

Cadbury Brothers Building (Former)

60 Ghuznee Street



Image: *Charles Collins, 2015*

Summary of heritage significance

- This building was designed by notable architects Hoggard and Prouse in 1908 and has technical value as an early example of local steel framed construction.
- This building retains a high level of architectural authenticity, with a largely original façade and a high level of original building fabric.
- The building has historic value for its association with the confectionery giant Cadbury.
- This distinctive building has high townscape value and group value with the adjoining and nearby buildings that are mostly of a similar scale, and makes a positive contribution to, and is enhanced by, this setting.

District Plan:	Map 16, Symbol 131
Legal Description:	Lot 1 A 2524
Heritage Area:	Cuba Street Heritage Area (Block 4)
HPT Listed:	Not listed
Archaeological Site:	Central City NZAA R27/270
Other Names:	Cadbury Warehouse, Great Expectations (former)
Key physical dates:	Built: 1908-1909
Architect / Builder:	Architect: Hoggard and Prouse / Builder: Sanders
Former uses:	Office and warehouse for Cadbury Brothers
Current uses:	Offices
Earthquake Prone Status:	S124 served (SR173273)

Extent: Cityview GIS 2012



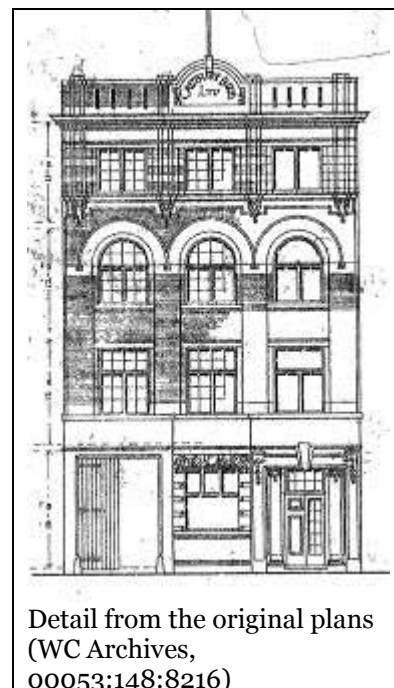
1.0 Outline History

1.1 History

This four-storey building was designed by architects Hoggard and Price for Messrs Cadbury Brothers. The permit was issued in September 1908.

The original use was as the general office and warehouse for Cadbury Brothers, chocolate manufacturers. There were two offices on the ground floor, with a showroom and a small public area. The remaining three floors were designed as a warehouse with a large lift and internal stairs providing access between floors.

Before this building was built, Cadbury Bros. Ltd. was operating from a premise on Farish Street.¹ It is likely that this building was built as a warehouse for Cadbury goods which were imported and then distributed to retailers throughout Wellington (and perhaps further afield). When production of Cadbury products started in Dunedin in 1930, presumably the same operation continued, but with goods sourced from Dunedin instead of from overseas.



In 1824 John Cadbury (aged 22) opened his first shop in Birmingham, England, where he sold tea, coffee, hops, mustard, cocoa and drinking chocolate, which he prepared using a mortar and pestle. John Cadbury produced a range of cocoa and chocolate drinks, the latter with added sugar.² The products were sold in blocks: customers scraped a little off into a cup or saucepan and added hot milk or water. Cadbury became one of the leading cocoa and drinking chocolate traders in Birmingham. In 1831 he set up a factory and began manufacturing cocoa and drinking chocolate, laying the foundations for the Cadbury chocolate empire. From 1849 the Cadbury factory produced a chocolate for eating.

Cadbury originally supplied New Zealand with chocolate and cocoa products from its factory in England.³ However in the late 1920s increased duty on imported goods forced Cadbury to look for a local manufacturer to remain competitive. In 1930 Cadbury amalgamated with R Hudson and Company forming Cadbury Fry Hudson. Richard Hudson had founded a biscuit bake house in Dunedin in the late 1860s. The business was successful and in 1884 he visited Europe where he purchased a chocolate-making plant. The operation is thought to be the first chocolate and cocoa manufacturing plant in the Southern Hemisphere. It was in 1930, after the amalgamation, that the first block of Cadbury chocolate was produced in Dunedin.

