lorenz

Management Editor, Financial Times.

MINISTERS

Rt Hon Kenneth Baker MP

Rt Hon Paul Channon MP

John Butcher MP

MEMBERS OF PARLIAMENT

Kenneth Warren MP

Chairman, Trade and Industry Select Committee





OFFICIALS

Mrs Pamela Denham  
Christopher Jackson  
Don Libby  
~~Michael Waller~~

Department of Trade and Industry  
Department of Trade and Industry  
Department of Education and Science  
~~Treasury~~

NO11/JAN1

999-80

GOVERNMENT INITIATIVES TO SUPPORT  
AND PROMOTE DESIGN SINCE 1982

A. THE MAJOR STEPPING STONES: A BRIEF CHRONOLOGY

**JANUARY 1982:** Prime Minister holds a seminar on Product Design and Market success. Many suggestions for Government action to encourage greater use by industry of UK's outstanding design talent.

**1982 TO DATE:** Support for Design Scheme. Subsidised design consultancy for small and medium size firms. Managed for DTI by the Design Council. Nearly 3000 projects completed. 65% of firms using design consultants for the first time.

**1982-86:** Support for design management training at the London Business School and through the CNAA.

**1983:** Design for Profit awareness campaign. Seminars throughout UK regions using local case studies. 1500 senior industrialists took part.

**NOVEMBER 1983** Publication of research on the economic consequences of design.

**FEBRUARY 1984:** London design seminar for financial institutions.

**1984-86:** Touring Exhibition of Support for Design case studies.

**MAY 1984:** Mr Butcher publishes Design for Design - a framework for action. Sets three broad objectives for Government activity:

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

Sets up a Strategy Group on priorities and the means of measuring success.

- OCTOBER 1984:** Strategy Group report published.
- 1985:** Launch of Young Designers into Industry scheme to give design students one year's work experience in companies.
- JANUARY 1986:** DTI's Design Commitment Conference for the top management of some of the UK's largest companies. They are requested to hold similar events with their suppliers so as to spread the design message to industry in a multiplier effect.
- SPRING 1986:** Management awareness campaign using national media to promote the contribution good design can make to company competitiveness.
- SUMMER 1986:** Launch of a pilot initiative in North Central Middlesbrough to give local companies free design/marketing consultancy aimed at identifying new business opportunities for them.
- EARLY 1987:** Prime Minister's second design seminar.

**B. PROMOTING DESIGN AWARENESS: OTHER SUPPORT AND INITIATIVES**

- APRIL 1985:** Support to SIAD for a series of seminars on design management.
- JULY 1985:** Support to Product Design Review for first stage in test-marketing of some sample design reviews of building products.
- SEPTEMBER 1985:** Pump priming support for setting up a Register of Apparel and Textile Designers. Intended to facilitate companies' access to design expertise. Run by the private sector. Almost 400 designers already on the books.
- NOVEMBER 1985:** Support for "Designing Better Business" Conference and series of seminars organised by British Institute of Management to show companies how the corporate design process boosts competitiveness and profits. Support for publication of proceedings.
- FEBRUARY 1986:** Support for a research survey, carried out for The Design Council, on "The Attitude of Industrial Managers towards design".

- FEBRUARY 1986:** Sponsorship of House of Commons seminar, organised by Institution of Engineering Designers to promote awareness of the role of engineering design.
- MARCH 1986:** Support for publicity of a register run by the Institution of Engineering Designers to provide industry and commerce with access to expert consultants.
- MARCH 1986:** Support for the Knitting EDC's Dynamic Response project initiated by Corah PLC to identify areas in which Knitwear manufacturers can respond more flexibly to market demands.
- MAY 1986:** Report of NEDO's Design Working Party. Its main message was that design should be properly integrated with other disciplines in the product development process to maximise its potential for competitive advantage.
- JUNE 1986:** Support for and launch of British Design Challenge. Jointly organised by the Design Council and The Crown Suppliers with the aim of improving the international competitiveness of British manufacturers through the re-design of products purchased for the public sector.
- SEPTEMBER 1986:** Support for "Did Britain Make It" exhibition organised by Royal College of Art showing developments in British design over the past 40 years.
- OCTOBER 1986:** Support for the Designer's Award 1986, organised by the Society of Industrial Artists and Designers for outstanding design in the UK public sector.
- OCTOBER 1986:** Launch of National Health Service design competition.

Since 1982 there has been a growing level of design coverage by Press, radio and television. Channel 4 has run a series of half-hour programmes on design, BBC2 ran a two-part series "Designs on Britain" at peak viewing time on September 10 and 11, 1985. And another series of half-hour programmes on design has just completed its run on BBC2. A report on design management by the Council for National Academic Awards notes that many managers are reporting higher levels of design activity in their companies and that many designers are reporting a greater

demand for their services. Nevertheless still more needs to be done to promote awareness.

**C. DESIGN EDUCATION AND TRAINING: OTHER SUPPORT AND INITIATIVES**

The UK design education system is highly acclaimed internationally, but not fully appreciated in UK. Discussions showed need for some reinforcement of design education and training to take account particularly of the business context. The underlying long term task is to encourage current and future generations to appreciate the value and economic benefit of good design and to ensure our design education system is producing designers with the skills to meet industry's needs today and tomorrow. DTI therefore supports a wide range of education/training activities:

a) **CURRICULUM DEVELOPMENT**

**1982 TO DATE:** Support for curriculum projects aimed at helping fill gaps in design education at all levels through production of new teaching and learning aids. 34 projects so far approved.

b) **PRIMARY EDUCATION**

**SEPTEMBER 1984:** Support for a Design Council Working Party to undertake a 2 year research study into the role of design-related education in the primary school curriculum. Long term aim is to ensure primary school children have a thorough grounding in "making and doing skills".

**JUNE 1986:** Working Party produces Consultative Document recommending major changes in the approach to design-related activities at primary level. Final report expected at end of 1986. DTI will help support first year of implementation.

c) **SECONDARY EDUCATION**

**OCTOBER 1982:** Support to the Design Council (in association with the Crafts Council) to help launch a school's newspaper "Designing". Now established. Estimated that 30,000 teachers read each issue.

**1984/87:** Support for the Design Dimension Project which aims to help establish design within the curriculum of secondary level schools as a dimension of many subjects - history, home

economics, environmental studies and others. Mobile workshop and resource unit travels to schools in the participating local authorities.

**SEPTEMBER 1985:** Support for Project Uncle, devised by the Institution of Electrical Engineers under which practising engineers are invited by teachers into the classroom to help pupils with project work. Scheme first piloted in Hampshire where it is now operational. Five further pilots being planned.

**FEBRUARY/MARCH 1986:** Support for 4 videos as part of the Design Council's educational programme aimed at senior students in secondary schools and tertiary level design students.

**MARCH 1986:** Support for the Smallpeice Trust to purchase computer equipment for their residential Spring schools on design.

d) **HIGHER/FURTHER EDUCATION**

**MARCH 1983:** Support to the Institution of Electrical Engineers for a project on the teaching of safety in design.

**NOVEMBER 1984:** Support to the Institution of Engineering Designers to help promote Business and Technician Education Council engineering design courses.

**MARCH 1985:** Support to Business and Technician Education Council to undertake a research project into industry's design needs and the implications for design education.

