

Coach trip to Cadbury World

On a very wet and windy morning 21 intrepid souls met at the church to head off to Webb's of Wychbold for morning coffee followed by the trip to Cadbury World for a tour of the factory, afternoon tea and then a trip round Bourneville village. Everyone turned up on time, despite the traffic and weather, and the coach was on time, so we set off promptly. Being high up in a coach we were able to get some good views of the floods as we drove to Webb's.

At Webb's everyone disappeared quickly to get out of the rain. Soon the restaurant was full of St John's folk getting an early lunch as the afternoon tea at Cadbury World was not until 2:30 after our tour of the factory. Surprisingly there was not a load of plants and other things when we got back on the coach to head to Cadbury World.



On arrival at Cadbury World we checked in and then proceeded into the self guided tour. It has changed a lot since I last went and there is a very good use of technology to improve the experience.

The history of chocolate and Cadbury was well told with the aid of animation, projected images and holograms. However, you are still able to play with the chocolate spreading it out on a table and scraping it up or using tubes to write on the worktops. Obviously, there were lots of notices telling us not to eat the chocolate as it is reused a number of times! We were each however given 3 full size bars during the tour through. Some things, such as the Cadabara ride, were clearly aimed at the children.



At the end of the tour everyone spent time and money in the shop, the largest Cadbury's shop in the world. Following this we all had a very pleasant afternoon tea before the final part of the day, the Heritage tour of Bourneville. A guide joined us in the coach and took us round Bourneville whilst telling us about the Cadbury family and their aim of improving the lot of their employees and others who were able to rent or buy properties in the village. There is a trust that still manages the area and controls what is and is not allowed in Bourneville. The Cadbury family were quakers and their principles guide the management. There are no pubs or take away establishments and even the Tesco Express in Bourneville does not sell alcohol.

Following the tour, we headed back home.



