

Episode 43: **Our True Intent Is All For Your Delight: Butlin's & Seaside Resort Culture**



The Great Eastern Railway began an ad campaign as early as 1870 to encourage Britons to take advantage of opportunities to visit the seaside (Shawshots/Alamy)



Victorian leisure often leaned into the macabre or even bizarre. Many travelled to view mummy unwrapping events, taking home “mummy dust” as a souvenir (Photo from: <https://pathologicalbodiesproject.home.blog/2021/03/20/the-victorians-as-dark-tourists-mortality-morbidty-and-the-macabre/>)



Victorian Pleasure Piers offered offered up affordable fun and leisure to the working classes and were the precursor to holiday camps (Photo from

https://racingnelliebly.com/strange_times/victorian-era-pleasure-piers-working-class-holiday/)



Women on holiday in Hastings, East Sussex, in 1938. Take note of the climbing attire and gear 🧐 (Getty)



Holidaymakers heading to the seaside from Paddington Station, 1910 (Getty)

SOCIALIST HOLIDAY CAMP.

CAISTER-ON-SEA, GREAT YARMOUTH.

Open to both Sexes from May 1 to October.

**Terms inclusive: 21s. per week in Tents,
26s. Indoors.**

Fine Sea Views. Bracing Air. Lovely Gardens.

An Ideal Holiday Resort for Suffragettes.

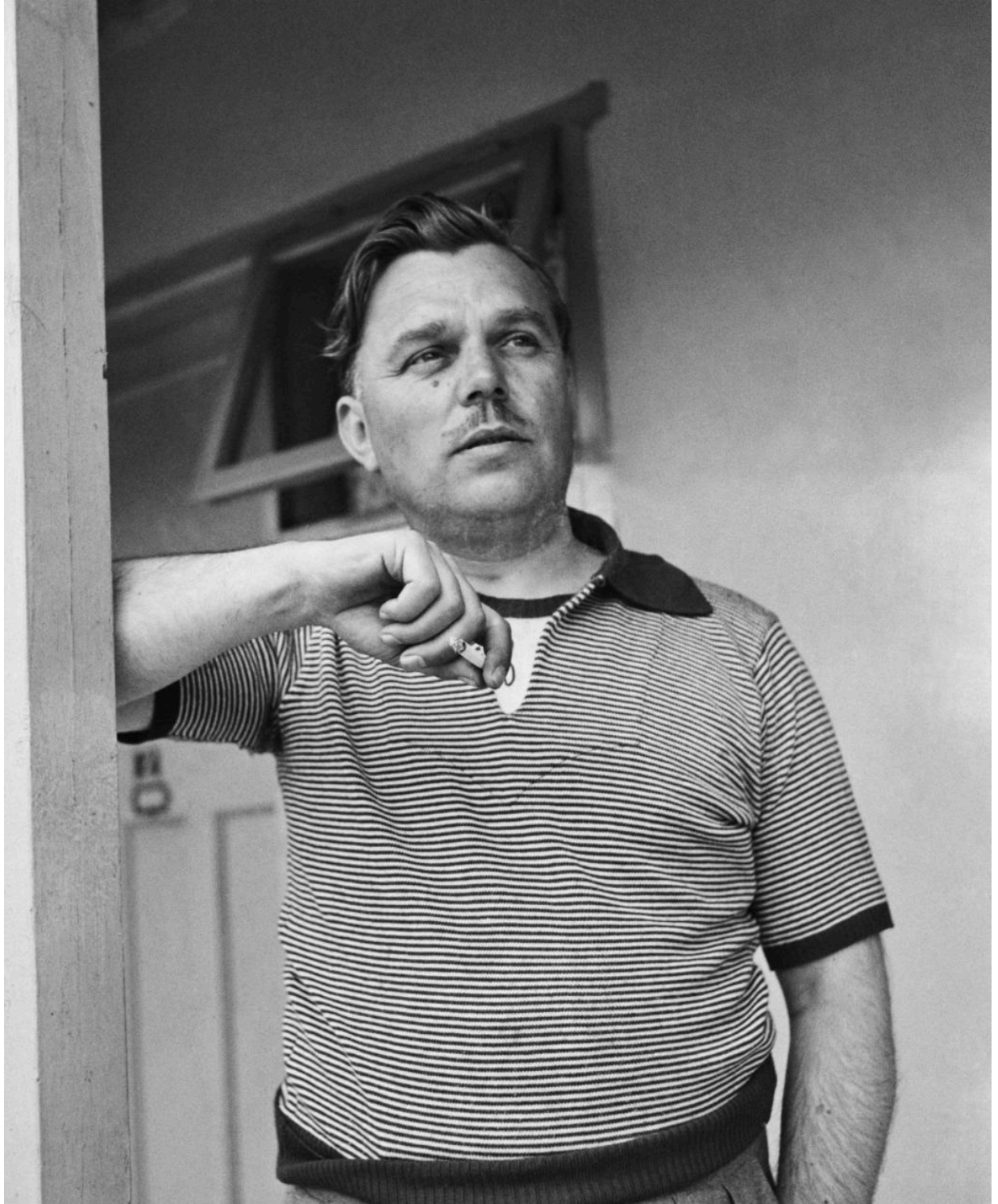
Weekly trips every Wednesday from London 8s. 6d. return.