The building was owned and occupied by Cadbury from 1909 – 1969. After this time it has passed through numerous owners and occupiers. Occupants have included the Royal New Zealand Naval Volunteer Reserve; Great Expectations restaurant; and various retail & small businesses. In 2009 the Wellington Women's Refuge

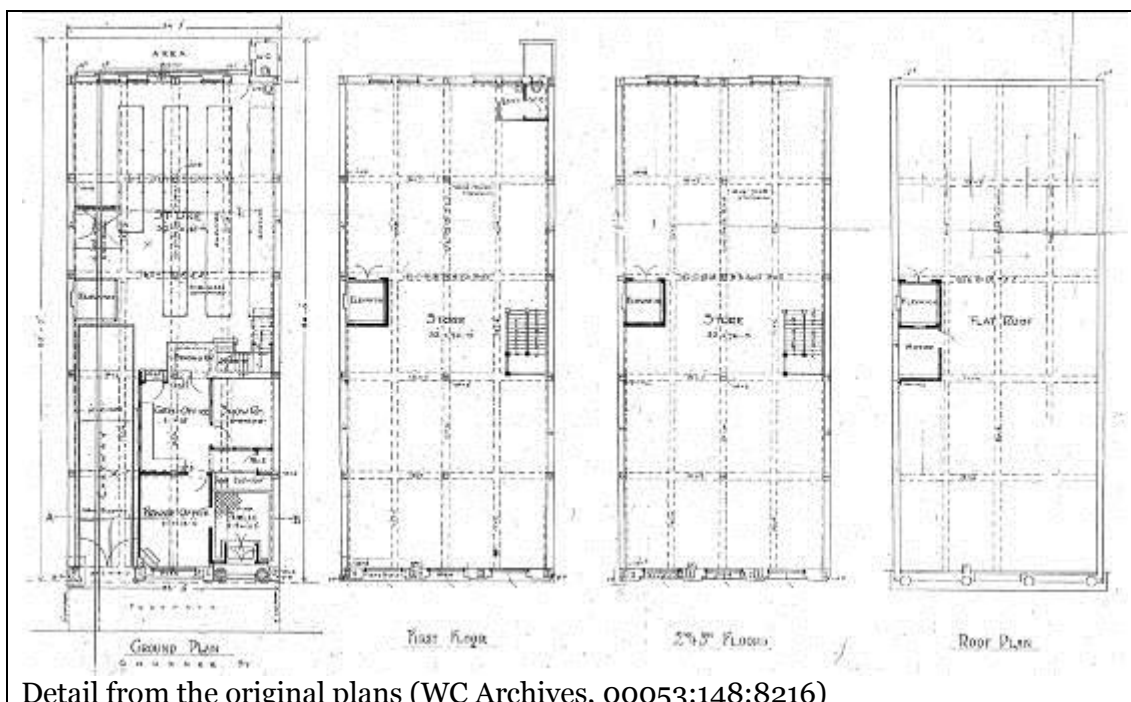
¹ *Evening Post*, Volume LXXV, Issue 107, 6 May 1908, Page 1

² Unless otherwise referenced this history is taken from: "The Story of Cadbury", Cadbury website, <http://www.cadbury.co.nz/About-Cadbury/The-Story-of-Cadbury.aspx>

³ Sarah Wilcox, "Food and beverage manufacturing - Baking and confectionery", *Te Ara - the Encyclopedia of New Zealand*, updated March 4, 2010, <http://www.TeAra.govt.nz/en/food-and-beverage-manufacturing/2>

Community Office moved into the third floor of the building. The move was in response to the increasing demand for services, for day to day crisis work and also for programmes.⁴

The building has been subject to various alterations since it was constructed. Most alterations were internal and the façade of the building retains a significant amount of original fabric. However, the ground floor façade has been altered to longer reflects the original drawings. In 1993 additional office space was added to the rooftop.



