Shop

Blogrol1

Birmingham: It's Not Shit loves Birmingham, its people, arts, animals, buildings, parks, grass verges, factories and bus stops. We've even got a soft spot for the Black

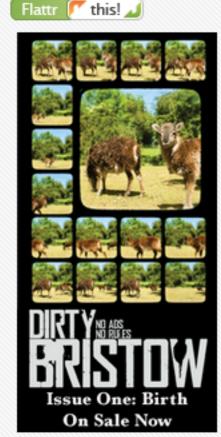
Country.

Articles

Home

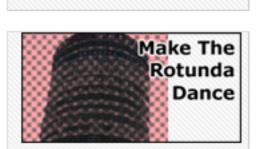
Videos

BriNS runs The Brummie of the Year Award, Talk Like a Brummie Day and organises odd stuff like spending all day on the eleven bus.



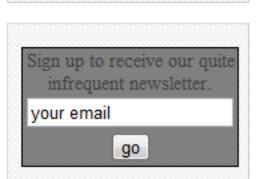
RECENT COMMENTS

Martin red If it was still open, i'm sure the Custard... I use the NME · 1 week ago The Baron What a bunch of cocks. I gave up with it years... I use the NME · 1 week ago Tamar Good of red cage.... And they don't reply when... When is a full car park not a full car park? · 1 week ago Chalkywhite2 eddies the man, i met him at club millenium... Back to the Fewtrell · 1 month ago wolverhampton But Wolverhampton is the worst place ever, Look...



Danny Smith: Backstabbers Guide

to Wolverhampton · 1 month ago



ARCHIVES

Select Month

Birmingham's emotional wellbeing* on Saturday 28th of

IS BRUM HAPPY?

May 2011 07:45: 56.9 % (average) Twice daily scores on Twitter.

*Every ten seconds this site reads the 1000 latest Tweets from within a 10 mile radius of the centre of Birmingham and rates the

words against a database.

How does this work?

Danny Smith: Up Bournville Boulevard 2 February 2010

Brummie Of The Year

By Danny Smith

Misc

Last Tuesday Jon sent me to cover the BBC WM public forum debate about the Kraft takeover of Cadbury, it was held in Bournville. Bournville, for those of you that don't know, was built by the dogooding Cadbury family who thought booze was the devil's piss. Subsequently it's dryer than Gandhi's Black and Decker belt sander. Jon sent me for three reasons; one, Jon is a cruel bastard; two, he had a strong idea that I would find it a boring waste of time; and three, if he and Carl Chinn actually meet the universe will turn inside out and reality itself'll get torn a new arsehole.

The reaction to the news across the the media has ranged from the predicable hysterical cloying nostalgia of 'oh no they're going to make wispas taste of Stilton and and shoot curly wurlys into space, how dare they mess with things from my childhood'. To the sort of surprising cynical capitalism normally reserved for European baddies in Die Hard. Myself, although concerned about the job losses, didn't really give too much of a toss. Cadbury's as a company has been floated as public stock since 1962 where it set about swallowing smaller businesses with almost religious zeal to, ironically enough, control the American market.

I was shocked when I arrived to find a grey horde — my presence bringing the average age down to

about sixty. Seeing as, to me, the only real issue was the potential loss of jobs. There was a

surprising lack of people who actually work there, as opposed to used-to-work-there or my-family'sbeen-working-there-since-we-made-chocolate-from-pterodactyl-eggs. I'd be hard pushed to call the meeting a debate as everyone in the room obviously agreed that the

takeover was a Bad Thing. The main argument then came between the capitalist apologists personified by Eddie Large look-alike Lord Digby 'biggest dog in the world' Jones and Carl Chin, tonight looking like a Vulcan making a guest appearance in a Bristow cartoon. Carl stormed the platform with a series of terrific sound bites and gesticulations, he also managed to cover the first two rows in socialist spittle which is a clear sign you're getting your moneys worth.







