

Prime Minister



This seems to be very much on the right lines.

Foreign and Commonwealth Office

London SW1A 2AH

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Agree with you & Mr. Gabor  
should send messages to the  
Exhibition?

26 October 1989

Dear Charter,

COP

Yes

'Britain in Kiev' and the Prime Minister's Visit to the USSR

In my letter of 25 May, I undertook to keep you in touch with preparations for 'Britain in Kiev' in connexion with the Prime Minister's planned visit to the Soviet Union next June.

This will be by far the biggest British event ever staged in the Soviet Union. Its centrepiece will be an exhibition showing life in contemporary Britain. This has been designed - after an open competition - by Heritage Projects of York. Our objective is to display the quality of life enjoyed in an open democratic society and to bring out the reasons why such societies prosper: a free market economy, the democratic process, the responsibilities of the individual citizen. The display will be of a high quality, making extensive use of audio-visual techniques and demonstrating practical applications of British high technology. We have taken particular care to present a picture of Britain that will be credible to the Soviet visitor and to avoid suspicions that, like so many Soviet exhibitions, it portrays an ideal inaccessible to ordinary people.

Design work for the exhibition is nearing completion. The linking theme is the life of a typical British family: a skilled technician in his early 40s, a wife working part time, a 19 year old daughter and 16 year old son. A series of displays will show how they live, work and study. Others will build on this theme to illustrate the application of high technology to everyday life, the workings of a Parliamentary democracy, the opportunities for the active citizen to involve himself in public life, and the welfare and other services provided by the state.

To appeal to a wide range of visitors, the exhibition will work on three levels: the immediate impact of the displays themselves; succinct explanatory texts (headlines in Ukrainian and Russian, text in Russian); and a brochure providing greater detail for those wishing to know more. The displays will contain some statistical material (eg the

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average income, how it is earned and spent) which is of great interest to many Soviet citizens. But the principal aim is to make them attractive, original and entertaining. There will be British guides at strategic points in the exhibition.

We aim to secure the support of business and industry through the loan of equipment and services for many of the displays. Those in the section of the exhibition covering the British economy will complement the displays in the DTI sponsored trade exhibition (see below).

The design assumes up to 16,000 visitors a day (a figure based on previous major foreign exhibitions in the Soviet Union) - comparable with Madame Tussauds in the peak summer season.

One suggestion on which we would welcome the Prime Minister's views is that there should be messages of welcome from her and possibly Mr Gorbachev in the entrance to the Exhibition. We are attracted by the idea and believe that putting this proposal to Mr Gorbachev would be a good way to interest him in visiting the exhibition himself.

In addition to the main exhibition, there will be a Trade Exhibition sponsored by the DTI and held in two nearby halls. This will focus on areas of particular relevance to the Ukraine (agriculture, food-processing, medical and pharmaceuticals, scientific instruments, and hotels and tourism). It will also provide an opportunity for British companies to establish contacts in the Ukraine at a time when individual republics are acquiring increasing economic autonomy.

These exhibitions will be backed up by an extensive cultural programme including:

- English National Opera (performing Xerxes and The Turn of the Screw)
- English Shakespeare Company
- London Contemporary Dance
- British Film Festival
- Exhibition of 20th century British Art
- Displays by the Red Arrows and a Military Band
- Pop concerts sponsored by Capital Radio
- Fashion Exhibition sponsored by Marks & Spencer.

There will also be a range of smaller exhibitions, performances by street artists and a range of activities designed to make Kiev British for the month of June.

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We should now like to make firmer plans for the Prime Minister's own visit. We suggest that the following programme might be suitable:

<i>Wednesday</i>	6 June	Fly to Moscow
<i>Thursday/Friday</i>	7/8 June	Talks with Mr Gorbachev and other engagements in Moscow
<i>Saturday</i>	9 June	Fly to Kiev with Mr Gorbachev. Joint visit to the main British exhibition and joint attendance at the English National Opera production of Handel's Xerxes
<i>Sunday</i>	10 June	Prime Minister flies on to Armenia to open the British School there
	10 June (evening)	Return to UK

*This may be too long. Leave after questions on Thursday for talks in Moscow on Friday & later/Armenia on Saturday/Sunday.*

*Yes not*

If the Prime Minister is happy with this we could put the dates to Mr Gorbachev's office and try to get them pencilled into his diary at an early stage: this is particularly important as a US/Soviet summit is currently scheduled for next May/June and obviously we wish to avoid a clash.

I am copying this letter to Neil Thornton (DTI), Stephen Crowne (DES) and Trevor Woolley (Cabinet Office).

*Yours ever*  
*R H T Gozney*  
 (R H T Gozney)  
 Private Secretary

C D Powell Esq  
10 Downing Street



## BRITAIN IN KIEV: MAIN EXHIBITION

The layout of the exhibition is shown on the attached plan.

The areas are:

1. Entrance: we hope to display a message from the Prime Minister (and possibly Mr Gorbachev) welcoming visitors.
2. Introduction of the Family: life-like full size figures with biographical details.
3. Images of Britain: audio visual display.
4. High street: full scale replica of modern British shopping street: Marks and Spencer, Tie Rack, newsagents etc.
5. The home: commissioned back lit colour photographs of a range of British housing.
6. Full scale reconstruction of the family's house: (1970s semi-detached).
7. Introduction to Britain at Work: audio visual display containing compilation of best of British corporate television commercials plus commissioned back lit photographs and explanatory panels on the British private sector; small businesses; the industrial, service and distribution sectors.
8. The family at Work: three dimensional displays showing the wife at work in Rowntree automated distribution centre; the husband, a senior RAC patrolman using radio communications networks; the daughter, a designer in high street print shop.



