

Britain in the 1950s - Lesson 2:
"The British at Leisure."



Learning gain: in this lesson you will explore what leisure activities were available and most popular to the British in the 1950s.

You will develop your skills in understanding what the purpose of a source is.





What different things can effect the amount and type of leisure a person can have?

5 minutes to think, discuss and write your answers.

Be prepared to share your views.



Oi! Let's share!!





Opportunities:

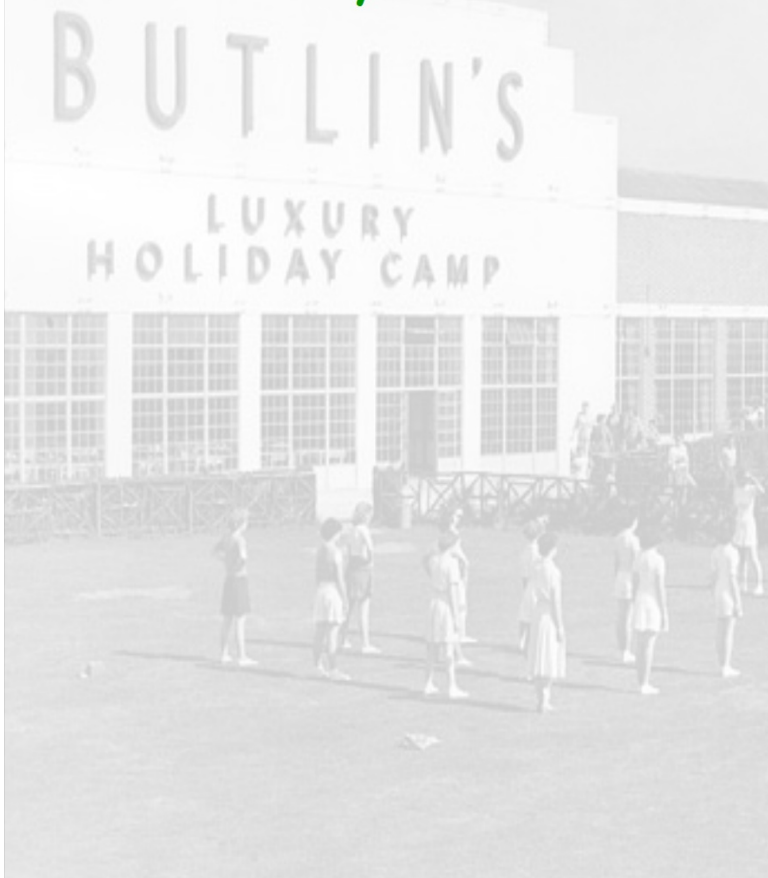
Men and women in the 1950s had less opportunity for leisure than later generations.

This was due to Time and Money.

Time - men worked on average 40 mins longer per day and had two weeks less holiday than men in 1979. By 1979 women spent 30 minutes less per day on housework due to labour saving devices.

Disposable Income: - In 1953 men would have to work for 15 hours to cover a weekly food bill, by 1981 this had dropped to 9 hours.

Make a list of popular leisure activities today -



1950s:

Football - 40 million admissions in 1950.

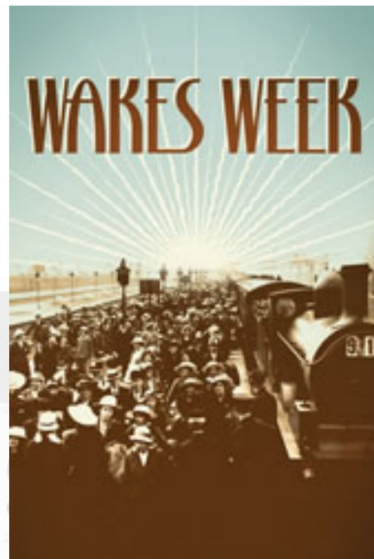
Hobbies - gardening, fishing (men), swimming craft, bingo and dancing (women).

Television - took off after the Queen's Coronation in 1953. 10.5 million licences by 1960.

Cinema - 1.4 billion tickets sold in 1950.

Summer Holidays:

"Wakes Weeks" - the mill towns, especially in Lancashire would close down at the same time and whole populations would go on holiday most likely to the seaside.



Main



A new craze began in the 1950s to rival the seaside - the holiday camp. Rising incomes in this decade meant ordinary families could afford to go away for a week.

Billy Butlin created the first camps and they were a huge success.





Purpose of a source:

Look carefully at the Butlin's advert.
Complete the sheet making reference
to the advert and your own knowledge.

Source C An advert for a Butlin's holiday camp from the 1950s.

Butlin's for holidays
the weather cannot spoil

Holidays at Butlin's are always bright and gay because there are such weather changes to play. On a Butlin's Holiday there's such a variety of fun, games and amusements for everyone which makes us the greatest holiday as it offers other its delights. There are swimming pools, tennis courts, games, games, games, and more.

Butlin's Holidays are tremendous fun for the children, exciting for young people, gay and carefree for Mum and Dad (who more the children are well looked after, cared for and interested in those who sometimes prefer to sit back and watch other people enjoying themselves). Find out more about the holiday which makes you independent of weather—the modern Butlin's Holiday.

Swimming is a real joy at Butlin's—every holiday has its own swimming pool or its own swimming area.

Children of all ages find themselves enjoying the variety of games and amusements they are all FREE!

Young people make new friends, and meet old friends at sports and play amusements on a Butlin's Holiday.

Parties are fun when there are new amusements, keeping the whole holiday as a long interesting holiday which makes you independent of weather—the modern Butlin's Holiday.

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