Detail from the original plans (WC Archives, 00053:148:8216)

1.2 Timeline of modifications

- 1908 Building constructed (00053:148:8216)
- 1920 New roof over factory (00053:203:11198)
- 1941 Alterations (00056:261:B21323)
- 1953 Alterations to ground floor (00056:465:B35305)
- 1954 Partitions (00056:471:B35625)
- 1954 New lift machine room (00056:493:B37042)
- 1955 New verandah and internal alterations Alterations (00056:526:B39034)
- 1982 Alterations to lobbies, toilet facilities and shops (00058:0:C59667)
- 1982 Fit out restaurant (00058:0:C60461)
- 1984 Alterations to shop No 27 (00058:0:C64796)
- 1993 Roof addition (office space) and new canopy (00059:555:E25598)
- 1993 Alteration, window and toilet (00060:4:174)
- 2009 Office partitioning, Level 1 (00078:2755:155392)

⁴ "Women's Refuge moves to meet demand", *Wellington Scoop*, May 8, 2009, <http://wellington.scoop.co.nz/?p=5880>

1.3 Occupation history

1910-c1968	Cadbury Brothers (later Cadbury Fry Hudson Ltd), cocoa manufacturers (Stones 1910-11, 1915-16, 1920, 1925, 1930, 1935, 1940, 1945, Wises 1950-51, 1955, 1961-62, 1967-68)
c1970-c1980	Royal New Zealand Naval Volunteer Reserve (Wises 1971-72, 1975, 1980)
1895, 1990	various retail & small business ⁵
c1982	Great Expectations, restaurant ⁶
2009	Women's Refuge

1.4 Architect

Hoggard and Prouse

William John Prouse came from a timber merchant's family. Although he received no formal architectural training, Prouse practised as an architect in Wellington for 46 years. He established the partnership of Hoggard and Prouse with John Hoggard in about 1907.⁷

Initially they practised in Wellington and the firm was one of the pioneers in the use of steel framed and concrete floored construction in New Zealand. Their four-storey Cadbury Warehouse (1908) was an extremely early example of this type of construction to be found outside America.⁸ Hoggard and Prouse also designed: Appraisal House (279 Willis St, Wellington), and the former Public Trust Building (11-17 Mayoral Drive Auckland).

They were joined by William Henry Gummer in 1913 and the three were admitted to the New Zealand Institute of Architects in 1914; Prouse as an Associate, Hoggard and Gummer as Fellows.⁹ Gummer quickly established himself as principal designer of the partnership, which lasted until 1921.¹⁰

The firm was responsible for many public buildings throughout New Zealand including Britains Building (1909), the State Fire Insurance Building (1919), and the Majestic Theatre (1928), all in Wellington and all now demolished; and the Masonic Hotel, Napier (1932), built after the earthquake and still in use today.¹¹

⁵ Ibid.

⁶ In 1982 part of the building was fitted out for a restaurant (WC Archives 00058:0:C60461). This is probably when Great Expectations began operating in the building, and when the building came to be known as "Great Expectations". See also: "Great Expectations Catering Ltd.", *Miramar Links – Wedding Venue*, updated July 17, 2006, <http://www.weddingvenues.net.nz/9171.html>

⁷ Wellington City Council, *Wellington Heritage Building Inventory 2001: Non-Residential Buildings: Appendix III*. (Wellington City Council, 2001).

⁸ Historic Places Trust, "Hoggard & Prouse - Architect", *Professional Biographies*, accessed October 12, 2012, <http://www.historic.org.nz/corporate/registersearch/ProfessionalBio/Professional.aspx?CPName=Hoggard+amp+Prouse>

⁹ Wellington City Council, *Wellington Heritage Building Inventory 2001: Non-Residential Buildings: Appendix III*.

¹⁰ Ian J. Lochhead, "Gummer, William Henry – Biography", from the Dictionary of New Zealand Biography, *Te Ara - the Encyclopedia of New Zealand*, updated September 1, 2010 <http://www.TeAra.govt.nz/en/biographies/4g24/1>

¹¹ Wellington City Council, *Wellington Heritage Building Inventory 2001: Non-Residential Buildings: Appendix III*.

