

**LEISURE AND
ENTERTAINMENT IN THE
20TH CENTURY**

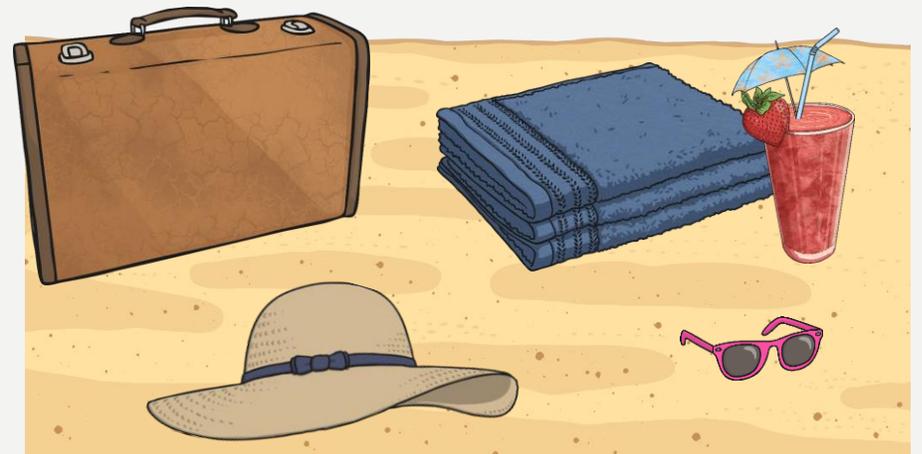
WB 1.6.20

LESSON 4: WISH YOU WERE HERE

L.I. I CAN UNDERSTAND CHANGES IN HOW PEOPLE SPENT THEIR HOLIDAYS

Success criteria

- Explain who Billy Butlin was and what he did
- Explain the holiday entitlements of the British people from 1930
- Suggest attractions for a holiday camp
- Explain why holiday camps became less popular by the 1960s





IMAGINE...

You are sitting on a beach in Britain.



Painting the picture:

- Where are the sea and sand?
- Where is the lighthouse?

Developing senses:

- Is there a sea breeze?
- What can you see in the distance?
- What can you feel?
- What can you smell?
- What are your thoughts?

BILLY BUTLIN

There is some exciting news for you

A visitor is coming and his name is Billy Butlin.

He is famous because he set up the first holiday camps in Britain for families. In 1939, a law was passed that every working person in the UK became entitled to one week's paid holiday.

This meant that people could suddenly afford to go on holiday for a week.

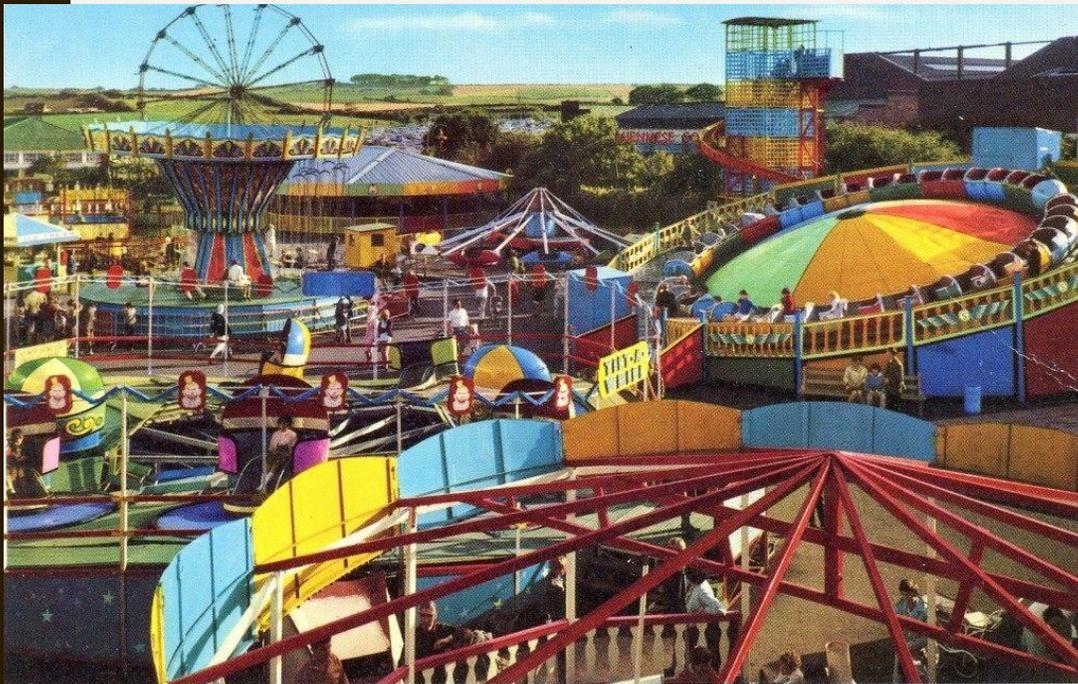
Billy Butlin has come to tell you about his fantastic holiday camps.

