

How many bags of crisps do we eat in the UK?

An estimated 6bn packets of crisps and 4.4bn bags of savoury snacks a year – that’s around 150 packets a person!

**Teacher Resources**

2

**Theme: UK Manufacturers**

2.7

Manufacturing Area:

**Plymouth**

**Magnum Photographer: Chris Steele-Perkins**

**Cultural Partner - City Museum and Art Gallery**

**Short biography:**

Steele-Perkins has been working internationally since the early 70s and, since joining Magnum in 1979, he has worked extensively in the developing world with a number of highly acclaimed reportages. His recent book ENGLAND, MY ENGLAND offers his very personal retrospective of work shot in England over the last 40 years.

**Photographer’s Commission:**

Plymouth has presented a number of highly successful businesses that have adapted themselves to survive the recession through becoming increasingly bespoke and providing unique products of the highest quality. Chris Steele- Perkins visited a large number of companies producing a wide range of high end goods from sausages, beds and mattresses, recycled tyres, luxury yachts and pens made for royalty and dignitaries. He has also documented a number of small to medium breweries and several organic food product companies, illustrating the rise in popularity and recent success story of the ‘real food’ industry.

**Photographer’s approach:**

“I have been photographing England: the people, the culture, the landscape, the ups and the downs, as a central part of my working life. So, to be commissioned to work around a topic in England that I had done little about in the past, manufacturing, in an area (Plymouth) I had spent little time in, was welcome.

I wanted to look at a variety of manufacturing and in the time-frame of 10 days I thought that one day per company, regardless of size, would be a good distribution of effort and each company should be refreshingly different; and this proved to be the case. My approach is fairly simple. I don't take batteries of lights with me, but I do sometimes use some small flash guns, and generally I don't interfere too much, though I do ask people to perhaps repeat something they have done, or to move in order to change the dynamic of the picture. While my interest is primarily about people, I photograph the things that interest me on different levels too, including details that I notice - fragments of the visual world that the photographer's eye teases out of the mass of ‘stuff’ and so elevates it in significance.

The exception where I really do interfere is by making posed, small-group portraits. Factories are collective enterprises, where teams have to work together. I make a few of these group portraits depending on the place and how I feel. They are pictures that are out of context at one level as they are constructed groupings but all still within the wider context of their work-place and, along with the photographs of process and of details, work together to allow some insight into these factories.”

**Manufacturers visited:**

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| --- |
| 1. Burts Chips (crisps) |
| 2. Spinnaker International (electronic cash protection systems) |
| 3. Westaways Sausages (sausages) |
| 4. Summerskills Brewery (brewers) |
| 5. Dartmoor Brewery (brewers) |
| 6. Tavy Ales (brewers) |
| 7. Conway Stewart (pens) |
| 8. Vi-Spring (luxury hand-made beds) |
| 9. Tideford Organic Foods (soups, sauces, pesto, porridge.) |
| 10.Bandvulc Tyres Ltd (tyres) |
| 11.Princess Yachts (yachts) |

**Quotes from manufacturers:**

Burts Chips - “As producers of award-winning British potato chips, at Burts Chips we take pride not only in the quality of our crisps, but also in those that hand-cook each batch of crunchy chips, the whole supply chain and the manufacturing techniques that we have introduced to the premium crisp category.

“Our recent re-brand took care to highlight this by bringing to the front of pack the figure behind Burts, be that the fryer or farmer, dressed in a checked shirt and wearing a Burts apron with its hands placed proudly on its hips, an image that shouts hand-crafted, artisan and provenance – values at the heart of Burts Chips. The name of the fryer that hand-cooked each pack is also clearly displayed on each eye-catching, colourful bag, representing the personal touch that the company has become well known for.

“The work of *Open for Business* therefore complements Burts existing values and provides a platform to demonstrate examples from across the country of British manufacturing at its best. Through the alternative medium of art, we hope to tell the full story of our crisps, to a wider audience and to fully acknowledge the care and hard work that goes on behind the scenes in their production.”

**Leane Bramhall, Marketing Director**

VI-SPRING- “Vi-Spring is delighted to be taking part in Multistory’s ‘Open for Business’ project. We’ve been handcrafting the finest luxury beds for more than a century, and from our Devon base, export to Europe, North America and Asia. We’re proud to be flying the flag for British manufacturing on the global stage and look forward to sharing our story through this exhibition.”

“British manufacturing is often seen as a thing of the past, whereas in reality, there are companies across the UK helping to drive the economy forward. It’s about time British manufacturing started to shout about its achievements, and Multistory has secured world-renowned photographers to document our combined successes. These stories are rarely told through art, which makes this project so exciting. Open for Business will allow people who’ve never stepped foot inside a factory, to see the positive impact British manufacturing has on the local community, economy and UK PLC. “

**Mike Meehan, Managing Director**

Level of Engagement:

**Cross-Curricular**

Activity Name:

**Burt’s Chips**

Aim of Activity:

Using the example of Burt’s Chips, this activity is about innovative marketing and design of products and packaging.

**Burt’s Chips**

This activity is ………….

A cross-curricular product design and marketing project.

Before the project……….

Work with colleagues in other departments to plan a cross-curricular programme – use the planning forms that are available.

Decide on key factors such as which subjects to include, how to distribute responsibility and what are your aspirations for your shared learning outcomes.

Start by……….  
Selecting a range of Chris Steele-Perkins images from *Open for Business*. Explain to the class or project group the innovative use of personalised marketing employed by Burt’s Chips – putting the employee (fryer / farmer) onto the packaging and naming them.

Set out a task to create new packaging and or products that interest the pupils.

Next……….  
Enable pupils to undertake their own research, either individually or in groups. Once agreed on a project focus, pupils can create their new or adapted product / packaging using a range of media – this could be designed in ICT using graphics software, it could be hand-drawn in Art, or technically mapped out in Design Technology. Working across curriculum areas should give pupils access to a range of resources.

Next ……….

Develop content – encourage the pupils to photograph people for their packaging, posing as workers / employees – what sort of look are they trying to achieve visually?

Finally……….

In English, develop creative writing pieces to persuade consumers to ‘buy’ their product – what are their unique selling points, what do they think people will want to know about workers in their industry / sector.

Options for Delivery / Timescale:

The timescale for this sort of project across departments in school will vary from setting to setting – it has to work for you and your pupils, so find out where there may be flexibility to create cross-curricular development. Talk to the SMT and ensure that there is positive endorsement from the Headteacher – it will work best if the whole school / key stage are able to understand the aims and potential outcomes of such a project before you start. It may be that this is something that could be achieved in an intensive period, such as a 3 day collapsed timetable, or Super Learning Days – or it may be that you have some cross-curricular flexibility in your school already and can work in the project over the period of a half term or a term, scheduling regular project sessions.

Curriculum Links:

The intention is that with cross-curricular projects relating to *Open for Business*, you can incorporate as many subjects areas or as few as you like. It is important that you can make relevant links to curriculum for teaching and learning, and that you plan content with colleagues carefully.

Learning outcomes and curriculum links………

* thinking and decision making
* investigating and imagining
* interpreting information
* working with others and developing social skills
* valuing others opinions
* discipline
* developing questioning skills and exploring how they can be used to elicit important information
* research skills

Extension Activities:

Develop the project into a competition in school, inviting other year groups / classes to take part. Who are their characters and what are their stories?

Incorporating branding / logo development activities into the project.