2.0 Physical description

2.1 Architecture

The facade of this four-story Edwardian warehouse building has been boldly and skilfully designed and has a distinctive Venetian influence in its design.¹² An important element, characteristic of warehouse design, is the use of 'Romanesque' arches and windows on the second floor which are supported on frank brick piers rising from the first floor. This was a popular device to ensure good lighting of interiors, particularly in combination with slender window joinery in metal. The third floor is quite exuberant, with a rare use of heavy belted or 'candy-stripe' columns to give striking visual interest to the top of the building. The structure is capped with an arched parapet with 'Cadbury Bros. Ltd.' moulded into the centre.¹³

This building makes an important contribution to the Ghuznee Street townscape and has group value with the Counties building on Cuba Street in its style and scale, and with the neighbouring Ghuznee Buildings in its scale.

2.2 Materials

The construction is load-bearing brick masonry on concrete foundations. The three upper floors and the roof are reinforced concrete laid over steel joists. The stairs, most partitions, and the lift enclosures are reinforced concrete.¹⁴

The plans specify the first floor front doors and shutters are to be of totara; internal doors of oregon; and a cedar counter.¹⁵

2.3 Setting

The immediate setting of the building is the block in which it is embedded. To the west is 'Ghuznee Buildings' (1929), an elegant stripped classical building of similar proportions to the Cadbury Building. To the east is a string of interesting buildings, including – immediately next door, Thomas Turnbull's small Satay Village at no. 58, the remains of the Ware Press at no. 56 and the former Gear Meat building at the Cuba Street Corner. Across the road are no. 132 Cuba, Albermarle Hotel, and the refurbished Glover Park.

The majority of these buildings are of a broadly similar scale to the Cadbury Building and this gives the streetscape in this section of Ghuznee Street a high level of coherence that enhances and is enhanced by the heritage values of the buildings.

The wider setting includes central Te Aro, particularly Cuba Street.

¹² Michael Kelly and Russell Murray, *Cuba Street Heritage Area Report* (Wellington City Council: Unpublished report, prepared for Plan Change 48, 2006), 35.

¹³ Wellington City Council, "60 Ghuznee Street: Great Expectations," *Wellington Heritage Building Inventory 2001: Non-Residential Buildings*. (Wellington City Council, 2001), CUBA 46.

¹⁴ Wellington City Council, "60 Ghuznee Street: Great Expectations"

¹⁵ "60 Ghuznee Street, warehouse", September 30, 1908, 00053:148:8216, WC Archives.

3.0 Sources

“Great Expectations Catering Ltd.”, *Miramar Links – Wedding Venue*, updated July 17, 2006, <http://www.weddingvenues.net.nz/9171.html>

Historic Places Trust, “Hoggard & Prouse - Architect”, *Professional Biographies*, accessed October 12, 2012, <http://www.historic.org.nz/corporate/registersearch/ProfessionalBio/Professional.aspx?CPName=Hoggard+ amp +Prouse>

Kelly, Michael, and Russell Murray, *Cuba Street Heritage Area Report* (Wellington City Council: Unpublished report, prepared for Plan Change 48, 2006), 35.

Lochhead, Ian J. “Gummer, William Henry – Biography”, from the Dictionary of New Zealand Biography, *Te Ara - the Encyclopedia of New Zealand*, updated September 1, 2010 <http://www.TeAra.govt.nz/en/biographies/4g24/1>

“The Story of Cadbury”, Cadbury website, <http://www.cadbury.co.nz/About-Cadbury/The-Story-of-Cadbury.aspx>

Wellington City Council, *Cuba Street Heritage Area spreadsheet (block 4)*. (Wellington City Council: Unpublished report, prepared for Plan Change 48, 2006).

Wellington City Council, *Wellington Heritage Building Inventory 2001: Non-Residential Buildings*. (Wellington City Council, 2001).

Wilcox, Sarah. “Food and beverage manufacturing - Baking and confectionery”, *Te Ara - the Encyclopedia of New Zealand*, updated March 4, 2010, <http://www.TeAra.govt.nz/en/food-and-beverage-manufacturing/2>

“Women’s Refuge moves to meet demand”, *Wellington Scoop*, May 8, 2009, <http://wellington.scoop.co.nz/?p=5880>

Newspapers

Evening Post, Volume LXXV, Issue 107, 6 May 1908, Page 1

Archives

“60 Ghuznee Street, warehouse”, September 30, 1908, 00053:148:8216, WC Archives

4.0 Criteria for assessing cultural heritage significance

Cultural heritage values

Aesthetic Value:

Architectural: *Does the item have architectural or artistic value for characteristics that may include its design, style, era, form, scale, materials, colour, texture, patina of age, quality of space, craftsmanship, smells, and sounds?*

This building retains a high level of architectural authenticity, without intrusive modern additions or alterations.

