



SOCIAL STORY

2024



This document has been designed to help prepare you for a visit to Cadbury World.

If you have any further questions after reading, our friendly team are happy to help further.

**You can contact us via email on
cadburyworldreservations@merlinentertainments.biz**

Or call us on 0121 828 9300

My Cadbury World Visit

I am visiting Cadbury World soon, it will be an exciting day with lots of new sights, sounds and smells. I am going to travel there by:

- ☐ Train
- ☐ Car
- ☐ Bus
- ☐ Walking

When I arrive at Cadbury World, I will see a car park. The car park may be busy, and it might take some time to find a space, but we will park the car and head towards the big glass windows and doors. This is the entrance to Cadbury World.



When I enter the building, there will be a big reception area on the left. The Cadbury World Shop will be inside here too, along with the Cadbury World Café on the right hand side. There may be lots of other people waiting around too, excited about having a fun day out. When I get to the Reception Desk, I will speak to one of the friendly team members, who may give me an access wristband to wear during my visit.



If I need to use the toilet before I enter, there are lots of them to the left hand side of the Reception area, and a Changing Places room if I need it.



I will have an entry time on my ticket. When it's time to go into the exhibition part of Cadbury World, I need to show my ticket to a lovely member of the Cadbury World team. They will give me a yummy Cadbury chocolate bar too!

When I go into Zone 1, there will be a pretend jungle. This area is called the **Aztec Jungle**. There may be some strange sounds and smells in here. There is also a little bridge with water under it, and statues of Aztec people. It will be darker in here than it was in the reception area, so I need to be prepared for this.



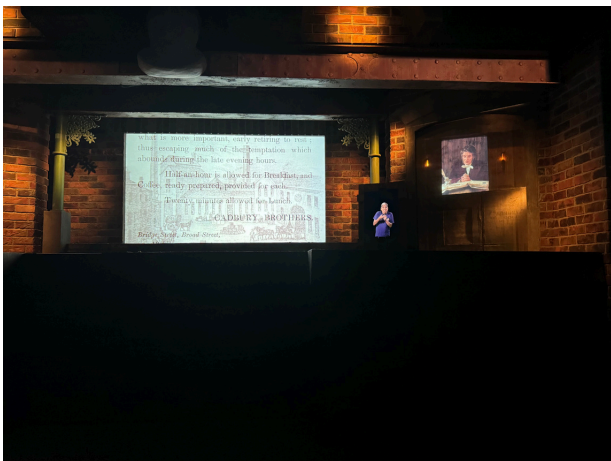
Zone 2 is called **Journey To Europe**. Here I will get to watch mini theatre presentations about how chocolate arrived in Europe. It is also dark in this zone too, but if it gets too much for me, it is easy to go straight through to the next zone.

Zone 3 is called **Bull Street**. In this room, there is a pretend shop and pretend buildings. I will meet a team member who will tell me about how Cadbury chocolate first began. There may be a lot of people in this room with me, but it will only be for 7 minutes.

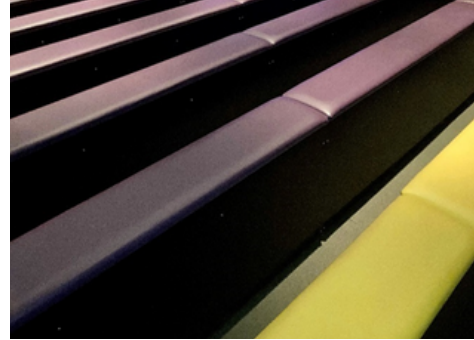
There is a clock on the wall to help me count down the time. The clock will change and I will see a video of John Cadbury talking on the screen until the doors open to let me through to the next zone.



Zone 4 is called **The Cadbury Story**, and it is a little dark in this room. In here, I will sit on a bench and watch a video about the history of the Cadbury family. I will get to learn about the history of Bournville Village, which is home to both the Cadbury factory and Cadbury World.



Zone 5 is the **Making Chocolate Story**. In here is a small cinema screen where I will get to learn how chocolate is made. It may get a little loud in here, and there are some special lighting effects and rollers on the ceiling which roll to show me how cocoa beans are used. There will also be some benches in here that move and shake sideways, but if I don't like this then I can sit on the yellow bench at the back. The yellow bench stays still. The team member in here will remind me which colour to sit on so that I am comfortable.



Zone 6 is called **Manufacturing**. It is purple and white in here, and in this room I get to play with interactive buttons and watch a video on different screens which will show me how some of my favourite Cadbury chocolates are made.



After zone 6, I will go up a small slope and into the next zone. There are some more toilets to my left if I need to use them. These toilets are unisex and have baby changing facilities, but if I need to use the Changing Places space, I need to go back to Reception. I can ask a team member for help at any time if I need it.



