

### Industrial Revolution Virtual Trail for KS3 at the Museum of Norwich at the Bridewell

Welcome to the Museum of Norwich at the Bridewell; a museum which tells the story of Norwich's fast-moving history and the rise and fall of the city's many industries. Follow this virtual trail below to discover the smells, sounds, textures and tastes of the city during the Industrial Revolution. With the help of Google Arts and Culture, you'll find out more about the largest shoe factory in England, how the revolution affected Norwich's rivers and how Colman's looked after their workers.

**This virtual trail is divided into the following sections:**

- Introduction to the Industrial Revolution
- Clothes – shawls, hats, shoes
- Food and drink – Colman's, chocolate, drinks
- Metal working and engineering
- Living conditions
- Summary questions and activities

Simply click on the underlined blue words to access Industrial Revolution-related displays in the Museum of Norwich. You may need to zoom in to read some of the information. After attempting the questions, feel free to 'stroll' around the galleries and discover something new about Norwich's history. Answers to questions can be found at the end of this document.

#### Introduction to the Industrial Revolution

Let's start with [The Story of Norwich gallery](#). Read [1760-1830 Radicals and Readers](#).

Q1. Before the Industrial Revolution, Norwich was famous for its textile industry but by the 18<sup>th</sup> and 19<sup>th</sup> centuries, it was in decline. Why? (2 reasons)

Q2. What did some manufacturers start specialising in?

Read [1830-1910 Trains, Drains and Entrepreneurs](#).

Q3. Water supply and sewerage, street lighting and paving and slum clearance all improve during this time period. What else improved in the city during this time? (4 things)

Q4. How much did the population of Norwich increase by between 1831 and 1911?

Q5. How many train stations did Norwich have by 1882?

Now let's head upstairs. Read [The Port of Norwich](#) and write down the missing words from this paragraph:

Norwich is linked to Great Yarmouth and the rest of the world by the \_\_\_\_\_ (Q6) Wensum and Yare. Sugar, spices, \_\_\_\_\_ (Q7) and raw materials were brought into the city by boat. However, the river was polluted by industrial waste which caused outbreaks of \_\_\_\_\_ (Q8) amongst people who took their water supply from there. Breweries, flour mills and \_\_\_\_\_ (Q9) lined the river in the 19<sup>th</sup> Century.

Activity: Visit [today's riverfront](#). Can you spot the former factory buildings which have been converted into flats?

## Clothes

### Shawls

Read and study [The Ultimate in Elegance](#) display.

Q10. Why was the Norwich shawl better than the imported Kashmir one?

Activity: design your own shawl.

Study the [last surviving loom](#) from the Norwich textile industry.

Q11. What do you think the weaver used to keep it going? (2 parts of the body).

### Hats

Study the display about hat-maker [Rumsey Wells](#). Read [A Good Head of Business](#).

Q12. What did Rumsey Wells boast that his hats were in the world?

Q13. What was a [conformateur \(exhibit 13\)](#) and why would it have brought customers back?

Activity: draw one of Rumsey Wells' hats and/or design your own.

Q14. Visit [Rumsey Wells' former factory](#). What is it today and how does it remember him?

### Shoes

Read and study the [Shoemakers](#) and the [shoe display](#) and fill in the gaps:

Norwich's shoe factories made shoes for women and \_\_\_\_\_ (Q15). At its most successful, there were \_\_\_\_\_ (Q16) shoe factories in Norwich, employing \_\_\_\_\_ (Q17) people.

Study the display case next to you and fill in the gaps: Working in a shoe factory was hard because the work was \_\_\_\_\_ (Q18) and caused many \_\_\_\_\_ (Q19).

Q20. Visit the [former Norvic shoe factory](#). What is it today?

Read and study the [children's shoes display](#) and write down the missing words from this sentence:

The Start-rite company was the first to design shoes based on the natural \_\_\_\_\_ (Q21) of a \_\_\_\_\_ (Q22) foot.

Can you find:

Q23. The sole press machine?

Q24. The shoemaker's bench and tools?

Q25. The large stitching machine?

Q26. The largest size shoe in the gallery?

Activity: design your own pair of shoes

Activity: Find a pair of shoes in your house. Can you find out what materials are used and how they were made?

## Food and drink

### Mustard

Study the objects in the [Colman's of Norwich display](#). Read [Colman's of Norwich](#).

Q27. Colman's is famous for making mustard but what else did it produce? (3 things)

Q28. Why do you think it also made its own boxes, tins, labels, cartons and signs?

Q29. How did Jeremiah James Colman look after his workers? (4 things)

Q30. It is said that Colman's made their money from the mustard people left on their plates. Why do you think people left mustard on their plates? It helps to answer this question if you've eaten mustard. If you haven't and have some in your home, try a tiny bit, but no bigger than the size of a pin head! Or, if your home doesn't have any mustard, ask someone who has eaten the condiment.

Q31. Colman's Mustard plant was in the news recently (May 2020). Can you find out why?

Activity: research dishes that include mustard or mustard powder, and if you have the ingredients, make one!

### Chocolate

Read [Sweet Memories](#).

Q32. What type of chocolates were made in the Chapelfield factory? (4 types)

Q33. List two benefits of working at the chocolate factory.