Can you think of any questions for Billy?



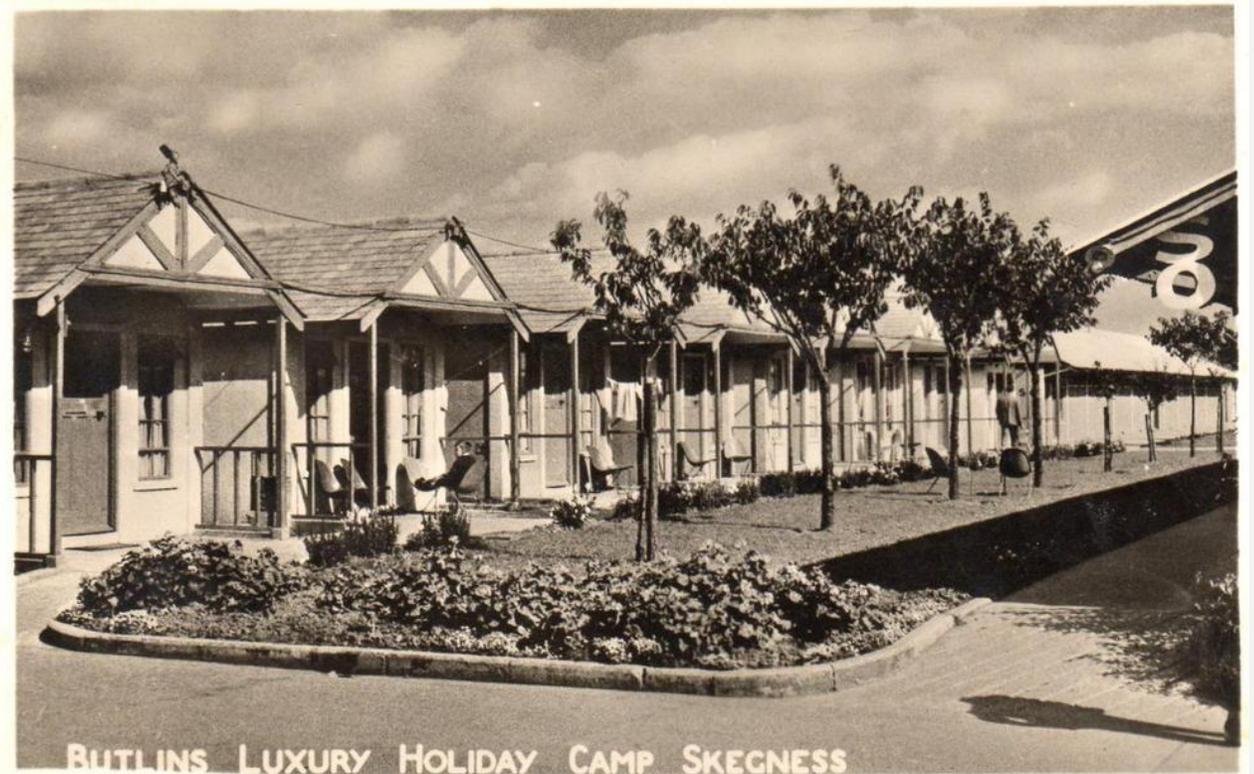
BILLY BUTLINS

- What questions would you ask Billy Butlin?
- Look at these pictures of attractions that were available in Butlins in the 1960.



BUTLIN'S FILEY—The Fun Fair.

Photo : E. Nägele, John Hinde Studios.