Townscape: *Does the item have townscape value for the part it plays in defining a space or street; providing visual interest; its role as a landmark; or the contribution it makes to the character and sense of place of Wellington?*

This distinctive building has high townscape value and group value with the adjoining and nearby buildings that are mostly of a similar scale, and makes a positive contribution to, and is enhanced by, this setting.

This building makes a strong positive contribution to the Cuba Street Heritage Area.

Group: *Is the item part of a group of buildings, structures, or sites that taken together have coherence because of their age, history, style, scale, materials, or use?*

This building has group value with the adjoining and nearby buildings, particularly 62-64 Ghuznee Street, and 134 Cuba Street.

Historic Value:

Association: *Is the item associated with an important person, group, or organisation?*

This building has historic value for its association with the confectionery giant Cadbury.

It also has historic value for its association with the designers, architects Hoggard and Prouse.

Association: *Is the item associated with an important historic event, theme, pattern, phase, or activity?*

This building has historic value for its association with the strong growth and development of Cuba Street during the Edwardian period, which resulted in the construction of many fine commercial buildings.

Scientific Value:

Archaeological: *Does the item have archaeological value for its ability to provide scientific information about past human activity?*

This building is located in the Central City archaeological site, reference NZAA R27/270.

Educational: *Does the item have educational value for what it can demonstrate*

about aspects of the past?

Technological: *Does the item have technological value for its innovative or important construction methods or use of materials?*

This building has technical value as an early example of local steel framed construction. The original plans, sections and elevations survive. These give a good insight into Edwardian warehouse design.

Social Value:

Public esteem: *Is the item held in high public esteem?*

Symbolic, commemorative, traditional, spiritual: *Does the item have symbolic, commemorative, traditional, spiritual or other cultural value for the community who has used and continues to use it?*

Identity/Sense of place/Continuity:

Is the item a focus of community, regional, or national identity?

Does the item contribute to sense of place or continuity?

This building is part of a group of Edwardian commercial buildings on Ghuznee Street which contribute to the sense of place and continuity of the Cuba Street Heritage Area.

Sentiment/Connection: *Is the item a focus of community sentiment and connection?*

Level of cultural heritage significance

Rare: *Is the item rare, unique, unusual, seminal, influential, or outstanding?*

Representative: *Is the item a good example of the class it represents?*

This building has representative value as an example of Edwardian warehouse design.

Authentic: *Does the item have authenticity or integrity because it retains significant fabric from the time of its construction or from later periods when important additions or modifications were carried out?*

The façade of this building remains largely intact with a high level of original building fabric.

Local/Regional/National/International

Is the item important for any of the above characteristics at a local, regional, national, or international level?

This building is of local importance, as it contributes to the Cuba Street Heritage Area.

5.0 Appendix

Research checklist (desktop)

Source	Y/N	Comments
1995 Heritage Inventory	Y	
2001 Non-Residential heritage Inventory	Y	
WCC Records – building file	Y	NB: the original file is missing
WCC Records – grant files (earthquake strengthening, enhancement of heritage values)		
Research notes from 2001 Non-Residential heritage Inventory	N	Not found
Plan change?		
Heritage Area Report	Y	
Heritage Area Spreadsheet	Y	Block 4
Heritage items folder (electronic)	Y	
HPT website	N	Not listed
HPT files		
Conservation Plan		
Searched Heritage Library (CAB 2)		

