

CONTENT SUMMARY

Churchill War Rooms AV A12 Big Three Interactive

This document aims to give a sense of the target audience, the learning objectives, and the content of the AV A12 Big Three interactive.

Churchill War Rooms target audience

(same for both AV A12 Big Three and AV C15 Stricken World interactives)

Core audiences

- **'Time Teamers'** – motivated to visit by a love of history. Intellectually-motivated and are drawn to visitor attractions that nurture their love of history and learning. They are liberal, socially aware and interested in people, different cultures and international events, both past and present. Very likely to be overseas visitors (particularly USA), male, 25-54, visiting without children. They are drawn to the core offer at Churchill War Rooms and will spend the longest time on site out of any audience.
- **'Thrill Seekers'** – motivated to visit by a love of fun experiences. Led by novelty and want visceral and immersive leisure experiences. They are hedonistic and are happy to spend money if they receive a good day out in return. They have limited exposure to arts and culture, but enjoy attractions such as theme parks. Very likely to be European tourists who aren't interested in history but are touring "the sites" of London. Likely to be aged 35-40, visiting without children. Attracted to the immersive, 'living history' nature of the Historic Rooms.

Developmental audience (actively targeting)

- **'Culture Vultures'** – motivated to visit by a love of culture. Progressive liberals with a passion for everything arts and culture. They appreciate quality and luxury and expect a high standard of curation and artistic interpretation. Looking to learn about other cultures and societies, not just do the 'tourist trail'. The small UK audience at CWR are likely to be Culture Vultures. More even split of male/female, likely to be older aged 50+, visiting without children. Drawn to the Churchill Museum as well as private tours and special events.

Across the above we aim to encourage greater participation from

- Black and ethnic minority communities
- People with sensory, physical and intellectual disabilities
- UK visitors, particularly those living in Westminster and other neighbouring boroughs

Objectives for AV A12 Big Three interactive

- To provide a simple, interesting way to access a complex aspect of Churchill's life and career
- To look at the impact of personality upon history
- To allow visitors to make sense of Churchill's life within the context of world events

Learning outcomes for AV A12 Big Three interactive

- Make clear who the person Churchill was, not just the politician
- Britain's changing position in the world
- Individuals can influence change
- Critical and ethical thinking

Types of content

(same for both AV A12 Big Three and AV C15 Stricken World interactives)

- Archive Film, mainly from the IWM collection but also from external agencies
- Archive Photographs
- Text captions for films and photographs.
- Explanatory text
- Text quotations

Content Summary for AV A12 Big Three interactive

This interactive will focus upon the relationships between Churchill, Roosevelt and Stalin, the three exceptional men whose countries formed the 'Grand Alliance' during the Second World War. Churchill met Stalin and Roosevelt independently on multiple occasions but the three of them met together only twice, at Teheran in Iran at the end of 1943, and at Yalta in Ukraine in February 1945. The third major 'Big Three' conference took place in Potsdam, Germany in July 1945 after German surrender but by this time Roosevelt had died so was replaced by the USA's new President Truman. By the end of the Potsdam conference Churchill was no longer Prime Minister of Britain.

At Teheran and Yalta, Churchill, Roosevelt and Stalin decided not only how the war would be won, but also the political map of the post-war world, the details of which were established at Potsdam.

The core function of this interactive experience is to explain the personal relationships within this 'triangle' of three men.

- What were the individual personalities and backgrounds of the three men?
- How did each of them relate to the others? What did Churchill think of Stalin? What did Stalin think of Roosevelt? etc.
- Where and when did these three men meet each other and what happened when they did?

A good proportion of the Churchill War Rooms audience is detail-focussed and we'd like the interactive to offer these detail-focussed-users the option to discover more information about what happened at the various meetings between the men.

Example content for AV A12 Big Three interactive

This example content is provided to help tenderers get a better understanding of the content to be included in the AV A12 Big Three interactive and thus how it might best be structured within an interactive experience.

