

## LIFE IN THE 70's

The economic storm clouds that were gathering during the 60's erupted in the 70's creating widespread disruption and violent confrontation. The enemy, and the underlying cause of the problem, was inflation, which Margaret Thatcher asserted "destroys nations and society as surely as invading armies can do. Inflation is the parent to unemployment and the unseen robber of savings". Attempts to control inflation by consent proved impossible and the battery of measures needed to lower the costs of production met a fervent wall of opposition from the workforce. Union membership grew rapidly, militancy gained traction and action was orchestrated to demonstrate their defiance and challenge the authority of the government. Aided and abetted by the Media which delighted in the confrontation, the duel threw the country in to turmoil.

By 1970 the short-term fillip of the devaluation of the pound in 1967 was receding and inflation was, once more, on the rise. Confidence in Harold Wilson's Labour Government reached yet another low after a damaging unofficial strike by coal miners led to wage rises for surface workers against the official government policy of wage restraint. With intractable problems in Northern Ireland and elsewhere it was no surprise that in the General Election of 1971 Labour lost comprehensively.

The incoming Conservative government of Edward Heath moved decisively to tackle Union power and rapidly passed the Industrial Relations Act. This outlawed the Closed Shop, made ballots before strikes compulsory and set up an Industrial; Relations Court to judge cases where Unions were deemed to have crossed the line. With other significant measures to curb inflation by controlling wage and price increases the political temperature climbed sharply and a derisory pay offer to Coal Miners in 1972 sparked a revolt which ignited the flames of battle. A national miners strike was declared on January 9<sup>th</sup> 1973. Unexpectedly, however, not only did coal production stop but by the use of 'flying pickets' the miners sought to prevent any movement of coal and to persuade other workers to strike in solidarity. Even Power Station workers were persuaded not to handle coal. Often picketing became violent demanding heavy policing to protect those who continued to work. In Birmingham 2000 pickets descended on a coke works and were joined by thousands of others in a violent demonstration, an event noted in history as the Battle of Saltley. The strike ended on 28<sup>th</sup> February with a pay offer of 27%, a concession described as a 'Victory for Violence'.

The impact of the strike was huge. In the coldest months of the



year the country was not just deprived of coal but electricity too. The Government declared a State of Emergency on February 9<sup>th</sup>. Electricity black-outs lasting up to 9 hours were imposed, heating to shops and offices was severely restricted, even householders were asked to heat only one room. Some workers were reduced to working 3 days per week and candles became impossible to find! This was, however, only the beginning of miner's militancy. Within a year, with inflation running high, they were back again demanding a 35% increase in wages totally ignoring Government guidelines and calling openly for a Labour Government committed to true socialist policies. Voting down an all-out strike the Union this time imposed an overtime ban with the aim of halving coal production. By December 1973, with enforced reductions in electricity supplies and the worst of the winter weather approaching, the Heath Government was forced to impose a 3-day working week on all but essential services. Newspapers carried a timetable of power cuts and TV Stations and Pubs shut down at 10-30pm. The situation was, by then, exacerbated by the Oil Crisis which at the same time caused petrol rationing to be introduced along with speed restrictions of 50mph to conserve fuel, not to mention a global downturn. When the miners once again declared a national strike having rejected a further 16.5% wage offer on January 24<sup>th</sup>, 1974 threatening a total collapse of the economy the Heath Government conceded that it had lost control and called a General Election headlining the slogan 'Who Rules Britain'!

The incoming minority Labour Government under Harold Wilson ended the crisis with an immediate 35% wage increase for Miners, followed a few months later with a further 35% producing a short-term reprieve but they too failed to wrest any real control over the economy which teetered towards collapse. By then overtime bans, work to rule, walk outs, unofficial wild-cat strikes and official union strikes had afflicted the whole country as everybody strove to protect their livelihoods. Life became very uncertain. The country fell into recession. Inflation continued to sail, export markets plummeted, businesses faced bankruptcy and unemployment surged to levels not seen since the 1930's. In 1974 alone output fell by 3.4%. The degree of economic decline is illustrated by Britain's international standing:

Income per Capita: Britain slipped from 7<sup>th</sup> place in 1950 to 20<sup>th</sup> place in 1975

Average growth of manufacturing 1964 to 1989:-

Japan 6.6%; USA 3.9%; Italy 3.7%; France 2.9%; Germany 2.7%; UK 1.5%

By 1976 financial collapse loomed as the pound sterling came under attack sending the government to the International Monetary Fund for a bail-out. A loan of \$3.9 billion was negotiated to help stabilise the situation. With it, however, came conditions. The IMF insisted upon deep cuts in government spending, tax increases and rises in interest rates. There was to be no possibility of spending their way out of trouble this time!

