Evaluation of Worcestershire World War 100

April 2019
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Introduction

Worcestershire World War 100 (WWW100) commemorated events throughout the fifty-two months of the First World War in several continents and countries with which Worcestershire had a connection. This was a wide-reaching project covering the whole of Worcestershire, a county of some 670 square miles (1735.3 square kilometres). The project lasted five years from January 2014 to the end of 2019 with events taking place in venues ranging from Worcester Cathedral to a bell tent in urban parks. A Project Officer facilitated the five-year programme, exploring the impact of the War on areas such as Worcestershire’s families, soldiers, landscape, businesses and culture.

The focus of the project was on the stories of Worcestershire people - be that in munitions or healthcare, local personalities such as Fred Dancox VC, Vesta Tilley and Studdert-Kennedy, or commemorating specific battle engagements relevant to the county regiments including Gheluvelt, Gallipoli, Huj and Passchendaele.

The project aimed to provide activities to bring in the wider community and to create dialogue between the different sections of society - leaving a legacy of improved relationships and dispelling any pre-conceived ideas that age groups may have of one another. Though the project there was a focus on engagement of non-participating audiences, widening engagement and outreach of activities and participating institutions.

Outreach activities also included follow-on touring exhibitions to non-museum venues to widen access. The public donated or loaned items, ensuring the preservation of, and access to, this new material for the future. Physical and virtual heritage trails and an interactive website maximised participation, and the material gathered contributed to and developed the informal and formal heritage learning offer across the county. Special efforts were made to involve young people for whom the War may seem very remote, by involving schools, Cadets, Scouts and Guides and other young people’s organisations.

The working approach of the project was designed to strengthen cultural partnerships, begun whilst developing the shared project vision. There is a relatively small heritage community in Worcestershire, and a willingness for groups to work together. An HLF Round One Funded project around cultural heritage partnership brought together twelve Worcestershire organisations to highlight and share existing First World War (1914-18) material from the museum, archive, archaeological and other collections. A county wide exhibition comprising partner ‘galleries’ was produced, the approach to which was multi-site and multi-themed in order to appeal to a wide audience range and to be promoted as a linked venue trail.

As part of the final reporting of this project, the project team commissioned Earthen Lamp to produce an evaluation report. This report summarises relevant quantitative and qualitative data collected from the project by the project delivery team and partners, highlights particular successes, illuminates areas of weakness, and indicates some lessons learned. In addition to addressing the areas outlined above, the report also draws out recommendations to inform future projects of a similar nature.

Project summary

Since 2014 cultural and heritage organisations from across Worcestershire have been working together to commemorate the centenary of World War One with an outstanding programme of events and activities under the banner Worcestershire World War One Hundred.
The programme, which received the largest Heritage Lottery Fund First World War Grant outside London, has held displays, services, children’s activities, visited schools with education resources, shown films, produced legacy trails in print and online, published a daily diary of events in county newspapers, supported local commemorative projects, and collected the documents and stories of the county in the People's Collection.

The Project commemorated key battles, individual soldiers, linked with towns in France and Belgium, investigated the work on the Home Front, in the Vale of Evesham and in munitions factories in Redditch and Worcester, and recorded details of war memorials.

Over 60 people have volunteered and over 100,000 have participated or visited WWW100 activities all across the county, as well as working with veteran associations of conflicts since 1918.
Evaluation approach

The aim of this evaluation is to present a mix of numerical and qualitative impacts and a range of learning and recommendations. In order to do this, a mixed methodology of data collection was used. The methodology had the following considerations:

- Collate quantitative and qualitative data from project team
- Represent partners and project team perspectives through additional interviews and email feedback
- Collate information from the range of events and activities compiled in the project reports

In establishing a tailored approach towards the monitoring and evaluation of the events, activities, actions and impacts within the project, HLF guidance on best practice in evaluation has been taken into account. In this respect, the approach, objectives and processes involved are firmly focused on assessing both short- and long-term benefits and thus outputs and outcomes, some of which will be longer term, developing after the project and national commemorations have finished in late 2018.

This end of project evaluation draws together key performance indicators, and where possible a summation of numbers of participants/attendees and changing views about the role of Worcestershire’s WW1 heritage, based on the activity monitoring that took place. It also sets out the reflections and recommendations from the project: successes; challenges; and lessons learned.

Throughout the project, metrics were captured in a core Participation Log spreadsheet, used to record statistics on the following areas:

1. Number of events organised under the HLF project banner - activity/ event/ learning programme/ volunteer session, etc
2. Number of events based on WW1 Centenary organised independently in the county
3. Numbers of people attending events/participating in activities
4. Attendance numbers of partners and volunteers time input leading/ helping (demonstrating their match contribution)
5. Numbers of people visiting the City Museum and Art Gallery (currently c73,000 per annum), and other museums, and additional numbers due to the subject matter
6. Numbers of people visiting The Hive (approx. 1 million in the first year)
7. Number of acquisitions collected / loaned through the project
8. Numbers of volunteers involved in the project
9. Hours of training given through the project and the associated thematic areas the training covers - identifying the number of people trained, skills headings covering conservation, historic research, exhibition development, audience engagement and management. Structured programmes of on-the-job training, skill-sharing, work- based learning and work experience, and distinguishing between training for partners/ staff and for volunteers
10. Website and social media hits, and key downloads, subject matter of interest
11. Press coverage, event photographic and other records of events

Some of these have been reported on through the project reports to HLF through the project period.
Events and activities of Worcestershire World War 100

The project involved a varied range of activity aimed at different target groups. In summary, the events and activities of the project were grouped into five main strands of work. An overview of each strand of activity, its location and target group are presented below.

