

Community Group Activity 2 – Harold Wilson letter

To whom it may concern,

As the leader of the Labour party, I have set you the task of creating a political party television advert that will encourage people to vote for us during upcoming 1974 election. Have a look at some examples of propaganda artwork to help you in your task.

How do parties depict the opposition in these pictures? How do they try to persuade the voter to vote for them?

I know I can rely on you to do a good job!

Kind regards

Howard Wilson

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Here is some background information to help you in the production of your advert:

- Industrial relations between the Conservative government and the unions turned sour when Edward Heath's attempted to calm the economy's troubles with government-enforced pay freezes and calls for pay restraint failed.
- As demand for coal increased the miners sensed an advantage and pressed asked for higher wages.
- With the miners rejected a 13% pay rise and an overtime ban followed.
- January 1974 saw Heath declare a three-day working week where electricity supplies were cut to just three consecutive days per week to conserve coal stocks, which was threatened by a strike by mineworkers.
- Heath had taken the UK into Europe Common market after a vote in parliament, leaving many people feeling they had not been properly consulted over what was a major change.
- We will offer people an opportunity to vote on our membership to the European Common market.

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Devised by Matthew Hallsworth in association with the People's History Museum. The work of *Election!* artist-in-residence Alex Gardner has been supported through Arts Council England's [Grants for the arts](#) scheme.



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