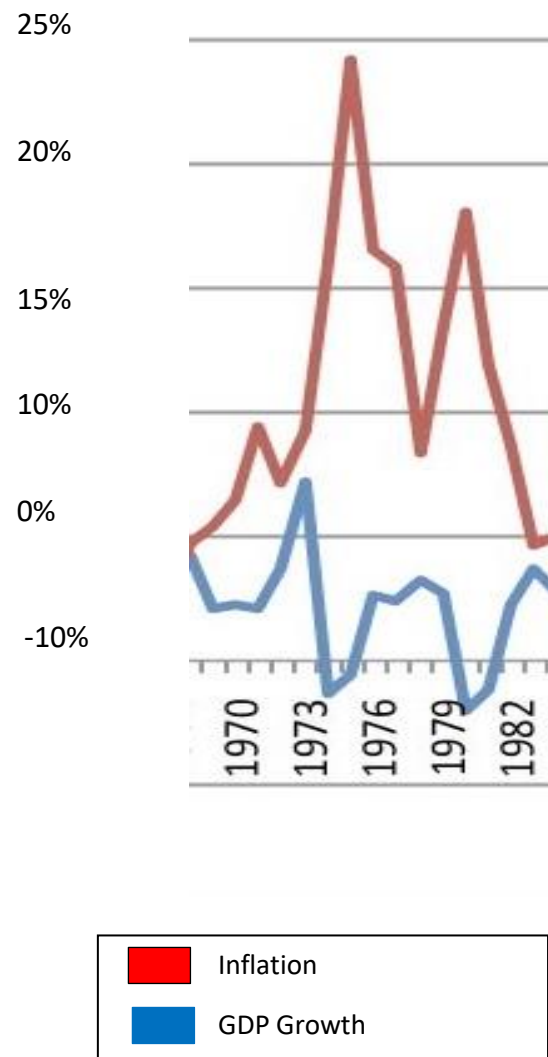
Better times ensued, which with benefit of income from North Sea Oil and Gas and membership of the EEC, stabilised the economy and re-established economic growth. With it came a number of changes such as the introduction of new social security benefits and improvements in the rights of tenants, food subsidies, housing subsidies and a record 25% increase in State Pensions. A number of measures were also introduced to cool the temperature of industrial relations, most notably the establishment of ACAS (The Advisory, Conciliation and Arbitration Service) and the Manpower Services Commission to encourage a more active labour market. Despite all the good works, however, and the appeasement of the Unions, inflation continued to create its havoc through the economy. When late in 1978 the Ford Motor Company settled a pay increase of 17% whilst the Public Sector were held at 5% and Road Hauliers went on strike causing heating oil and fresh food shortages in the midst of a severe period of winter weather, public sector workers decided they too had had enough. There followed a series of unofficial and paralysing strikes which brought chaos to the streets and hospitals. Dustbins overflowed, the streets piled up with uncollected rubbish and hospitals turned away patients. Hundreds of thousands of workers were laid off. In Liverpool a gravediggers strike even deferred the burial of the dead! Labelled the 'Winter of Discontent' it saw off the Labour Government. Yet another government proved impotent to control inflation and the Unions.



Living through such instability was not easy, though, as usual, some suffered more than others. Those in the professions and service industries, both public and private, were more sheltered than those in the manufacturing industries. They were less intimidated by the left-wing rantings of the militant unionists. Their wage claims were settled more amicably and more or less kept pace with inflation if, in some cases, erratically. However, they were not sheltered from falling demand and were not therefore immune from unemployment. Nonetheless, all suffered the strains of uncertainty and all paid the price in disruption and inconvenience. The loss of electricity supplies was universally punishing. No one was prepared for blackouts, the shut-down of every device in the home or no heat in the middle of winter. For the vulnerable life itself was threatened. At the peak of the strikes life became pretty intolerable. There was no certainty in buying anything. Fortunately, the incidents were short lived and settled before absolute crisis took hold. For many by far the more difficult thing to handle was incessantly rising prices. Inflation was indeed a menace to everyday living. There was a perpetual squeeze on household budgets. Pay rises offered temporary relief but with

inflation running in excess of 25% it was not long before they were squeezed again. The extent of price inflation can be seen in the following examples:

<u>Average Salary</u>	1970	1980
	£1080 (£17,137)	£4542 (£19,979)
PV = Present value – Inflation Adjusted		
<u>Average House Price</u>		
<u>1970</u> (PV)	<u>1980</u> (PV)	
£4057	£64,376	£19,925
		£87,645
<u>Average cost of new car:</u>		
£882	£13,995	£3550
		£15,615
<u>Petrol (per gallon)</u>		
6/8p	£5.55	£1.28
		£5.63
<u>Colour TV</u>		
£249	3,9510	£259
		£1,139
<u>Fridge Freezer</u>		
		£147
		£646
<u>Loaf of Bread</u>		
1/9d	£1.43	£0.25
		£1.10
<u>Milk</u>		
1/0s	79p	15p
		66p
<u>Cigarettes</u>		
5/2d	£3.13	67p
		£2.95



Low income households, especially young families with children and people living on fixed incomes, were particularly stressed by inflation. Week by week, as

prices rose, they were forced into decisions on what to leave off their shopping lists. Similarly, people with savings were seeing the buying power of their nest-eggs reduce. Those on the absolute margins became ever more desperate for survival. There were some moves by the Government to ease the burden by cutting taxes in 1972 (The Barber Boom) but any advantage was rapidly destroyed when the Oil Crisis struck in 1973. The four-fold increase in fuel prices which ensued accelerated inflation to impossible new heights causing havoc to people's lives and more agitation in the ranks.

The more fortunate were able to ride out the storm. There was an increasing move to 'buy now and pay later'. People realised that what they purchased in the here and now would be

cheap in the months to come. It became economic to buy on credit. Restrictions on credit were easing. Borrowing money became more acceptable in the 70's especially with the introduction of Credit Cards in 1971. The mortgage market was also deregulated raising the borrowing threshold to 95% incentivising the purchase of houses. With hire-purchase also easier to negotiate and business in general frantic to sell in every conceivable way they could find, people were seduced by the idea that they could have it all today and face tomorrow when it comes. Given that only 10 years earlier a £1 overdraft on the current account could prompt a letter from the Bank Manager, easy credit brought an entirely new dimension to life.



Inflation brought some weird anomalies. Those with mortgages or debts benefitted enormously as the proportion of repayments to income reduced. Those, for example with mortgage repayments taking 30% of their income in 1970 found that by 1980 it had become about 10% on their income. Second hand cars could also be sold for more than they cost!

The struggles for existence that inflation brought are often referred to as the 'dark ages' – the gloomiest period since the 2<sup>nd</sup> World War. Disruption fostered dissent and dissent erupted into violence. Stress on household budgets brought a massive rise in domestic violence, 90,000 cases in 1974 alone, prompting the rise of shelters for women. Political parties began to abandon the middle ground and move towards the extremes. As the divisions increased so too did temper. A large number of protests plagued the nation such as the bombing campaign by the 'Angry Brigade' between 1970 and 1972, and the terrorism perpetrated by the IRA with over 40 bombings and a number of fatal incidents culminating in the assassination of Lord Mountbatten in 1979. But violence did not stop there. Football supporters became increasingly aggressive and mob violence and gang warfare became a regular feature of town life on Saturday afternoons. Into the melee came dissention from many black communities in the large cities where racial tensions were developing and there were even large scale feminist protests against inequality and the cattle market that was then the Miss World Beauty Pageant. Many disenchanted young people embraced the ethos of 'Punk' culture which aimed to shock with extreme hairstyles and piercings – a reflection of their despair at the present and their distrust for the future.

There was a growing sense of disbelief at the very un-British trend in national life. Not unnaturally there emerged a suspicion that media exaggeration painted a blacker picture than reality. At ground level, for the majority, things were calmer. Consumer affluence, despite all the shenanigans, generally improved. The purchase of consumer goods hardly faltered and there were growing numbers of people jetting to holidays in continental Europe. Furthermore, in this period there was a substantial redistribution of wealth. A Royal Commission on the Distribution of Income and Wealth between 1975 and 1979 concluded that as a consequence of tax and social security changes there had been a 'substantial redistribution towards equality'. Much had also been achieved to mitigate against social injustice. Women liberated from household chores by new technology re-joined the labour

market. Whilst their income did much to alleviate budgetary pressures at home their earnings were far below that of men. The feminist cause was ignited. Women began to openly challenge the traditionally limited horizons bred into young British females and won concessions under the Equal Pay Act of 1970 and the Sex Discrimination Act 1975. Contraception also became free of charge in 1974 – a further step towards liberation. Similar moves were made to protect immigrant workers from exploitation under the Race Relations Act 1976.

The Political /Social/ Economic arena was not alone, however, in creating disruption, nature too played its part. Every decade seems to be marred by extreme weather events. In the 60's it was the Big Freeze of 1963, in the 70's it was the drought of 1976! Both 1975 and 1976 offered up fabulous summers as the Azore's High Pressure System moved north to station itself across the British Isles. For weeks the country bathed in desert conditions. In 1976 there was extreme heat and no rain for almost 3 months. The banner headlines of the Newspapers describe the result.

