

Sainsbury's Virtual Museum

Teachers' Zone

KS3

History: Britain 1750 - 1900

Task 1
Key Aspect 1

Chronology

Focus: A chronological record of the growth of Sainsbury's business

Chronology is the word that historians use to describe the order of time in which events happen. This task will be to build up a picture of the growth of Sainsbury's as a business by investigating the chronology of events. Use the information to make a chronological record of the growth of the business by filling in the incomplete boxes below.

YEAR	BRANCH(ES)	OTHER INFORMATION
1869	173 Drury Lane, Holborn	
1873	159 Queen's Crescent, Kentish Town	
1875		
1881	68 Watney Street, Stepney	
1882	48 Chapel Street, Islington	
	11 London Road, Croydon	
1884		
1888	High Road, Balham	
1889		
1893	44½ Chapel Street, Islington	
1894		

<i>Expansion in 1870</i>	<i>Expansion in 1880</i>
Number of branches -	Number of branches -
Average sales area -	Average sales area -
Number of products sold -	Number of products sold -
Number of employees -	Number of employees -
<i>Expansion in 1890</i>	<i>Expansion in 1900</i>
Number of branches -	Number of branches -
Average sales area -	Average sales area -
Number of products sold -	Number of products sold -
Number of employees -	Number of employees -

Extension Activity

Extended writing to develop historical literacy

When you are back in history lessons at school you should use the notes you have made to write up a chronological account of the growth of Sainsbury's business. Try to include the terms "in the years", "in the 1870s", "decade", "the nineteenth century" and "late Victorian Britain".

Task 2

Key Aspect 2

Causation

Focus: The causes of the growth of Sainsbury's 1869 - 1900

Causation is a word used by historians to describe why things happen. Historians try to find as many causes as possible and then try to put them in order of importance. This task will involve you investigating why Sainsbury's grew as a business. Complete the following chart using the web pages indicated.

FACTORS CAUSING GROWTH OF SAINSBURY'S	EVIDENCE TO SUPPORT THIS FACTOR	ORDER OF IMPORTANCE
The work of J J Sainsbury and M A Staples <i>"Meet the Family" page</i>	J J Sainsbury M A Staples	
The work of Sainsbury's staff <i>"Working for Sainsbury's" page</i>		
The range of goods sold <i>"Inside the Store" page</i>		
The quality of goods sold <i>"Inside the Store" page</i>		
The location and number of Sainsbury's stores <i>"Expansion" page</i>		
Increase in population meant increase in demand	The population of the UK in 1871 was 31.56 million. In 1901 it increased to 41.54 million. The population of Greater London increased from 4.77 million to 6.59 million from 1881 to 1901. This increased the demand for food products and for shops to sell them.	
Improvements in transport <i>"Delivering the goods" page</i>		

Extension Activity

Use the following writing frame to organise your ideas from this task in an extended piece of writing.

There are many causes that explain Sainsbury's growth as a business between 1869-1900. These causes vary in their importance.

Write down as many causes as possible with evidence. Explain how important you think each cause was.

I believe the most important cause that explains the growth of Sainsbury's was

Task 3
Key Aspect 2

Knowledge and Understanding - Change and Continuity

Focus: The changing features of Sainsbury's 1869 - 1900

Change is a word used by historians to describe how some things develop over time. Continuity is a word used by historians to describe how some things stay the same over time. This task will involve you comparing the first Sainsbury's store in 1869 with Sainsbury's stores in the 1890s. You will be asked to make observations on changes and continuities.

Characteristics of Sainsbury's store in 1869

CHARACTERISTIC OF A SAINSBURY'S STORE IN 1869	EVIDENCE
Number of shops and location <i>"Drury Lane" and "Expansion" pages</i>	
Staffing in the shops <i>"Drury Lane" and "Expansion" pages</i>	
Range of goods sold <i>"Drury Lane" and "Expansion" pages</i>	
Quality of goods sold <i>"Drury Lane" and "Expansion" pages</i>	

Characteristics of Sainsbury's store in 1890s

CHARACTERISTIC OF A SAINSBURY'S STORE IN THE 1890s	EVIDENCE
Number of shops and location <i>"Expansion" and "Choosing a location" pages</i>	
Staffing in the shops <i>"Working for Sainsbury's" and "Expansion" pages</i>	
Range of goods sold <i>"Inside a Store" page</i>	
Quality of goods sold <i>"Inside a Store" page</i>	

Extension Activity

Use the following writing frame to organise your ideas from this task in an extended piece of writing.

