



1930's Leaflet Challenge!

Imagine you're a writer in the glamorous thirties!

STUDENT INTRODUCTION

- ▶ Using the sources on the following pages, you are going to produce a 1930s leaflet designed to attract a visitor to the Island. It will include accommodation details, plus information about what you can do in Shanklin around the island.
- ▶ You will be using information from The Model Village Godshell's archives, as well as some historical notes that have been collated for you.

TASK: Read the sources, make notes on the areas that interest you, and then use the attached template (optional but useful) to write your leaflet.

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SOURCE SET 1: Places to stay in Shanklin



Stay in Holliers Hotel



Stay at the Crab Inn



Rent Myrtle Cottage

SOURCE SET 2: Things to do on your holiday to Shanklin

109171



Visit



Have lunch at the Chine Inn



Church

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Shopping in the Old Village



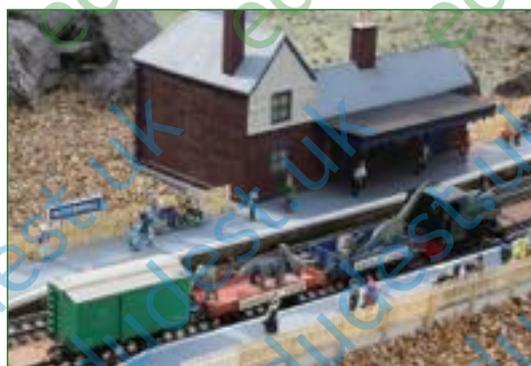
Buy an ice cream



Play football



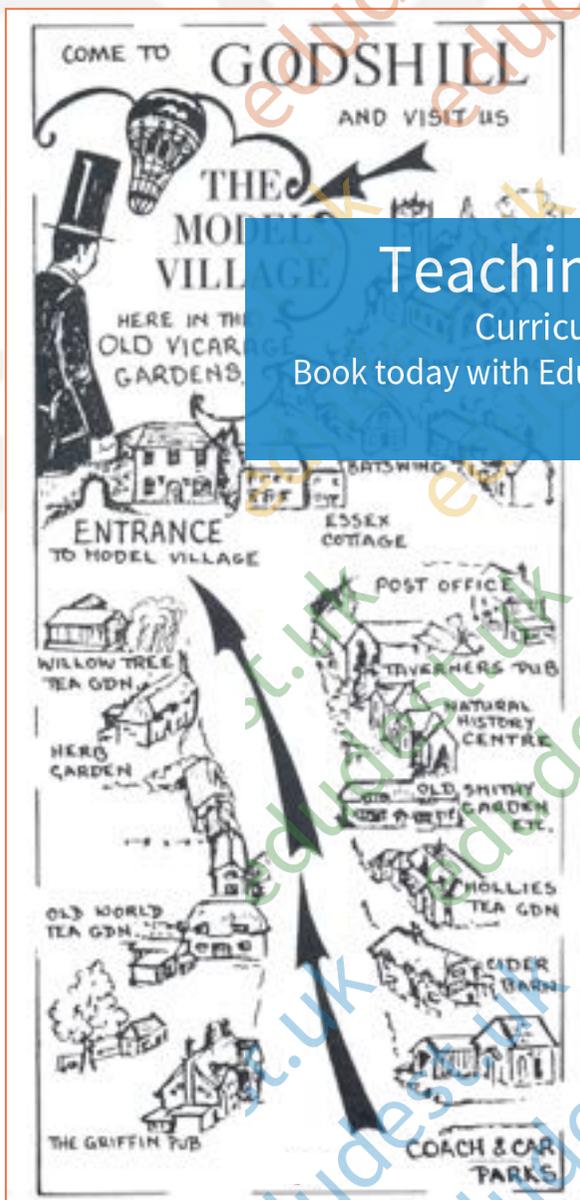
Listen to the band in the park



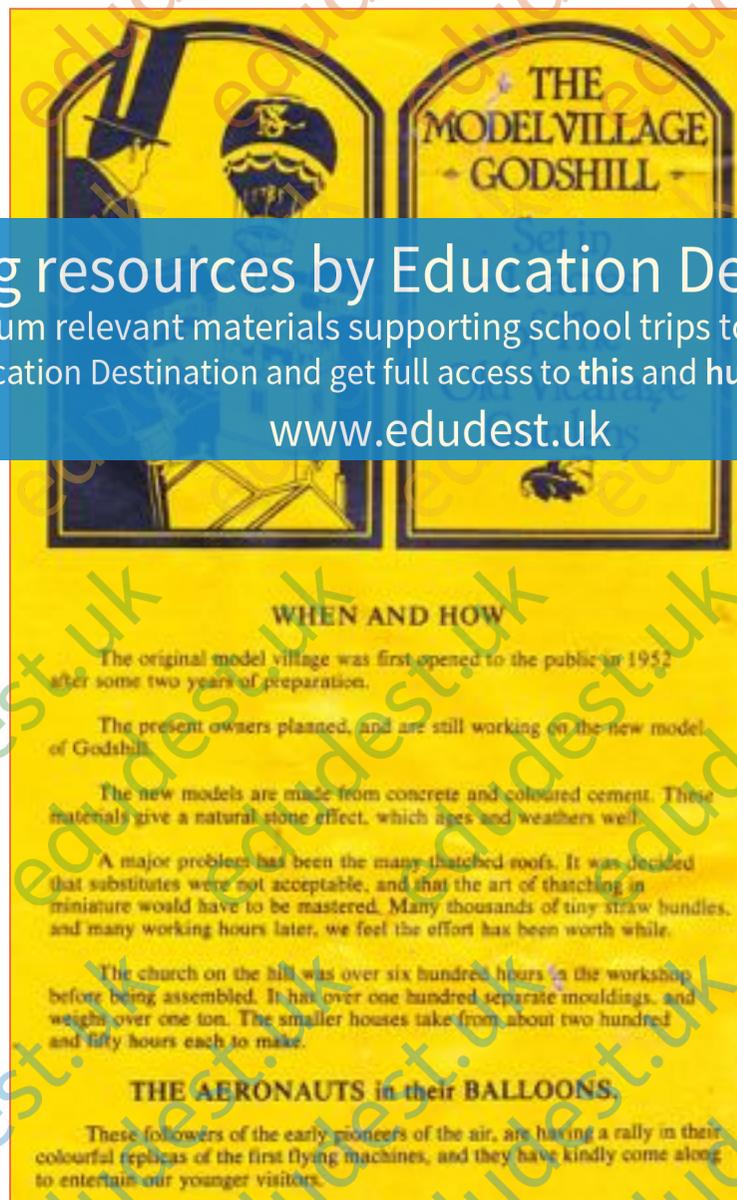
Travel around the Island by train



Visit Shanklin Chine, have tea at Fisherman's Cottage; play on the beach



A map showing the places in Godshill



A brief history of The Model Village Godshill



Facts about the 1930s aspects seen at the Model Village, includes Shanklin Old Village/Chine

1930's - Information about Visitors

Where they stayed

- » They were rich, the cost of anything was not even thought about
- » They stayed in a hotel – usually houses that had been converted since 1850
- » They would stay for 2 or perhaps 3 weeks
- » Shanklin was still quite small

Facilities

- » Regent Street had been built
- » It connected the Old Village with the railway station
- » There were now shops selling high quality goods, tailors, hat makers (milliners)
- » There were still shops like, butcher, baker, grocer, vegetable market
- » In a hotel this is not important.
- » The two big hotels, Daish's and Holliers

Who was with them

- » They brought their families with them – mother, father, 2-3 children – fewer people than in 1850 – families were smaller

How they travelled

- » They arrived on the island by boat
- » Took train to Shanklin
- » They carried their possessions in trunks- there was a delivery service from the station