**THE WORST DROUGHT FOR 300 YEARS**

**BAN ON HOSES AND CAR WASHES**

**WATER FOR 7 HOURS A DAY IN GWENT**

**STANDPIPES GO UP IN THE STREET**



**SAVE WATER – LOSE JOBS**

**CROPS RIPEN EARLY**

**AREAS LIKELY TO INTRODUCE SEVERE RESTRICTIONS**



**FIRE HAZARDS**

**INCREASE**

**HOMES SUBSIDE AS**

**GROUND SHRINKS**

**DROUGHT THREAT TO FOOD PRICES**

**LOVE DRIES UP!**

**SNAILS DIE OF THIRST**

**ROAD SURFACES MELT**

**GO HOME PLEA FACES**

**HOLIDAY MAKERS**

Sun seeking became something of an obsession amongst the young in the 60's and 70's. The bronzed Adonis and the bikini-clad girl were icons of the age. The lure of sun, sea and sangria promised in places like the Costa's of Spain plus cheap package holidays launched an annual holiday exodus to warmer climes for millions. With the protection of the 'package', and in the company of like-minded compatriots, even the most insular and unadventurous were persuaded to venture forth. The cost itself was a major attraction. The rapidly developing holiday companies like Thomas Cook, Clarkson's, Horizon, Cosmos and Riviera, to name but a few, with the power of mass purchasing, were able to offer prices which were compatible, if not cheaper, than the domestic market. In the early 70's a 2-week all-inclusive holiday to Benidorm cost £78; 7 nights in Majorca cost £45. With cheap flights available with the new larger-capacity aircraft like the Boeing 747, and the much lower living costs in many areas abroad, the world opened up and began to recognise the potential economic benefits of tourism. As a result, destination development took off. Tiny fishing villages were transformed into massive resorts in a matter of a few years. Competition was fierce. More and more lavish hotels were built with amenities seldom found at home. Margins for holiday companies became tighter and tighter. When the oil crisis struck in 1974 the bubble burst sending one of the largest package holiday companies – Clarkson's to the wall. 50,000 tourists were stranded abroad, an event which sobered the market and brought regulation to the industry.

As the world opened up so too did the country. The 70's brought a massive 46% increase in car ownership from 13.5 million to 19.5 million. The impact went far beyond congestion in cities and towns. It contributed to huge cultural change. It was a life-changer bringing new freedoms, increased independence and changes in routines and behaviours. The ability to travel distance to work opened up opportunity and led to the dispersal of families. Ancient parochial idiosyncrasies withered as incomers invaded communities and regional differences eroded as, with the help of mass media, a kind of cultural uniformity slowly filtered from cities to country. For the young especially, mobility and freedom was revolutionary. Ownership of mopeds, scooters, and motor-cycles, easily affordable with credit, opened up their lives. Even 16 year-olds could drive, though in 1971 they were restricted to mopeds of 50cc only. The sense of liberation was enormous and the impact on social, sport and entertainment venues was huge.

Around 1970 automotive fashion changed. Plastic replaced chrome, wood and leather and variety in style was lost to an almost universal look. The top four manufacturers launched new models around the turn of the decade. Ford introduced the 'Escort' late in 1967 as a replacement to the 'Anglia'. With Mark 1 and Mark11 variations it became a best seller throughout the 70's notching up production of more than a million. The 'Cortina' in its various incarnations from L (Basic) to IXL (more luxury); GT (Sporty); GXL (Luxurious); to the ultimate 2000E outsold all the competition to be the most popular car of the decade. Ford also introduced the sporty 'Capri' which reached iconic status for design. British Leyland introduced the 'Morris Marina' as a replacement for the Morris Minor, though it was much bigger and the bulbous 'Allegro'. Vauxhall restyled the 'Viva' and Hillman introduced the all new 'Avenger'. New to the market, however, were Toyota, Nissan, Mazda Datsun and Honda

with a reputation for reliability which gathered market share with models like the Toyota Corolla as the decade progressed.