Background research

History

- In May 1908 an advertisement in the *Evening Post* notes the address for Cadbury Bros. Ltd as Farish Street.¹⁶
- During September 1908, Hoggard and Prouse called for tenders from builders in the *Evening Post*.¹⁷
- On 17 September 1908, Sanders Bros. made an application to erect a warehouse in Ghuznee St for Messrs Cadbury Bros. of Wellington. The estimated cost was £4900.¹⁸
- It is likely that this building was built as a warehouse for Cadbury goods which were imported and then distributed to retailers throughout Wellington (and perhaps further afield). When production of Cadbury products started in Dunedin in 1930, presumably the same operation continued, but with goods sourced from Dunedin instead of from overseas (*requires further research*).
- 1908 – “Judgment was entered for plaintiffs in the following undefended cases dealt with before Dr. M’Arthur at the S.M. Court today... Cadbury Bros Ltd., V E.N.Wright, £19 11s 10d and £1 5s 6d.”¹⁹
- 25 May 1909 – hearing which found the new building encroached on the neighbouring property.²⁰ (*Further research: possibly 62-64 GhuzneeStreet*)
 “After a hearing which lasted all day yesterday, Mr. Justice Cooper, in the Supreme Court, delivered judgment in the case of Sarah B. Angell v. Cadbury Bros., a. claim for an injunction and £100 damages for alleged encroachment by the defendants on a right-of-way between their new building in Ghuznee Street and the plaintiff's property. His Honour found there had been unintentional encroachment by the defendants. Damages were fixed at £25, Cadbury Bros, to pay the costs of the case and retain possession of the strip of land in question. Judgment was also

¹⁶ Evening Post, Volume LXXV, Issue 107, 6 May 1908, Page 1

¹⁷ Evening Post, Volume LXXVI, Issue 58, 5 September 1908, Page 6

¹⁸ 60 Ghuznee Street, warehouse, 30 September 1908, 00053:148:8216, WC Archives.

¹⁹ Evening Post, Volume LXXVI, Issue 132, 3 December 1908, Page 8

²⁰ Evening Post, Volume LXXVII, Issue 123, 26 May 1909, Page 6 <http://paperspast.natlib.govt.nz/cgi-bin/paperspast?a=d&d=EP19090526.2.61.2&cl=search&srpos=1&e=-1909---1909--10-EP-1----ocadbury+ghuznee-->

entered against Sanders Bros, (joined as defendants) for £1, without costs. Mr. Blair appeared for the plaintiff, Mr. Williams for the defendant.”²¹

A brief history of Cadbury in New Zealand²²

- In 1824 John Cadbury (aged 22) opened his first shop in Birmingham where he sold tea, coffee, hops, mustard, cocoa and drinking chocolate, which he prepared using a mortar and pestle. John Cadbury produced a range of cocoa and chocolate drinks, the latter with added sugar. The products were sold in blocks: customers scraped a little off into a cup or saucepan and added hot milk or water.
- Cadbury became one of the leading cocoa and drinking chocolate traders in Birmingham. In 1831 he set up a factory and began manufacturing cocoa and drinking chocolate, laying the foundations for the Cadbury chocolate empire.
- From 1849 a chocolate for eating had been produced at the Cadbury factory.
- Cadbury originally supplied New Zealand with chocolate and cocoa products from its factory in England.²³ (*Further research – when did Cadbury begin exporting to New Zealand?*).
- 1884: Earliest found advertisement for Cadbury’s in New Zealand. “Wanted known – that Cadbury’s Cocoa Essence can be had at Close Bros.”²⁴
- 25
- In the late 1920s increased duty on imported goods forced Cadbury to look for a local manufacturer to remain competitive.
- In 1930 Cadbury amalgamated with R Hudson and Company forming Cadbury Fry Hudson. In the same year the first block of Cadbury chocolate was produced in Dunedin.
- Richard Hudson had founded a biscuit bake house in Dunedin in the late 1860s. The business was successful and in 1884 he visited Europe where he purchased a chocolate-making plant. The operation is thought to be the first chocolate and cocoa manufacturing plant in the Southern Hemisphere. By 1930 the company was described as “manufacturers of chocolate, confectionery, biscuits, and flour.”²⁶



Photo: The Hudson's biscuit factory in Castle Street in 1926, four years later the company joined up with Cadbury Brothers²⁷.

