

# THE "FOR BRITAIN" CAMPAIGN (FOR THE GUIDANCE OF LOCAL COMMITTEES)

---

*Prepared jointly by Economic Information unit, Central Office of information (COI) and National Savings Committee*

*INF 13 298*

*PRO*

*productivity, 1940-48*

## **Table of Contents:**

Message from the Right Honorable Sir Stafford Cripps, K.C., M.P. Chancellor of the Exchequer.

### Introduction

1. General objectives
2. Theme
3. Touring Exhibition
4. Local Production Exhibition
5. Other Services and Material Offered from Official Resources
6. Suggestions for the Organization of Weeks
7. Industrial Activities
8. Publicity
9. Finance and Insurance

### Appendix 1-Organization of Production and Savings weeks

Sequence of events

### Appendix 2-Notes for exhibition

Executive committee

### Appendix 3—Mannequin parades

### Appendix 4-COI Lecture service for Industry

### Appendix 5-Publicity order form

## How much for Britain?

A message from the Rt. Hon. Sir Stafford Cripps, K.C., M.P. Chancellor of the Exchequer to the sponsor of local Production and Savings Weeks

When the war ended, there were three things we wanted to do in Britain. The first was to recover from six hard years of war and from all their unhappy consequences. The second was to retain our strength as a democracy in the leadership of world affairs. The third was to make our living standards secure and get ahead with the task of improving them. The last four years have been an exceptional period for us because all three tasks have been tackled together. In many ways they hung closely together; and none of them could be postponed. But they have called for the utmost effort we could put forth.

Our efforts have not been without success, and last year brought a great change for the better in our circumstances. Many of the losses of the war years have been made good. We have fought off the immediate crisis in our overseas balance of payments. We have earned some improvements in the standard of living. And we have made a firm beginning on a stead programme of industrial growth.

But we are still not free from the need of extraordinary aid from America. There are still gaps in the supplies we would like to have for ourselves. And the effectiveness of our voice in world affairs can only

be made certain by a further growth in our industrial and commercial strength. What we must do now is clear enough—but not easy.

We must earn more dollars, by selling more goods in the most difficult and highly competitive markets of the world. We must learn to produce a larger flow of goods so attractive in their quality and —being very efficiently made—so reasonable in price that they will win new customers.

That leads onto the second task. We—and this means industry—must display greater ingenuity and enterprise than ever before, a readiness to adopt a policy of rapid and continuous improvement in methods of manufacture, in works cooperation, in quality, in workmanship and design.

Thirdly—and this means the whole people—we must continue to restrain our natural desire to spend up to the limit of what we produce, for the recovery plan requires that we set aside at least a fifth of our whole national earnings to maintain and improve the efficiency of our economic and productive system. In this restraint, the voluntary savings of the individual must play their part, serving not only his own personal needs but helping to build up the sinews of peace—new pits, new steel works, new factories, new plant of every kind—as they once helped to build up the sinews of war.

These three things between them add up to a real test for our democracy—a test which it must and, I am confident, will meet triumphantly. The Government cannot do these things: industry and the people must do them. They call for a great effort from individuals, from groups and from firms. The roots of corporate and personal effort are not in Whitehall, or in Regional Offices; they are in the cities and towns and villages, where the powerful forces of local pride and strong ties of local fellowship and association move men so profoundly. The battle for recovery is being fought and will be won in your locality and places like it.

