



First Election

February 1974

On Feb 7th 1974 Prime Minister Ted Heath called a snap election to be held on February 28th.

Facing rampant inflation (well over 10%), mass strikes, and a Government imposed 3 day working week to save energy for essential services the issue was “**Who Runs Britain?**” – the establishment or the unions.



PEOPLE was barely in a position to mount a campaign, but the decision was taken to put up as many candidates as possible.

In the event 6 managed to stand, each paying a deposit of £150 – equivalent to around £1,660 in 2018. The threshold for the deposit was 12.5% of the vote.

For a party with fewer than 200 members and no financial backing finding the equivalent of £10,000 just to stand was a challenge.



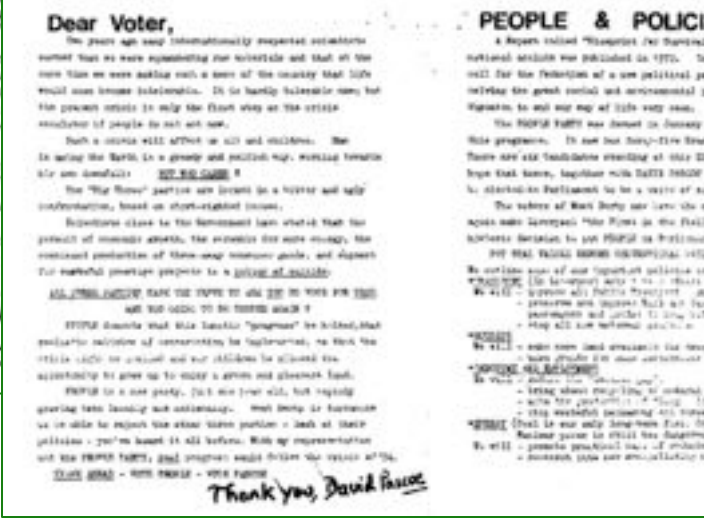
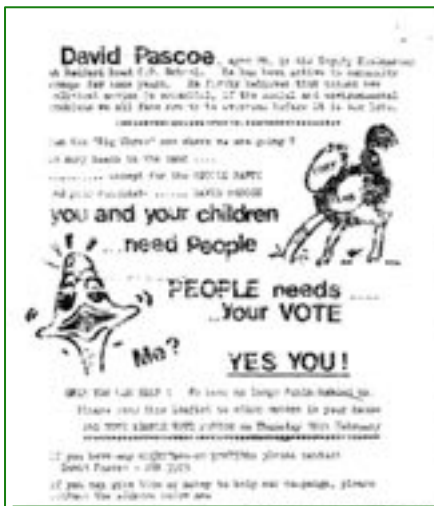
Teddy agreed to be a candidate, having just finally handed over the MS contact boxes to Lesley with some relief. Effectively Movement for Survival and PEOPLE had merged.

There was no manifesto ready, although the Blueprint for Survival stood as a proxy. The Ecologist published a trenchant editorial, written by Teddy, all 2000+ words of which he reproduced as his election address.

The other leaflets were barely less wordy...

Word, words and more words

Election communications February 1974



No to deserts in Suffolk!

With an eye for publicity Teddy tapped his old travelling companion James Aspinall to borrow a camel from his zoo.

He recruited a bunch of local long-hairs to dress as Arabs and toured the constituency proclaiming "No Deserts in Suffolk" - warning of the encroaching desertification of agricultural land if ecological concerns were not addressed - he garnered much publicity and lost his deposit in style.



PEOPLE Results

Coventry North East	A. Pickard	1332	2.79%
Coventry North West	Lesley Whittaker	1550	3.95%
Eye	Edward (Teddy) Goldsmith	253	0.73%
Hornchurch	Ben Percy-Davis	609	1.28%
Leeds North East	Clive Lord	300	0.69%
Liverpool West Derby	D. Pascoe	388	0.94%



In the event Ted Heath unexpectedly lost his majority and Harold Wilson formed a minority government.

People had a few months to get its act together



A Breathing Space

Summer 1974

A minority Labour Government was bound to call another election as soon as it felt that it could win a mandate to govern.



PEOPLE managed to hold a successful Conference in June in Coventry.

Seventy members attended and adopted a Manifesto. This was originally supposed to have been written by Teddy Goldsmith, but he disappeared to Italy, and no draft was forthcoming.