This example content is un-edited and DOES NOT represent the intended final content of the interactive. We don't necessarily need to include all the content represented here within the interactive.

What were the individual personalities and backgrounds of the three men?

Winston Churchill (1874-1965)

- Eldest son of English aristocratic politician father and American mother
- Neglected by his parents, he did not shine at school
- Journalist and soldier, he became a national hero after escape from prisoner of war camp
- Enters politics in 1900
- After early radicalism becomes increasingly conservative
- Known as brilliant speechmaker
- Marries Clementine Hozier 1908
- Holds important government positions before forced to resign from government after failure of his Dardanelles plan in the First World War
- Makes political comeback in 1917, but resigns from Shadow Cabinet in 1931 over India policy
- Seen as lacking in judgement, his warnings of threat from Nazi Germany are largely ignored

NB Churchill's background and career to 1939 are covered in detail in Chapters 3 to 5 of the Churchill Museum display

Franklin Delano Roosevelt (1882-1945)

- Only child of wealthy family, Franklin is smothered with parental love
- Performs moderately well at school, takes arts course at university, then three year law course
- Married Eleanor Roosevelt 1905
- Entered politics late, becoming Democrat Congressman for Dutchess County in 1910
- Appointed Assistant Secretary of the Navy in 1913
- Democratic Party candidate for Vice President, 1920 election
- In 1921 poliomyelitis leaves Roosevelt with severe disabilities and almost unable to walk unaided
- Determined to continue in politics despite effects of polio
- Elected Governor of New York in 1928 and again in 1930
- Elected President of the United States 1932
- Introduces 'New Deal' policies to revive American economy during the 1930s 'Depression'
- Pursues policy of isolation from Europe in keeping with American public opinion

Josef Stalin 1878-1953

- Born Josef Djugashvili, only surviving child of shoemaker and washerwoman
- Little is known of early years
- Spends five years at church school
- Reads widely and publishes poetry

- Trains as priest but expelled for not attending exams
- Leads clandestine political life from 1899,
- Arrested and imprisoned several times
- Deported to Siberia in 1902 and again in 1913, but escapes
- First wife dies after two years of marriage 1907
- First known as 'Koba' – the Fearless – to colleagues, he becomes a Bolshevik in 1904 and later uses assumed name 'Stalin'
- Member of Central Committee of Communist Party, 1912
- Deported to Siberia 1913 but escapes four years later with collapse of Tsarist regime
- Married for second time, to Nadezhda Allilueva, 1918
- Became General Secretary of the Communist Party, 1922
- Defeat of Trotsky opens gate for Stalin to assume power 1929
- Initiates agricultural policy which leads to famine in which millions die
- Deeply affected by suicide of wife after argument, 1932
- Refashioned Communist Party as personal tool
- Has millions considered politically suspect murdered or deported to labour camps in 'purges', among them close colleagues
- In full control of Soviet Union by end of 1930s

How did each of the Big Three relate to the others? What did Churchill think of Stalin? What did Stalin think of Roosevelt? etc.

Churchill and Roosevelt

The wartime partnership between Churchill and Roosevelt had its tentative beginnings on 11 September 1939 with a personal letter from Roosevelt to the newly appointed First Lord of the Admiralty. In it the President said that he would "at all times welcome it if you will keep in touch personally with anything you want me to know about." Churchill carried on a correspondence with Roosevelt, mainly on naval matters. With his acute political antennae, Roosevelt believed that Churchill might soon replace Chamberlain. But, Roosevelt had some misgivings about Churchill, in whom he saw the epitome of all things he disliked about British aristocracy and imperialism. During the 1930s Churchill had written mildly critical articles on the "radicalism" and "class consciousness" of FDR's New Deal. Yet the great similarities between the two men, not least the fact that both were aristocrats, helped to bridge the gap and forge the Anglo-American alliance. For both men such an alliance was a vital necessity. After Churchill became prime minister, his main objective in his dealings with FDR was to secure active US involvement in the war, followed by a post-war Anglo-American partnership. From 10 May 1940 until 7 December 1941 when the Japanese attacked Pearl Harbor, Churchill relentlessly attempted step by step to get America into the war. He realised that, despite American supplies to Britain, only the active participation of the United States could defeat Germany.