When I go past these toilets, there may be a group of people in front of me, and so I may have to wait for a few minutes until they move on.

In front of me there will be a Demonstration Table. This is the beginning of the **Chocolate Making** zone, which is zone 7. Here, a chocolatier will show me more about how to make chocolate on a cold marble table that has a large mirror above it. I will listen and learn about how chocolates used to be made by hand.

When the demonstration is finished I will go underneath a pretend chocolate archway. There is a tilted jug that looks like it is going to pour chocolate over my head, but this is not real.

I will be able to smell chocolate in this zone, and there is a counter where I will get to taste a pot of yummy melted chocolate if I want to. I can also choose to add one or two toppings if I would like, but it is okay if I just want the melted chocolate on its own. I might have to wait for a few people in front of me to get their pot of chocolate first, but it won't take long, and the team members are really friendly!

In this zone, I can look through windows and see chocolatiers decorating chocolate products which I will see later in the Cadbury World Shop. There are also some seats for me to take a rest if I want to, and there is no rush to follow other people if I want to go slower.



There will be another pretend chocolate archway to go through as I leave the Chocolate Making zone. As I approach this, there may be a queue of people in front of me. On busy days, this is the beginning of the queue for the Cadbury Chocolate Quest ride. At busy times, it can become quite congested and noisy in this area, but if it becomes too much and I want to leave this zone at any time - I can ask a member of the Cadbury World team for help, and they will assist me. I can leave this zone and come back later when I feel ready.

If there is no queue of people, then I will continue on through the archway towards the next zone and then the ride.



Zone 8 is called **Advertising Avenue**. It is very dark in here and the walls and the floor look like they are covered in chocolate, but this is pretend too. Sometimes the floor can seem a little uneven so I must take care when going through here. As I go through this zone, I will see some old Cadbury posters, and some of Cadbury's most memorable adverts.



Inside this zone, I will see there are two queue lines for the Cadbury Chocolate Quest ride. If I have an access wristband, I will queue to the left of the barrier. If I do not need access assistance, I can queue to the right side of the barrier. I will use the signs to help me decide.

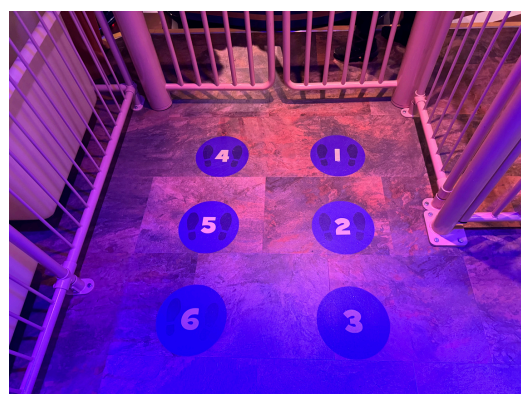
If I decide to queue in the left side, but it becomes too much for me, I can speak to a member of the Cadbury World team, and they will help me leave this area if I want to.

As I come to the boarding station for the ride, I will go underneath another bridge, and there is a ramp and some railings. As I approach this, the music will become louder, and there is a screen with an animation of Freddo and some Buttons monkeys telling me about the ride. I can watch this if I want to to understand more about what to expect. There will also be a team member there who I can ask questions if I want to.



To board the ride, I will follow the instructions and assistance from the ride operators, who will help me go the right way, and comfortably get into the ride car. If I need wheelchair access, the ride operators will help me and show me where to go.

I will speak to the ride operators before boarding, but if I decide I do not want to ride, I can skip it and go straight to the shop.



The **Cadbury Chocolate Quest** ride is a trackless indoor dark ride, which has pretend laser guns called 'Cadbury Collectors' for me to use when I ride. There is music, a voiceover from Freddo, coloured lights and dark spaces throughout. The ride car will take me through a pretend rainforest, a pretend farm, a pretend tunnel and a pretend factory, and I will zap the cocoa pods and milk bottles on the screens to get a score. I can also look out for the pretend 3D monkeys and cows which move. In the pretend tunnel, I might get splashed with a little bit of water. In the last room, there is some chocolate flowing through a machine, but this is pretend too.

The ride cars move around a bit, and it is quite dark and noisy inside. When I get off the ride, I will be given a bar of yummy Cadbury chocolate as I exit.



After the ride, I will enter the **Cadbury World Shop**. This is where I can purchase lots of chocolatey goodies if I want to! I can pay using card or cash, and I can ask any of the team in their purple uniforms for help. At busy times, there might be a lot of people in here with me, and if it becomes too much for me, I can leave and come back later.