Talk

Contact

One woman stood up and said that she "didn't want to see it [Cadbury] turned over to the yanks" as if they were going to force her to wear ten gallon hats and pitch baseball instead of knit. The banter between the panellists turned nasty when LDJ explained there was nothing the government can, or should do to stop overseas investment in this country anybody who said otherwise he said, referring to Comrade Chin, was offering 'empty promises'. It was was about then the atmosphere changed, before it had been one of pleasant — but excited —

solidarity, like Marks and Spencer's during a blackout, but as the feelings of betrayal came out people

started to get upset. The man next to me sniffling in a touching but also gross and really really annoying way. These was no real argument, they just felt hurt, confused and while at a loss to understand the complexities of big business they understood also the inevitability of it. They had questions to ask but what they really wanted was reassurances and to be told it was all going to be all right. It wasn't a good way for the residents to express their feelings because the issues were complicated enough to leave no clear pariah to shout at. It wasn't a good way of disseminating information because there wasn't really any, and as representatives from neither Kraft or Cadbury turned up, and

everybody that still works there was either there working or had an early night because they had to work there in the morning. What does the future hold? Well, on the 2nd of Feb the votes will come in and the shareholders will have voted unanimously in favour of the sale. That's seeing as almost 25% of the shareholders are

it wasn't even a good way of finding out what your average Cadbury worker thought of it all because

Will there be great change? I don't think so, well not immediately. You don't borrow a huge amount of money to acquire a company like Cadbury without respecting it as a brand, a brand with an identity, a story, and an ethos. You don't pay £11.9bn and start fucking with its soul.

If anything Kraft workers in Illinois should be out the front with placards because the money has got to come from somewhere.

The opinions of Danny Smith do not necessarily reflect the views of the publishers of this blog, its

affiliates, or any sane adult human beings. He currently lives in your cupboard, watching, always

watching.

Tags: Birmingham, Bournville, cadbury, history

👉 Like 🦻

hedge funds that stand to double the worth of their stocks.

Showing 3 comments Sort by Oldest first 💌 🖂 Subscribe by email 🔝 Subscribe by RSS



For the record, Rowheath Pavillion, the venue of the debate, does have a bar which opened when the debate ended they do a nice pint there.



Never let the truth get in the way of a good simile.

probablydrunk 1 year ago

bugger - thought when somebody suggested going to the bar at the end and everybody laughed, they were taking the

Like Reply

Add New Comment

Optional: Login below. Connect DISQUS Twitter OpenID

Image

Ş. johnfreeman_dtb 1 year ago From Twitter

RT @peteashton: Very much enjoyed @probablydrunk's reporting of the Bournville / Cadbury public meeting.

peteashton 1 year ago From Twitter

urbanfly 1 year ago From Twitter

RT @probablydrunk: my take on the kraft Cadbury stuff on BIN:S http://ow.ly/12SUL

probablydrunk 1 year ago From Twitter

my take on the kraft Cadbury stuff on BIN:S http://ow.ly/12SUL

bournvillenews 1 year ago From Twitter

For another view of last week's Cadbury debate see @probablydrunk's article: http://ow.ly/12SUL

BirminghamiNS 1 year ago From Twitter

New on BiNS: Danny Smith: Up Bournville Boulevard http://goo.gl/fb/eQZM

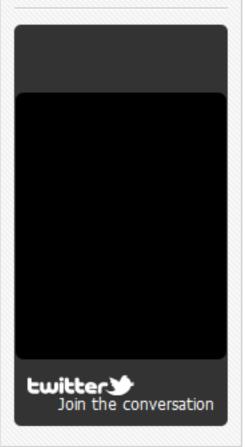
Trackback URL

blog comments powered by DISQUS

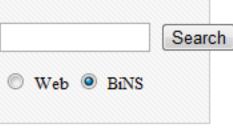
Copyright © 2011 Birmingham: It's Not Shit. All Rights Reserved. Magazine Basic theme designed by Themes by bavotasan.com.

THIS POST BY

@ONBIRMINGHAM -BREAKING BRUM NEWS ON TWITTER







FROM BINS TALK:

celebration of

they?"

DISQUS -

Reply

Reply

Post as ...

Like

Bcultural on "Bcultural - A

Multiculturalism in Birmingham - 5th May" Soesmix on "3 Minute Heroes" Birmingham Against the Cuts on "Demonstrations against Council Cuts" Ghost Nation on "Strap on Jack / True Grit - Where are they?" Anonymous on "Strap on Jack / True Grit - Where are

BiNS is mostly by Jon Bounds, a Birmingham based social web consultant, producer and writer. You can hire him to work on your stuff, or follow him on twitter. There's also the odd bit of stuff from Danny Smith.

Feel free to send us anything you're interested in - or think we might be. If you've got gigs to promote, best to chuck them on the talk board.



Type your comment here.

Reactions

http://bit.ly/a4do0u

Very much enjoyed @probablydrunk's reporting of the Bournville / Cadbury public meeting. http://bit.ly/a4do0u

http://www.birminghami