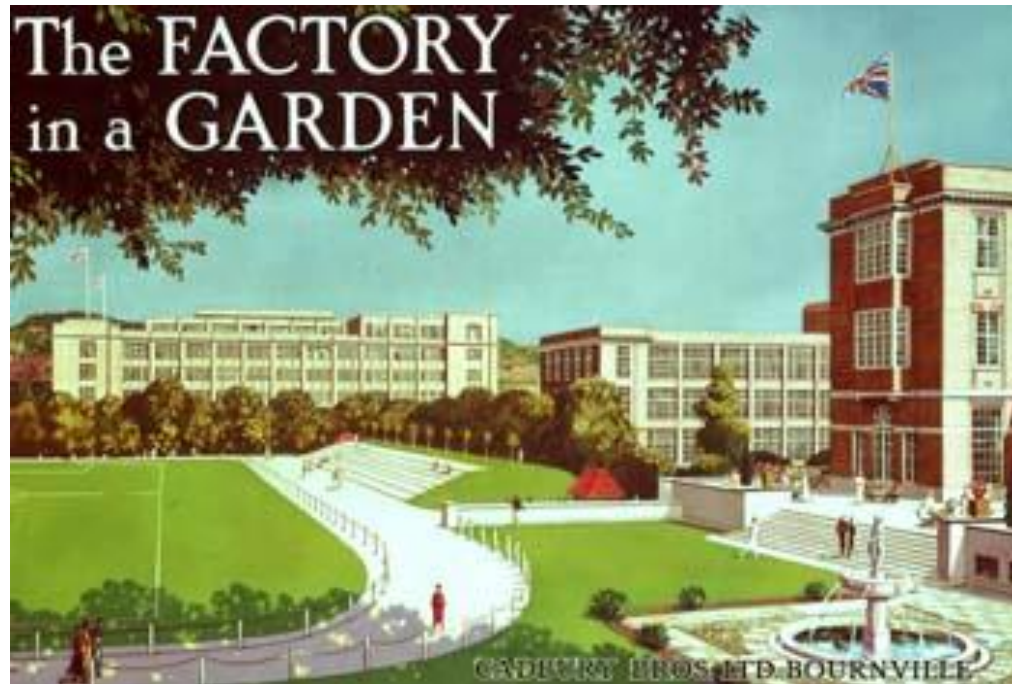


Bournville

A new idea for a workplace



- When the Bridge Street factory became too small, George Cadbury had a new vision of the future. 'Why should an industrial area be squalid 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.



Bourneville

In 1878 the brothers found their new home. They chose a 14½ acre greenfield site between the villages of Stirchley, King's Norton and Selly Oak, about four miles south of central Birmingham.



- On the site was a meadow with a cottage and a trout stream - the Bourn. The cottage isn't there any more, but the pear tree from its garden still stands outside the main Cadbury reception at the Bournville factory.



• This is BOURNVILLE •

Choosing a name

The factory was initially going to be called, Bournbrook, after the cottage and Bournbrook Hall which stood nearby. But instead, 'Bournville' was chosen - combining the name of the stream with 'ville', the French word for town.

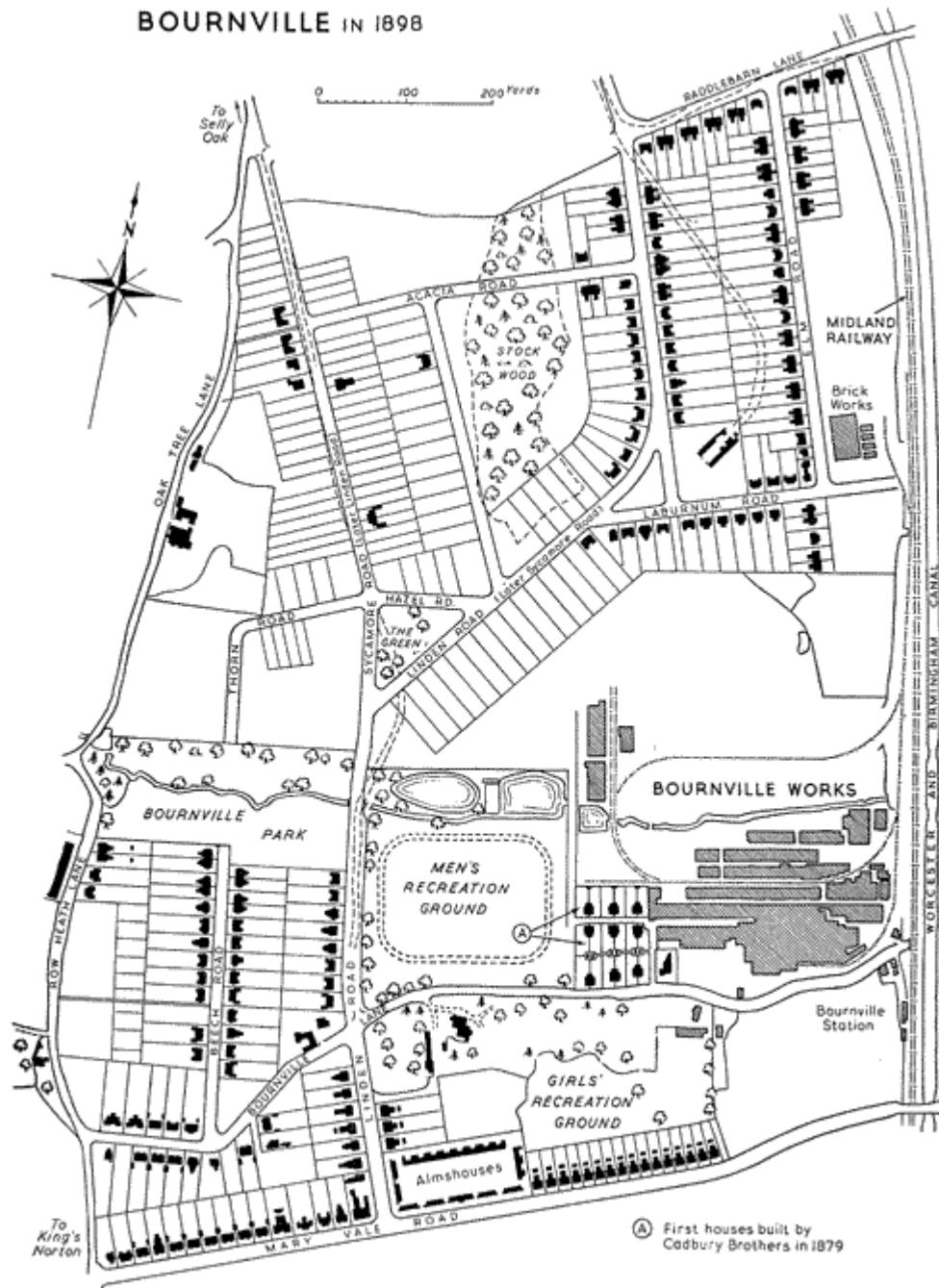


Living Conditions

- At Bournville, workers lived in far better conditions than they'd experienced in the crowded slums of the city.
- The new site had canal, train and road links and a good water supply



BOURNVILLE IN 1898



A First houses built by Cadbury Brothers in 1879

A place to work and thrive

There was lots of room to expand, which was lucky, because George's plans for the future were ambitious. He wanted to build a place full of green spaces, where industrial workers could thrive away from city pollution.



'No man ought to be condemned to live in a place where a rose cannot grow.' George Cadbury.