**Interpretation and events**

The initial work plan identified 19 projects under this strand and worked across a range of partners. Activities included exhibitions and events of varying scales aimed to reach a range of audiences and addressed multiple Heritage Lottery Fund priorities. The projects and target groups were as follows:

<table>
<thead>
<tr>
<th>No.</th>
<th>Title / Type of activity</th>
<th>Location or partner</th>
<th>Audience groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.</td>
<td>Back in Blighty – extended temporary exhibition</td>
<td>Avoncroft</td>
<td>Existing museum visitors, Families, Older couples, Primary schools, Historic building specialists / architects, Tourists</td>
</tr>
<tr>
<td>12.</td>
<td>Voluntary Aid Detachment Hospital – museum workshops, re-enactments, digitisation of autograph albums</td>
<td>St Mary’s Mount Battenhall Worcester</td>
<td>Existing girls school students and families, Former students, Local families, Older couples, Primary / High schools, Historic building specialists / architects, Users of online resources, Museum visitors</td>
</tr>
<tr>
<td>13.</td>
<td>Conservation of paper and photographic archives from local communities</td>
<td>Archives staff</td>
<td>Varied local community audiences, Families, Older couples, Primary schools, Tourists, Virtual / online researchers</td>
</tr>
<tr>
<td>14.</td>
<td>Battle of Gheluvelt exhibition</td>
<td>MAG / Worcestershire Regiment Museum, Worcestershire Solder Gallery</td>
<td>Existing &amp; new museum visitors, Families, Older couples, WW1 descendants, Primary / High schools, Tourists, Rural communities (tour)</td>
</tr>
<tr>
<td>15.</td>
<td>Curatorial assistant and biography development / interpretation</td>
<td>Worcester Museum and Art Gallery</td>
<td>Existing &amp; new museum visitors, Families, Older couples, WW1 descendants, Primary / High schools, Tourists, Rural communities (tour)</td>
</tr>
<tr>
<td>16.</td>
<td>Battle of Neuve Chapelle exhibition</td>
<td>MAG / Worcestershire Regiment Museum</td>
<td>Existing &amp; new museum visitors, Families, Older couples, WW1 descendants, Primary / High schools, Tourists, Rural communities (tour)</td>
</tr>
<tr>
<td>No.</td>
<td>Description</td>
<td>Location</td>
<td>Participants</td>
</tr>
<tr>
<td>-----</td>
<td>------------------------------------------------------------------------------</td>
<td>-----------------------------------------------</td>
<td>------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>17</td>
<td>Hartlebury Voluntary aid Detachment Hospital conservation and loan of objects</td>
<td>George Marshall Medical Museum</td>
<td>Directly for benefit of objects Conservation and museum staff</td>
</tr>
<tr>
<td>18</td>
<td>Rev. Studdert-Kennedy exhibition (demountable and tourable)</td>
<td>Worcester Cathedral</td>
<td>Existing Cathedral congregation New visitors Families Older couples WW1 descendants Primary / High schools Tourists Rural communities (tour)</td>
</tr>
<tr>
<td>19</td>
<td>Research bursary recruitment for project exploring first female House Surgeon at Worcester general Infirmary</td>
<td>University department George Marshall Medical Museum</td>
<td>Infirmary visitors Online researchers</td>
</tr>
<tr>
<td>20</td>
<td>Vesta Tilley touring display and musical events</td>
<td>The Commandery</td>
<td>Existing &amp; new museum visitors Families Old couples WW1 descendants Primary / High schools Tourists Rural communities (tour)</td>
</tr>
<tr>
<td>21</td>
<td>Battle of Qatia exhibition</td>
<td>MAG / Worcestershire Yeomanry Museum</td>
<td>Existing &amp; new museum visitors Families Old couples WW1 descendants Primary / High schools Tourists Rural communities (tour)</td>
</tr>
<tr>
<td>22</td>
<td>VAD Hospital Exhibition telling stories of those engaged with Hartlebury Castle</td>
<td>Hartlebury, Worcestershire County Museum</td>
<td>Existing &amp; new museum visitors Families Old couples WW1 descendants Primary / High schools Tourists Rural communities (tour)</td>
</tr>
<tr>
<td>23</td>
<td>Battle of the Somme exhibition</td>
<td>MAG / Worcestershire Regimental Museum</td>
<td>Existing &amp; new museum visitors Families Old couples WW1 descendants Primary / High schools Tourists Rural communities (tour)</td>
</tr>
<tr>
<td>24</td>
<td>Bursary and display for research into the impact of WW1 on medicine and health care in Worcestershire</td>
<td>GMMM The Infirmary</td>
<td>University department GMMM (George Marshall Medical Museum) Infirmary visitors Online researchers</td>
</tr>
<tr>
<td>25</td>
<td>The Charge at Huj, Palestine</td>
<td>MAG / Worcestershire Yeomanry Museum</td>
<td>Existing &amp; new museum visitors Families Old couples WW1 descendants Primary / High schools Tourists Rural communities (tour)</td>
</tr>
<tr>
<td>26</td>
<td>Curatorial assistant recruitment MAG to develop Home Front and</td>
<td>MAG</td>
<td>Existing &amp; new museum visitors Families</td>
</tr>
</tbody>
</table>
### Legacies of the Great War exhibitions