BUTLINS LUXURY HOLIDAY CAMP SKEGNESS

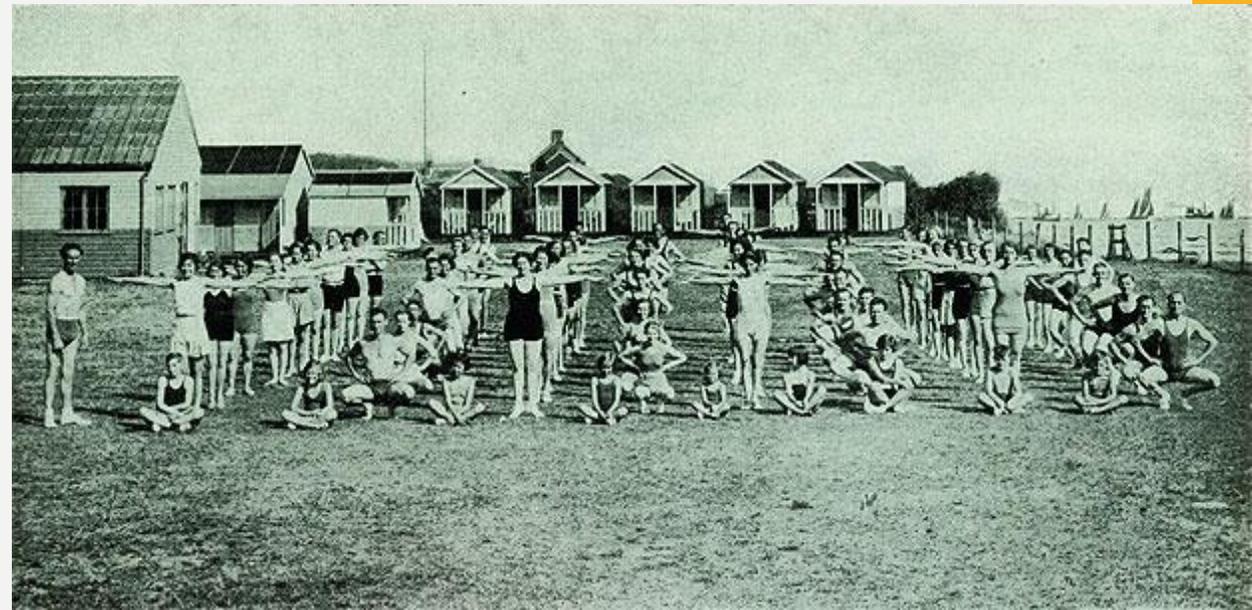
BILLY BUTLINS

- What questions would you ask Billy Butlin?
- Look at these pictures of attractions that were available in Butlins in the 1960.





Looking at the pictures, write questions you would ask of Billy Butlin.



MR BUTLIN...

Hello everybody, I'm pleased to meet you. My name is Billy Butlin and I have come here to tell you all about my holiday camps for families.

Here is the seaside town of Minehead. I know you are all familiar with it. Something special is happening here; I am building a holiday camp.

A holiday camp was a fairly new idea until recently because many people in Britain had never been able to afford a holiday before.

For a very good price, my holiday camps provide visitors with comfortable accommodation, delicious food (cooked by our very own o-site chefs) and plenty of things to see and do.

Here is where I need your help.

I would love some ideas about the kinds of entertainment you think I should include in my new Minehead holiday camp. It is being built as we speak, but I would like some advise on what to include there. I want my holiday camp to be a relaxing place for hardworking families to come to.

I'd love some more ideas from you.

Thank you.

Billy Butlin.



A BUTLINS ATTRACTION

- What would you like to see as an attraction at a holiday park.
- Explain what you would like to do during a holiday park holiday. Be sure to give reasons.
 - Would everyone in the family be included in your ideas?
 - Would there be an additional cost to it or is it included in your holiday pack?
 - If its included, are you limited to only 1 time?
- Write about a new attractions for a Holiday park and clearly explain it.

www.somerset.council.gov.uk



Dear Mr. Butlin,

Thank you for your planning request for the new Minehead Holiday Camp.

We think this development will be a real asset to the local community, bringing in much needed revenue for the local economy and sharing the beautiful coastal landscape that this area has to offer.

Based on estimates of vastly increased visitor numbers for the holiday camp, we now feel it is necessary to improve access to the seafront by building a road through the coastal area.

This holiday camp is very exciting for the local town and we hope you will find a way to build the road.

Do not hesitate to contact me if you need to.

Yours Sincerely,

Mr. James Spartan

Head of Somerset County Council

Questions

1. What is important to Billy Butlin?
2. What does this letter tell us?
3. What will Billy Butlin do now?

Billy Butlin: I need to get rid of two sections of the seaside to build this road. Which two areas do you think I should build on?