**1985/88:** Support over three years to Leicester Polytechnic to help set up a design management curriculum for design students.

**MARCH 1986:** Support for a project by the Sharing Experience in Engineering Design group (SEED) to provide a small co-ordinated knowledge and data reference library for undergraduate engineers.

**MARCH 1986:** Support for another project by SEED to compile a compendium of design projects for use in engineering courses.

**MARCH 1986:** Support for the Design Council to set up a computer-based catalogue, holding resource material for design courses in schools and colleges.

e) **POSTGRADUATE/POST-EXPERIENCE**

**JANUARY 1985:** Support for short courses in design at St Martin's School for Art for apparel industry line managers.

**1985/89:** Support to the Royal Society of Arts towards the costs of Young Designers into Industry offering design graduates planned work experience with matched companies.

f) **DESIGN MANAGEMENT**

**1982-85** Support to the Council for National Academic Awards for research into design content of post-graduate management courses. Report "Managing Design" published October 1984. Support to help the first two years of implementation of the report's recommendations (via courses at selected polytechnics).

**1982/86:** Support to the London Business School to help establish a Design Management Unit through which design is included as part of LBS' business courses.

**1986/88:** Support for a postgraduate module within the Open University's Open Business School on Design for Managers. Aims to give them an understanding of the subject of design and design management.

**D. FUTURE ACTIVITIES**

Prime Minister's second design seminar. January 1987.

Support for phase 2 of management awareness campaign aimed at increasing senior management's awareness of the benefits of good design.

Support to NEDO towards implementation of Design Working Party report. Essential message was the need for design to be seen as part of a multi-disciplinary process.

Support to SIAD for further series of design management seminars.  
 Support to Product Design Review towards second year's test-marketing of sample design reviews of building products.

Support to CNAA to provide business and professional training for designers.

Support to SIAD for preliminary stage of market research assessing the feasibility for a Centre for Design Studies.

**E.      DTI EXPENDITURE ON DESIGN**

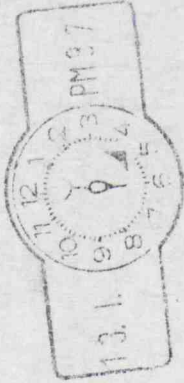
	1982/83	1983/84	1984/85	1985/86	1986/87 (est)
Design Council* Grant-in-Aid	£3.65m	£3.83m	£4.06m	£4.32m	£4.44m
Support for Design	£0.30m	£4.00m	£5.00m	£6.40m	£7.50m
Miscellaneous	£0.20m	£0.22m	£0.24m	£1.37m	£1.64m
	-----	-----	-----	-----	-----
	£4.15m	£8.05m	£9.30m	£12.09m	£13.58m
	-----	-----	-----	-----	-----

\*The Design Council exists to promote by all practicable means the improvement of design in the products of British industry. It was set up by the Government in 1944 and is incorporated by Royal Charter. The Council receives an annual grant-in-aid from the Department of Trade and Industry under conditions that regulate its financial practice and the terms of employment of its staff. Members of the Council are appointed by the Secretary of State for Trade and Industry.

**DEPARTMENT OF TRADE AND INDUSTRY  
 OCTOBER 1986**

**N02/QE3W5**







D

BRIEFING ITEM 4

PRIME MINISTER'S DESIGN SEMINAR

OUTLINE SPEAKING NOTES FOR PRIME MINISTER  
TO SUM UP THE SEMINAR

This has been a useful discussion.

It is clear from what has been said that the two main topics we have covered are issues which must remain central to our efforts on design.

On education we have heard from [CHECK THESE AGAINST DELIVERY] Kenneth Baker that his Department plans to focus in on design education starting with a high level seminar involving both industry and educational institutions.

Jocelyn Stevens and Professor Eric Ash have told us about collaboration between their Colleges to fuse and build on the relationship between industrial design and engineering design. A route for others to follow perhaps.



And David Nickson has made clear that the CBI will be making special efforts this year to improve the education of management about the continuing need for better attention to design in industry.

Leading on from that we heard from [CHECK THESE AGAINST DELIVERY] Nick Butler about the tremendous design resource which exists in our design consultancies and which is ready, willing and able to help UK industry and commerce improve their design performance.

And Tony McBurnie reminded us of the relationship between design and marketing and how these two factors must be linked in company operations if we are to maximise our competitiveness both at home and abroad.

[HERE THE PRIME MINISTER MAY LIKE TO REFER AS WELL TO ANY OTHER CONTRIBUTIONS OR POINTS RAISED WHICH PARTICULARLY TOOK HER ATTENTION].

I welcome the comments from those who indicated their own willingness to contribute towards the task of helping pull through design into competitive products. I think we might like to take stock in due course of what has actually been done and achieved in following up such ideas.



To the extent that there have been proposals about further Government activities we shall consider these carefully. I repeat that our commitment to design continues. But it is right we should be receptive to sensible ideas about new directions that commitment might take.

I am grateful to you for attending and for the contributions we have had. I hope the seminar has provided all of us not just with food for thought, but a stimulus for action.

**NO1/JAN2**



From the Parliamentary Under Secretary  
of State for Industry

JOHN BUTCHER MP

Andy Bearpark Esq  
Private Secretary  
10 Downing Street  
London  
SW1A 0AA

*cc. Policy Unit  
Mrs. [unclear] (CW)  
& back to me*

DEPARTMENT OF TRADE AND INDUSTRY

1-19 VICTORIA STREET  
LONDON SW1H 0ET

Telephone (Direct dialling) 01-215 4301

GTN 215

(Switchboard) 01-215 7877

13 January 1987

Dear Andy

DESIGN SEMINAR : 20 JANUARY

In response to your letter of 24 December I attach a briefing pack for the Prime Minister's use at the seminar. Parts of this still need to be confirmed or completed but we will let you have a final version before 20 January. Otherwise I hope you will find it self-explanatory and sufficient.

I should be grateful if you would let me have the latest list of invitation acceptances/declines. The reason for this is that we may want to nominate a small number of further names to be invited if spare places arise.

Yours ever  
Ricky Verrall

RICKY VERRALL

DE7AAF



BRIEFING ITEM 1

PRIME MINISTER'S SECOND DESIGN SEMINAR

STEERING BRIEF

**OBJECTIVE**

1. The Prime Minister's first design seminar was held in January 1982. It marked the start of a substantial programme of Government activity to promote design (see briefing item 6) which has since raised national consciousness about the importance of design and encouraged many companies to pay better attention to it to improve their competitiveness.

2. Nevertheless, there still remain many companies who subscribe to the importance of design in theory but do too little about it in practice. The seminar will briefly look at progress over the past five years; involve two sessions on design education/training and the relevance of design for competitiveness; invite ideas on what new initiatives may be appropriate in our continuing efforts to promote design and seek to persuade others to do more to match the Government's own substantial commitment to that effort. A note sent to guests with their invitations (copy attached) reflects these points.

**FORMAT**

3. The seminar will last an hour and the detailed programme is at item 2 in this briefing pack.

4. The Prime Minister will speak first (draft speech at item 3 in this briefing) followed by the Secretary of State for Industry who will say a few words about the DTI's Design Commitment Conference last January.