### **BEST SELLING CARS OF THE 1970'S**



Ford Cortina



Ford Escort



Morris Marina Mk 11 1975



Ford Capri



Hillman Avenger



Vauxhall Viva



Morris Allegro

The weight of traffic in towns grew and grew and the trend of retail outlets relocating to the more accessible suburbs accelerated. Supermarkets in particular profited by sites with spacious parking facilities and their size and the range of products expanded accordingly. They were soon joined by other retailing outlets, especially those selling bulky products, who began to join pre-existing light industrial trading estates or coalesced to create out-of-town shopping centres. These included furniture stores including the emerging 'flat-pack' outlets like MFI, Do-it-Yourself outlets offering everything for the handyman from bricks and cement to paint, screws and tools like B and Q and the newly emerging Garden Centres which were

outperforming nurseries by providing everything the gardener could possibly need. The gaps left in the High Street were taken up by Record and Electrical shops, fashion boutiques and Restaurants, especially fast-food outlets and those specialising in global cuisine, particularly Chinese, Indian and Italian. Nightclubs and entertainment centres also moved in, changing the use and ethos of the High Street and extending commercial activity well into the night.

Global cuisine also began to grace the dining tables at home. New tastes were imported from all over the world and rapidly gained in popularity. In the early 70's dinner parties became fashionable and competition to offer exotic menus almost became a sport. Some of the favourites which emerged included:

Boeuf Bourguignon	Cheese and Pineapple	Black Forest gâteau
Spaghetti Bolognese	Cheese Straws	Lemon Meringue Pie
Fondue	Melon /Prawn Cocktails	Arctic Roll
Quiche Lorraine	Crepes Suzette	Baked Alaska
Mixed Grill and Steak	Alpen	Granola Bars
Watergate Salad	Smash	Crème Brulee
Chicken Curry	Cocktail Sausages	Vol-au-vents
Ratatouille	Scampi	Cheesecake
Chicken Chasseur	Paella	Brandy Snaps

New kitchen utensils appeared along with a wider range of oils, herbs and spices. One must-have piece of apparatus to show off was the 'Hostess Trolley' – vital for the smooth running of the party. So too was the cocktail cabinet. Beyond Christmas and New Year celebrations alcohol was a relatively new addition to the dining table. Wine drinking was not common until the 70's. Then it became an essential aperitif to the dinner party and a lubricant for every course. Mateus Rose, Blue Nun and Martini were favourite tipples along with the new 'keg' bitters like Watney's Red Barrel, Double Diamond, and fashionable lagers, all obtained from the local Off-License which joined the local shopping parade in great numbers. Many attributed party-success to the well-oiled bonhomie! Eating out tended to be expensive and was not common, but special occasions were often marked by 'Dinner Dances' – more often than not romantic occasions in black tie and gown. There were venues specifically designed for this purpose along with most large Hotels.



As the decade progressed, and in reaction to the upheavals and uncertainties in the economy, many became seduced by the nostalgia of tradition and the simpler, more natural and healthy way of life. They turned back to the land and to growing their own food. The ideals of self-sufficiency excited many into allotment gardening and animal husbandry egged on by the media with TV offerings like 'The Good Life' and a raft of beautifully illustrated books and magazine articles. Home brewing and the preservation of foods by bulk freezing or by the

production of chutneys and jams became a reassuring and popular pastime. The movement was accompanied by a growing interest in 'healthy' foods and products like Yoghurts and Muesli came into common use. There was also a resurgence of interest in the ancient crafts and a growing determination to ensure their continuing existence.

By the 70's television had become the heart of home entertainment. Very few people were without one. Operated by Analog 625 line signals through a bulky Cathode Ray Tube, picture quality was a mile away from present day digital pixelated sets. Screen size was also small by modern standards edging upwards from 19 inches to the more common 22 inches. Broadcasting hours were also tightly regulated to 7 hours per day (Mon to Fri) and 7.5 hours at the weekend. Deregulation occurred in 1972 allowing latitude for each broadcaster to set their own hours of transmission. Even so, apart from Schools programmes, there was no morning television until the 1980's. A typical day's television in 1975 follows:



### **BBC1**

09:38 For Schools & Colleges  
12:55 News & Weather  
13:00 Pebble Mill  
13:45 Ring a Ding  
13:50 Thomas  
14:01 - 15:00 Schools & Colleges  
15:58 Regional News  
16:00 Play School (rpt from BBC2)  
16:25 Astronut  
16:30 Jackanory (presenter Dinsdale Landen)  
16:45 Blue Peter  
17:20 Inch High Private Eye (cartoon)  
17:40 The Wombles  
17:45 News  
18:00 Nationwide & Your Region Tonight  
18:50 The Goodies (rpt from BBC2)  
19:20 Angels  
20:10 Panorama (about Labour MP Reg Prentice, de-selected by his local party)  
21:00 News & weather  
21:25 Film "Guns of the Magnificent Seven" (1969, Yul Brynner, James Coburn, Steve McQueen)  
23:05 Tonight  
23:40 Weather, Regional News & Closedown