FDR avoided any outright commitment to join Britain in the fight. Like the majority of Americans he at first thought that Britain and France were strong enough to defeat Hitler on their own. But the Fall of France dramatically changed that opinion, and Roosevelt responded by giving as much aid to Britain as he felt he could without going beyond American public opinion and antagonising the still mainly isolationist Congress. Even as late as August 1941 when Roosevelt and Churchill met for the first time since a dinner in London on 29 July 1918 - an occasion, which to FDR's chagrin, Churchill couldn't recall - the President still felt that US military participation could be limited to naval and air forces. Earlier, in 1940 he had angered Churchill by a request that the British promise not to let their fleet fall into German hands. And he had frustrated the Prime Minister with demands that the British pay cash for war materials until Britain had neither dollars nor gold left.

This may have been good politics and designed to appease anti-interventionists and isolationists in Congress, but it also indicated a certain suspicion of Britain that lay only just beneath the surface with FDR. In common with many Americans at the time, the President suspected that the British were always harbouring ulterior motives, especially financial and imperial ones. Not until the Pearl Harbor attack did America enter the war, and then only against Germany after Hitler had declared war on the USA on 11 December 1941. Almost immediately after Pearl Harbor, Churchill set off for Washington where he gained the main objective that he was after: that the United States would follow a "Germany-first" grand strategy before throwing her full weight into settling accounts with the Japanese. Churchill recorded in his war memoirs that on the night of the Japanese attack he had gone to bed "saturated and satiated with emotion and sensation and slept the sleep of the saved and thankful." And why? Because, with America's entry into the conflict, "we had won the war."

Churchill and Stalin

Churchill's attitude and policy towards Stalin and the Soviet Union during the first part of the Second World War highlights both his enormous sense of, and feel for, history and his capacity to see beyond and rise above the problems of the immediate present. No one, as Churchill later acknowledged, had been a more bitter enemy of the Bolsheviks and the infant Soviet Republic than himself. Indeed, he had led the interventionist campaign to strangle Lenin's regime almost at birth. But by the late 1930s he had come to regard Communism as the lesser of two evils when compared to the Nazis. Realistically, he recognised that there would have to be a strong Eastern Front in any war with Hitler and that it could not be provided by Poland alone. He thus supported the calls for a Franco-British-Soviet alliance and was impatient at the hesitant attitude of the Chamberlain government towards such an alliance. When however Stalin did a "U Turn" / volte face and signed a non-aggression pact with Hitler, Churchill did not waste time in recriminations. He recognised that Soviet policy was "a riddle wrapped in a mystery inside an enigma" but with a key-Russian national interest. He recognised too that ultimately Hitler would take the Napoleonic route, and that Germany and Russia would come to blows. He had already deduced enough of Hitler's blueprints for "lebensraum" to know that such a conflict was inevitable despite the "honeymoon" the two dictators were enjoying in 1939-1940. After he became Prime Minister Churchill wrote on these lines to Stalin. He received no reply.

But, throughout the summer and autumn of 1940 it was not just to the sympathetic USA that Churchill looked as a source for British survival; it was also to seemingly hostile Russia. Whilst Hitler overran Western Europe, Stalin grabbed the Baltic States and then took Bessarabia and Bukovina from the Romanians, whose oilfields were essential to the Nazi war machine. By the end of July 1940, as we now know, Hitler had decided on an invasion of Russia. On the surface relations between Hitler and Stalin seemed as friendly as ever, and Soviet Foreign Minister Molotov paid a visit to Berlin in November 1940 during which the RAF raided the German capital. Churchill later wrote: "We had heard of the conference beforehand, and though not invited to join in the discussion did not wish to be left entirely out of the proceedings." A month after the visit Hitler issued his Directive No21 "Operation Barbarossa" - the invasion of Russia. Over the following six months Stalin received many warnings of Hitler's intentions from a wide range of sources, including Churchill. He chose to ignore them all, and was taken completely by surprise when the Nazis invaded on 22 June 1941. That same night Churchill broadcast to the British people to tell them that after a year "alone" they now had an ally. Almost from the start, Stalin made urgent requests of Churchill for some form of diversionary move by the British in the West. These were to later turn into strident demands for a "Second Front". Again, almost from the start, Britain started supplying the Russians with war materials, often to the detriment of her own overseas commitments. Thousands of British and Allied sailors suffered and