Sainsbury's opened their first shop in Drury Lane in 1869 and from that date onwards further stores continued to open in south east England. There are similarities between the first store and the stores of the early 1900s, but there were also important differences.

Some similarities between the first store and the stores of the early 1900s included:

However, there were important differences between the first store and the stores of the early 1900s. These differences included:

Overall I think there were more similarities/differences (delete as appropriate) between the first store and the stores of the early 1900s. I think this because...

Task 4
Key Aspect 2

Knowledge and Understanding - Characteristic features in the past

Focus: The changing features of Sainsbury's 1869 - 1900

To describe how things looked in the past is what historians call the characteristic features of the past. This task will involve you producing a description of a Sainsbury's store in the 1890s.

CHARACTERISTIC OF A SAINSBURY'S STORE IN THE 1890s	EVIDENCE
The shop front <i>"Shop Front Design" page</i>	
Inside the shop <i>"Inside a Store" page</i>	
Decoration and tiling on the walls <i>"Tiles", "Floor Mosaics" and "Stained Glass" pages</i>	Tiles Floor Mosaics Stained Glass
The staff <i>"Working for Sainsbury's" page</i>	Adult male workers Young workers Women workers Delivery boy
Range of goods <i>"Inside a Store" page</i>	

Extension Activity: Use the following writing frame to organise your ideas from this task in an extended piece of writing.

In this activity we researched the characteristic features of a Sainsbury's store in the 1890s. From the evidence we observed we are able to give the following description.

- The shop front was ...
- The interior of the shop was ...
- The internal decoration in the shop was ...
- The staff in the store included ...
- There was a range of goods in the store including...

Task 5
Key Aspect 2

Knowledge and Understanding - People at different levels of society

Focus: Division of work within Sainsbury's business

Historians recognise that people in the past had certain roles in their lives and that these differ from other people in the past. They identify how people had different levels in society and that there was a division of work. This task will involve you investigating whether or not people had different roles within Sainsbury's business and what these roles involved.

DIFFERENT ROLES WITHIN SAINSBURY'S BUSINESS	CHARACTERISTICS OF THE ROLE
Owner of business - J J Sainsbury <i>"Meet the Sainsburys" page</i>	
Manager of a store <i>"Working for Sainsbury's" page</i>	
Young worker <i>"Young Workers at Sainsbury's" pages</i>	
Women workers <i>"Women Working for Sainsbury's" page</i>	
Delivery boy <i>"Delivering the Goods" page</i>	

Extension Activity: Use the following writing frame to organise your ideas from this task in an extended piece of writing.

In this activity we explored the different roles that people had within Sainsbury's as a business. We found that the roles of the owner, store manager, shop worker and delivery boy were very different.

- The job of the owner of the business was to...

- The job of the store manager was to...

- The job of the young worker was to ...

- The jobs of women workers were to ...

- The job of the delivery boy was to ...

Task 6
Key Aspect 4

Historical Enquiry

Focus: An enquiry into the reliability and usefulness of photographic evidence

In order to write about the past historians need evidence. However, they need to be careful in reaching a judgement about how useful the evidence is that they find. All evidence has both strengths and limitations in its usefulness. Sainsbury's archives contain a range of sources of evidence including photographs, postcards, advertisements, employee records and many more. In this task you will be asked to look at a source of evidence and make some judgements about its usefulness.

1. Look at the photograph of a Sainsbury's shop front on the page called "Inside the Store" in the Virtual Museum. Consider what you can learn about Sainsbury's as a business from this evidence: write down as many things as you can. Then consider what you cannot learn about Sainsbury's as a business from this evidence. How might the evidence be incomplete or misleading?
2. Complete the following chart.

WHAT DOES THE PHOTOGRAPH TELLS US ABOUT SAINSBURY'S AS A BUSINESS. ITS STRENGTHS AS A SOURCE OF EVIDENCE	WHAT DOES THE PHOTOGRAPH NOT TELL US ABOUT SAINSBURY'S AS A BUSINESS. ITS LIMITATIONS AS A SOURCE OF EVIDENCE.
Photographic evidence can be very useful. It is a visual image of a scene as it existed at the time. It can provide a wealth of information about a company or the product it sells.	Photographs can be misleading as evidence. You should not make generalisations from a single photograph. The photograph could be stage managed for a particular purpose such as marketing a company or product.