5. The Chairman of the Design Council will then chair a session on design education and training and open it with a short speech. Discussion will then be thrown open to the floor, commenced probably (to be confirmed) by the Secretary of State for Education, representatives of the Royal College of Art and Imperial College and the CBI.

6. Mr Butcher will then chair a session on design for competitiveness and open it with a short speech. Discussion will then be thrown open to the floor commenced probably (to be confirmed) by Mr Nick Butler and the Institute of Marketing.

7. At the end of the seminar the Prime Minister will invite comments on any design issues not touched on in these sessions and sum up the event (speaking notes to follow).



**SUPPORTING ACTIVITY**

8. Mr Butcher is considering appropriate arrangements to promote press coverage before and after the event (details to be confirmed).

**N09/JAN1**

PRIME MINISTER'S SECOND DESIGN SEMINAR  
DESIGN COMMITMENT FOR THE NEXT FIVE YEARS

- 6.30 pm PRIME MINISTER'S OPENING REMARKS
- 6.35 pm THE RT HON PAUL CHANNON MP REVIEWS JANUARY 1986  
DESIGN COMMITMENT CONFERENCE AND FOLLOW-UP
- 6.40 pm TOPIC 1: DESIGN EDUCATION AND TRAINING CHAIRED AND  
INTRODUCED BY MR SIMON HORNBY. Followed by  
responses from [DES, a university/college  
representative, CBI]
- 6.50 pm Discussions from the floor which Mr Hornby then  
sums up
- 7.00 pm TOPIC 2: DESIGN FOR COMPETITIVENESS - THE INDUSTRY  
DIMENSION  
  
CHAIRED AND INTRODUCED BY JOHN BUTCHER MP  
  
Followed by responses from [Mr Nick Butler of BIB  
Consultants, Mr Tony McBurnie of the Institute of  
Marketing]
- 7.10 pm Discussion from the floor which Mr Butcher then  
sums up
- 7.20 pm ROUND UP AND CONCLUSION  
CHAIRED BY PRIME MINISTER  
  
Opportunity for further comments from the floor on  
design issues not already covered in discussion
- 7.25 pm Prime Minister sums up seminar as a whole
- 7.30 pm PRIME MINISTER HOSTS RECEPTION FOR GUESTS.





Round about 7.20 there will be the opportunity for a round up discussion and I will then attempt to sum up.

**N10/JAN1**

999-80



BRIEFING ITEM 5

PRIME MINISTER'S SECOND DESIGN SEMINAR  
GUEST LIST

BRIEF DETAILS OF GUESTS

DESIGNERS/DESIGN CONSULTANTS

Bryan Brown	Until this month Chairman, AIDCOM, Allied International Designers Ltd. Has now joined Market Place Design. Chairman, Design Group of the Confederation of British Industry.
Nick Butler	Principle of BIB Design Consultants and founder member. Appointed Royal Designer for Industry 1981.
David Carter CBE	Chairman, DCA Design Consultants Ltd. Chairman, Design Board, Royal Society of Arts. Member of the Design Council 1972-84. Appointed Royal Designer for Industry 1975. Trustee, Boilerhouse Conran Foundation since 1981.
Sir Diarmuid Downs CBE	Chairman, Ricardo Consulting Engineers plc specialising in design of internal combustion engines. Member of the Design Council since 1981.
Rodney Fitch	Managing Director, Fitch & Company plc with particular strengths in retail design. Governor, St Martin's College of Art since 1982.
Kenneth Grange CBE	Pentagram Design Ltd. Internationally famous designer. Appointed Royal Designer for Industry in 1969. Member of the Design Council since 1981.
Hugh Lang CBE	Chairman, P-E International plc. Member of the Design Council since 1983. Member of the Engineering Council since 1984.



- Stewart McColl Founder of McColls design consultancy with strengths in retail and commercial interior design.
- Wally Olins Chairman, Wolff Olins Limited with strengths in graphics and corporate identity design.
- Michael Peters Chairman, Michael Peters Group plc, a wide ranging design practice which he founded in 1970.

#### MANUFACTURERS

- Kenneth Bacon Managing Director STC Telecommunications Ltd. Chairman DTI Technology Transfer Services Advisory Committee.
- Sir William Barlow Chairman, BICC. Immediate past Chairman of the Design Council.
- Kenneth Campbell Managing Director, W G Sissons, a small firm producing stainless steel goods who have played host to design students from the Royal College of Art undertaking design/marketing project work.
- John Collins Director TI Group plc who manufacture both engineering capital goods and consumer appliances.
- Noel Davies Managing Director and Chief Executive, 600 Group plc who have various manufacturing interests in the engineering sector.
- Graham Day Chairman Rover Group. Previously Chairman and Chief Executive of British Shipbuilders.
- Sir John Egan Chairman and Chief Executive, Jaguar plc.
- Sir Godfrey Messervy Chairman and Chief Executive Lucas Industries plc. Member, Council of the Confederation of British Industry since 1982; British Overseas Trade Board since 1984.
- Ivor Owen Group Director, Appliances and Lighting, Thorn EMI plc. Member of the Design Council 1981.



Sir Peter Parker MVD Chairman, Rockware Group plc. Trustee of the Conran Foundation Boilerhouse Project since 1980.

Sir David Plastow Managing Director and Chief Executive, Vickers plc.

Roy Roberts Group Managing Director, GKN plc. Member, Council of Cranfield Institute of Technology since 1983.

Lindsay Stewart OBE Managing Director, Ethicon. Member of the Design Council since 1985.

Alan Sugar Chairman and Chief Executive, Amstrad Consumer Electronics Ltd.

Merrick Taylor Deputy Chairman and Managing Director, Motor Panels (Coventry) Ltd. Member of the Design Council since 1982.

Lord Weinstock Managing Director, GEC.

#### RETAILERS

Sir Terence Conran Chairman, Storehouse plc. Designer. Founder of Conran Foundation to promote design.

Stanley Kalms Chairman and Chief Executive Dixons Group.

#### THE CITY

Sir Jeremy Morse KCMG Chairman, Lloyds Bank plc.

#### EDUCATION

Professor Eric Ash CBE Rector, Imperial College of Science and Technology. President of the Council of the Institute of Electrical Engineers since 1985.

Dr David Bethel CBE Director, Leicester Polytechnic. Member of the Design Council since 1980. Member of the National Advisory Board for Local Authority Higher Education since 1983.



Prof Gordon Blair

The Dean, Faculty of Engineering, Queen's University of Belfast. Member of the Design Council since November 1986. Expert in the Design of international combustion engines.

Dr J H Horlock

Vice Chancellor, The Open University. Former member of the Engineering Council.

Dr Robert Smith

Director, Kingston Polytechnic. Member of the Design Council since 1983.

Jocelyn Stevens

Rector, Royal College of Art.

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Deputy Director, the Design Council.

INSTITUTIONS

Dr Ivan Dunstan

Director General, British Standards Institution.

Christopher Lucas

Secretary, Royal Society of Arts.

Tony McBurnie

Director General, Institute of Marketing.

Dr Kenneth Miller

Director General, Engineering Council.

David Nickson CBE

President, CBI. Chairman, Scottish & Newcastle Breweries plc.

James Pilditch CBE

Chairman, NEDO Design Working Party. Chairman of the Design Board of the Business and Technician Education Council 1983-86. Member of the Design Council since 1984.