Activity: research recipes that use chocolate and, if you have the ingredients, make one!

Q34. Visit the site of the [former Chapelfield factory](#). What is it today?

### Drinks

Read [From Ginger Beer to Crackers](#).

Q35. Alfred Caley started selling soft drinks in 1863 but what else did he start making in order to keep his workers working? (3 things)

Activity: choose your favourite item from this [Caley's display](#).

Study the [replica public house bar](#) and read [The Rise and Fall of the Brewers](#).

Q36. How many pubs were there in 1845?

Q37. Visit a [former maltings](#), where cereal grain was converted into malt which was then used to make beer. What is the building used for today?

Also, visit [Bullard's former brewery](#) which is now a block of flats.

Q38. What did brewer leaders go on to become in the city? (2 roles)

## Metal working and Engineering

Look at the [Metal Marvels](#) display.

Q39. Find the wire netting machine Charles Barnard invented in 1844 and visit the site of the [former Barnard's iron foundry works](#). A block of flats now stands there.

Q40. Match the [correct mesh size to the animals](#): sheep, rabbit, kangaroo.

Q41. Find Laurence, Paris and Scott's Direct Current Electric Motor invented in the 1880s.

## Living conditions

Read and study [The Norwich Yards](#) display.

Q42. As richer people left the city to live in the suburbs, where did poorer people live? (2 types of places)

Q43. How many people lived in a 2-room property?

Activity: study the photos, maps and models of the yards. Would you have liked to have lived in a yard? Why?

Activity: one of the yards mentioned is Queen of Hungary Yard. [Use this website about the Norwich Yards](#) to discover where it is and what it looked like when photographed in 1937. Use this information to find it on Google Street View today.

## Summary questions and activities

Q44. What different types of clothing did Norwich factories make?

Q45. How were goods transported out and into Norwich?

Q46. What different types of food and drink were made in Norwich?

Q47. What other industries did Norwich have during the 19<sup>th</sup> Century?

Q48. List all the good and bad things the Industrial Revolution brought to Norwich.

Activity: make your own quiz about Norwich industries and test your family and friends on their knowledge

Activity: choose one of the companies mentioned in this trail (Rumsey Wells, Norvic shoes, Start-rite shoes, Colman's, Caley's, Bullard's, Barnard's, Laurence and Scott). Research and create information for a webpage for them as if they were still in business in Norwich today. Who started the company, why and when? What products do they make and how? Where is their factory?

Activity: pick one of the companies and create an advertising campaign for it – logo, slogan, adverts (poster and/or film), Dragon's Den-style pitch

Activity: Make a timeline of the following Norwich businesses, from 1800 until today, charting their opening and closure: Rumsey Wells, Start-Rite, Colman's, Caley's, Barnard's.

Activity: Using the examples above, can you write five tips for running a successful business in Norwich in 19<sup>th</sup> Century?

Activity: What industry would you have chosen to work in at the time of the Industrial Revolution and why?

**Answers:**

**Introduction:**

1. Due to foreign wares and cheaper fabrics from India and Northern England
2. Shawls
3. Building standards, public health, police and fire services
4. 50,691
5. 3 train stations
6. Rivers
7. Wine
8. Cholera
9. Factories

**Clothes**

10. Cheaper
11. Hand and foot
12. Most expensive in the world
13. Recorded customers' head measurements for future custom
14. It is a pub named after him
15. Children
16. 26
17. 12,000
18. Seasonal
19. Injuries
20. Estate agents and further down, a restaurant
21. Shape
22. Child's
23. [Sole press machine](#)
24. The [shoemaker's bench and tools](#)
25. The [shoe stitching machine](#)
26. The [largest shoe](#)

**Food and drink**

27. Flour, starch (used to stiffen parts of clothing like collars) and laundry blue (used to brighten white clothes)
28. Colman's didn't have to rely on other companies or employ them which saved time and money long-term
29. Housing, school, kitchen, nurse
30. Mustard is very hot!
31. The factory in Norwich is closing
32. Rolos, Toffee Crisps, Quality Street and Yorkies

- 33. Choose from: good house, bonuses, family business
- 34. It is now a shopping mall
- 35. Cocoa, chocolate, Christmas crackers
- 36. 505
- 37. It is now a theatre – the Norwich Playhouse
- 38. Sheriffs and Mayors

**Metal working and engineering**

- 39. Charles Barnard’s [wire netting machine](#)
- 40. The smallest wire gaps would have been used for rabbits, the largest for kangaroos and the one in between for sheep.
- 41. Laurence, Paris and Scott’s [Direct Current Electric Motor](#)

**Living conditions**

- 42. Courtyards and gardens
- 43. 8

**Summary questions**

- 44. Shawls, hats, shoes
- 45. Via the river, railways and roads
- 46. Mustard, flour, chocolate, mineral waters, ginger beer, lemonade, beer
- 47. Metal working and engineering
- 48.

Good things	Bad things
Jobs Improved building standards, public health, police and fire services, water supply and sewerage, street lighting and paving and slum clearance New or better goods and products	Poor living conditions Threat of injuries Hard work Pollution Disease

Norfolk Museums Service is a partnership between Norfolk County Council and Norfolk’s District Councils, funded through council tax, earned income and grants.