Extension Activity: Use the following writing frame to organise your ideas from this task in an extended piece of writing.

In this activity I investigated the usefulness of a photograph as a source of evidence to find out about Sainsbury's as a business in c1900. I discovered that whilst the photograph was useful in some ways there were also limitations to the usefulness of the evidence it provides.

The photograph was useful for finding out about Sainsbury's as a business in c1900. For example...

However, the photograph was limited in the usefulness of the evidence it provided. For example...

Overall, the photograph was very/not very useful in the amount of evidence it provided about Sainsbury's as a business in c1900. I think this because...

Task 7
Key Aspect 4

Historical Enquiry

Focus: An enquiry into the reliability and usefulness of advertisements as evidence

In order to write about the past historians need evidence. However, they need to be careful in reaching a judgement about how useful the evidence is that they find. All evidence has both strengths and limitations in its usefulness. Sainsbury's archives contain a range of sources of evidence including photographs, postcards, advertisements, employee records and many more. In this task you will be asked to look at a source of evidence and make some judgements about its usefulness.

1. Look at the advertisement of a Sainsbury's shop front on the page called "Cheese" of the Virtual Museum. Consider what you can learn about Sainsbury's as a business from this evidence: write down as many things as you can. Then consider what you cannot learn about Sainsbury's as a business from this evidence. How might the evidence be misleading?
2. Complete the following chart.

WHAT THE ADVERTISEMENT TELLS US ABOUT SAINSBURY'S AS A BUSINESS. ITS STRENGTHS AS A SOURCE OF EVIDENCE	WHAT THE ADVERTISEMENT DOES NOT TELL US ABOUT SAINSBURY'S AS A BUSINESS. ITS LIMITATIONS AS A SOURCE OF EVIDENCE.
Advertisements can provide useful information about the range and quality of the goods and services that a company provides. Companies would not want to advertise goods and services not able to provide because it would undermine the confidence of customers. Therefore the evidence is fairly reliable.	Advertisements are designed to portray a positive image of a business, and will therefore highlight its best points. Advertisements should be treated carefully as evidence about a business.

Extension Activity: Use the following writing frame to organise your ideas from this task in an extended piece of writing.

In this activity I investigated the usefulness of a photograph as a source of evidence to find out about Sainsbury's as a business in 1906. I discovered that whilst the photograph was useful in some ways there were also limitations to the usefulness of the evidence it provides.

The advertisement was useful for finding out about Sainsbury's as a business in 1906. For example...

However, the advertisement was limited in the usefulness of the evidence it provided. For example...

Overall, the advertisement was very/not very useful in the amount of evidence it provided about Sainsbury's as a business in 1906. I think this because...

Task 8
Key Aspect 4

Historical Enquiry

Focus: Comparing the reliability and usefulness of evidence

In order to complete this activity you will need to have completed both Task 6 and Task 7. In doing these tasks you will have reached a judgement about how useful each piece of evidence is in telling us about Sainsbury's as a business in c1900. You will need to use your notes from Task 6 and Task 7 in order to complete this task.

1. Which source, the photograph of the interior of the Guildford store interior or the cheese advertisement of 1894, is most useful to an historian trying to develop an understanding of Sainsbury's as a business in c1900?

Use the following writing frame to help you.

Introduction.

All sources of evidence have strengths and limitations. This is true of both the photograph and the advertisement in providing information about Sainsbury's as a business in c1900. I would argue that the photograph/advertisement (delete as appropriate) is more useful for an historian in gaining an understanding into how Sainsbury's worked as a business.

Paragraph 1.

The photograph of the interior of the Guildford store of 1906 has both strengths and limitation for an historian trying to understand how Sainsbury's worked as a business in c1900.

The strengths of the source are...

The limitations of the source are...

Paragraph 2.

The cheese advertisement of 1894 has both strengths and limitations for an historian trying to understand how Sainsbury's worked as a business in c1900.

The strengths of the source are...

The limitations of the source are...

Paragraph 3.

The main reasons I believe the photograph/advertisement (delete as appropriate) is more useful than the other source are...