Michael Sadler-Forster

Director, Society of Industrial Artists and Designers.



THE PRESS

Christopher Lorenz

Management Editor, Financial Times.

MINISTERS

Rt Hon Nigel Lawson MP  
Rt Hon Kenneth Baker MP  
Rt Hon Paul Channon MP  
John Butcher MP  
George Walden MP

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Committee

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Christopher Jackson  
Don Libby  
Michael Waller

Department of Trade and Industry  
Department of Trade and Industry  
Department of Education and Science  
Treasury

NO11/JAN1

999-80



**PRIME MINISTER'S SECOND DESIGN SEMINAR**

**TUESDAY 20 JANUARY 1987**

**CONTENTS OF BRIEFING PACK**

1. Steering brief ✓
2. Seminar timetable and format ✓
3. Draft opening speech for the Prime Minister. ✓
4. Draft closing remarks for the Prime Minister (to follow) ✓
5. Annotated guest list.
6. List of government initiatives to promote design since 1982.

**NO8/JAN1**

LIST OF GUESTS ATTENDING THE DINNER TO BE GIVEN BY THE PRIME MINISTER TO LAUNCH THE CONRAN FOUNDATION'S DESIGN MUSEUM ON THURSDAY, 7 MARCH 1985 AT 7.45 PM FOR 8.00 PM LOUNGE SUIT

The Prime Minister

Mr. John Butcher, MP

Trustees

The Lord McAlpine of West Green

Sir Terence Conran

Sir Peter Parker

Mr. David Carter

Mr. Stephen Bayley

Director

The Lord Reilly

Chairman



Sir Christopher Hogg

Courtaulds plc

Mr. Walter Hayes

Ford of Europe

Mr. Alexander Bernstein

Granada Group plc

Mr. Gerald Ronson

Heron International plc

Mr. Jocelyn Stevens

Royal College of Art

Sir Kenneth Corfield

STC plc

Mr. Peter Laister

Thorn-EMI plc

Mr. R.E. Utiger

Tube Investments

Sir Richard Cave

Vickers plc

Mr. James Garrett

James Garrett and Partners

Sir John Sainsbury

Sainsburys plc

The Lord Rayner

Marks & Spencer plc

Sir George Jefferson

British Telecom

Mr. Peter Palumbo

Sir Francis Tombs

Turner and Newall

Mr. J.M. Fleming

Vauxhall Motors

Sir Leslie Fletcher

Glynwed



Mr. V. Mancuso

British Olivetti

10 Downing Street

Mr. Andrew Turnbull



10 DOWNING STREET

AS

Re Design Seminar 20/1.

DTI have promised the briefing today.

Officials there are pressurising for a DTI note-taker to be present but surely you will be producing a record?

Shall I tell them that will not be necessary?

They already have Gill  
several officials - one 13/1

then can take the notes if they wish.

But I will do the record

told.

(Ridley Verrall - 215-4302)



LPO

10 DOWNING STREET

LONDON SW1A 2AA

From the Private Secretary

24 December 1986

*Dear Ricky*

Design Seminar: 20 January

I have now had a chance to look back through our old file and see that for the previous seminar DTI provided comprehensive briefing, including a Chairman's handling brief, as well as draft speaking notes for the Prime Minister to use.

I should be grateful if you could arrange a similar briefing pack for the 1987 seminar, and if this could reach me - in draft form if necessary - no less than one week before the seminar.

*To -*  
*Andy*

(ANDY BEARPARK)

Ricky Verrall, Esq.  
Department of Trade and Industry.

*088*

PRIME MINISTER'S SECOND DESIGN SEMINAR  
DESIGN COMMITMENT FOR THE NEXT FIVE YEARS

- 6.30 pm PRIME MINISTER'S OPENING REMARKS
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- 7.25 pm Prime Minister sums up seminar as a whole
- 7.30 pm PRIME MINISTER HOSTS RECEPTION FOR GUESTS.

*file  
AB*

MRS. GOODCHILD

DESIGN SEMINAR

I attach the agreed guest list, and the paper to accompany the invitations. DTI have not sent anything out so it is now in order for us to issue them.

P. A. BEARPARK

17 December 1986



file  
DA  
cbr

10 DOWNING STREET  
LONDON SW1A 2AA

*From the Private Secretary*

**MR. FAIRCLOUGH  
CABINET OFFICE**

**SCIENCE SEMINAR: PRIORITIES FOR INVESTMENT IN  
SCIENCE AND TECHNOLOGY**

Thank you very much for your minute of 12 December. The Prime Minister considered this at her diary meeting this morning, but I am sorry to say that she concluded that she did not have time in the first half of next year to take this on. I think this means we must leave things as they are for the moment, but early in the New Year we might consider again the possibility of a "briefing" seminar at Chequers.

(P.A. BEARPARK)

15 December 1986

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W0348

MR BEARPARK - No.10

12 December 1986

SCIENCE SEMINAR: PRIORITIES FOR INVESTMENT IN SCIENCE AND TECHNOLOGY.

The main purpose of the seminar would be to launch the Exploitable Areas of Science process but it would also be a signal of the importance the Government attaches to obtaining a greater contribution from its expenditure on research and development to efficiency, innovative capacity and competitiveness of British industry; to the strategy and priorities for science and to securing a higher level of investment in research and development from private industry and commerce.

2. I would hope the Prime Minister would be willing to take the Chair, or at least provide the introductory speech which of course we would prepare. The seminar itself would be sponsored by ACARD and the ABRC. An audience of up to 200 would be invited, drawn from industry (chief executives of large and small companies), the City and academic and government science. The seminar would be on the record and the Press would be invited.

3. The seminar would be arranged for a half day, either in the morning or the afternoon. If in the morning, there would be a concluding lunch, if in the evening, concluding drinks and a buffet.

4. The format for the seminar would have two sessions. The first to discuss overall policy and direction with an opening presentation by the Prime Minister, followed by a presentation by the Secretary of State for the DTI and Secretary of State for the DES aimed at addressing the industrial exploitation of science and technology. It would be followed by a discussion with a panel that would include the Prime Minister in the Chair (hopefully), the two

Secretaries of State, Sir Francis Tombs, Sir David Phillips and myself. The second session would be devoted to examples of science with high economic potential. These examples would include some of the following:

- i. molecular electronics - Ken Gray, Thorn EMI
- ii. bio-sensors - Professor Chris Low, Cambridge
- iii. protein engineering - Sidney Brennan
- iv. artificial intelligence - Gerald Gazdor

with some others, ideas for which have not yet been finalised. This session would be concluded with a general discussion chaired by the Prime Minister.

5. It may be appropriate and possible to mount a small exhibition with examples of the specific work presented.
6. The timing of the seminar will be February to April and the venue the Queen Elizabeth Conference Centre. Available dates are limited to 13 February and 3 or 24 April. If these dates are not possible for the Prime Minister then alternative venues will be sought.
7. Would you please review this outline with the Prime Minister and let me know whether she wishes to proceed to the next level of planning. I would be grateful if you were able to identify a suitable date in her diary for her participation as suggested.

pp JOHN W FAIRCLOUGH  
Chief Scientific Adviser

*John W. Fairclough*



N.D.M.



S.M.

