

History – George Cadbury

Read the following information about the Cadbury factories and look at the picture, before completing the activities.

In 1824, John Cadbury began selling tea, coffee and drinking chocolate from his shop in Bull Street.

In 1831, John Cadbury opened the first Cadbury factory in Crooked Lane when he decided to produce a variety of chocolate for commercial sale. The factory was a 4-storey warehouse.



In 1847, John Cadbury moved the business into a new, larger factory in Bridge Street in the centre of Birmingham. The new site had its own private canal spur, which linked the factory to the Birmingham Navigation Canal and from there to all major ports in Britain.



John Cadbury's health rapidly declined and he finally retired in 1861, handing over complete control of the business to his sons Richard (25 years old) and George (21 years old). John Cadbury later died in 1889. Although the brothers had both worked for the company for a number of years, taking control must have been a scary for Richard and George. Other cocoa manufacturers were going bust and they were worried that Cadbury Bros would soon do the same. However, they were able to invest in the company, worked very long hours and lived carefully to save the business. George looked after production and buying and Richard looked after sales and marketing.



In 1878, when the Bridge Street factory became too small. George Cadbury had a new vision of the future. 'Why should an industrial area be dirty and depressing?' he asked. His vision was shared by his brother Richard, and they began searching for a very special site for their new factory. The now known site of Bournville and Cadbury World. The new factory was to be built in the countryside 4 miles from the centre of Birmingham near to both railway and canal transport to other areas of the country. The new factory was large enough to accommodate for future expansion of the business and developed technology.

Click on the link to read more about Bournville: <https://www.cadbury.co.uk/about-bournville>

Activity 1:

Discuss with an adult how the Cadbury factory changed from shop to the Cadbury factory we know today. Also identify anything that stayed the same.

Then make a list of the changes and things that stayed the same in the table below.

| Changes | Things that stayed the same |
|---------|-----------------------------|
| | |

Activity 2:

Click on the links below to find out about the man George Cadbury, then complete the profile below.

https://en.wikipedia.org/wiki/George_Cadbury

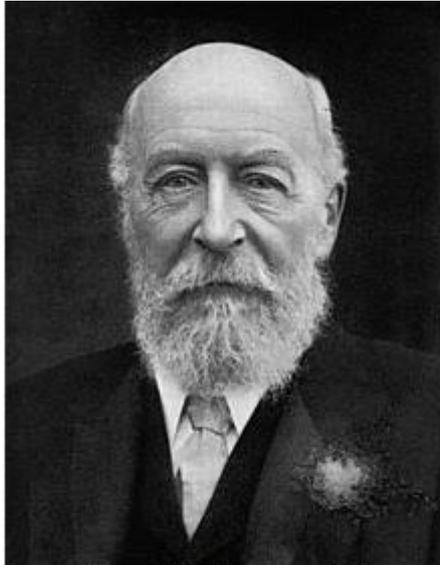
<https://www.britannica.com/biography/George-Cadbury>

<https://spartacus-educational.com/REcadbury.htm>

George Cadbury:



George Cadbury, aged 18.



George Cadbury, aged 78

Born: _____

Died: _____

Lived: _____

Spouse (wife): _____

Children: _____

Siblings (brothers / sisters): _____

Occupation (job): _____

Religion: _____

Legacy: _____

Famous for: _____

Activity 3:

As historians we work as detectives and look at evidence from a variety of sources. We can also find out information about the past by interviewing people. If you could interview George Cadbury today, what questions would you ask him? Try and think of a question to complete each of the following question starters:

How _____
_____?

Who _____
_____?

Where _____
_____?

When _____
_____?

What _____
_____?