ALL SURPLUS PROFITS FOR THE CAUSE.

Apply, enclosing Stamp for Booklet, to—

J. FLETCHER DODD.

'An ideal holiday resort for Suffragettes,' with 'surplus profit' going towards 'the cause.' *Votes for Women* advert, 7 July 1911



Sir William Heygate Edmund Colborne Butlin MBE, aka Billy Butlin, the founder of Butlin's Holiday Camps (Getty)



**COMMUNITY SINGING—THE LADS AND LASSES LET THEMSELVES GO
AT FILEY HOLIDAY CAMP : Mass enthusiasm is what Mr. Butlin
seeks to create, and he succeeds mightily**

From *The Sphere*, 9 November 1946



Fun in the pool at Butlin's Minehead, 1962 (Photo Courtesy of Mirrorpix)



A Butlin's advert from the mid-twentieth century (Photo courtesy of <https://nostalgiacentral.com/pop-culture/fads/butlins/>)



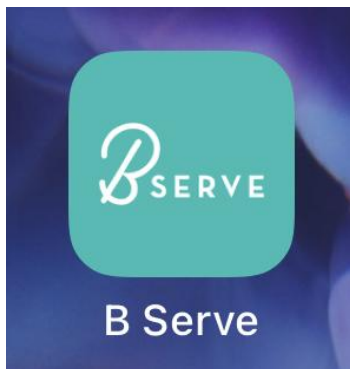
The Redcoats at Butlin's Skegness, 1963. The Redcoats encouraged all at camp to be active and engaged



An aerial view of Butlin's Minehead. Note the physical enormity of the resort (Getty, 2016)



Butlin's Bognor Regis in the 1960s (Photo from <https://www.seasidehistory.co.uk/butlins.html>)



Butlin's today - be sure to download the app prior to arrival so you don't miss a thing!



You just never know who might show up at Butlin's...

Make a Butlin's on the Beach with Jen & Mares!

You'll need:

- 50 ml (1.5 oz) vodka
- 25 ml (.75 oz) Archer's (Peach Schnapps is an acceptable substitute)
- 50 ml (1.5 oz) cranberry juice
- 50 ml (1.5 oz) orange juice
- cherries and orange slices for garnish
- ice

Procedure:

- Add the desired amount of ice to a tall class (or a coconut cup!)
- Add the vodka, followed by the Archer's or Peach Schnapps, and top with the orange juice and cranberry juice
- Stir vigorously
- Add the orange slices and cherries for garnish if desired. Cheers!

Visit the Butlin's website at <https://www.butlins.com>

Sources

The Demand for Working-Class Seaside Holidays in Victorian England: <https://www-jstor-org>

A basic introduction to holiday camps:

https://en.m.wikipedia.org/wiki/Holiday_camp#:~:text=By%20the%20early%201920s%2C%20C%20aister,Hemsby%2C%20Norfolk%20called%20Potters%20Camp.

The Butlin's Story:

<https://www.mirror.co.uk/lifestyle/travel/british-breaks/butlins-fascinating-story-iconic-british-125623>

A film about Butlin's Minehead:

<https://player.bfi.org.uk/free/film/watch-butlins-opens-at-minehead-1962-online>

Holiday Camps in the Twentieth Century:

<https://www.journals.uchicago.edu/doi/10.1086/669764>

Lovely Vintage Holiday Photos:

https://www.dailymail.co.uk/travel/travel_news/article-3344051/amp/Vintage-photos-British-holidays-100-years-ago.html

The Holiday Camp Phenomenon:

<https://blog.britishnewspaperarchive.co.uk/2019/07/30/the-holiday-camp-phenomenon/>

Billy Butlin:

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Risqué Butlin's?!

<https://www.thefreelibrary.com/People+investigation%3A+PIMP+OF+BUTLINS%3B+We+expose+sex+scandal+at...-a0102637847>

The Great British Seaside Holiday:

<https://www.historic-uk.com/CultureUK/Great-British-Seaside-Holiday/>

A Typical Butlin's Day:

<https://www.butlins-memories.com/competitions/index.htm>

And...

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