10 DOWNING STREET  
LONDON SW1A 2AA

*From the Private Secretary*

**MRS. CUNNINGHAM**  
**CABINET OFFICE**

**SCIENCE SEMINAR**  
**PRIORITIES FOR INVESTMENT AND SCIENCE & TECHNOLOGY**

Thank you for your minute of 5 November. The possible timing of the Seminar will be discussed next Monday. I appreciate that this may be too early for you to have prepared a detailed proposal for the Prime Minister to look at, but it would be very helpful if you could let us have, by Friday, an indication of just how much time you hope the Prime Minister will devote to this ie do you expect her to take the chair for the whole Seminar or just to make a short appearance?

**(P.A. BEARPARK)**  
**8 December 1986**



SM

10 DOWNING STREET  
LONDON SW1A 2AA

*From the Private Secretary*

8 December 1986

**PRIME MINISTER'S SECOND DESIGN SEMINAR**

Thank you for your letter of 28 November. The Prime Minister is content with the proposed format. The only comment we have on the guest list is that we would prefer Mr. Anthony Bamford to be removed for reasons which are known to Brian Hayes.

I will be in touch in the next day or so about more detailed arrangements including the requirement for briefing etc.

(P.A. BEARPARK)

Ricky Verrall, Esq.,  
Department of Trade and Industry

DB

E. P.

CF  
PPS / PSC  
PSJ

PRIME MINISTER

SECOND DESIGN SEMINAR

You have agreed to hold this on 20 January.  
The proposed guest list and format are  
attached. Brian Griffiths has also proposed  
the inclusion of Tim Bell who I gather  
is an important figure in the world of  
advertising.

28/11  
letter

Content?

PSJ

ANDY BEARPARK

5 December 1986

But no advertisements  
are being invited. This is  
all designers, manufacturers  
and retailers. We would  
have to include a lot more people  
if we were to include advertising  
at



10 DOWNING STREET  
LONDON SW1A 2AA

*From the Head of the Prime Minister's Policy Unit*

Andrew Bearpark

---

Second Design Seminar

---

May I suggest the name of Tim  
Bell, an imp. figure from the  
world of advertising, who also  
have a key interest.

Mark H

---

cc BG ✓



From the Parliamentary Under Secretary  
of State for Industry

DEPARTMENT OF TRADE AND INDUSTRY  
1-19 VICTORIA STREET  
LONDON SW1H 0ET

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GTN 215 .....

(Switchboard) 01-215 7877

JOHN BUTCHER MP

Andrew Bearpark Esq  
Private Secretary to the  
Prime Minister  
10 Downing Street  
LONDON SW1A 2AA

28 November 1986

CF  
Could I see the list please  
Andy

Dear Andy<sup>103</sup>

**PRIME MINISTER'S SECOND DESIGN SEMINAR**

Your letter of 10 October indicated the Prime Minister's agreement to hold this seminar on Tuesday 20 January 1987 and you subsequently asked to have our proposed guest list by 1 December.

I attach the list. In drawing it up we have sought to strike a balance between the various interests in design. So far as manufacturers are concerned the list includes those who have done much to take the design message on board in their companies and those who, in our view, still have some way to go to reach the levels of the best in this respect.

I should be grateful to have early confirmation from you that No. 10 agrees the list. The reason for this is that, as in 1982, we want to prime a few of the guests to make particular contributions to the discussion.

Another thing that was done last time was for each invitation to be accompanied by a short note on the objectives of the seminar. We think it would be a good idea to do that again and I enclose a short draft piece for this purpose if you agree.

I also enclose a detailed proposal for the format of the seminar which has been drawn up in discussion between Mr Butcher and the Chairman of the Design Council, Mr Simon Hornby and is endorsed by the Secretary of State. This is very much along the lines of the outline format we sent you on 11 August and with which the Prime Minister indicated she was content. You will see the subjects proposed for the core of the seminar are design education and training and design for industrial competitiveness - both issues which dominate the Government's design policy and activities.



In addition to confirming the guest list, I should be grateful for your guidance on the Prime Minister's speech and briefing requirements and any other assistance you will be seeking from this Department in organising the seminar.

*Yours ever*

*Ricky Verrall*

RICKY VERRALL  
Assistant Private Secretary

PRIME MINISTER'S SECOND DESIGN SEMINAR

GUEST LIST

**TOP TABLE**

**ADDRESS**

The Prime Minister

The Rt Hon Paul Channon MP

Mr John Butcher MP

Mr Simon Hornby

Secretary of State for Industry

Parliamentary Under Secretary of  
State for Industry

Chairman, The Design Council,  
28 Haymarket, London SW1Y 4SU

**DESIGNERS**

Prof Gordon Blair

The Dean, Faculty of Engineering,  
Ashby Building, The Queen's  
University of Belfast, Belfast,  
Northern Ireland BT7 1NN

Mr Bryan Brown

AIDCOM, Allied International  
Designers Ltd, 60-61 Britton  
Street, London EC1M 5NA

Mr Nick Butler

Principal, BIB Design Consultants,  
9 Clarendon Cross, London W11 4AP

Sir Diarmuid Downs CBE

Ricardo Consulting Engineers Plc,  
Bridge Works, Shoreham-by-Sea,  
West Sussex BN4 5FG

Mr Rodney Fitch

Fitch & Company plc, 4-6 Soho  
Square, London W1V 5DE

Mr Kenneth Grange CBE

Pentagram Design Ltd, 11 Needham  
Road, LONDON W11 2RP

Mr Hugh Lang CBE

Chairman, P-E International plc,  
Park House, Wick Road, Egham,  
Surrey TW20 OHW

Mr Stewart McColl

Stewart McColl Associates plc  
64 Wigmore Street, London W1H 9DJ

Mr Wally Olins

Wolff Olins Limited, 22 Dukes  
Road, London W1H 9AB

Mr Michael Peters

Michael Peters Group plc, 3 Olaf  
Street, London W11 4BE

## MANUFACTURERS

Mr Kenneth Bacon  
Chairman, DTI Technology  
Transfer Services Advisory  
Committee

Managing Director STC  
Telecommunications Ltd, Oakleigh  
Road South, New Southgate, London  
N11 1HB

~~Mr Anthony Bamford~~

~~Chairman and Managing Director,  
J C Bamford Excavators Ltd,  
Rocester, Uttoxeter, Staffs ST14  
5JP~~

Mr Kenneth Campbell

Chairman, W G Sissons Ltd,  
Calver Mill, Calver Nr Sheffield  
S30 1XA

Mr John Collins

Director, TI Group plc, TI House,  
Five Ways, Birmingham B16 8SQ

Mr Noel Davies

Managing Director, 600 Group,  
Hythe End House, Chertsey Lane,  
Staines TW18 3EL

Mr Graham Day

Chairman and Chief Executive,  
Rover Group, 7-10 Hobart Place,  
LONDON SW1W 0HH

Sir John Egan

Chairman, Jaguar Cars Ltd, Browns  
Lane, Allesley, Coventry CV5 9DR

Sir Godfrey Messervy

Chairman, Lucas Industries plc,  
Great King Street, Birmingham B19  
2XF

Mr Ivor Owen

Group Director, Appliances and  
Lighting, Thorn EMI plc, Thorn  
EMI House, Upper St Martin's  
Lane, LONDON WC2 9ED

Sir David Plastow

Chief Executive, Vickers plc,  
PO Box 177, Vickers House,  
Millbank Tower, Millbank, LONDON  
SW1P 4RA

Mr Roy Roberts

Group Managing Director, GKN plc,  
PO Box 555, Ipsley House, Ipsley  
Church Lane, Redditch,  
Worcestershire B98 0TL

Mr Lindsay Stewart OBE

Managing Director, Ethicon Ltd,  
PO Box 408, Bankland Avenue,  
Edinburgh, EH11 4HE

Mr Alan Sugar

Chairman and Chief Executive,  
Amstrad Consumer Electronics Ltd,  
1-7 Gorman Road, London N17 0US

Mr Merrick Taylor

Chairman and Managing Director,  
Motor Panels (Coventry) Ltd,  
Holbrook Lane, COVENTRY CV6 4AW

*Brian Hayes*



Lord Weinstock

Chairman, General Electric Company, 1 Stanhope Gate, London W1A 1EH.