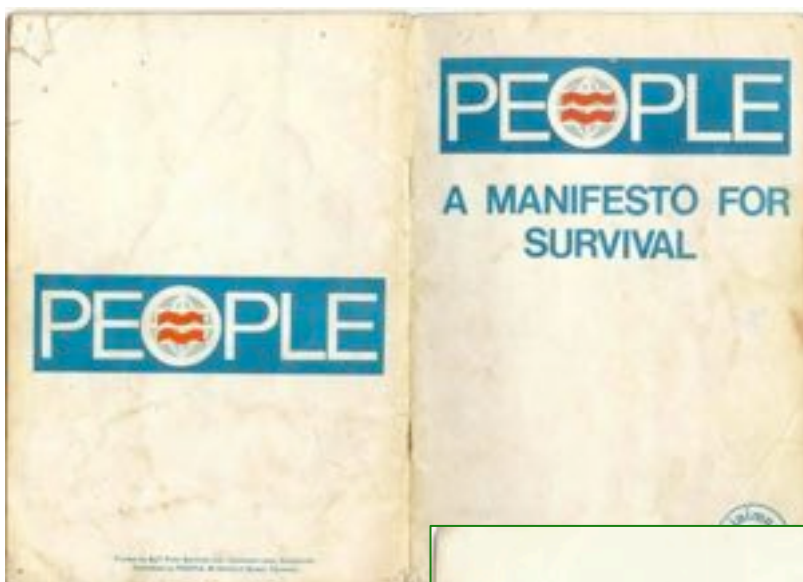
It fell to Lesley Whittaker to pull the whole thing together in time for conference, very largely based on the text of Blueprint for Survival.



The title of the manifesto was

“A Manifesto for Survival” and the text was circulated to all members.

Over 150 amendments were debated at conference before it was formally adopted.



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A MANIFESTO FOR SURVIVAL	
Conventional wisdom is increasingly perplexed by the mounting problems of our society: viciously accelerating inflation, pollution, overcrowding, and the many manifestations of worsening social breakdown. PEOPLE believes that these are only the symptoms of a sick society, and that the real problems arise from the careless way in which we have let the obsessive quest for material things dominate the process of industrialisation. Whilst most of the world has too few material comforts, the over-developed Western World has perfected the means of mass producing material goods to a point that not only exceeds the real requirements of Man, but which exploits the planet Earth in a way that cannot continue. In achieving our sophisticated industrial technology we have brought about a gradual disintegration of society, by overloading the social system with too many people, by increasing mobility which hampers proper socialization, and by reducing the power of public opinion necessary for society's capacity for self-regulation. The attempted cures only hasten this process: more politicians, more bureaucrats, more laws, more tribunals and so on.	
Our ambitions could literally cost the Earth. To pursue them further would lead to total social disintegration, famine, warfare over dwindling raw materials and the slow poisoning of the natural world on which our survival ultimately depends. When these things will happen is open to argument. That they must happen is not in doubt, unless civilization changes course in time. PEOPLE believes therefore that a stable, ecologically sound way of life will eventually develop whether we like it or not, but that the risks of allowing it to do so 'naturally' are unacceptable—and avoidable.	
PEOPLE accepts the growing body of scientific evidence that the twin evils are economic growth and continued increase in population, and intends to work towards a transition from a growth-orientated society to one whose guiding principles are minimum disruption of ecological processes; maximum conservation of materials and energy; a population in which recruitment equals loss; and a social system in which the individual can enjoy, rather than feel restricted by the first three conditions. This will, however, be an immense task, and whilst PEOPLE is quite clear on the new direction	

Doing It All Again

October 1974

With the mood of the country swinging in his favour, Harold Wilson felt the time was right in September. The election was called for 10th October.

PEOPLE

PEOPLE is a political party formed in January 1973 as a focus for the growing concern kindled by books such as "Only one Earth" and "Blueprint for Survival" that the continued pursuit of material prosperity is endangering our planet, and that there are in any case more satisfactory ways of achieving human dignity and fulfilment. PEOPLE is committed to change by democratic means, and stands apart from left/right dissensions.

On the 2nd February 1974 some 40 representatives met nationally for the first time in Coventry. Among our 6 candidates at the General Election 4 weeks later was Edward Goldsmith, one of the founder members of "Movement for Survival", which merged with PEOPLE at that time.

Over 70 delegates attended a Conference on the 8th & 9th June 1974 at which our first Manifesto was debated and adopted. It incorporates the four principles of a stable society outlined in the strategy for change in "Blueprint for Survival": Minimum disruption of ecological processes; maximum conservation of materials and energy; a population in which recruitment equals loss; and a society in which the individual can enjoy rather than feel restricted by the first three conditions.

There are now more than 30 local groups, an elected National Executive Committee, and individual members throughout the country.

What YOU can do

ENROLMENT
£1.50 per year from individual members (£2.00 if you wish to be on our newsletter mailing list), and £1 per head per year from active groups, is our only central source of income at present.

LOCAL GROUPS
Write for details of your nearest Area Organizer.

ON YOUR OWN
Keep raising issues in your local press, always linking them with PEOPLE and the "steady-state" economy.
You can send donations to area fielding candidates.
Door-to-door leafleting and/or salvage collection.
Leaflets and guidance based on experience are available.

NEW AREA ORGANIZERS
To expand our national coverage is vital. New organizers can draw on the experience of those already in the field at our regular Area Organizers' Meetings.

Please contact:
C. E. Lord
National Secretary,
44 Upper Batley Lane,
Batley, West Yorks. WF17 0AP
Tel. Batley 472767

Please send donations to:
Mrs. A. L. Whittaker (Treasurer),
69 Hertford St.,
Coventry CV1 1LB. Tel. 22586

People
Who are we?