died in convoying these supplies, receiving at the time little or no public acknowledgement of their efforts and sacrifices from the Soviet regime. But to the British public everything seemed rosy. Anthony Eden visited Moscow in December 1941 and saw for himself the success of the Russian winter offensive. Six months later Molotov came to Britain and a twenty-year alliance between the two countries was signed. But demands for a "Second Front" were increasing, not least from Lord Beaverbrook, and Churchill decided in August 1942 that he would have to tackle Stalin face to face and give him the bad news that such a tremendous undertaking, if it was to prove successful, would be impossible at the present time. On their first meeting in Moscow Stalin was gratuitously offensive, but Churchill gave back as good as he got, and the two men established a working relationship which was to last, with many vicissitudes, for the next three years until Churchill was voted out of office.

Where and when did the Big Three meet each other and what happened when they did?

The non-interactive tabletop video projection that currently delivers the Big Three content in the CWR gallery presents its content in a series of sequences describing the Big Three's many meetings.

The sequences are divided according to who was meeting who.

A sequence presenting the series of meetings between Churchill and Roosevelt is followed by another sequence which effectively 'jumps back in time' to present meetings between Churchill and Stalin. A further sequence presents meetings between Roosevelt and Stalin, and a final sequence presents the two occasions on which all 3 men met together. This presentation of the information gives a reasonable sense of the relationships between the individual men, but it doesn't represent the chronology of their meetings.

This video is several minutes long, it presents large amounts of detailed information as text on screen and understandably visitors don't stop to watch the whole video. As such the video doesn't very satisfactorily deliver the content.

Below is a transcript of the video. This transcript is presented here NOT because we necessarily want to include all this content verbatim in the interactive, and NOT because we think that this way of sequencing the content necessarily makes sense for the new interactive experience, but just to illustrate the list of meetings. Text shown in red in the transcription is (unfortunately) obscured by graphics within the video.

UK and USA
UK and Russia
USA and Russia
UK, USA and Russia

	Section text	Quotes
	<p>Newfoundland 9-12 August 1941 First of nine wartime meetings during which Churchill and Roosevelt form a close personal and working partnership. The meetings between Roosevelt, Churchill and Stalin are investigated separately.</p> <p>At this meeting, Churchill hopes to persuade the US to take a more active role in the war but America remains neutral. Churchill and Roosevelt agree that Atlantic Charter, a declaration of war</p>	<ul style="list-style-type: none"> ▪ Roosevelt as he meets Churchill: 'At last we have gotten together' ▪ Churchill on Roosevelt: 'I am sure I have established warm and deep personal

