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”Towards a 21st Century Rowntree Agenda”

Invitation to a Workshop

On Thursday 23rd October 2014, 9.30 a.m. - 3.30 p.m.

at The Friends Meeting House, New Earswick

Dear Colleague,

Over the ten years of its existence The Rowntree Society has worked to reinvigorate the ideas and debate about the Rowntree legacy. We have tried to show how those ideas and ideals informed the making of modern York, and how they might be used today to showcase York as a City for now and the future.

As part of that work we would like to invite you to contribute to a Workshop to help us determine how the legacy left by the Rowntree family can be incorporated into the many public and private initiatives currently underway not only across the city, but also nationally and internationally.

The intention of our Workshop is to crystallise the significance of the Rowntree name. In particular we will assess how the Rowntree heritage might spotlight political and social roles in modern industrial history, corporate business ethics and social policy and change. Our discussions and arguments will create a template for action that will be called the ‘Rowntree Agenda’, which, after further consultation and reflection with you and others, will be disseminated as a call to action early in 2015.

‘York Remembers Rowntree’ 2013-2015

Our Heritage Lottery funded project building the most complete oral history of what Rowntree means to the people of York.



The workshop will be held on **23rd October at The Friends Meeting House, New Earswick**. The workshop programme is attached. An integral part of the day will be lunch and a guided visit to New Earswick garden village.

I would be grateful if you could let me know at your earliest convenience (and at the latest by 1 October 2014) if you will be able to attend the Workshop event, using the attached booking form. If you are unable to attend, but would like to send a representative, or if you wish to comment on the programme, please contact me at bridgetmorris@rowntreesociety.org.uk.

With best wishes,

Dr Bridget Morris, Executive Director

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"Towards a 21st Century *Rowntree Agenda*"

Provisional Programme

| | |
|--------------|--|
| 9.00 a.m. | Registration & Introduction |
| 9.30 - 12.00 | Discussion Groups, with a 30 minute coffee break |
| 12.00 - 1.00 | Lunch (provided) |
| 1.00 – 3.00 | Plenary sessions |
| 3.00 - 3.30 | Final summing up |
| 3.30 – 4.30 | Guided Walk around New Earswick |

Suggested themes, and possible starting discussion points (a final list and full programme will be circulated to participants in early October).

Theme 1. Changing interpretations of Rowntree

- Rowntree after 1988 (Nestlé takeover)
- Rowntree story as fiction and entertainment
- Rowntree as a tourism strand
- Accessibility of Rowntree memorabilia and exhibits
- Role of Oral History memories
- Digital resources
- National shifts in interpretation
- Focus on Quaker heritage

Theme 2. The built environment

- Preservation of the built heritage
- Industrial heritage and improved environment
- Sustainable re-use and changing uses
- Significance of built environment and community meaning
- Current research status on buildings

Theme 3. The role of the Garden Village (covering: New Earswick, Tang Hall, Derwenthorpe)

- Conception and development
- Introduction of schemes like Homes fit for Heroes
- Exporting the York model
- Lived experience
- Transient communities
- Sustainable living

Theme 4. The legacy from nineteenth century York (covering: railways, confectionery, politics, Quakerism and non-conformism)

- Challenging Quaker stereotypes
- Benevolent action

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- Industrial innovation
- Philanthropy
- Political discourse, unions, and electoral change

Theme 5. Family history - generational continuity and stability

- Multi-generational connections
- International profile across the globe
- Introduction of foreign labour
- Tracing family history through Cocoa Works Magazine
- Family pride
- Family secrets
- The process of legitimising the cause by use of the Rowntree name

Theme 6. Religion, education, poverty, social justice and policy shifts

- Impact of Seebohm's poverty study
- Exporting of Rowntree practice in policy
- Temperance
- Adult education
- Pacifism
- Dissent
- Quakers and other denominations
- Fairness and equality

Theme 7. Business management

- Impact of Seebohm's legacy in business management
- Psychometric testing
- Development of advertising
- Works councils, industrial relations
- Apprenticeship
- Role of training and in-house education

Theme 8. Memory and identity

- Role of nostalgia and memory in keeping the story alive
- Memorabilia
- Selective memory
- Constructing community cohesion
- Rowntree in art

Theme 9. Chocolate and the city

- Emphasis on chocolate in branding the city
- City and fair trade
- Consumer indulgence
- Chocolate in wartime
- Terrys v Rowntree

Theme 10. National and international perspectives

- Regionality of York and Rowntrees
- Limited impact of the Rowntree name nationally
- European roots and understanding
- Quaker internationalism
- Transferral of the Rowntree ethos into other national practices
- "Recording Britain" and "Mass Observation" as models
- Royalty
- Quality product v mass markets

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Rowntree Agenda Workshop

Date, location, access and parking

The workshop will be held on Thursday 23rd October 2014 in The Friends Meeting House at New Earswick.

(<http://yorkquakers.org.uk/newearswickquake.html>)

Free parking is available at the Meeting House. New Earswick is also accessible from York by either the Number 1 or Number 13 First York Bus Service

(<http://getdown.org.uk/bus/search/new-earswick.shtml>)

Accommodation

If you are travelling a long distance from outside York and would like help with overnight accommodation please contact us for further details.

Refreshments and lunch

Refreshments and a light lunch will be provided. If you have any special dietary requirements, please could you provide details on the enclosed booking form.

Key Themes and Topics

Discussions with the Rowntree Society Trustees and the 'York Remembers Rowntree' Steering Group have identified ten key Themes (sub-divided into a series of key Topics). We are eager to receive feedback on these Themes and Topics and have arranged this Agenda Workshop to ensure that full account is taken of the views of the wider Rowntree community. The proposed Themes and Topics are not finalised as we would like to use this opportunity to establish, by discussion, the views of stakeholders on the priorities for future directions. By the end of the day, we hope to have finalised the list of Themes and to have ordered the Topics in terms of priority.

Following a brief introduction to the Workshop we will divide into groups to discuss the main Themes. Each discussion group will be led by a chair and will be aided by a scribe who will provide a record of the agreed topic priorities (up to a maximum of ten Topics for each Theme). The chair will report back to the whole group in the plenary session, ensuring that attendees are informed of the progress in all of the discussion sessions and have the opportunity for further comment.

Sponsorship

This Workshop is being funded by Heritage Lottery Fund, as part of the "York Remembers Rowntree" Oral History project (October 2013-March 2015).

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