



The campaign to abolish slavery

In a time before television, telephone and social media, how did the Abolitionists make people aware of what was going on and put pressure on those with the power to change the law?



As you visit each room in the Museum, find evidence of the different tactics that were used in the campaign to abolish slavery in Britain.



- ⇒ Write letters to Members of Parliament
- ⇒ Write pamphlets and articles in newspapers
- ⇒ Get together as a group and lobby your Members of Parliament to get them on your side
- ⇒ Hold mass demonstrations to protest against slavery and the way slaves are treated
- ⇒ Boycott goods produced by slave labour or try to affect trade
- ⇒ Hold debates and meetings to inform people about the evils of slavery
- ⇒ Use strong visual images that will bring home the plight of slaves and shock people
- ⇒ Make campaign products that publicise the campaign, including the use of slogans
- ⇒ Put pressure on companies / people who make their profits from slavery
- ⇒ Go around door to door or give talks to groups to encourage them to take part in the campaign and raise funds
- ⇒ Use music or concerts to create interest and persuade people to listen to the anti-slavery message
- ⇒ Get powerful and famous influential people or celebrities on board to campaign and help raise funds. This encourages other people to join the campaign
- ⇒ Draw up petitions that people can sign to be presented to the Government
- ⇒ Send out newsletters to keep people in touch with what is happening in the campaign, give information and ask for donations
- ⇒ Engage in violent acts and create a nuisance to make the authorities pay attention to your demands to end slavery

In The Kitchen

In The Hall

In The Parlour

In the John Newton Room



In William's Bedroom



In the Olney History Room

Primary Resources & Anti-slavery Campaign Tactics for each Room Talk

In The Kitchen The role women played in The Sugar Boycott - c18th cartoon: The Gradual Abolition of the slave trade on leaving sugar by degrees (King George 3rd + family) - c18th paintings of slaves at work on a plantation — ‘Pity for Poor Africans’ Cowper poetry (satire) (slave revolts —information sheet)

In The Hall No additional sources. The focus is on William Cowper and his fame through his works . He was asked directly to participate in and produce his poems.

In The Parlour William’s Letter Cabinet with the name William Wilberforce. Additional copies of primary sources: portrait of Wilberforce, copy of William’s letter to Lady Throckmorton, incl sonnet by Cowper in support of Wilberforce, extracts from ‘The Task’ & ‘Charity’. John Newton mentored and supported Wilberforce through the strains of the Bill. Family connection through Wilberforce’s aunt. William Wilberforce information page

In the John Newton Room Wedgewood campaign items , incl ‘brand’ image and slogan (our mug is more unusual 'children of the same father' came from Quaker and Evangelical thinking) - information from Clarkson on the Zong which Olaudah Equiano & Granville Sharp took to court. This raised public awareness as they were shocked at what had happened and the judgement that had been made



The Story of the Zong information sheet - Olaudah Equino information sheet

In William’s Bedroom Poetry was used in different ways: William’s poem, *The Negro’s Complaint* ‘ was the most effective. It was published in magazines, newspapers and as pamphlets, set to music and sung as a ballad so reaching a wide audience. (tunes: Hosier’s Ghost or As Near Porto Bello Lying): also published as ‘Subject for Conversation and Reflection at the Tea Table ‘ Quoted by Rev Dr Martin Luther-King in his speeches



In the Olney History Room John preached from his pulpit at church - Wrote a pamphlet ‘Thoughts Upon the African Slave Trade’ which was bought up by the committee and given to each member of the 2 Houses of Parliament - diary entry of when he met with James Albert Ukawsaw Granniosaw in Olney