

## **A Day in the 60s: Changing Times**

It's 1961 and Norwich City Council is keen to look to the future and help the community interact and embrace new and exciting ideas and innovations. In the city a lease on an established corner shop has come up for renewal and the council needs to decide who should take the property forward into the 1960s. While learning about the viewpoints and feelings of four different people in these changing times, the students will help the local council to decide which business should continue the lease.

**Meet Alf Grint**, the current shop owner and learn some skills of the traditional shopkeeper. He is keen to keep his business going and believes there is still a place for a personal shopping experience that serves the needs of local people.

**Meet Barbara** and learn about fashion trends, music and dance moves in the 60s. She wants to open a fashionable boutique where young people can be noticed and embrace 60s youth culture.

**Meet Rita** and learn about the importance of clear, bold packaging. Create a design for a new household product. She is a product designer for Fine Fare Foods who want to open a self service store.

**Meet Brenda** a housewife who lives in the local area. Find out how life in the home is being transformed by new gadgets, materials and home decoration

### **Organisation of the day**

When you arrive at the front desk you will be taken to your lunchspace to drop off coats and bags. We can accommodate up to 60 children

### **Timetable and Session locations.**

	<b>Group 1</b>	<b>Group 2</b>	<b>Group 3</b>	<b>Group 4</b>
10:00 – 10:25	Whole group – Arrival and welcome (LIN 2)			
10:25 – 11:05	Meet Alf (The Corner Shop)	Meet Rita (The Schoolroom)	Meet Barbara (Timeline Room)	Meet Brenda (LIN2)
11:05 – 11:45	Meet Rita (The Schoolroom)	Meet Barbara (Timeline Room)	Meet Brenda (LIN2)	Meet Alf (The Corner Shop)
11:45 – 12:25	Lunch for all groups (various lunch areas)			
12:25 – 1:05	Meet Barbara (Timeline Room)	Meet Brenda (LIN2)	Meet Alf (The Corner Shop)	Meet Rita (The Schoolroom)
1:05 – 1:45	Meet Brenda (LIN2)	Meet Alf (The Corner Shop)	Meet Rita (The Schoolroom)	Meet Brenda (LIN2)
1:45 – 2:00	Plenary (LIN2)			

We look forward to seeing you on the day. To help us with future planning, we would greatly appreciate it if you are able to complete and return the evaluation form which will be sent to you after your visit.

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### Background information to support session

It's 1961 and Norwich city Council is looking to the future.. is keen to look forward and move into a new modern exciting decade. New inventions, technology and modern designs and 'conveniences', changes in peoples lives at home, work, and leisure were transforming lives and attitudes.

Period of change. The beginnings of modern Britain. It was an exciting time to be young. People had jobs, money to spend, beginning to own cars and modern gadgets appearing in people's homes. Music and fashion were changing, life moving forward at an exciting rate.

In Bridewell Alley the 20 year lease on a corner shop owned Alf Grint is due to run out. Alf and his father before him have run a local business in the shop for the past 40 years. They have created a local general store that offers a personal service and has been familiar to generations of families. Alf is very proud of it . He wants to continue and apply for a new lease.

However ths council have other businesses interested in the lease. These businesses may well suit the people of Norwich better as it moves into the 1960s. The city needs to run with the times and move the shopping experience forward.

Characters introduce themselves and their feelings on the changes that they are experiencing

Rita represents Fine Fare foods a self service store offering a quick and easy shopping experience for the housewife. It can buy in bulk and cut costs – bright, airy, open shelving, refridgerated units selling frozen foods. Packets, bottles and tins catch the eye of the customer with bold designs that can be quickly recognised and put in a basket. Paid for quickly at checkout.

Barbarella is keen to open a fashionable boutique where young people can try on the latest fashions in new fabrics, designs and colours. Offer young shoppers the fun clothes, individual attention and ease of shopping not found in the established department stores. A place where they can be noticed, share ides, listen to sounds of the sixties, look, try on and feel at home.

Brenda is typical of a housewife whose life is being transformed by the new modern gadgets in her home, bright new colourful home designs, wallpaper, paints, furniture, household products and instant foods. Has more leisure time to shop ..visited Carnaby Street and loved it. However she was a regular visitor to Alf's store as a little girl with her mother and remembers his kindness etc (Can see both sides of the argument- sits on the fence.)

Alf is a good local man but Norwich needs to look to the future. Council needs to decide which business should have the lease. Children meet each character and help council by voting .