

Letter from the Editor

One of the areas we pride ourselves on when bringing you each edition of Outlook is to try and deliver as much up-to-date news as possible.

That's certainly true this time around. No better demonstration of this is the launch of the Bournville Experience. Read all about it and see the photographs of this fantastic, unique attraction on Page 3.

And speaking of launches, you will find details of the new "Being A Valued Tenant" DVD on page 6.

Earlier in November we also focused on "Respect" as the theme for this year's Shropshire Conference. Read about this - and all your other Shropshire news - on Pages 10 and 11.

More than ever this is YOUR Outlook, and we look to readers to submit ideas for stories - my contact details are below.



• Alastair Flint

If you have a story for Outlook, would like to write a letter, have a comment to make or ideas for a feature, we would love to hear from you.

Please contact the Outlook editor Alastair Flint on 0121 415 6406 or email alastairflint@bvt.org.uk

Girls have designs on logo success!

Three LPG-fuelled vans owned by Bournville Village Trust boast brand new logos - thanks to a group of local schoolgirls.

The Trust required a new logo to promote an initiative where the three vans were being converted to LPG fuel - making them more environmentally friendly. So a competition was organised to design a "green" logo - and Year 9 pupils from Kings Norton Girls School came up trumps.



• Chief Executive Peter Roach with the 'winning team'

The group of five 13-year-old girls each won a £50 voucher for the logo they designed - presented to them by the Trust's Chief Executive Peter Roach. The Trust is constantly reviewing the fuel used by its fleet of vans. Over the next few months running costs will be monitored and if there are cost-savings, up to 30 vehicles could be converted to LPG. The Trust's Residential Neighbourhood Officer Mike Coakley, who originally suggested the vans should display the logo to promote the initiative to residents, said: "It's important that our residents are aware that Bournville Village Trust is doing its bit for the environment. Marking each of the LPG-fuelled vans with the logo seemed the most appropriate way of doing this."

Suppliers help take heat off

Recent hikes in fuel prices mean some people may find it increasingly difficult to get the money together to adequately heat their homes.

If you do find yourself in this situation, you might find it useful to contact your gas and electricity supplier. A number of suppliers now offer lower rates for people who are unable to afford to heat their homes, or who have medical problems which mean they have to use more fuel than other residents.

If your supplier does not operate such schemes, you can always consider changing to one who does. There are several websites which compare the price of energy suppliers, but a good place to start is www.energywatch.org.uk which is the site for the energy sector's independent watchdog.

If you don't have access to the internet you can contact Energy Watch on 08459 06 07 08. They offer a range of services and are even willing to come out to meet customers if you prefer.

A unique experience has sprung into life

A brand new, unique attraction has been launched by Bournville Village Trust at Cadbury World.

The Bournville Experience, which officially opened in October, celebrates the founding of the Cadbury factory and the Bournville village by George and Richard Cadbury, and the way their values are embodied in it right to the present day.

The exhibition, which is free of charge and is open at the same time as Cadbury World, gives an exciting and interactive picture of the shaping of the village on Quaker principles, and the growth of the company into the world's largest confectionery business.

George Cadbury gave all new residents of the Bournville village a list of "Suggested Rules of Health", a set of rules and advice designed to help residents get the best out of the fresh air and open spaces. It is interesting to see how many of the concerns about 21st century life existed in the brothers' minds over 100 years ago. There's even the opportunity to write your own rules for healthy living!

A virtual reality conversation between Cadbury Schweppes CEO Todd Stitzer and George Cadbury shows how the company's community spirit has remained strong through the years, and will do so in future.

Historical artefacts that have never been seen in public will be displayed for the first time, including the original pestle and



• *Designing your own town - 21st century style*

innovative way. Cadbury World is dedicated to making its attractions informative as well as enjoyable, and the Bournville Experience will help us to do that."

Alastair Flint, Director of Corporate Services for Bournville Village Trust, said: "Bournville is one of the greatest examples of a model village anywhere in the world, so to celebrate our fascinating history with a major exhibition at Cadbury World is fantastic. The Bournville Experience is a great way to record the unique evolution of the village and the factory. The values of the Cadbury founding fathers remain as relevant today as they were over 100 years ago. These values still underpin Bournville Village Trust's new developments today, such as the eco-friendly urban village at Lightmoor in Telford, Shropshire."

For more information you can email cadburyworldweb@cspc.com or call 0121 458 2000 extension 3851.



• *It's an interactive experience!*

mortar used by John Cadbury to create Cadbury's original drinking chocolate in 1824. There will also be the original umbrella that Richard used to protect his female workers as they made their way out of work in the very earliest days. A cavalcade of iconic Cadbury products past and present, from the original packaging of Dairy Milk to Roses and Creme Eggs, will go on display in a replica shop front. Visitors will have the chance to create their very own packaging design for the classic brands of Flake and Milk Tray and even have it displayed in the shop window.

Gerrard Baldwin, Cadbury World General Manager, said: "We are delighted that the unique history of Bournville is being celebrated and presented in such an exciting and



• *Cadbury World staff in Edwardian costume*