- **I17. Passchendaele exhibition**
  - Location: MAG / Worcestershire Regimental Museum
  - Audience: Existing & new museum visitors, Families, Older couples, WW1 descendants, Primary / High schools, Tourists, Rural communities (tour)

- **I18. The German Offensive exhibition**
  - Location: MAG / Worcestershire Regimental Museum
  - Audience: Existing & new museum visitors, Families, Older couples, WW1 descendants, Primary / High schools, Tourists, Rural communities (tour)

- **I19. Study of Powick Asylum to explore the impact of WW1 on mental health**
  - Location: University department GMMM
  - Audience: Infirmary visitors, WW1 descendants, Online researchers

### Education and lifelong learning

The initial work plan identified 17 projects under this strand. The strand included a steering role from the University of Worcester and connections to academic research related to World War One. It should be noted that five of the 17 projects were not funded through the HLF grant however were connected to the WWW100 programme of work. The projects and target groups were as follows:

<table>
<thead>
<tr>
<th>No.</th>
<th>Title / Type of activity</th>
<th>Location or partner</th>
<th>Audience groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>E2.</td>
<td>The People’s Archive Collection – Display and digitisation of archives / objects / ephemera as uncovered / brought in by families</td>
<td>The Hive, Worcester City Museum. Guildhall and Tudor House</td>
<td>Local residents and families. School students and University researchers</td>
</tr>
<tr>
<td>E3.</td>
<td>County Museum on the Move – non HLF</td>
<td></td>
<td>School children, community centre users, care home residents, local residents</td>
</tr>
<tr>
<td>E5.</td>
<td>Concert Parties - Avoncroft</td>
<td>Avoncroft Museum</td>
<td>Regular and non-regular visitors. Local residents. Tourists</td>
</tr>
<tr>
<td>E6.</td>
<td>Website with educational content and other resources</td>
<td></td>
<td>Existing archive web users and other researchers</td>
</tr>
<tr>
<td>E8.</td>
<td>Schools Education lead up to Christmas</td>
<td>Worcester Museum &amp; Art Gallery</td>
<td>Primary School children and families</td>
</tr>
<tr>
<td>E9.</td>
<td>Digital Roll of Honour Casualty build up numbers</td>
<td></td>
<td>Local residents. Museum visitors and non-visitors</td>
</tr>
</tbody>
</table>
Community engagement, participation and involvement

The initial work plan identified seven projects under this strand. The activities involved active collaborations with organisations such as the Women’s Institute and the Cathedral. Additionally, many audience facing activities formed part of this strand of work. The projects and target groups were as follows:

<table>
<thead>
<tr>
<th>No.</th>
<th>Title / Type of activity</th>
<th>Location or partner</th>
<th>Audience groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1</td>
<td>Project officer role the face of the project</td>
<td>Local residents. WWI family descendants</td>
<td></td>
</tr>
<tr>
<td>C2</td>
<td>Digitisation of archives / objects/ ephemera</td>
<td>Local residents. WWI family descendants. Local organisations</td>
<td></td>
</tr>
<tr>
<td>C3</td>
<td>Small Grant Funding Pot</td>
<td>Local heritage organisations and interest groups. Audiences of the events from all six districts of the county</td>
<td></td>
</tr>
<tr>
<td>C4</td>
<td>Worcester Cathedral Commemorative Event</td>
<td>Worcester Cathedral</td>
<td>Local residents. WWI family descendants. Military veterans. Heritage organisations</td>
</tr>
<tr>
<td>C5</td>
<td>Worcs Women’s Institute 100th anniversary in 2018 – non HLF</td>
<td>Worcester based WI groups</td>
<td>WI members. Families. Schools and colleges</td>
</tr>
<tr>
<td>C6</td>
<td>Remembrance Sunday events each November</td>
<td>Local residents. WWI family descendants. Military veterans. Schools</td>
<td></td>
</tr>
<tr>
<td>C7</td>
<td>November 2018 Armistice Day</td>
<td>Local residents. WWI family descendants. Military veterans. Heritage organisations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional activities arising during project</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
hands-on support provided by the Project Officer as an extra resource to support the local heritage. This role in supporting the smaller and volunteer led museums helped the volunteers and board members to gain additional skills in interacting with the public or seeking further fundraising for other projects.