9. The family income and expenditure: illuminated pie chart and animated graphic material.

10. Social provisions: the active citizens: display showing a patient delivered by ambulance to health centre. Chart showing public expenditure on health, social security etc. Illustrations of voluntary activity in Britain. Display showing son in school laboratory with hi-tech equipment.

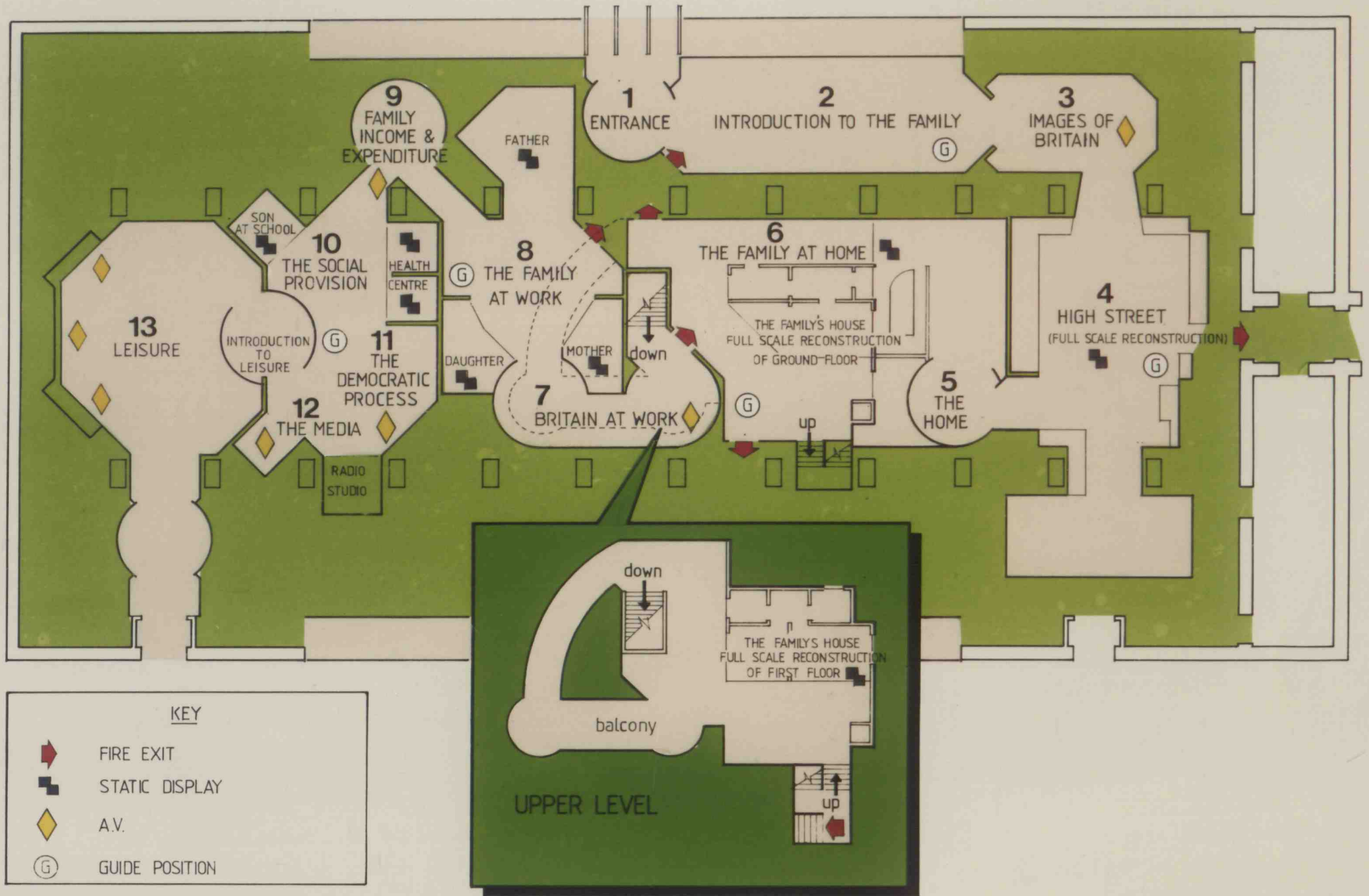
11. The democratic process: panels and audio visual display illustrating Parliament and elections.

12. The media: display illustrating diversity of British press, radio and television. This section may incorporate a small radio studio for use eg by BBC Russian Service.

13. Leisure: vivid audio visual display showing leisure activities in Britain during June.

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Soviet Union 193



*Soviet Union  
PM's visit*



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Lm  
c/c  
CCAP*

10 DOWNING STREET  
LONDON SW1A 2AA

*From the Private Secretary*

29 October 1989

*Dear L. Mend.*

"BRITAIN IN KIEV" AND THE PRIME MINISTER'S VISIT  
TO THE SOVIET UNION

Thank you for your letter of 26 October about plans for the Prime Minister's visit to the Soviet Union next year. The Prime Minister is content with the plans for the exhibition in Kiev and agrees that there should be messages of welcome from her and Mr. Gorbachev in the entrance to the exhibition. However, she feels that she will not be able to spare as much time as assumed in your letter for her visit. We should plan on her travelling to Moscow on the evening of 7 June for talks and other engagements on 8 June, spending 9 June in Kiev and 10 June in Armenia before returning to the United Kingdom that evening.

I am copying this letter Neil Thornton (Department of Trade and Industry), Stephen Crowne (Department of Education and Science) and Trevor Woolley (Cabinet Office).

*Yours sincerely,  
C. D. Powell*

C. D. POWELL

Richard Gozney, Esq.,  
Foreign and Commonwealth Office.

*PM*