Changing quality of life

What’s included?
- Living standards
- Leisure/travel
- Popular guitar (tv, film, music)

Housing
The initial housing shortages were traded using pre-fabricated houses which were intended to be temporary (10 years)

900,000 slums were cleared in the 1950’s and 1960’s. Although in 1963 Manchester still had 80,000 slums

1949 New Town housing act was introduced to deal with the problem of overcrowded city centres. 14 new towns were planned in the 1940’s and another 14 built in the 1960’s.

in the 1960’s the government turned to high rise flats (homes in the sky). However, their lay out of crimes, communities were displaced and housing was poor quality.

Wages and consumption
Partly due to full unemployment, disposable incomes rose throughout the post-war era. Britain moved from austerity (1945-51) to affluence (1951-1979). Macmillan “never had it so good”

Rising wages could be spent on luxuries and labour-saving devices

Borrowing was easier and access to savings became easier with the first cashpoint in 1967.

The author J.B. Presley referred to Admess – a consumer race with “donkey chasing an electrical carrot”

What explains the changing in living standards after 1945?
- Rationing continued until 1945
- The number of universities increased from 22 to 46 between 1962 and 1970
- By 1970s inflation had reached double figures
- Disposable income rose 30% in the 1950’s
- 1974 consumer credit allowed for the expansion of borrowing
- British expenditure of the coldest winters 1946 – 1947
- in the post war era diphtheria was all but eradicated
- home ownership was over 50% by 1970s

Did everyone benefit from the improvements in living standards?
No because
- class
- gender
- geography