The projects and target groups were as follows:

<table>
<thead>
<tr>
<th>No.</th>
<th>Title / Type of activity</th>
<th>Audience groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>V1.</td>
<td>Development of 7 Heritage Trails with volunteer research</td>
<td>New and existing users of museums and archives. Descendants of WWI. Students.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tourists. Online researchers</td>
</tr>
<tr>
<td>V2.</td>
<td>Historic Environment Record</td>
<td>Local residents. Descendants of WWI families. Volunteers interested in this area</td>
</tr>
<tr>
<td>V3.</td>
<td>Public volunteers supporting production of various projects</td>
<td>Local residents. Descendants of WWI families. Volunteers interested in this area</td>
</tr>
<tr>
<td>V4.</td>
<td>Research and surveying Blackpole munition / chocolate factory</td>
<td>Local community. Current business occupiers of the site. Local historians</td>
</tr>
<tr>
<td>V5.</td>
<td>University students’ placements and volunteering - non HLF</td>
<td>Local community. Families. Students. Visitors interested in heritage</td>
</tr>
<tr>
<td>V6.</td>
<td>Archaeology / HER work ex for 14-18-year olds – non HLF</td>
<td>Students</td>
</tr>
</tbody>
</table>

**Heritage skills training**

The initial work plan identified three projects under this strand. The projects and target groups were as follows:

<table>
<thead>
<tr>
<th>No.</th>
<th>Title / Type of activity</th>
<th>Audience groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1.</td>
<td>Recruiting and Training volunteers in archive digitisation, scanning, cataloguing</td>
<td>Local community. Volunteers. Students</td>
</tr>
<tr>
<td>T2.</td>
<td>Historic Environment Record team to provide HER database and site visits training and supervision to volunteers</td>
<td>Local community. Volunteers. Students</td>
</tr>
<tr>
<td>T3.</td>
<td>Training staff / key partners</td>
<td>HER, Archive, Museum staff and cultural partners</td>
</tr>
</tbody>
</table>
Evaluation of project strands

Interpretation and events

Progress against targets

A summary of progress against quantitative and qualitative targets set by project is illustrated in the table below:

<table>
<thead>
<tr>
<th>No.</th>
<th>Title / Type of activity</th>
<th>Targets and measures of success</th>
<th>Progress on targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.</td>
<td>Back in Blighty – extended temporary exhibition</td>
<td>Drawing additional 5% visitors to visit the museum (baseline 30,000+ visitors) Enhanced understanding / appreciation of buildings at the time and the impact on home society</td>
<td>As well as the ongoing exhibition at Avoncroft Back in Blighty, there were specific events see E5. After the Bank Holiday a further 5,017 viewed the exhibition in 2014</td>
</tr>
<tr>
<td>12.</td>
<td>Voluntary Aid Detachment Hospital – museum workshops, re-enactments, digitisation of autograph albums</td>
<td>Student involvement in research, project development 500+ community and former pupils attending the event Participating community re-enactors / car drivers Press coverage Attitude &amp; awareness of venue(s) as VAD hospitals</td>
<td>Due to the closure of the St Mary’s Convent School this event was delayed and reorganised for the Boynes Home for Older People in Upton on Severn at Easter 2017. Preparation work including working with Hanley Swan Primary School, attending assembly and organising visits to the VAD Happy Convalescence Exhibition at Hartlebury. The children produced an ‘autograph book’ similar to those made by wounded soldiers during the war. The open day event on 22 April, attended by 150 local people as well as children from the school and residents of the Home, included poetry, craft and poppy making. Over 100 pupils in Classes 1, 2, 3 and 4 were involved.</td>
</tr>
<tr>
<td>13.</td>
<td>Conservation of paper and photographic archives from local communities</td>
<td>Number of items brought in and conserved Number of new sources generated</td>
<td>These included a large plan of a proposed canal boat to carry wounded; five visitor autograph books from Hartlebury VAD Hospital; and a selection of items from the Mercian Museum including pamphlets, letters, greetings cards and official orders.</td>
</tr>
<tr>
<td>14.</td>
<td>Battle of Gheluvelt exhibition</td>
<td>5,000 visitors over six-month period</td>
<td>The first of a series of special exhibitions held in the Soldier Gallery at Worcester Museum and Art Gallery. This one ran from Oct 14 to Jan 15 at the same time as Words of Worcestershire People displays in the main gallery. Attendance – 3,834. A service to commemorate the centenary of the Battle of Gheluvelt took place on 31 Oct in Gheluvelt Park. This was a chance to discuss documents and photographs with families of veterans from the battle in 1914 and a DVD was produced of the event.</td>
</tr>
<tr>
<td>15.</td>
<td>Curatorial assistant and biography</td>
<td>8,000 visitors over 3-month installation, then 1,000+ on tour Tour to 6-10 county venues</td>
<td>Curatorial staff appointed. The ‘Words of Worcestershire People’ exhibition at MAG attracted 21,000 visitors,</td>
</tr>
<tr>
<td></td>
<td>development / interpretation</td>
<td>Oct to Dec 2014. No-one took up opportunity to tour although panels were used at various other events.</td>
<td></td>
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<tr>
<td>---</td>
<td>-------------------------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>Battle of Neuve Chapelle exhibition</td>
<td>5,000 visitors over six-month period Soldier Gallery: Battle of Neuve Chapelle, Jan 15 to Mar 15 – 3,503. Exhibition in the Soldier Gallery on Gallipoli 6/4-15/30/9/15 involving material from both the Mercian and the Yeomanry Museums attracted 13,151.</td>
<td></td>
</tr>
<tr>
<td>17.</td>
<td>Hartlebury Voluntary aid Detachment Hospital conservation and loan of objects</td>
<td>Numbers of objects brought out of store and condition improved This was part of the development of the exhibition A Happy Convalescence</td>
<td></td>
</tr>
<tr>
<td>18.</td>
<td>Rev. Studdert-Kennedy exhibition (demountable and tourable)</td>
<td>6,000 visitors over six-week installation (based on baseline of 2,000 visitors a week of whom half may observe the exhibition) This exhibition was used on several occasions, usually in situations where it is difficult to provide precise numbers of attendances. June-August 2014 cathedral cloisters; 19-30 September 2014 St Paul's Church Worcester; February 2016 Hanbury Church; March 2016 Chaddesley Corbett Church; June 2016 Worcester Royal Grammar School event; July 2017 GSX Book Launch; August 2017 The Hive Atrium 49,764 visitors. September 2017 St Martin's Worcester; Armistice weekend 2017 Hive; November 2018 cathedral cloisters; February 2019 cathedral cloisters</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Vesta Tilley touring display and musical events</td>
<td>3,000 visitors over course of displays and events Increase in membership / enquiries to the Vesta Tilley Society Initial display at Project Launch, Commandery, 27 June 2014 Toured to Bewdley Museum Summer 2016 – 16,803 visitors 'Vesta Tilley' appearances at: Launch, Commandery, Worcestershire Remembers, Worcester Guildhall, 4 August 2018 – 1,000 visitors.</td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>Battle of Qatia exhibition</td>
<td>5,000 visitors over six-month period In addition to the exhibition in the Soldier Gallery, MAG, an open air commemoration service was held and a commemorative booklet and accompanying DVD of events of the centenary were produced, including Cathedral Service, Veterans’ reception, outdoor service, unveiling of poppy sculpture and regimental march past on Qatia Day, 23 April 2016. Soldier Gallery: Battle of Qatia, Mar 16 to May 2016 –2,749</td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>VAD Hospital Exhibition telling</td>
<td>8,000 visitors over six-month period School visits Voluntary Aid Detachment Hospital exhibition – ‘A Happy Convalescence’ – ran</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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<td>---</td>
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<td></td>
</tr>
<tr>
<td><strong>stories of those engaged with Hartlebury Castle</strong></td>
<td>Jun 2016 to Dec 2018 46,809 visitors to exhibition at Hartlebury</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Battle of the Somme exhibition</strong></td>
<td>5,000 visitors over six-month period Engagement with former soldiers and current TA/Regiment</td>
<td>Soldier Gallery: Battle of the Somme, Jul 16 to Nov 16 – 6,326</td>
<td></td>
</tr>
<tr>
<td><strong>Bursary and display for research into the impact of WW1 on medicine and health care in Worcestershire</strong></td>
<td>Worcester Journal of Teaching and Learning 1250 visitors p.a.</td>
<td>Lectures event held on Health and the war in Worcestershire with guest speakers and all three student bursary students in November 2017. Worcestershire’s Wounded - Printed 500 booklets. 12,000 visitors to exhibition Oct –Dec 2017 at George Marshall Medical Museum. Lecture event attended by 70 people</td>
<td></td>
</tr>
<tr>
<td><strong>The Charge at Huj, Palestine</strong></td>
<td>5,000 visitors over six-month period</td>
<td>Soldier Gallery: Battle of Huj, Oct 17 to Dec 2017 – 8,500</td>
<td></td>
</tr>
<tr>
<td><strong>Curatorial assistant recruitment MAG to develop Home Front and Legacies of the Great War exhibitions</strong></td>
<td>8,000 visitors over six-month period, then 1,000+ in touring venues Recruitment of assistant</td>
<td>Curatorial staff were appointed. Entry to show 2 exhibitions and revised attendance figure for Jan-Mar 2018. Blest by the Suns of Home – exhibition of artworks by Benjamin Williams Leader; and The War to end all wars – 16,500 visitors to exhibition at Worcester City Museum and Art Gallery</td>
<td></td>
</tr>
<tr>
<td><strong>Passchendaele exhibition</strong></td>
<td>5,000 visitors over six-month period</td>
<td>Soldier Gallery: Battle of Passchendaele, Jul 17 to Nov 17 – 5,992 Linked to this exhibition, events attracted over 1,000 members of the public.</td>
<td></td>
</tr>
<tr>
<td><strong>The German Offensive exhibition</strong></td>
<td>5,000 visitors over six-month period</td>
<td>Attendance during this exhibition titles Kaiserschlacht: The German Spring Offensive January-March 2018 was 4,345.</td>
<td></td>
</tr>
<tr>
<td><strong>Study of Powick Asylum to explore the impact of WW1 on mental health</strong></td>
<td>Worcester Journal of Teaching and Learning 1250 visitors p.a.</td>
<td>Powick Asylum - Printed 500 booklets. Jan – April 3,000 visitors to exhibition in George Marshall Medical Museum.</td>
<td></td>
</tr>
</tbody>
</table>