With only three channels, BBC 1, BBC 2 and ITV, there was a concentration of talent on relatively few programmes and the quality was high. As a result, the 70's has become recognised as a 'Golden Age', noted especially for its creativity and outstanding Sit Coms and Drama Series, many of which have become classics and continue to be repeated to this day, fifty years on! Sit Coms were particularly numerous. All of the following were aired during the 70's:

Are You Being Served	Dad's Army	Fawlty Towers
Last of the Summer Wine	Man about the House	On the Buses
Steptoe and Son	Till Death us do Part	Bless this House
Bootsie and Snudge	Butterflies	George and Mildred
The Good Life	The Goodies	It ain't half hot Mum
The Liver Birds	Porridge	Rising Damp
Robin's Nest	Terry and June	To the Manor Born
	Up Pompeii	

TV Dramas were equally popular. They included: The Sweeney; The Professionals; Upstairs, Downstairs; Minder; Family at War; All Creatures Great and Small; Jesus of Nazareth; The Onedin Line; Poldark; and Dr Who to name just a few. There were also an increasing number of drama series imported from the U.S.A. These included: Wonder Woman; Charlie's Angels; Columbo; Starsky and Hutch; and Hawaii Five-O.

TV series in other categories include:

Quiz Shows: Blankety Blank; The Golden Shot; It's a Knockout; Sale of the Century; University Challenge; Mastermind.

Variety Shows: Benny Hill; Opportunity Knocks; Monty Python Flying Circus; The London Palladium; The Good old Days; The Des O'Connor Show

Children's TV: The Clangers; Catweazle; Paddington Bear; Worzel Gummidge; Grange Hill; Crackerjack; Mr Benn; The Adventures of Black Beauty; Swap Shop; Bagpuss; Follyfoot.

Soap Operas: Coronation Street; Emmerdale Farm; Crossroads.

Popular programmes regularly drew audiences of between 20 and 23 million. The top three most viewed programmes of the decade were:

1. The Apollo 13 Splashdown in 1970 ( 28.6 million)
2. FA Cup Final Replay: Chelsea vs Leeds in 1970 (28.49 million)
3. Princess Anne's Wedding 1973 (27.6 million)

Television advertising also matured during the 70's with more scientific design and statistical proof. Favourites were 'Smash'; Esso – Tiger in the Tank; The Milky Bar Kid; Hovis; Double Diamond; R White's Lemonade; and Everyone's a Fruit and Nut Case.

After the 'Golden Age of Hollywood' ended in the early 60's a new wave of cinema emerged that gave power to young and unpredictable directors, producers and actors who weren't afraid to reflect the changing culture of the times on the big screen. There were also further advances in the technology of cinema graphics and sound systems and some relaxation of

ensorship, all of which gave scope for creativity and on-screen realism. However, Cinema continued to bleed at the Box Office, a process which accelerated towards the end of the decade with the arrival of pre-recorded cassette tapes and the rise of a lucrative home-movie market. Hollywood was not deterred. It produced a crop of iconic films which live on in the memory. The 4 top-grossing films of the decade were 1. Star Wars (1977) earning over \$221 million; 2. Superman (1978) \$134 million; 3. Jaws (1975) \$133 million and 4. Superman (1978) which netted \$132 million. Other memorable films on the list include 'Saturday Night Fever', (1977), The Godfather (1972), Love Story (1970), A Bridge Too Far (1977) and Kramer vs Kramer (1979).

Whilst in many respects TV and Cinema were passengers to cultural change reflecting and reinforcing it, Music and Art were in the driving seat giving it voice and identity. They captured the mood. Rhythm, image and lyric all had the power to shock people into new ways of thinking. In the new world of mass media talent, in itself, was no longer a passport to stardom and influence, it was being noticed that mattered. That meant pushing the boundaries of acceptability to shock, amaze and even upset people to gain attention. One glance at the images of the major pop stars of the 70's show that outlandish fashion was one way in which this could be achieved.



David Bowie



Adam Ant



Elton John



Jimi Hendrix

Music continued to mutate into discernible genres as each individual or band put their individual stamp on it. A number of enduring names emerged. Elton John became the decade's biggest solo pop star releasing a diverse range of music from ballads to soft rock and beyond. Other soft-rock artists included Cat Stevens and Fleetwood Mac. One of the most successful bands were the Bee Gees who dominated the music scene selling over 220 million albums worldwide, a record only beaten by ABBA who won fame with their win of the European Song Contest in 1974 who sold 380 million records.