#### RETAILERS

Sir Terence Conran

Chairman, Storehouse plc, Heal's Building, 196 Tottenham Court Road, LONDON W1P 9LD

Mr Stanley Kalms

Chief Executive, Dixons Group, 18-24 High Street, Edgware, Middlesex HA8 7EG

#### THE CITY

Sir Jeremy Morse KCMG

Chairman, Lloyds plc, PO Box 215, 71 Lombard Street, London EC3P 3BS

#### EDUCATION

Professor Eric Ash CBE

Rector, Imperial College of Science and Technology, South Kensington, London SW7 2AZ

Dr David Bethel CBE

Director, Leicester Polytechnic, PO Box 143, Leicester, LE1 9BH

Mr David Carter CBE  
Chairman, Design Board,  
Royal Society of Arts

DCA Design Consultants, 19 Church Street, Warwick CV34 4AB

Dr J H Horlock

Vice Chancellor, The Open University, Walton Hall, Milton Keynes MK7 6AA

Sir Peter Parker MVO  
Chairman, Design Management  
Unit, Management Committee,  
London Business School

Chairman, Rockware Group plc,  
Rockware House, 17/21 Victoria  
Street, Windsor, Berks SL4 1MG

Dr Robert Smith

Director, Kingston Polytechnic, Penrhyn Road, Kingston Upon Thames, KT1 2EE

Mr Jocelyn Stevens

Rector, Royal College of Art, Kensington Gore, London SW7 2EU

#### DESIGN COUNCIL

Mr Keith Grant

Director, 28 Haymarket, London SW1Y 4SU

Mr Mervyn Unger

Deputy Director (as above)

#### OTHER INSTITUTIONS

Dr Ivan Dunstan	Director General, <u>British Standards Institution</u> , 2 Park Street, London W1A 2BS
Mr Christopher Lucas	Secretary, <u>Royal Society of Arts</u> , John Adam Street, Adelphi, London WC2 6EZ
Mr Tony McBurnie	Director General, <u>Institute of Marketing</u> , Moor Hall, Cookham, Maidenhead, Berks SL6 9QH
Dr Kenneth Miller	Director, <u>The Engineering Council</u> , 10 Maltravers Street, LONDON WC2R 3ER
Mr David Nickson CBE	President, <u>CBI</u> , Centre Point, 103 New Oxford Street, LONDON WC1A 1DU
Mr Michael Sadler-Forster	Director, <u>Society of Industrial Artists and Designers</u> , Nash House, 12 Carlton House Terrace, LONDON SW1Y 5AH

#### SUPPORTERS OF DESIGN

Sir William Barlow <u>Immediately past Chairman, Design Council</u>	Chairman, BICC, Devonshire House, Mayfair Place, LONDON W1X 5FH
Mr Christopher Lorenz	Management Editor, <u>Financial Times</u> , Bracken House, 10 Cannon Street, LONDON EC4P 4BY
Mr James Pilditch CBE Chairman, <u>NEDO Design Working Party</u> , <u>Immediately past Chairman, BTEC Art and Design Board</u>	62 Cadogan Square, LONDON SW1X OEA

#### MINISTERS, MPs AND OFFICIALS

The Rt Hon Nigel Lawson MP	Chancellor the the Exchequer, HM Treasury Parliament Street, LONDON SW1P 3AG
The Rt Hon Kenneth Baker MP	Secretary of State for Education and Science, Department of Education and Science, Elizabeth House, York Road, LONDON SE1 7PH
Mr George Walden MP	Parliamentary Under Secretary of State, Department of Education and Science, Elizabeth House, York Road, LONDON SE1 7PH

Mr Kenneth Warren MP

Chairman, House of Commons Trade and Industry Select Committee, House of Commons, LONDON SW1A 0AA

Mrs Pamela Denham

Under Secretary, Quality Design and Education Division, Department of Trade and Industry, Bridge Place, 88-89 Eccleston Square, LONDON SW1V 1PT

Mr Don Libby

Under Secretary, Further and Higher Education Division 2, Department of Education and Science, Elizabeth House, York Road, LONDON SE1 7PH

Mr Christopher Jackson

Assistant Secretary, Quality, Design and Education Division, Department of Trade and Industry, Bridge Place, 88-89 Eccleston Square, LONDON SW1V 1PT

Mr Michael Waller

Assistant Secretary, Industry Division, HM Treasury, Parliament Street, London SW1P 3AG

THE PRIME MINISTER'S SECOND DESIGN SEMINAR:

20 JANUARY 1987

Since the Prime Minister's first design seminar in January 1982 the Government's policies and activities on design have brought the subject to the forefront of the national consciousness.

In industry there is a growing awareness of the influence of good design on international competitiveness. Progress has been made to improve the place of design in all levels of education. And we have a flourishing design consultancy resource.

Nobody would deny however that the momentum achieved needs to be maintained and built on if, as a nation, we are to maximise the use of our immense wealth of design talent for the benefit of the economy.

The seminar on 20 January will briefly review progress over the last five years and consider what more needs to be done in the future. The Government's commitment to design will continue. A major objective of the seminar is to identify what further measures industry, commerce, designers, the education system and other institutions are themselves prepared to take to match and complement that commitment.

N05/NOV3

PRIME MINISTER'S SECOND DESIGN SEMINAR  
DESIGN COMMITMENT FOR THE NEXT FIVE YEARS

- 6.30 pm PRIME MINISTER'S OPENING REMARKS
- 6.35 pm THE RT HON PAUL CHANNON MP REVIEWS JANUARY 1986  
DESIGN COMMITMENT CONFERENCE AND FOLLOW-UP
- 6.40 pm TOPIC 1: DESIGN EDUCATION AND TRAINING CHAIRED AND  
INTRODUCED BY MR SIMON HORNBY. Followed by  
responses from [DES, a university/college  
representative, CBI]
- 6.50 pm Discussions from the floor which Mr Hornby then  
sums up
- 7.00 pm TOPIC 2: DESIGN FOR COMPETITIVENESS - THE INDUSTRY  
DIMENSION  
  
CHAIRED AND INTRODUCED BY JOHN BUTCHER MP  
  
Followed by responses from [Mr Nick Butler of BIB  
Consultants, Mr Tony McBurnie of the Institute of  
Marketing]
- 7.10 pm Discussion from the floor which Mr Butcher then  
sums up
- 7.20 pm ROUND UP AND CONCLUSION  
CHAIRED BY PRIME MINISTER  
  
Opportunity for further comments from the floor on  
design issues not already covered in discussion
- 7.25 pm Prime Minister sums up seminar as a whole
- 7.30 pm PRIME MINISTER HOSTS RECEPTION FOR GUESTS.

no  
Qn 0634



MR BEARPARK  
10 Downing Street

5 November 1986

cc Mr Fairclough  
Dr Burdett

SCIENCE SEMINAR

PRIORITIES FOR INVESTMENT AND SCIENCE & TECHNOLOGY

We spoke about the need to pencil in a date in order to book the Queen Elizabeth II Conference Centre. The dates they have available are

Thursday, February 12  
Monday, March 2  
Tuesday, March 3\*  
Wednesday, March 4\*  
Monday, March 23  
Tuesday, March 24  
Wednesday, March 25\*  
Thursday, March 26\*  
Friday, March 27\*

These are unlikely to remain open unless we book soon and not all of these are free for Sir Francis Tombs and John Fairclough. I have asterisked those which are.