When I exit the shop, I will be back to the Reception Area where I started. To continue to the rest of the zones, I need to go back outside using the automatic doors, and then turn right. This will take me to a set of stairs, or there is a ramp on the left I can use if I need it.

At the bottom of the stairs, there will be a ramp with arrows on the ground. I will follow the arrows to the little brown ticket hut. Here I will need to show my ticket again.

Once I am through the hut, I will follow the signs for **The Bournville Experience**, which is the next zone. There are a few steps to get inside the sliding door here, or I can use another ramp if I need it. Inside this zone there is lots to look at and read if I want to, including lots of Cadbury themed memorabilia (items such as mugs, old advertisements and vintage products). It is a little bit dark in places, and there is some relaxing music playing in here.



The next zone is called the **Have A Go** zone. As I go in, there is a pretend shop called 'Sweet Delights' on my left, which has lots of Cadbury chocolate products from over the years inside. I can look through the glass and look at lots of different colourful wrappers!



On the walls, there is pretend chocolate coming from the ceiling, and a giant gold vat in the middle of the room. It will smell chocolatey in this zone, but the chocolate in here is just for demonstration only, so I am not allowed to eat it. I will get to try doodling on the tables using a bottle of liquid chocolate, and then learn how to hand-temper chocolate (how to cool it down and make it shiny).



The chocolatiers in here are really friendly and will help me to have a go myself. In this zone, there is different music playing over the speakers to the last zone, and it can be busy and loud in here.

If I get messy while I am having a go, there are sinks by the windows where I can wash my hands.



When I leave this zone, I will be back outside, there is some steps to go down, or a ramp to follow to get to a yellow tunnel. The yellow tunnel will take me to the entrance to the **4D Chocolate Adventure** cinema.



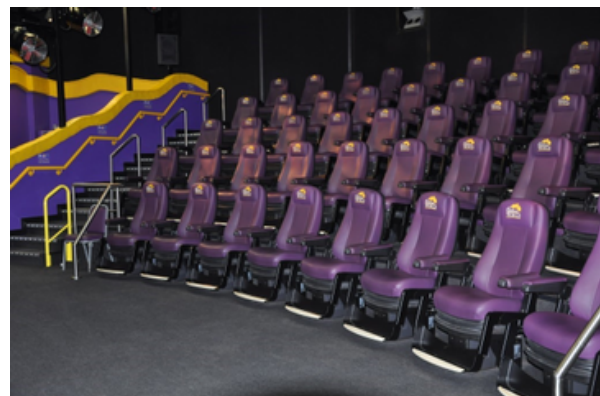
To get inside the cinema, I first will go into a small interactive room that looks like a lift, but this is pretend. Above my head will be a video of Mr Parrot, who will take us down to the next room. It can get quite loud and shaky in here, and if I do not like this I can tell a member of the team before I go in, and they will take me to the next area without going in the lift.

In the next room, it is very colourful, and we may get to watch a fun cartoon while we wait for the cinema to be ready. There are some doors on the left, and when they open I will be taken into a room that looks like a cinema. I will be given a pair of 3D glasses, and I will be directed to a purple seat that will move.



If I don't want to use a moving seat, there are some chairs available at the front of the room that do not move. It will be quite noisy in here, but if I have any concerns I can ask a team member for help.

On the cinema screen, it will show a cartoon of some of the Cadbury characters, as well as an animated air ship, and a pretend rollercoaster.



When the cinema has finished, I will leave through a room with some moving pictures on the walls. I can look out for the Cadbury gorilla with his knitting!



The next zone is called the **Green Screen** and this room is very colourful, and there are some interactive games I can play on little screens while I wait. When it is my turn, I can do some silly poses for my photos.



On my way out of here, I can view my photos at the tills, and purchase them if I would like to.

When I exit, I will be back outside, and I will be able to see some benches and the **African Adventure Play Area**. I can play here if I like, and there is a special zone for me if I am under 5 years old. There is also a wheelchair accessible section if I need it.

I can also stop to have a snack on one of the picnic benches outside if I want to.



When I go back around to the front of the building, I might also see the one of the Cadbury characters. The characters could be Freddo, the Caramel Bunny, Mr Parrot or Bertie Basset.

I can have a photograph with them, or give them a high five if I would like to.



The **Cadbury World Café** is inside the Reception Area, and they have lots of chocolatey treats, snacks and drinks for me to purchase if I want to. I can also go back to the **Cadbury World Shop** and pick up any last minute goodies I want to take home with me!



That is the end of my visit to Cadbury World,
I will now make my way home.

**I now feel prepared to visit
Cadbury World and I know
what to expect.**

**If I have any questions, I
can email or call to get in
touch with the team.**

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