The “For Britain” Week which I hope you will organize will be proof of the strength of these forces of local pride and fellowship, and it is also proof of the democratic nature of our recovery programme. For democratic action is based upon knowledge and comprehension—not upon compulsion or mass suggestion, but upon the informed will to achieve the desired end. I hope therefore that the Week which you are about to organize will leave your citizens more clearly aware than ever before of what is required of them and why it is in the interests of themselves, their city and their country to meet the challenge. It is in their own interests because the two things, as individuals, they most want—a rise in their standard of life and the assurance of secure employment—both depend upon the success of our drive to earn dollars, increase our industrial efficiency, and build up our basic strength. The standard of life is simply what we make it: we can consume no more than we produce; we can enjoy no more than we create. And the policy of full employment depends on our ability to hold and extend our overseas markets, and so to pay for the raw materials that keep our factories busy. If your “For Britain” week can leave these simple facts more firmly implanted in the minds of your fellow-citizens, it will have struck a great blow for the future security and prosperity of our country and all its citizens. “

Introduction (p3)

These notes are intended to serve two main purposes:

- 1) to state the main objectives of local production and savings weeks, which will be known as “(town’s name) for Britain” Weeks, e.g. “Coventry for Britain” Week.
  - 2) To describe in some detail suggested methods of developing local campaigns.
- They are by no means exhaustive; they merely indicate the type of activities which have been found by experience to be most successful.

## 1. General objectives

The objectives of the local Production and Savings Weeks are to explain the reasons and the need for increasing productivity and continued saving, and to show how the personal and local contribution fits into the national effort.

## 2. Theme

The theme should be the relationship between the national problem and the contribution of local industries; the role of the individual and what he can do towards increasing productivity and national savings.

As far as possible all material provided by the Central Office of Info (e.g. the touring exhibition, lecture services, etc) will relate the personal and the national problems. The need for productivity will be expressed in terms of maintaining full employment and getting more for our money by producing more goods at cheaper cost through more efficient work.

## 3. Touring Exhibition” “On Our Way”

A simple and lively Economic Info Exhibition, consisting of a group of separate units dealing with different aspects of the national problem, and occupying 500-600 sq feet, will be available for use in local campaigns. The units are grouped under the following main headings:

- i. The economic position in personal terms—our food, prices, homes;
- ii. Production in key industries (coal, iron and steel, textiles, engineering, agriculture)
- iii. Productivity—what it is, how it can help, and what are its benefits;
- iv. National finance, including savings and investment.

## 4. Local Production Exhibition In ‘For Britain” Weeks

Full local support will be needed if the Week is to be a success and have a real local appeal. This can be achieved by organizing a local Production Exhibition supported by industry. Exhibits should emphasize the firm’s efforts and achievements; the exhibition should not take on the aspect of a trade fair.

It is recommended that exhibitors relate their story, especially if they are engaged on exports, in terms of amounts of foodstuffs or raw materials paid for with their products: in other words, emphasize their contribution to national recovery.

## 5. Other services and material offered from Official resources.

### a. Mannequin parades (Appendix 3)

The importance of widening the scope and appeal of these Weeks is especially important in the case of women audiences. Mannequin parades vividly illustrating the export-import story and tied to the production theme have been found a most effective technique. Only a limited number of mannequin parades will be held, and proposals for holding one should be made at an early stage in the planning of these weeks.

- b. Films: the Following films on production and allied themes are recommended for use in local Weeks. Selection will depend on local needs, but whenever possible ‘Robinson Charley’ and/or ‘The Balance’ should be included in all programmes. The Chief Regional officers (COI) will advise on content matter of all films.

### General Economic films:

Robinson Charley (Cartoon of Britain’s overseas Trade)

The Balance (economic position of the country)

Charley's Black Magic (Coal-mining's place in the national economy)

Films with local appeal

Five Towns (potteries)

Report from Industrial Scotland

Hill Sheep Farm (Scotland)

Cumberland Story (Coalmining in Cumberland)

Cotton's New Look (Lancashire)

Furnival and Son (Sheffield's cutlery industry)

England's Wealth from Wool (Yorkshire and Lancashire)

General Industrial Films

Report on Electricity

Report on Steel

Report on Coal

This is Britain (32 editions)

Once upon a Time (Watch and clock industry)

A Yank comes Back (Review of British Recovery)

The Gates of Power (hydro-electricity in Scotland)

Down to the Sea (shipbuilding)

