

THEATRE IN THE CHOCOLATE FACTORY

Providing a new way of thinking about industrialism and its history through the lens of one of Britain's most recognisable heritage brands, Catherine Hindson explores the creativity that was at the heart of Cadbury's operation in the early twentieth century. Guided by Quaker Capitalism, employees at Bournville took part in recreational and educational activities, enabling imagination to flourish. Amidst this pattern of work and play arose the vibrant phenomenon that was factory theatre, with performances and productions involving tens of thousands of employees as performers and spectators. Home-grown Bournville casts and audiences were supplemented by performers, civic leaders, playwrights, academics, town planners, and celebrities, interweaving industrialists with the city's theatrical and visual arts as well as national entertainment cultures. This interdisciplinary study uncovers the stories of Bournville's theatre and the employees who made it, considering groundbreaking approaches to mental and physical health and education.

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THEATRE IN THE CHOCOLATE FACTORY

Performance at Cadbury's Bournville, 1900–1935

CATHERINE HINDSON

University of Bristol



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UNIVERSITY PRESS

Cambridge University Press & Assessment
 978-1-009-27184-4 — Theatre in the Chocolate Factory
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Shaftesbury Road, Cambridge CB2 8EA, United Kingdom
 One Liberty Plaza, 20th Floor, New York, NY 10006, USA
 477 Williamstown Road, Port Melbourne, VIC 3207, Australia
 314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre, New Delhi – 110025, India
 103 Penang Road, #05–06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of Cambridge University Press & Assessment,
 a department of the University of Cambridge.

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 education, learning and research at the highest international levels of excellence.

www.cambridge.org
 Information on this title: www.cambridge.org/9781009271844

DOI: 10.1017/9781009271837

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First published 2023
 First paperback edition 2025

A catalogue record for this publication is available from the British Library

Library of Congress Cataloging-in-Publication data

NAMES: Hindson, Catherine, author.

TITLE: Theatre in the chocolate factory : performance at Cadbury's
 Bournville, 1900–1935 / Catherine Hindson.

DESCRIPTION: Cambridge ; New York, NY : Cambridge University Press, 2023. |
 Includes bibliographical references and index.

IDENTIFIERS: LCCN 2022059694 (print) | LCCN 2022059695 (ebook) |

ISBN 9781009271882 (hardback) | ISBN 9781009271837 (ebook)

SUBJECTS: LCSH: Theater – England – Bournville – History – 20th century. |

Theater and society – England – History – 20th century. | Chocolate

industry – England – History. | Cadbury (Firm) – History.

CLASSIFICATION: LCC PN2596.B58 H56 2023 (print) | LCC PN2596.B58 (ebook) |

DDC 792.09424/96–dc23/eng/20230322

LC record available at <https://lcn.loc.gov/2022059694>

LC ebook record available at <https://lcn.loc.gov/2022059695>

ISBN 978-1-009-27188-2 Hardback

ISBN 978-1-009-27184-4 Paperback

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 or accuracy of URLs for external or third-party internet websites referred to in this
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As far as industrial life today is concerned, Work and Play are not
closely related subjects, but one subject

Bournville 1926: *Work and Play*

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Cambridge University Press & Assessment
978-1-009-27184-4 — Theatre in the Chocolate Factory
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Acknowledgements

The combination of a global pandemic and several leadership roles has made this book a slow burn, but I have loved writing it. A good part of that pleasure is down to the many people I want to thank for aiding and supporting the process. The first thanks must go to Sarah Foden, Jackie Jones, and Sarah Welch at Cadbury Archives and Heritage Services (Mondalez International) for their help in locating the material I needed, their enthusiasm for the project, and their kindness during my visits. It is rare that my work does not owe a debt to the staff of the University of Bristol Theatre Collection. This book is another example of how they enable and enrich my research; in this case, the background research on events and individuals who appear in the following pages has been strengthened by my ‘home’ collections and their staff. A British Academy Small Research Grant (SG150545) enabled research at Bournville, Port Sunlight, and New Earswick, making it possible for me to uncover and contextualise the stories I sought to tell about industrial communities and theatre. I am grateful, also, to the University of Bristol Institute for Advanced Studies for a Research Fellowship that gave me the time and space to reflect, draw my thoughts together, make connections, and draft the first version of this book. The University also funded a wonderful student intern – Imogen Senter – who helped gather material related to this project from collections connected with Fry’s chocolate factory held at Bristol Records Office, and from digital newspapers. Staff at Unilever archives, Port Sunlight Village archives, and the Borthwick Institute, University of York, helped with my enquiries and research visits. Thanks are due to them and to the volunteers at ‘Saltire Stories’ who generously responded to my questions. Kate Brett from Cambridge University Press was a supportive advocate for this project from early on, and I have to thank her for the wonderful title. I would also like to thank Emily Hockley and George Laver for their editing and support through to production, Sunantha Ramamoorthy for her expertise and care throughout the production process, and the two readers, whose support for

Acknowledgements

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the book and pertinent questions were very much appreciated – particularly at a time when pandemic workloads remained very high.

I am grateful to have been surrounded by friends, family, and colleagues during the writing of this book. Colleagues at the Theatre and Performance Research Association and in my home department at the University of Bristol have listened to many iterations of this work, and their attention and questions have strengthened it. Presenting work at several events organised by the International Sport and Leisure History Cluster helped me develop the project, particularly its intersections with sports and wider recreational histories. Thanks are due to Dave Day and Margaret Roberts for these opportunities, and for their kindness and hospitality. The Theatre and Visual Culture in the Long Nineteenth Century research team, led by Jim Davis, Kate Newey, Pat Smyth, and Kate Holmes, has offered another vital space to share and develop my research. Conversations with Jayne Gold have benefitted my thinking around early twentieth-century education and theatre. My backstop writing this book has been, as always, Phil, Gracie, and Martha. Always in my corner. I couldn't – or wouldn't – do it without them.

Note on the Text

I have used Cadbury's to refer to the Bournville cocoa and chocolate firm throughout this study. The name the firm operated under changed during the period I cover here, but Cadbury's was used consistently on products for the greater part of it.

Abbreviations

BI	Borthwick Institute, University of York
BWM	<i>Bournville Works Magazine</i>
BWWCM	Bournville Works Women’s Committee Minutes
CAHS	Cadbury Archives and Heritage Services
CMM	<i>Bournville Works Committee of Management Minutes</i>
CWM	Cocoa Works Magazine
GWCM	Girls’ Works Council Committee Minutes (Bournville)
MWCM	Men’s Works Council Committee Minutes (Bournville)
NEVCM	New Earswick Village Council Minutes
PSVC	Port Sunlight Village Council Minutes