*CFC*

CATHY CUNNINGHAM



10 DOWNING STREET  
LONDON SW1A 2AA

*From the Private Secretary*

28 October 1986

**PRIME MINISTER'S SECOND DESIGN SEMINAR:**  
**20 JANUARY 1987**

Bernard Ingham has suggested that you may wish to invite Stewart McColl, Chairman of McColl Architecture, Interior and Graphic Design. May I leave this thought with you.

P.A. Bearpark

George Kidd, Esq.,  
Department of Trade and Industry.

CF



lib on

Aug

10 DOWNING STREET

Mr. Beaufort

I see the PM is to  
hold a Second Design  
Seminar in January.

Could I suggest that  
an invitational be to London  
& ~~to~~ Stewart McColl,  
chairman, McColl,  
architecture, interiors  
graphic design. His  
firm said to be the largest  
design company in the  
world, has announced  
things, undertaken a large  
proportion of some design work  
He is young, system's brief





10 DOWNING STREET  
LONDON SW1A 2AA

*From the Private Secretary*

10 October 1986

**PRIME MINISTER'S SECOND DESIGN SEMINAR:**  
**EARLY 1987**

I am sorry you have not had an earlier reply to your letter of 11 August to Mark Addison: the paper went astray somehow.

BF // The Prime Minister has agreed to host the next Design Seminar on 20 January 1987, and is content with your proposed format. I should therefore be grateful if you would proceed with the detailed planning.

P.A. Bearpark

George Kidd, Esq.,  
Department of Trade and Industry.



10 DOWNING STREET

MEA

Ricky Verral rang from  
John Butcher's office re.  
their letter of 11 August.

Officials are anxious  
to start work on  
guest lists.

Do you have any  
indication of a  
possible date for  
the seminar?

Garden Rooms NT

I thought there were more papers  
on this: do you have anything?

If so could I please see notes of diary  
meeting when it was discussed

Julie  
9/10

psj

CGBC



DEPARTMENT OF TRADE AND INDUSTRY  
1-19 VICTORIA STREET  
LONDON SW1H 0ET

Telephone (Direct dialling) 01-215 4302  
GTN 215) .....  
(Switchboard) 01-215 7877

From the Parliamentary Under Secretary  
of State for Industry

JOHN BUTCHER MP

Mark Addison Esq  
Private Secretary to the  
Prime Minister  
10 Downing Street  
LONDON SW1

*Prime Minister*

*You agree to do this on 20 January.  
Contact with the proposed format.*

*Carver*  
*Dear*  
19  
11 August 1986

*Dear Mark*

**PRIME MINISTER'S SECOND DESIGN SEMINAR: EARLY 1987**

In the context of planning the Prime Minister's forward diary you asked for the department's views on what should be the outline format for her next design seminar to be held early in 1987.

The first such event was on 25 January 1982. The format then was a seminar lasting from 6.30 to 7.30 pm followed by a drinks reception for about half an hour hosted by the Prime Minister and Mr Thatcher. The seminar itself had a clear agenda with just three items on it. There were 65 guests in all.

The 1982 design seminar is still referred to in complimentary terms by many who attended it. Influenced by that success, and the fact that keeping the occasion fairly brief encourages a businesslike approach where the participants stick to the main issues, we recommend that the 1987 event should be planned on broadly similar lines to its predecessor.

**THE FORMAT**

I enclose an outline timetable which reflects this recommendation and assumes you can again find an early evening slot. We would certainly encourage you to do so if possible: we know that the opportunity of a personal word with the Prime Minister at the reception, in addition to taking part in the seminar, was appreciated by the guests in 1982.

The objective of the occasion is to look back over the past four years (but not at too great length), demonstrate the Government's





continuing commitment to design, listen to ideas about the Government's future role and examine two current design issues in particular. We shall want to discuss the specific subjects to be covered this time with the Design Council before making any firm recommendations. We envisage that the Prime Minister should take the opening session and chair the event overall. The two middle sessions would, however, have their own chairmen and appropriate opening speakers to set the scene.

The Department would, as last time, prepare a background paper for all guests on the seminar as a whole, liaise closely with Chairmen on their own presentations and prime some of the guests to kick off the discussion sessions.

#### THE GUESTS

There are now more bodies with an interest, or who are active in design, than there were in 1982. Partly this reflects success in spreading the design message but it also has much to do with a growing realisation of the strong links design must have with other factors such as quality and marketing if its full potential to improve competitiveness is to be realised.

The guest list is another thing on which we shall be consulting the Design Council but we shall want it to be as representative as possible of the full range of current interests in design. I realise there is a limit to the numbers you can cope with at No 10 but in the circumstances we would want to plan for no less than 1982's tally of 65.

#### TIMING

In your 10 December 1985 letter to John Mogg you thought January 1987 might offer the best prospect for finding a suitable date. Things will, of course, have moved on since you wrote but if it were possible to find a date towards the end of January that would coincide neatly with the fifth anniversary of the first seminar. I should be grateful to have your latest thoughts on this, and the Prime Minister's reaction to these proposals as to format, so that we can take them fully into account in our further planning and consultations.

*Yours ever*

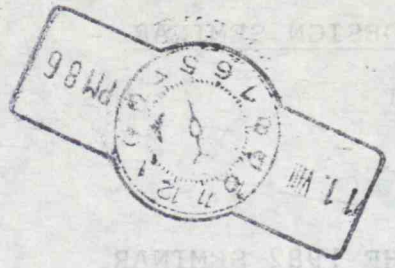
*George*

GEORGE KIDD  
Private Secretary

PRIME MINISTER'S SECOND DESIGN SEMINAR

OUTLINE FORMAT

- 6:30pm TOPIC 1: PROGRESS SINCE THE 1982 SEMINAR
- Prime Minister describes progress to date in an opening address.
  - One, possibly two, further speakers dealing amongst other things with follow up to the DTI's January 1986 Design Commitment Conference.
- 6:40pm TOPIC 2: [TO BE IDENTIFIED]
- Speaker(s) - 5 minutes maximum.
  - Discussion - 10-15 minutes.
  - Topic chairman sums up.
- 7:00pm TOPIC 3: [TO BE IDENTIFIED]
- Speaker(s) - 5 minutes maximum.
  - Discussion - 10-15 minutes.
  - Topic chairman sums up.
- 7:20pm ROUND UP AND CONCLUSION
- Opportunity for further comments from participants on design issues not covered in discussions of specific topics - 5 minutes.
  - Summarising and concluding remarks - 5 minutes.
- 7:30pm-  
8:00pm PRIME MINISTER HOSTS RECEPTION FOR GUESTS



