



Lanesfield
Primary School

Milestone 1

Investigate and interpret the past

Observe or handle evidence to ask questions and find answers to questions about the past.

Ask questions such as: What was it like for people? What happened? How long ago?

Identify some of the different ways the past has been represented.

Use artefacts, pictures, stories, online sources and databases to find out about the past.

Build an overview of world history

Describe historical events.

Describe significant people from the past.

Recognise that there are reasons why people in the past acted as they did.

Understand chronology

Place events and artefacts in order on a timeline.

Label timelines with words or phrases such as: past, present, older and newer.

Use dates where appropriate.

Recount changes that have occurred in their own lives.

Communicate historically

Use words and phrases such as:

- a long time ago
- recently
- when my parents/carers were children
- years, decades and centuries to describe the passing of time.

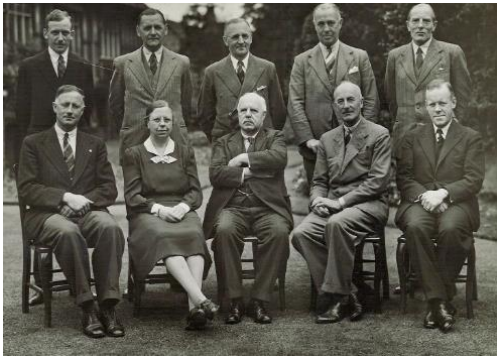
Show an understanding of concepts such as:

- nation and a nation's history
- civilisation
- monarchy
- parliament
- democracy
- war and peace.

The Cadbury Family



Quick summary



John Cadbury is born into a wealthy, Quaker practicing, anti-slavery campaigning family in August 1801. After Quaker school, he works in a Leeds tea shop. A Quaker family are a religious society of friends, rooted with Christian beliefs. Quakers regarded all humans as equal and equally worthy of respect. They believe the light of God is in every person. With these values embedded, the Cadbury brothers wanted to make a change to society and how people were treated. In 1824, John's father lends him the money to open a one man grocery business next door to the family house in Birmingham.



Society

The Cadbury family, with their Quaker beliefs that - all human beings should be treated equally and should live in peace, believed in social responsibility and social reform. They improved working and social conditions for their employees and the community. John Cadbury established the brand in 1824. He used a pestle and a mortar to make drinking chocolate. This was made possible by the success of their business. The Quaker family were a religious group with strong beliefs for ending poverty and deprivation. George Cadbury had a strong passion for social reform.



Culture and pastimes

The Cadbury story began in 1824 when John Cadbury, a young Quaker, opened a shop in Birmingham. He sold coffee, tea, drinking chocolate and cocoa amongst other things. John believed alcohol was a main cause of poverty and hoped his products would serve as an alternative. Providing drinking chocolate as a substitute for alcohol proved a success as it was not only a treat but a healthy alternative. The Bournville village was created to improve the living conditions of working people. George Cadbury wanted to provide affordable housing in pleasant surroundings for wage earners. The Cadbury family campaigned against child exploitation as chimney sweeps.



Main events

1824: John Cadbury's shop was opened in Bull Street, Birmingham.

1870s: By the 1870s, Cadbury had outgrown the Birmingham factory.

1875: The first Cadbury Easter Egg was produced.

1879: The brothers chose a beautiful country site near Birmingham and called it Bourneville.

1893: George Cadbury bought more land in Bournville and began building the village which surrounds the factory.

1897: Cadbury launched its first milk chocolate bar.



Conflict

As Quakers, they battled the evils of slavery, alcoholism, poverty, and many other social problems. The brothers set new standards for working and living conditions in Victorian Britain. With competitors surrounding them, the Cadbury Family had to stand out to the public. During WWII parts of Bournville factory was turned over to war work, producing milling machines and seals for fight crafts. During the war, chocolate was regarded as an essential food by the government.



Vocabulary

Disadvantaged: Lack in the basic resources or conditions, believed to be necessary for equal position in society

Philanthropy: the desire to promote the welfare of others, expressed especially by the generous donation of money to good causes.

Campaign: A campaign is a planned set of activities that people carry out over a period of time in order to achieve something such as social or political change.


Wealthy: Having a great deal of money, resources or assets.

Generation: all the people of about the same age within a society or within a particular family

Anti-: opposed to or against.

Slavery: Is a system by which people are owned by other people.

Students will increase their understanding of the concepts in this topic by exploring:

	Basic	Advancing	Deep
 <p>Main events</p>	<ul style="list-style-type: none"> • When was the first shop opened? • When was Bourneville born? • How was Cadbury established? • When was the first Cadbury Easter egg sold? • Label, a timeline with events of Cadbury journey 	<ul style="list-style-type: none"> • Explain why the organisation started. • Explain what makes the Cadbury Family significant people • How did the Quaker family influence the brothers? • Organise information about the life of the Cadbury family • Choose some important artefacts that could go in a Cadbury museum 	<ul style="list-style-type: none"> • Investigate what life was like in the 1800s. How does it compare to today? • Do you agree? The Cadbury family changed life for locals significantly
 <p>Society</p>	<ul style="list-style-type: none"> • Describe what the word 'philanthropy' means. • List the changes the Cadbury family introduced in to society • What was the significance of the Quaker family to the Cadbury organisation? 	<ul style="list-style-type: none"> • Compare and contrast the opportunities for the people today to those at the start of the 19th century. 	<ul style="list-style-type: none"> • True or False? The Cadbury foundation was set up in recognition of the company founders and their investment in the welfare of their employees. Prove your answer.
 <p>Culture and pastimes</p>	<ul style="list-style-type: none"> • Why did the Cadbury brothers build the Bournville village? • What did the Cadbury brothers do for children? 	<ul style="list-style-type: none"> • Explain some of the reasons why the Cadbury brothers' chocolate business could help the public. 	<ul style="list-style-type: none"> • Suggest reasons why the Cadbury family were a success.
 <p>Conflict</p>	<ul style="list-style-type: none"> • Describe some of the problems the Cadbury family faced. • How were Cadbury significant to the WWII? 	<ul style="list-style-type: none"> • Explain how the Quaker beliefs that the Cadbury family had, made it difficult to make a change in society. 	<ul style="list-style-type: none"> • Investigate why Cadbury and Kraft merged.