- » Carriages would be waiting at the station, like modern taxis

What they did

- » The main attraction was the Chine
- » They would use the network of trains to go to Newport, Ventnor, Ryde, Yarmouth, Bembridge.
- » They would go on walks, so Sandown, the Undercliff
- » Ladies would go shopping for hats, gloves, parasols
- » They would paint or now Photograph the scenery
- » They would collect wild flowers, spot birds (ornithology)
- » They would meet other rich families in restaurants
- » There were many tea shops and hotels.

Shanklin in the 1930s - why did it grow?

In 1791 there had been about 100 people living in a small fishing village at the bottom of the cliffs.

By 1931 there were about 4000 people all year round about thousands more in the holiday season.

In the nineteenth century Shanklin was a holiday resort for the very rich. They had rented houses for their family and servants, big enough for 20 people. By the 1930s these big houses had been converted into hotels where visitors stayed for a week or two.

For the people who lived in Shanklin all year round there were shops, schools, a library, a police station, banks and a post office.

For the visitors there was still the first thing that attracted visitors to the island: Shanklin Chine. There was the beach, beach huts for use during the day as well as a variety of places to eat and the theatre.

There were trains to get to the island and then help you explore it. Plus there were buses.

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EVALUATION

List the main ways in which you think Shanklin / the Isle of Wight has changed since the 1930s:

-

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What did you find most challenging about using sources to represent the past?



Back panel

Details of further places to see

and/ or

Menu from hotel

and/ or

Facilities in the hotel

You could have some quotations
from satisfied customers

Map of how to get to the hotel

Picture

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Name of your hotel/
villa
address

Title
Tourist attractions

Places people could go and see or things
they could do on the whole Island

Advice on how to get to the Island

Description of the things people to
go and see / do in Shanklin
to

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Advice on how to get from Ryde or
Cowes to Shanklin