OUTLET FORMAT

TOPIC 1: PROGRESS REPORT THE 1986 SEMINAR

TOPIC 2: [TO BE IDENTIFIED]

TOPIC 3: [TO BE IDENTIFIED]

ROUND UP AND CONCLUSION

PRIME MINISTER HOSTS RECEPTION FOR GUESTS



Secretary of State for Trade and Industry

DEPARTMENT OF TRADE AND INDUSTRY

1-19 VICTORIA STREET

LONDON SW1H 0ET

Telephone (Direct dialling) 01-215 5422

GTN 215)

(Switchboard) 01-215 7877

21 July 1986

RESTRICTED

Mark Addison Esq  
Private Secretary to the  
Prime Minister  
10 Downing Street  
London SW1

Dear Mark,

This is simply to give you some background to a problem that may become public, and where feelings run high.

The Society of Industrial Artists and Designers (SIAD) want to change their name because they feel the present one:

- a) is antiquated - particularly the reference to industrial artists;
- b) does not properly reflect the range of designers they represent.

They also want to include a reference to their recently granted chartered status.

In 1984 SIAD proposed changing to the Society of Chartered Designers, but this proposal ran into strong opposition from the Engineering Council and SIAD dropped it. In November 1985 they put a different proposal to the Privy Council for changing the name to "Chartered Society of Designers". This too has run into opposition from the same sources.

You may recall Sir Terence Conran wrote to the Prime Minister in February this year seeking her support for this latest proposal. The Privy Council has sought my Secretary of State's advice because this Department "sponsors" both SIAD and the Engineering Council.

The objections of the engineering institutions are strongly held. They say many of their members are designers too; that the proposed new name could lead to SIAD being seen as the only

17  
19  
**86**  
BOARD OF TRADE  
BICENTENARY



chartered body which represents designers and that this would be misleading and confusing to the outside world.

SIAD have made it clear they are not seeking exclusive representational rights, and in any case they have only around 8,000 members compared to the Engineering Council's 200,000. Mr Butcher has met the two sides together to see if there is any scope for an alternative title which would be acceptable to both, but it seems there is none.

After full consideration my Secretary of State has decided to advise in favour of the change and officials are writing to the Privy Council Office to that effect. He believes the Engineering Council's fears about confusion will not in practice arise in a way which has adverse implications for industry and commerce.

My Secretary of State has told the Chairman of the Engineering Council - Sir Francis Tombs - in confidence that he is minded to advise in favour of SIAD. Sir Francis said the engineering profession would be disappointed and upset if SIAD'S proposal is approved, but he recognised that "it is not the end of the world". My Secretary of State sought to persuade him to be prepared to accept such an outcome and that all concerned should work together to counter the Engineering Council's concern that such a change might lead the public to see Design mainly as a question of aesthetics.

However, he has asked me to let you know about this matter because it is possible the Department's advice to the Privy Council may leak out before the Council actually takes its decision and parts of the engineering profession may be publicly critical in any case.

I am copying this letter to Joan MacNaughton (Lord President's Office).

*Yours sincerely*

*C Bradley*

CATHERINE BRADLEY  
Private Secretary

**17**  
**19**  
**86**  
BOARD OF TRADE  
BICENTENARY





10 DOWNING STREET

CF/HR

Conced 1 see earlier Deijr

minutes pps please.

MEVA 1/7

CF

I have no stored work until  
next year's diary is ready.

Bf ~~on the 1st of the~~ for the last

week or July please. I

shall be put to the diary meeting  
to discuss date, and format.

MEVA 1/7



File SM  
(RAMAGG)

10 DOWNING STREET

*From the Private Secretary*

29 April 1986

DESIGN COMMITMENT CONFERENCE

The Prime Minister has now had an opportunity to consider your Minister's suggestion that the second Design Seminar be held towards the end of this year rather than early next.

Having looked at her diary, she is afraid that it will not be possible to bring forward the date in that way, and the Prime Minister would therefore prefer to leave the arrangements as they are. We can be in touch in a couple of months or so to set a date early next year.

I am copying this letter to Catherine Bradley in your Secretary of State's office.

Mark Addison

Tim Soames, Esq.,  
Office of the PUSS,  
Department of Trade and Industry.

6



hij

PRIME MINISTER

DESIGN COMMITMENT CONFERENCE

I am now able to report to you the outcome of the Design Commitment Conference which Paul and I held at Lancaster House on 28 January. We also need to begin preparations for the second design seminar which you agreed to hold at Downing Street.

2 At the Design Commitment Conference the leaders of some of the largest UK companies who have experience of exploiting good design in their businesses were represented at the most senior level. These included IBM(UK), Plessey, Vickers, Courtaulds, Jaguar and Hanson Trust. It is a mark of the success of our design policy and activities that we managed to attract top management from such major companies in industry and commerce which collectively are responsible for a turnover of nearly £100 billion.

3 Our purpose, however, was not to preach to them about the importance of good design for competitiveness. Most of them know it already. The intention was to persuade them to take practical action themselves to spread the message more widely at the company level by holding design conferences or seminars, preferably with their principal suppliers. We wanted to use these large companies to generate a locomotive effect to increase exploitation of good design in the economy.

J29AJE

17  
19 **86**  
BOARD OF TRADE  
BICENTENARY



4 We asked those attending to make a commitment to do this. On the day, 55 companies responded positively by agreeing to hold, or consider holding, follow-up design events and that number has since risen to 64. Twenty such events have already been arranged and, together with the Design Council, we are pursuing all the other companies who made a positive response to persuade them to turn their commitments into action.

5 The outcome and effectiveness of this initiative is a possible item for the agenda of the second design seminar you have agreed to hold at Downing Street. Your Private Secretary's letter of 10 December to the Secretary of State's office suggested January 1987 may offer the best prospect of finding a suitable date for this and that the two offices should get in touch again this June to agree a specific date. However, bearing in mind that this is Industry Year, I think there is a strong case to try to hold the seminar towards the end of 1986. It could then not only be a part of Industry Year but a major Government event to mark its close. I would be grateful for your agreement therefore to hold the seminar in December 1986 rather than January 1987.

A handwritten signature in red ink, consisting of the initials 'JB' with a stylized flourish underneath.

JOHN BUTCHER

Department of Trade & Industry

23 April 1986

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JU91

Secretary of State for Trade and Industry

*7th* January 1986

Mark Addison Esq  
Private Secretary to the  
Prime Minister  
10 Downing Street  
London SW1

GR

We are to be on 2/6/86

*Dear Mr Addison,*

Thank you for your letter of 10 December to John Mogg, giving the Prime Minister's agreement to holding a second seminar on design at No 10 in January 1987.

As you suggest, the exact date can be fixed nearer the time and I note that you will be contacting us again in mid-1986.

*Nicola Parkins*

NICOLA PARKINS  
Private Secretary

PART 1 ends:-

MGA to DTI 10/12/85

PART 2 begins:-

DTI to MGA 7/1/86



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