The Beatles, who broke up in 1970, each pursued successful solo careers during the 70's but never reached the stratospheric levels of their early careers. Paul McCartney, who founded a new group called 'Wings' achieved the most prominent invasion of the charts with the 'Mull of Kintyre' in 1977 which reached number 1.

The Heavy Metal, hard rock music of the Rolling Stones was further developed by bands like Led Zeppelin, Black Sabbath, Deep Purple, Judas Priest and Motorhead to open a new wave of British Heavy Metal. Others exploited the blues and psychedelic rock music of the 60's by pushing the technical and compositional boundaries to include influences from classical jazz and world music to create a genre referred to as 'Progressive Rock'. Exponents included bands

like the Moody Blues, Yes, Genesis, Pink Floyd, Jethro Tull and Emerson, Lake and Palmer. Pink Floyd's 'The Dark Side of the Moon', released in 1973 is held as one of the greatest rock albums of all time.

The Hippy culture of the late 60's was the breeding ground for 'Glam Rock'. Characterised by outrageous clothes, make-up, hairstyles and platform shoes it became prominent in Britain during the early 70's. Glam Rock performers tended to be 'camp', playing with sexuality against a hard rock, guitar driven sound. Pioneers of the genre included David Bowie, Roxy Music. Mott the Hoople, Marc Bolan, T. Rex and Gary Glitter and the Glitter band. Glam Rock influence infiltrated main stream acts like Slade, Mud and Elton John who were dominant in the era.

Perhaps the most extreme genre to emerge during the 70's was 'Punk' music. Reflecting the anarchism and hopelessness of the times it was heavily associated with Punk fashion, absurdist humour and anti-establishment values. The music was characterised by short, fast paced songs with hard edged melodies, full-on sound from stripped down instrumentation and shouted anti-establishment lyrics. Fronted by the Sex Pistols and the Clash the message was nihilistic and the reception sensational. It both captivated and appalled Britain. Songs like 'Anarchy in the U.K.', 'God Save the Queen, and 'Never Mind the Bollocks' were catalytic expressions of the punk movement.



Like Teddy Boys in the 50's and Mods and Rockers in the 60's, Punk culture was a prominent development during the 70's which attracted a particular faction of disenfranchised youth who, reacting to the times, suffered a sense of failure, hopelessness and disappointment. As a result, they were ardently anti-establishment, anti-status-quo, anti-institutional, and anti-religious. They believed in anarchy, freedom of the people and the destruction of tradition. They were anti-corporation, anti-consumerist and anti-corporate greed and believed in direct action not 'selling out'. However,

whereas most former counter culture movements embraced mainly males, the Punk ethos of 'anyone can do it' led to women making a significant contribution. As a result, the ideology was expressed largely through music and fashion rather than violent street demonstrations. Punk fashion was distinctive. Characterised by



dyed 'Mohegan' hairstyles, drainpipe jeans, T-Shirts, Leather Jackets often printed with logos or metal studded patterns and Doctor Martin's Boots they undeniably made a point. So too did Punk dance styles. 'Pogo' dancing, in which dancers jump up and down keeping their torsos stiff, in the manner of the Masai, and 'Mushing' or 'Slam dancing', where participants push or slam into each other were equally expressive demonstrating the same hard edge as punk music.

The 70's was a period of eclectic fashion. The market was flooded with cheap, mass produced synthetic and colourful clothing. Clothes flew off the shelves. Whilst formal wear continued to be constrained by convention, casual wear was more adventurous in design and journeyed through sharp changes in style. The styles of the early 70's were not much different



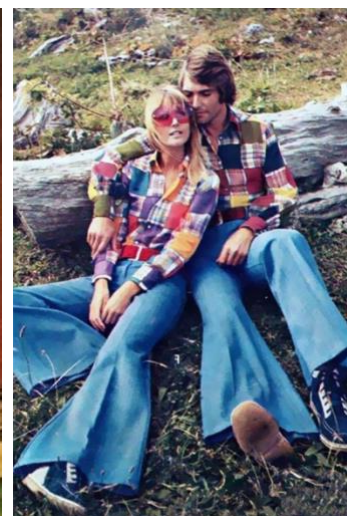
than that of the 60's when the hippie look ruled. Popular styles included bell-bottomed trousers, frayed jeans, midi-skirts, maxi dresses, headbands, scarves and jewellery made from wood, stone, feathers and beads. Those who did not go for the hippie look were more 'dressy' with tight T-shirts, hot-pants, floral trousers, sweaters and platform shoes or boots. Men's fashion became more