Accidents Don't happen (safety precautions in factories)

Precisely yours (scientific instruments)

They Gave him the Works (joint consultation)

Where there are local Sunday cinema shows, suitable economic films might be included in the programme. Permission may be obtained for special Sunday showings of economic and industrial films were normally no film shows are held, if this is considered desirable.

c. Lectures

Lectures by COI speakers on allied subjects are given in Appendix 4.

d. Literature

The following will be available:

a. Productivity Pays—a free illustrated booklet

b. National Savings material

c. Survey '49 on sale (price 6d)

d. Management for Production (on view) published by the British Institute of mgt

e. The Budget and your pocket, on sale (price 3d)

e. Display sets

Display sets on allied themes (e.g. Raising the Standard of Living) will be available from COI for display in public libraries or similar places.

f. Certain publicity material and services (see section 8 below)

g. Limited local expenditure from public funds (see sect 9 below)

6. Suggestions for the organization of weeks and concurrent local activities

a. Public meetings and opening ceremonies: The value of public meetings, preferably addressed by a Minister or local Trade Union and industrial leaders. As a preliminary to the Week cannot be overstressed. Speeches

should, of course be non-party in character. Supporting speakers can be 'typical' factory workers, housewives, etc.

- b. Information centre: There should, if possible, be an Info Centre, which may be best based on the Citizens' Advice Bureau. Local industry may be encouraged to start its own Information Centre. Wall newspapers are valuable for reporting events of the local Week and for incorporating news of progress toward output targets by local firms.
- c. Conducted Parties: group visits to the exhibition should be encouraged. Arrangements will be made for COI speakers to be continuously in attendance to accompany parties round the COI Exhibit. Arrangements should be made for parties of senior schoolchildren, factory workers, and members of trade union branches, women's voluntary organizations, youth organizations, community clubs, etc.  
To follow up visits by schoolchildren and youth groups, separate essay competitions on 'Out Town' lines may be run in conjunction with the Local Education Authorities. Local newspapers might be prepared to put up the prize-money and publish winning essays.
- d. Discussion groups: COI speakers may be available to lead discussion groups. Twenty questions, quizzes, etc may also be considered.
- e. Libraries Display: public libraries may be prepared to arrange special displays of books and magazines on industrial and economic themes, especially any with local interest.
- f. Cultural shows: Local film, photographic, art and dramatic societies should be encouraged to play up local efforts by means of special shows and exhibitions of photographs of local industry or workers. They should be encouraged to start well ahead of the Week.  
Art schools and societies can also help in the production of murals for the hall(s). Photographers, in their own or other shop windows, might cooperate in local industrial displays.
- g. Production balls and output competitions: difficulty has been experienced in some areas in promoting output competitions and production balls. It is advisable to limit Output competitions to individual factories or industries and any selection of winners should normally be made by Works Councils or similar bodies for sustained performances rather than for short-term bursts stimulated by the contest. Awards should be worthwhile.

Production balls should have a genuine industrial production tie-up (such as awards to outstanding workers) Further guidance can be provided on these if required.

## 7. Industrial Activities.

The following industrial activities are an important part of the campaign, especially those dealing with facets of the productivity drive, and should be considered, so far as practicable, in relation to all Weeks.

- a. Productivity etc
- b. Works information
- c. 'Open' days at factories
- d. Inter-factory sports tournaments
- e. Factory talks
- f. Interfactory visits

## 8. publicity

- a. press advertising and posters

provided centrally: the following publicity services are available free of charge from campaigns div, COI and can be requested on the order form (appendix 5) in the handbook for the guidance of local committees.

#### Press advertising

Display advertising in local press:

“ For Britain” weeks: three weeks prior to the exhibition and one during the exhibition.