	and peace aims.	relations with our great friend.'
	<p>Washington 22 December 1941 – 14 January 1942 19-25 June 1942</p> <p>With America now in the war, Churchill makes two trips to America within seven months to co-ordinate Anglo-American strategy.</p> <p>At the first meeting, the two key agreements are the strategic principle of 'Germany first' and the formation of the Combined Chiefs of Staff based in Washington.</p> <p>At the second meeting, Churchill and Roosevelt agree to work together on the secret project to produce an atomic weapon. Churchill argues successfully for an Allied landing in French North Africa rather than a cross-Channel operation.</p>	<p>Churchill on Roosevelt: We live here as a big happy family in the greatest intimacy and informality and I have formed the very highest regards and admiration for the President.</p> <p>Roosevelt's parting words to Churchill: Trust me to the bitter end.</p>
	<p>Casablanca 14-25 Ja...</p> <p>Churchill and Roosevelt agree that the enemy powers must surrender unconditionally.</p> <p>Strategic bombing, Mediterranean strategy...</p>	<p>Churchill on Roosevelt: If anything happened to that man, I couldn't stand it. He is the truest friend; he has the farthest vision; he is the greatest man I have ever known.</p> <p>Roosevelt to Churchill, the night before the President's departure: Now, Winston, don't you get up in the morning to see me off. I'll be wheeled into your room to kiss you goodbye.</p>
	<p>Washington 11-26 May 1943 12 August – 12 September 1943</p> <p>Churchill makes two trips to North America in 1943. At both, the cross-Channel invasion planned for May 1944 is discussed.</p> <p>Other key topics covered are Allied strategy in the Mediterranean, the development of the atomic bomb and plans to meet Stalin later in the year.</p>	<p>Roosevelt on Churchill: I have to talk to the PM all night, and he gets bright ideas in the middle of the night and comes pattering down the hall to my bedroom in his bare feet.</p> <p>Churchill to Roosevelt: You know how I treasure the friendship with which you have honoured me and how profoundly I felt that we might together do something really fine and lasting for our two countries and, through</p>

		them, for the future of all.
	<p>Quebec 11-19 September 1944</p> <p>Churchill and Roosevelt discuss the post-war plans for Germany, policy towards Italy and the joint development of the atomic bomb.</p>	<p>Churchill on Roosevelt:...the fact that we have worked so long together and the fact that we have got to know each other so well under the hard stresses of war, makes the solution of problems so much simpler, so swift and so easy it is.</p> <p>Roosevelt: it was a good conference but I wanted to sleep all the time.</p>
	<p>Moscow 12-16 August 1942 Churchill and Stalin's meeting was the first of five.</p> <p>Churchill had been antagonistic towards Communism since the Russian Revolution. Despite this, the two men built up a grudging respect for each other.</p> <p>Churchill has come to Moscow to give Stalin the unwelcome news that there would not be a Second Front in Europe in the foreseeable future.</p>	<p>After the confrontation with Stalin, Churchill threatened to go home: This man has insulted me...From now on he can fight his battles alone.</p> <p>Stalin to Churchill: Your words are of no importance. What's important is your spirit.</p> <p>Stalin told Churchill that as long ago as 19321 he had remarked of him: If a great crisis comes, the English...might turn to the old warhorse...we like a downright enemy better than a false friend.</p>
	<p>Teheran 28 November – 1 December 1943 The first Big Three meeting between Churchill, Roosevelt and Stalin.</p> <p>The cross-Channel operation in May 1944 is confirmed.</p> <p>The post-war fate of Europe and Poland's frontiers are also discussed by the three men.</p> <p>Churchill senses that a subtle shift of balance in the alliance is occurring, and that Roosevelt is tending to side with Stalin against him.</p>	<p>At his 69th birthday party Churchill raised a toast to Stalin: ...he would be ranked with the great heroes of Russian history and had earned the title 'Stalin the Great'.</p> <p>At the same party, Stalin toasted Churchill: Churchill my fighting friend, if it is possible to</p>

