



BOURNVILLE

In the late 1800s, Cadbury was already making a name for itself as a chocolate making company. Taking over from their father, George and Richard Cadbury made a huge success of the company. They were so successful that, in 1879, they moved the factory out of the centre of Birmingham. The spacious countryside was the perfect place for their growing business.

The men named the area around the factory Bournville. Bourn was the name of a local stream and so became part of the new name. At the time, there was a great rivalry between Cadbury and French chocolate makers. So they chose the French word “ville” to commemorate this. It was nicknamed the “factory in a garden”.

At the time, workers around Britain were not always treated well. Factory workers were often left to work in appalling and unsafe conditions. Many were paid small wages that were barely enough to live on. Factory workers in Bournville, on the other hand, were treated well. They were paid a good salary and had much better working conditions.

The Cadbury brothers were keen to ensure that their workers were happy working for them. They hoped their workers would be more productive this way. To make the lives of their workers and their families even better, they decided to build a new village. In 1893, George Cadbury bought 120 acres of land and turned it into what he thought was a model village.

He had seen the cramped living conditions of factory workers in the middle of Birmingham and wanted something different for his own staff. The houses he built were traditional in design but modern with large gardens. The village had lots of outdoor green space for children and adults to use for recreation. He wanted his plan to “alleviate the evils of more modern, cramped living conditions.” People who chose to live there were encouraged to swim, walk and take up sports.

Since then, lots of other towns and villages around Britain have been built based on the same model.

Unfortunately, Richard Cadbury died in 1899. This affected George deeply. Concerned about what might happen to his workers after his own death, George founded the Bournville Village Trust in

1900. When he founded it, he gifted another 313 homes to the trust. This meant that the village he developed would continue to support those people in need, even after his death.

His model village wasn't just for the workers in his factory. George wanted people of all backgrounds to benefit from his vision. When he discovered that unscrupulous people were buying up the houses and selling them for profit, he started building homes that could only be rented. These houses were known as the "Ten Shilling" or "Sunshine Houses". They meant that even those on low incomes could afford to live in Bournville.

Together, George and Richard Cadbury revolutionised the way that factory workers were treated and started a trend for villages to be built around places of work.



INFERENCE FOCUS

1. Why did Cadbury move out of the centre of Birmingham?
2. Why was Bournville nicknamed a "factory in a garden"?
3. Why did the Cadbury brothers think that happy workers would be more productive?
4. Why did George Cadbury decide to build houses for rent?
5. Why did the death of Richard cause George to worry?

VIPERS QUESTIONS

R

When was the Bournville Village Trust started?

V

Which word tells you that there was more space in the countryside?

S

What was the main reason that George designed the houses the way he did? Use evidence from the text to support your answer.

R

What were people encouraged to do if they lived in Bournville?

V

What does the word "unscrupulous" tell you about the people buying houses?

Answers:

1. They needed the extra space because they were so successful
2. Because it was in the middle of the countryside
3. They would be able to concentrate more on the job and would work harder because they were happy
4. He wanted to make sure people could afford them and not have to buy them at expensive prices
5. He was worried what might happen to his village after he died

R: 1900

V: Spacious

S: He wanted to alleviate the evils of modern, more cramped living conditions/he wanted to give people more space to live in

R: Exercise

V: They only cared about themselves/they had no morals