A selection of advertisements is available and these leave space for the inclusion of local copy (see supplement)

#### Posters

Sixteen-sheet posters will be displayed in prominent positions through the campaign area for a period of one month subject to sites being available. The 16-sheet poster has been designed to provide space for two slips, one having the city or town name and the second to carry details of local arrangements (see supplement). The city or town name slip will be provided by headquarters and distributed with the posters. The slips containing details for the “weeks” events should be designed and printed locally and must be available five weeks prior to the exhibition opening date.

Campaigns Division will notify Committees of the name and address of the appointed billposter to whom the slips should be sent and the number required. Double crown and crown folio posters will be available for local display. The name of the city or town and details for the ‘weeks’ events for these should also be printed locally.

#### b. editorial publicity

COI Regional press officers, in assn with local Publicity Committees, are available to assist in all editorial publicity. Press outlets and where appropriate, BBC regional outlets should be developed. These should be encouraged to cover:

- i. the exhibition itself;
- ii. COI and National Savings activities (speakers, films, etc, which should also be featured in exhibition catalogues)
- iii. Productivity stories about local factories;
- iv. Exhibition attendance figures;
- v. Human interest stories about the Exhibition, or about workers whose work is on show;
- vi. Speeches at the opening ceremony. Photographs of the touring exhibition will be available for publicity two or three weeks in advance of the Exhibition.
- vii. Local editors may be persuaded to devote page(s) features to the history and development of local industry, supported, if possible, by display advertising by exhibitors.

#### c. Other Publicity Measures recommended

- h. direct mail publicity
- i. car windscreen stickers
- j. letter seals
- k. road signs
- l. cinema slides
- m. programme and exhibition catalogue

### 9. Finance and insurance.

#### Appendix 1

#### Organization of the main Production and Savings weeks—typical sequence of events

First step: Meeting of local organizations (after discussion with the town clerk)

Chairman-the Mayor  
Speakers –CRO (for COI weeks)  
Regional Commissioner (for NS Weeks)

The following should be invited:

- a. Town clerk and civic officials
- b. Chairman of the Regional Board and Chairmen of the Board's district committees
- c. Chamber of commerce-president, chairman, secretary
- d. British Legion-president, chairman secretary
- e. Rotary Club-pres, chairman secretary
- f. Publicity Club-pres, chairman Secretary
- g. Community associations chairman secretary
- h. Police
- i. Cooperative assns
- j. Trades council and trade union reps
- k. Citizens advice bureau reps
- l. Editor/advertising manager/proprietors of local newspapers
- m. Headmasters of local schools
- n. National savings officials.
- o. Women's organizations reps
- p. Youth organizations reps
- q. All local industrial bodies.

NOTE: It is desirable to include reps of the local fuel comm., local employment comm. And similar official and semi-official organizations)

Second step: formation of main town committee

Chairman-the mayor: response for the general operation of the week as a whole, and for the coordination of the work of the various subcommittees.

Third Step: Formation and Duties of Working sub-committees (to meet frequently according to local circumstances)

- a. Exhibition Executive committee
- b. Planning committee
- c. Publicity committee
- d. Finance committee

Fourth Step: List of exhibitors and time-table of main events.

Appendix 2: Extracts from regulations made for the deferred "Gateshead shows the way exhibition" originally planned for Mar 12-19, 1949, issued for guidance only.

Conditions... details about setting up exhibit. Didn't do, very detailed, and not that interesting.

Appendix 3: Mannequin Parades.

Intended to put over the "export/import story to women" because "Every woman loves a fashion parade but very few get the chance to see the. As one in every three women, according to the Social Survey, still believes we are exporting too much, this means of enlightening them might well be used wherever possible.

...

The parade, with speaker, should last about one hour. A film show can well be given either before or after if premises permit. A program consisting of "The Balance," one of the textile films (see film appendix) and "Robinson Charley" would be suitable.

Etc, including materials necessary.. i.e. portable runway, easel, floodlights, etc.

Appendix 4: COI Lecture Service and topics, general and for industry, on international affairs.

Appendix 5: Press advertising and posters order forms