The table illustrates the range of activities and how they celebrated and showcased different stories, individuals and artefacts. It should be noted that in addition to the targets set in the original action plan, many additional outputs were generated by the exhibitions and related activities. Equally, due to the large number of venues and partner associated with the exhibitions and their scale and locations, it was not always possible to report on quantitative targets set in the proposal. This is not to say that the targets were not met but that it was not possible to collect and condense the information in a standardised format to include in this report. The majority of qualitative targets (e.g. collection of artefacts, successful recruitment) set in the proposal appear to have been fulfilled by the activities delivered through the projects.

The evaluation team compiled the quantitative data that was made available from the partner venues and the project team. This summary shows that **a minimum of 200,000 opportunities** to see and participate were created through the 19 project strands. The actual figure for number of opportunities generated is expected to be much higher than this.

For more detailed figures for individual activities, please refer to Appendix 2.

*Meeting HLF outcomes*
The activities were focussed on the HLF aims of **Learning and Participation**. The evaluation of the 19 exhibitions and activities that formed part of this strand demonstrate that they were successful in meeting all three core outcomes outlined by HLF in its Strategic Programme 4.

With reference to the HLF **outcomes for people**, the activities helped develop skills, knowledge about heritage, changed perception of individuals and provide an enjoyable experience for many involved as visitors and participants.

With reference to **outcomes for communities**, the activities helped a wider range of people engage with heritage of the region and contributed towards local pride and making the area a better place to live and work in. The large number of visitors for some of the events and activities would also have an impact on the local economy.

With reference to HLF **outcomes for heritage**, the projects especially where staff and students were recruited led to heritage being better managed, identified, recorded and explained better than in previous years.

**Education and lifelong learning**

**Progress against targets**

A summary of progress against quantitative and qualitative targets set by project is illustrated below:

<table>
<thead>
<tr>
<th>No.</th>
<th>Title / Type of activity</th>
<th>Targets and measures of success</th>
<th>Progress on targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>E1.</td>
<td>Casualty Clearing Station Educational Board Game learning resource</td>
<td>c. 1000 (most already accounted for by schools’ groups visiting)</td>
<td>It reached in excess of 70 pupils. The game was also taken up by the University of Worcester game society. Loaned to three schools in 2017/2018.</td>
</tr>
<tr>
<td>E2.</td>
<td>The People’s Archive Collection – Display and digitisation of archives / objects / ephemera as uncovered / brought in by families</td>
<td>The People’s Collection exhibition – 5,000 visits</td>
<td>163,923 visits. Details of outputs generated included in Appendix 3.</td>
</tr>
<tr>
<td>E4.</td>
<td>Museums Worcestershire Outreach: Roving Bell Tent</td>
<td>5-10,000pa x5 years – 25,000+ up to 50,000</td>
<td>The replica Bell Tent made over 50 appearances including 3 indoors. The Bell Tent was seen at schools, libraries, community centres, flower shows, weekend events, museums, and the cathedral and heritage events. It will continue to be used beyond the immediacy of the War Commemoration. Precise numbers not available - school or community group, up to 100 people engaged at each event. At summer flower shows or commemorative heritage event, thousands engaged.</td>
</tr>
<tr>
<td>E5.</td>
<td>Concert Parties – Avoncroft</td>
<td>4,500 already accounted for in Project 1</td>
<td>August Bank holiday Concert activity 2014, 557 visitors. Great War weekend June 2016, 1000 visitors</td>
</tr>
<tr>
<td>E6.</td>
<td>Website with educational content and other resources</td>
<td>No target set</td>
<td>All educational resources are available to download from the website, as well as trails and information booklets</td>
</tr>
<tr>
<td>E7.</td>
<td>Family Remembrance Activities</td>
<td>500 x2 = 1,000</td>
<td>E7 was merged with E4</td>
</tr>
<tr>
<td>E8.</td>
<td>Schools Education lead up to Christmas</td>
<td>500 x2 = 1,000</td>
<td>Educational activities at the Museum and Art Gallery or through outreach involved 350 Key Stage 1, 2 and 3 pupils each year, from 10 different schools or Home Educators. An annual session has been established for about 240 PGCE students at the University of Worcester, since 2014.</td>
</tr>
<tr>
<td>E9.</td>
<td>Digital Roll of Honour Casualty build up numbers</td>
<td>No specific target set</td>
<td>As proposed, this did not happen. However, a Daily Diary in the local print media was accompanied by a rolling casualty count on the website. Website had 33,276 users and 150,982 page views from Autumn 2014 to Spring 2019. The highest single use was on 11 November 2018 with 845 hits. The use of the website grew from 4,746 in 2015, 6,421 in 2016, 7,641 in 2017 to 11,429 in the final year. Record locations show 12,500 from UK and over 5,000 from USA. Men outnumbered women looking at it with 54%, and 60% of viewers were under 45.</td>
</tr>
<tr>
<td>E10.</td>
<td>Archive Education Activity Sessions for Schools</td>
<td>12 schools’ activities in 2014 and 2015 – six per year. 400 visits</td>
<td>Schools education programme involved visits to schools, workshops held at The Hive and the production of education resource packs. Subsequently it was possible to fund work with a further 20 schools, meeting around 2,000 pupils. This is in addition to those reported in E8</td>
</tr>
<tr>
<td>E11.</td>
<td>Libraries outreach programme, handling / research resources</td>
<td>2,000</td>
<td>The Somme project involved community libraries across the county. Separate evaluation produced. Total attendances – 1,082. The following projects were not funded by WWW100, but it is unlikely that they would have taken place without WWW100. 1. Remember RAF 100 engaged 761 - funded by Big Ideas; 2. Lest we forget digital collection day; 3. Passchendaele at home - funded by Big Ideas; 4. Great Blackberry Pick – HLF in partnership with local schools.</td>
</tr>
<tr>
<td>E12.</td>
<td>Historic Environment Record (HER) database enhancement</td>
<td>No target set</td>
<td>Information collected from the Memorial Bike Ride was used to update the HER, similarly the project at Blackpole Munitions Factory. Production of VAD and WW1 sites heritage trail leaflet resulted in a number of new sites and greater accuracy in entries</td>
</tr>
<tr>
<td>E13.</td>
<td>Project Summary Commemoration video record of whole project with youth narration</td>
<td>No target set</td>
<td>Two activities replaced this summary video proposal. 1. Worcestershire Remembers an event for 20 or more organisations to showcase their project work from the</td>
</tr>
</tbody>
</table>
previous 4 years, mostly HLF award winners. Over 1,000 members of the public visited. 2. An advocacy book is being published, detailing the Project’s timespan against the progression of the First World War, marking centenary events between 2014 and 2018.