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Pros	Cons
A holiday park will bring more tourists.	Mr Butlin will need to destroy part of the seaside!

Continue to record all the pros and cons of building a holiday park in Minehead.



POST WAR HOLIDAYS

- For much of the 20th century the family holiday meant somewhere in the UK, usually seaside holidays, camping or holiday camps. However developments in transport meant new destinations opened up giving families choices some for the first time.
- Camping equipment developed further and the reduction in price and increased availability of the motor car took families further afield. The popularity of the motor car also increased the popularity of the caravan. People could take some of their home comforts on the road with them and go wherever they wanted.



- Holiday camps also increased in popularity after the war. They offered the families everything they needed for the perfect holiday. Coach travel also saw an increase in popularity thanks to better vehicles and roads.
- Until the end of the 1960s train travel was the preferred holiday transport but then the family car became more and more popular and was increasingly used for holidays.



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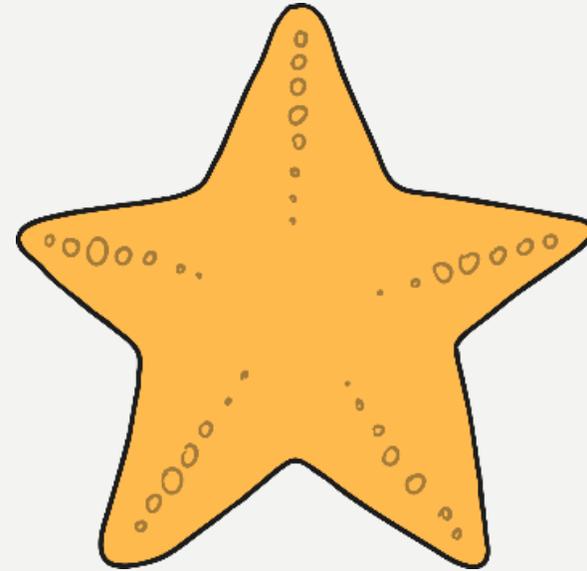


HOLIDAYS IN THE DIGITAL AGE

By the 1960s the modern package tour was taking families abroad, families that could never before afford to go abroad. The most popular destinations were around the Mediterranean with Spain being the top draw. These locations were changed forever.

During the modern age, holidays have continued to develop. Camping, caravanning and seaside holidays continued to be popular but not as popular as the past. Developments in aviation continued, long haul flights opened up a world of new possibilities. Destinations that before would have been only for the rich were now a possibility for all.

- New attractions all over the world opened up to take advantage of increased travel. Towards the end of the 20th century people started to look for alternatives to the traditional package holidays. Companies started offering more unusual destinations and personalised packages.
- Another revolution in holidays came along with the development of the Internet. Websites were created designed to enable people to create their own holidays, travel to more exotic and unusual locations and find the cheapest possible deal.



Foreign Holidays

Decide what you think each of the missing information is in the following text:

Butlin's Holiday Camps were very popular until the when more and more people started to travel abroad for their holidays.

In 1971, 6.7 million people travelled for their holidays. By 2005 this rose to 66.4 million people. Spain has long been the most popular destination for holidays from the UK, most people travelling by

Also, because more people owned in the 1960s, camping and caravanning became more popular.

Foreign Holidays

Decide what you think each of the missing information is in the following text:

Butlin's Holiday Camps were very popular until the **1960s**, when more and more people started to travel abroad for their holidays.

In 1971, 6.7 million people travelled **abroad** for their holidays. By 2005 this rose to 66.4 million people. Spain has long been the most popular destination for holidays from the UK, most people travelling by **aeroplane**.

Also, because more people owned **cars** in the 1960s, camping and caravanning became more popular.

A COMPARISON OF HOLIDAYS.

Record your thoughts about how holidays have changed over time: Create a comparison grid to help you explain.

*Compare pre and post war holidays:

Think about:

- How are modes of transport different?
- How are attractions different?
- Are there any similarities?

*Which era do you think is more family friendly - explain

Pre war	Post war
Travel:	Travel:
Attractions:	Attractions:

Challenge / Extension:

Once you are done, think about Butlins decision to destroy the seaside.

Is this fair? Create a protest poster about the destruction of the seaside. Or a letter of complaint to the council that is allowing this to happen.