

## 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 areas 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. R. Lord  
National Secretary,  
44 Upper Batley Low 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

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PEOPLE is the active political arm of the conservation movement. ITS OBJECTIVES are to formulate a coherent philosophy and set of policies for the management of a state along ecological lines, and to be ready, if necessary, to accept this task itself.

Many sympathisers doubt whether a new party is the way to achieve these aims because:

The problems are too urgent

All three major parties are aware of environmental dangers

Our policies would have to be unpopular at first

We know these and other arguments against, but do YOU know any of the reasons for PEOPLE?

Which party do you expect to incur unpopularity first?

Who else accepts the task of working out what life in a stable society could be like for ordinary people, so that they can begin to consider it?

How long does the "too urgent" argument get, whilst those who could be outspoken have to pussyfoot discreetly to avoid party splits?

Perhaps you are already in the Con Soc, FoE, CPRE, IPPF, a local action group.... The tentacles are growing faster than you can chop them off.

PEOPLE is the spearhead of the attack on the "growth" economy which is the root cause of so many of these problems. Our first purpose is to start the stability v growth debate amongst the public. Until this happens neither influential figures nor the other parties dare respond to lobbying or infiltration. Our apparent weakness can be turned to our advantage - opponents who try to ridicule us will be unwitting but powerful publicists!

To wait for another crisis may be fatal - literally. "Discreet" methods can be dangerous in an urgent situation. PEOPLE is the "steady-state" pressure group, but to be effective it must debate detailed policies and submit them to the electorate - in fact it must steadily prepare for the time when an ecological government is chosen by the people. Ours is a new venture, and we do not claim to have found all the right answers at the first attempt. Fresh ideas and different viewpoints are needed all the time. Let us know when you wish to be involved.

PEOPLE needs you NOW

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