The Casualty Clearing Station Board Game, The People’s Archive Collection exhibition and the Roving Bell Tent were key highlights of the programme and were especially well received. The outreach programme through libraries and schools was also successful. In addition, the activities delivered by the projects also included the preparation and distribution of resource packs and teaching guides which will have a legacy beyond the project period.

It was been challenging to gather participation data against targets set from many of the education and outreach activities especially those which involved schools and student participation. Some of the projects in this strand also related to web and database enhancements with a view to increasing future access to resources. There were importance legacy elements of WWW100.

Please note that as five of the projects in this strand were non HLF funded these have not been included in the reporting against targets.

The evaluation team compiled the quantitative data that was made available from the partner venues and the project team. This summary shows that a minimum of 150,000 educational and learning opportunities were created through the 12 project strands. The actual figure for number of opportunities generated is expected to be much higher than this.

For more detailed figures for individual activities, please refer to Appendix 3.

**Meeting HLF outcomes**

The activities were focussed on the HLF aims of Learning, Participation and Conservation. The evaluation of the 12 education and learning projects that formed part of this strand demonstrate that they were successful in meeting two core outcomes outlined by HLF outlined by HLF in its Strategic Programme 4.

With reference to the HLF outcomes for people, the activities helped develop skill and knowledge about heritage in students, local residents and visitors. They also helped changed perception of individuals and provide an enjoyable experience for many involved. This was particularly demonstrated by the success of the board game developed as part of the project.

With reference to outcomes for communities, the activities helped a wider range of people (including young children) engage with heritage of the region and contributed towards local pride and making the area a better place to live and work in.

**Community engagement, participation and involvement**

**Progress against targets**

A summary of progress against quantitative and qualitative targets set by projects is illustrated in the table below:

<table>
<thead>
<tr>
<th>No.</th>
<th>Title / Type of activity</th>
<th>Targets and measures of success</th>
<th>Progress on targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1</td>
<td>Project officer role the face of the project</td>
<td>Number of people engaged Number of artefacts donated Participation figures</td>
<td>Not applicable (summary of targets across all strands)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>---</td>
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<td>---</td>
</tr>
<tr>
<td><strong>C2.</strong></td>
<td>Digitisation of archives / objects/ ephemera</td>
<td>Number of artefacts donated/digitised</td>
<td>Also linked to People's Collection E2. In total eight collections were deposited as a result of the project. 15 collections were digitised of which one digitised collection was deposited. Items digitised included letters, individual photographs, and complete albums</td>
</tr>
<tr>
<td><strong>C3.</strong></td>
<td>Small Grant Funding Pot</td>
<td>Number of applicants Number of projects and attendance generated</td>
<td>Small grants fund supported a range of events and activities across the community to commemorate WW1. 18 different types of grants were distributed. A broad range of activities supporting communities and organisations included exhibitions at Kidderminster Carpet Museum, drama by Church Lench community group, commemorative plaques at Norton Barracks and for the Worcester Cathedral bell ringers, and performances of Quiet Revolution by DanceFest.</td>
</tr>
<tr>
<td><strong>C4.</strong></td>
<td>Worcester Cathedral Commemorative Event</td>
<td>Attendance figures Response to the events and exhibitions</td>
<td>Several commemorative services at the Cathedral including operational matters as well as researching content for Orders of Service, images, displays and supporting educational activity. Operational coordination and engagement with each year's Remembrance Service and especially the arrangements for the Centenary Armistice itself, including organising the poppy drop. Full ceremonial services were held on 5 occasions. Attendance – 7,146</td>
</tr>
<tr>
<td><strong>C6.</strong></td>
<td>Remembrance Sunday events each November</td>
<td>Number of events / activities/ venues engaged Raised profile of the project</td>
<td>Activities and events were organised for each Remembrance weekend at the Museum and Art Gallery and at the Hive, where the Bell Tent was erected indoors in 2016, 2017 and 2018. Number of people engaged – 6,283. Details included in Appendix 3</td>
</tr>
<tr>
<td><strong>C7.</strong></td>
<td>November 2018 Armistice</td>
<td>Number of events / activities/ venues engaged Raised profile of the project</td>
<td>Following the previous 4 years' activities, there was also specially commissioned dance performances and music at the Worcester Museum and Art Gallery, as well as later at Fort Royal Hill with the Beacons of Light. At the Hive the People's Collection was brought altogether for display during Remembrance Week.</td>
</tr>
<tr>
<td></td>
<td>Additional activities arising during project</td>
<td></td>
<td>Please refer to Appendix 4 for details: Drumhead, Edith Cavell, Fields of Battle Lands of Peace. Art in the Great War</td>
</tr>
</tbody>
</table>