		consider Mr Churchill my friend.
	<p>Moscow 9-19 October 1944 Churchill flies to Moscow to clear up misunderstandings with Stalin over the future of Poland and other issues.</p> <p>This is the occasion where Churchill produces his 'naughty document', in which eastern Europe is divided into western and Russian spheres of influence.</p>	<p>Stalin quips: Churchill must be the holy ghost. He flies about so much.</p> <p>Churchill to Stalin: I hope you may long be spared to repair the ravages of war and lead All The Russian out of the years of storm into glorious sunshine.</p>
	<p>Yalta 4-11 February 1945 At Yalta the post-war world is discussed, as is Russia's participation in the war against Japan.</p> <p>The division of Germany into zones of occupation is confirmed and so is Russia's membership of the new United Nations organisation.</p> <p>As Roosevelt is terminally ill, this is the last meeting of the Big Three that he attends.</p>	<p>Stalin toasts Churchill as: ...a man who is born once in a hundred years, and who bravely held up the banner of Great Britain.</p> <p>Churchill addresses Stalin at a dinner: There was a time when the Marshal was not so kindly towards us, and I remember that I said a few rude things about him. But our common dangers and common loyalties have wiped all that out.</p>
	<p>Potsdam Conference 17 July – 2 August 1945 Roosevelt's successor Truman attends the last of the Big Three conference with Stalin and Churchill.</p> <p>The main questions discussed are the Allied control of Germany, reparations, the Russian intervention in the war against Japan and the Polish question.</p> <p>As a result of the general election in Britain, Churchill is replaced by Clement Atlee.</p>	<p>Churchill on Stalin: I like that man.</p> <p>Stalin on Churchill: Churchill did not trust us and in consequence we could not fully trust him either.</p>
	<p>Teheran 28 November – 1 December 1943 The first Big Three meeting between Roosevelt, Stalin and Churchill.</p> <p>The cross-Channel operation in May 1944 is confirmed.</p> <p>The post-war fate of Europe and Poland's frontiers are also discussed by the three men.</p>	<p>Roosevelt to Stalin: I am glad to see you. I have tried for a long time to bring this about.</p> <p>Roosevelt mixes Stalin a cocktail and asks him if he likes it. Stalin replies: Well, alright, but it is cold on the stomach.</p>

	<p>Yalta 4-11 February 1945 At Yalta the post-war world is discussed, as is Russia's participation in the war against Japan.</p> <p>The division of Germany into zones of occupation is confirmed and so is Russia's membership of the new united Nation organisation.</p> <p>Roosevelt dies just two months later.</p>	<p>Roosevelt to Stalin after seeing the German destruction in the crimes: I am more bloodthirsty than a year ago.</p> <p>Stalin, after visiting Roosevelt in bed, where he is resting after being taken ill: Why did nature have to punish him so? Is he any worse than other people?</p>
	<p>1 of 2 Teheran 28 November – 1 December 1943</p> <p>The first Big Three meeting with Roosevelt, Stalin and Churchill.</p> <p>The cross-Channel operation in May 1944 is confirmed.</p> <p>The post-war fate of Europe and Poland's frontiers are also discussed by the three men,</p> <p>Churchill senses that a subtle shift in the balance of the alliance is occurring, and that Roosevelt is tending to side with Stalin against him.</p>	<p>Churchill: In our hands we have the future of mankind.</p> <p>There is no doubt, however, that Teheran was the most successful of the wartime Big Three conference. The atmosphere, on the whole, was good, and I was impressed by the confidence and optimism of the three leaders – a justified confidence in view of the fact that the decisions taken at Teheran led to the defeat and surrender of Germany</p> <p>Charles 'Chips' Bohlem, advisor to Roosevelt</p> <p>The President promises everything that Stalin wants in the way of an attack in the West, with the result that Winston, who has to be more honest, is becoming an object of suspicion to Stalin...</p> <p>Sir Alexander Cadogan, senior British diplomat</p>
	<p>2 of 2 Yalta 4-11 February 1945 At Yalta the post-war world is discussed, as is Russia's participation in the war against Japan.</p>	<p>The conference, which lasted for eight days, was organised in such a way that there was no orderly discussion and resolution of each</p>

	<p>The division of Germany into zones of occupation is confirmed and so is Russia's membership of the new United Nations organisation. Roosevelt, already a very sick man, dies just two months later.</p>	<p>problem by the leaders. Instead, issues were brought up, discussed then shunted off to the Foreign Ministers or military chiefs or just dropped for a few hours.</p> <p>Charles 'Chips' Bohlen, advisor to Roosevelt</p> <p>Joe has been extremely good. He is a great man, and shows up very impressively against the background of the other two ageing statesmen. The President is particularly woolly and wobbly. Lord Moran says there's no doubt which of the three will go first.</p> <p>Sir Alexander Cadogan, senior British diplomat</p>
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