PEOPLE consists of people who are concerned about the future and know how to face it.

PEOPLE formed in January 1973

The first meeting of area organizers was held on 2nd February 1974.

At the general election in February 1974 we contested 6 seats.

Now, there are over 30 active area groups all over Britain.

In June 1974 PEOPLE held its first annual conference at which it adopted its manifesto and elected its National Executive Committee.

PEOPLE is democratic. The party does not have a constitution and there are no rules. PEOPLE has collective leadership.

Funds are obtained by subscription only. PEOPLE has no rich backers. We owe allegiance to no man, no industry, no anonymous organisation, no trade union.

PEOPLE owes allegiance only to the people.

**VOTE FOR US
JOIN US**

**BE ACTIVE IN MAKING A BRIGHT FUTURE FOR
YOURSELF AND YOUR CHILDREN**

**PEOPLE IS MAKING YOU AN OFFER
YOU CANNOT REFUSE**

PEOPLE

**A Manifesto
for
Survival**

"Sustained economic growth is the goal of all governments, both left and right wing, in both developed and under-developed countries, and although a diverse array of people have come to realize that in order to survive, growth must be controlled, there is at the moment no political party in the world that would adopt this as its manifesto and expect to come to power by either democratic or other means."

Professor D. F. Owen, who took his excellent book, *Man's Environmental Predicament* with this rather depressing statement, could be forgiven the accuracy contained in it. After all PEOPLE was but a few months old when he wrote it. Today, less than a year after the appearance of his book, there is a political party in Britain (and others in Australia, New Zealand and Africa) that has adopted, in its manifesto, not merely controlled growth but *de-growth*, and confidently expects to come to power by democratic means. The first National Party Conference held in Coventry in June 1974, formulated and agreed a "Manifesto for Survival" in which one reads: "PEOPLE stands to work towards a society in which maximum quality of life is achieved by the minimum disruption of ecological processes; maximum conservation of materials and energy; a population in which recruitment equals loss; and a social system in which the individual can enjoy rather than feel restricted by the first three conditions."

Regular readers of *The Ecologist* will already be familiar with the history of PEOPLE in fact. It was formed in 1973 as a direct consequence of the appeal in *A Blueprint for Survival* (London: Virgo, 1973) for a national movement to act as national level, and if need be to assume political status and create the new general election."

PEOPLE has already fought one general election and is preparing for the next. Another milestone is now reached with the publication of its first official manifesto. Whatever may be its beliefs it is impossible to over-emphasize the importance of the simple fact that it exists. The fact that, for the first time, a political party has dared to do what all other parties and successive governments have shirked and continue to shirk - to tell the political, economic and social truth. It is of little use that many politicians profess, in private, adherence to ecological views (and it is surprising how many in fact do so) if in public they continue to support the economic and ethics of the consumer society. Of course they plead that ecology was no vote and so the climate continues. The myth of "progress" is maintained, the self-perpetuating system which created by political pressure, and public willingness to believe them, its source continues. The ecological gain

... because they are all about to wake up. PEOPLE attempts to speak for those who are not afraid to face the truth, who have shaken themselves free of the dream, nightmare, and are prepared to take on the responsibility for the future.

The Manifesto will not please everyone. For some it will be too radical, for others too conservative. This within an immediate reform of the Parliamentary system is proposed, there are suggestions for taxing large firms out of existence and for reducing the school leaving age to 14. But these are details and they should not be used as an excuse for throwing the baby out with the bath water. The Manifesto contains the essentials of a social policy system of de-growth, decentralisation, devolution and population control. Above all it is an attempt to provide a working basis for ecological government. It is also a knowledge experience. I quote from the Introduction: "PEOPLE does not claim to know all the answers, merely to be looking for them in a new direction."

Copies of A MANIFESTO FOR SURVIVAL (price minimum 50p) can be obtained from: A. Whittaker, 69 Hertford St., Coventry. Paul Carline

YOUR FUTURE

JOIN A
new party

PEOPLE
its common sense!

WHITTAKER

PUBLISHED BY L. WHITTAKER - 69, HERTFORD ST., COVENTRY.

New leaflets and information sheets were prepared. The Ecologist again published a favourable editorial by Paul Carline discussing the manifesto. However only three PEOPLE candidates managed to stand, together with two "PEOPLE & Agrarian" associated candidates in Essex.

Birmingham Northfield	EA.Davenport (PEOPLE)	0.68%
Coventry North West	L.Whittaker (PEOPLE)	0.85%
Leeds East	N.Russell (PEOPLE)	0.74%
Hornchurch	B.Percy-Davis (People & Agrarian)	1.28%
Romford	LCH.Samson (People & Agrarian)	0.51%

In the event the results seem disappointing with only Ben Percy-Davis holding his vote share, and Leeds East doing slightly better than Leeds North East earlier in the year. The total of 1974 votes was less than half the total in February.