May 2009 – Women's Refuge moved into the building. Its community office, previously on Willis Street, moved to the 3rd floor. The move was in response to the increasing demand for services, for day to day crisis work and also for programmes.²⁸ When advertised on the rental market by Ray White the 200m² space was described as:

“Character top floor space. Whole floor with store room, meeting room, large office/board room and open plan. Kitchen. Men's and women's internal bathrooms. Views over Glover park. Asking rental based on the existing lay out of the tenancy which has recently being painted.

March 2009 – Bathrooms on this floor currently being refurbished. Fridge and Dishwasher being installed in the kitchen area. Lighting can be altered to suit a new tenant's requirements within reason. Landlord willing to consider further fit out in consultation with the Tenant and rental will be adjusted accordingly.”²⁹

²¹ Evening Post, Volume LXXVII, Issue 123, 26 May 1909, Page 6

²² The majority of this history is taken from the Cadbury website <http://www.cadbury.co.nz/About-Cadbury/The-Story-of-Cadbury.aspx>

²³ <http://www.teara.govt.nz/en/food-and-beverage-manufacturing/2>

²⁴ Auckland Star, Volume XXIV, Issue 4355, 1 May 1884, Page 3 <http://paperspast.natlib.govt.nz/cgi-bin/paperspast?a=d&cl=search&d=AS18840501.2.36.3&srpos=1&e=-1884----10--1-byDA--ocadbury-->

²⁵ Evening Post, Volume LXXX, Issue 70, 20 September 1910, Page 4

²⁶ Evening Post, Volume CIX, Issue 52, 3 March 1930, Page 11 <http://paperspast.natlib.govt.nz/cgi-bin/paperspast?a=d&cl=search&d=EP19300303.2.92&srpos=6&e=-10--1---ohudson+chocolate-->

²⁷ Otago Daily Times <http://www.teara.govt.nz/en/food-and-beverage-manufacturing/2/2/7>

²⁸ Scoop.co.nz, 8 May 2009. <http://wellington.scoop.co.nz/?p=5880>

²⁹ <http://myproperty.raywhite.com/PropertyDetails.aspx?id=248338>

From Heritage Building Interiors Project:

“Interior style:

The interior of the building above ground floor is Spartan with plastered walls and ceiling and exposed timber floors. The only evidence of style is obvious in the exterior small paned casement windows. The ground floor has been greatly modified.

Interior planning:

The original planning of the building above ground floor has been retained. A concrete stair is located centrally on the east exterior wall with the original goods lift on the opposite exterior wall. The stair is partitioned off from the floors with Georgian wired glazing and new partitions enclosing toilet facilities have been constructed in the north eastern corner. The lift is enclosed within original concrete walls.

Significant fabric and spaces: first, second, third floor spaces, lift, and external glazing.

Cultural: the interior retains some association with the Cadbury's factory and the architects, Hoggard and Prouse.

Use: The interior of the building retains functional use values, as offices and studios.

Contextual: the interior above ground floor has retained authenticity of materials and design.”

References

WCC Cuba St Heritage Area Spreadsheet – block 4 (PC 48 / Section 32 reports)

WCC Cuba Street Heritage Area Report, p35

60 Ghuznee Street, warehouse, 30 September 1908, 00053:148:8216, WC Archives.

WCC City Records file 1041-06-GHU60

Cadbury website <http://www.cadbury.co.nz/About-Cadbury/The-Story-of-Cadbury.aspx>

<http://www.teara.govt.nz/en/food-and-beverage-manufacturing/2>

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Scoop.co.nz, 8 May 2009. <http://wellington.scoop.co.nz/?p=5880>

<http://myproperty.raywhite.com/PropertyDetails.aspx?id=248338>

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Evening Post, Volume LXXX, Issue 70, 20 September 1910, Page 4

Evening Post, Volume CIX, Issue 52, 3 March 1930, Page 11

Auckland Star, Volume XXIV, Issue 4355, 1 May 1884, Page 3

Potential further reference

Bournville Village Trust Archive - Birmingham City Council

<http://www.birmingham.gov.uk/cs/Satellite?c=Page&childpagename=Lib-Central-Archives-and-Heritage%2FPageLayout&cid=1223092756354&pagename=BCC%2FCommon%2FWrapper%2FWrapper>

University of Birmingham CALMVIEW: Special Collections

<http://calmview.bham.ac.uk/>