'girlie'. Their casual wear included satin shirts, sometimes with ruffles or lace in bright colours often paired with hip-hugging bell bottomed trousers complete with Oxford shoes, platforms,

flip-flops or boots. Hair styles also moved in the same direction being worn long and over the ears and with noticeable side-burns. The styles between men and women became so close that there was a trend towards unisex clothing. By the mid-70's the hippie look fell out of

fashion. Fitted T-shirts with elaborate designs or slogans became popular and sportswear edged into casual wear with tracksuits, crop tops, hip huggers and leisure suits, sneakers and tennis headbands. Accessories too became less fashionable with a much more minimalist look. The disco music genre spawned its own fashion craze in the mid to late 70's. Young



people gathered in nightclubs wearing clothing designed to show off the body. For women styles included Jersey wrapped dresses, tube tops, sequined shirts, spandex shorts and high slit skirts with boots or chunky heel shoes. Day wear was more relaxed and baggy with more

revealing tops. Cowl-necked shirts, sundresses over tight T-shirts, pantsuits and strapless tops and embroidered vests and jeans. Men began to take to sportswear too which included tracksuits, jump suits, cardigans and sneakers.

Fashion, of course, is not just confined to clothing, it embraces behaviour too. Smoking cigarettes continued to play a big part in people’s lives in the 70’s. In 1970 55% of men and 44% of women smoked. However, with the knowledge that it seriously damaged health now emblazoned on every packet numbers began to decline significantly. By 1980 figures had reduce to 42% of men and 37% of women. Filter tipped cigarettes, advertised now as being the healthy option, dominated the market, the most popular brands being Embassy and Players No 6.



Health campaigns were also initiated in an attempt to curb the consumption of alcohol which more than doubled during the 60’s and 70’s. Deaths from cirrhosis of the liver increased from 20 million in 1950 to more than 45 million by the mid-70’s. The Guardian Newspaper headlined that “Monday is Hangover Day” reporting that 250,000 men are often absent from work!

Even more concerning, however, was the fast expansion of drug-use brought to the fore by pop idols and the hippie culture in the late 60’s. The use of Cannabis, Cocaine, Amphetamines, LSD, Barbiturates and Heroin all increased substantially across all sections of society but particularly amongst the young, unskilled and unemployed of the inner cities and amongst the professional classes where there was style, champagne and money! There developed a sufficient group of addicted drug users to necessitate government action as early as 1964, legislation that was reinforced again in 1971 with the ‘Misuse of Drugs Act’ outlawing the possession of controlled drugs and/or the intent to supply them. Under the Act drugs were classified according to their relative degree of harm from

Class A – Heroin, Cocaine, Crack and Ecstasy etc.

Class B - Amphetamines, Barbiturates, Cannabis etc.

Class C - Diazepam, Flunitrazepan etc.

Penalties were scaled accordingly with Prison sentences ranging from 6 months to 7 years and fines of £5000 and upwards for Class A offenders; from 3 months to 2 years and £500 fines for Class B offenders; and unlimited fines for Class C.

Not surprisingly crime also rose sharply during the 70’s from an average of 1million offences reported each year in the 60’s to over 2 million reported per year in the 70’s. Government statistics show that Murder rates rose from 393 in 1970 to 620 in 1980;

Robbery rates	“	“	6273	“	“	20,282	“
Violent Crime	“	“	71, 524	“	“	139,913	“
Sexual Offences	“	“	24,163	“	“	19,424	“

Rising crime rates were a salutary reflection of changing times. The confident, happy-go-lucky, youth driven and hedonistic culture of the 60's hit the buffers of economic reality in the 70's and began to seriously challenge conventional values. Attitudes changed. Mass production and consumerism grew sharply inviting higher levels of individualism and greed. Characterised by 'I want'; 'I must have'; 'Look at what I've got'; 'It's mine'; 'It's better than yours'; the growing Me-Me-Me'ism was a long way removed from the 'All in it Together' culture of the 40's. The movement towards Liberalism, Freedom and Human Rights had similar behavioural consequences. 'I'll do what I like'; 'Try and stop me'; 'Don't tell me what to do'; 'Who are you to tell me what do to?'; 'It's my right'; all characterise developing attitudes which found a home in militancy and challenged authority at every level. Gone were the days of respect for one's betters and kowtowing to those in authority. The pendulum of state control, almost total during the 40's, was swinging towards freedom. The question, and indeed the problem, was the speed of relaxation and the extent necessary to maintain effective government. Arguing a way forward towards an unknown destination does little to attract confidence. There seemed to be no shortage of vision in these exciting times but little grasp of the long-term consequences.

There is no doubt that the 70's was a time of difficulty and stress at a national level but once again we turn to consider how far this permeated through to the individual family. Just how fraught and restrained was life for ordinary people?