Much of the programme of WWW100 had some element of engagement and participation with the local communities and visitors to the county. However, some of the project strands were specifically designed to be public facing. During the project period additional engagement activities around specific themes were also devised (outlined in the appendix)
As shown above, these events and activities were delivered by the project team in conjunction with project partner venues and organisations. Some of the events such as the Remembrance Day event was multi venue and were programmed each year of the project period. All the Remembrance Day events were well received and were successful in drawing new visitors to the participating venues. It was been challenging to collate comprehensive visitor figures to understand how progress was made against the targets set as the project team was reliant on partners to provide data for reporting. Where available some detailed figures and feedback on activities have been compiled. Please note that as one of the projects in this strand was non HLF funded these have not been included in the reporting against targets.

The evaluation team compiled the quantitative data that was made available from the partner venues and the project team. This summary shows that a minimum of 530,000 engagement opportunities were created through the project strands. The actual figure for number of opportunities generated is expected to be much higher than this.

For feedback for individual events, please refer to Appendix 4.

**Meeting HLF outcomes**

The activities were focussed on the HLF aims of Learning, Participation and Conservation (though digitisation of archives).

The evaluation of the six projects and additional engagement activities were primarily successful in meeting two core outcome outlined by HLF in its Strategic Programme 4.

With reference to outcomes for people and communities, the activities helped a wider range of people engage with heritage of the region and contributed towards local pride and making the area a better place to live and work in. The large number of visitors for some of the events and regular activities would also have a positive economic impact on the venues and the local economy.

**Volunteering**

**Progress against targets**

A summary of progress against quantitative and qualitative targets set by project is illustrated in the table below:

<table>
<thead>
<tr>
<th>No.</th>
<th>Title / Type of activity</th>
<th>Targets and measures of success</th>
<th>Progress on targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>V1.</td>
<td>Development of 7 Heritage Trails with volunteer research</td>
<td>Number of volunteers</td>
<td>Volunteers have delivered two heritage trails: Woodbine Willie and Vesta Tilley, each had an initial print run of 500 and were distributed through the Tourist Information Centre. The Woodbine Willie trail had a second run. The trails were popular with families who were keen to do something together that is free. Several more trails are in the pipeline: Voluntary Aid Detachment hospitals in the county and WW1 sites including practicetrenches, stabling and refugee homes.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Number of trails used</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Number of web visits and downloads</td>
<td></td>
</tr>
<tr>
<td>V2.</td>
<td>Historic Environment Record</td>
<td>Increased knowledge</td>
<td>The project officer contributed to a workshop run by Home Front Legacy a partnership project run by Historic England and the Council for British Archaeology to update and create new historic environment records for WW1 sites. The course had 10 attendees who contributed site entries.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Increased sense of ownership of their heritage</td>
<td></td>
</tr>
</tbody>
</table>
Since the workshop, the volunteers engaged with the Worcestershire World War 100 project with notable voluntary work from Mick Wilkes, author of the Defence of the Realm for Worcestershire in WW2 who has expanded his understanding of the WW1 in the county. The Lickey Hills Society carried out recording of a WW1 gun site and battery and produced a leaflet. A University of Worcester work experience placement has updated HER site data for WW1 and collaborated with a second undergraduate placement to deliver a WW1 site heritage trail.

V3. Public volunteers supporting production of various projects

<table>
<thead>
<tr>
<th>Number of volunteers</th>
<th>Satisfaction levels</th>
<th>Hours / days of participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Around 50 people</td>
<td>High</td>
<td>Nearly 1400 days</td>
</tr>
</tbody>
</table>

V4. Research and surveying Blackpole munition / chocolate factory site

| Increased understanding | There were 7 volunteers for the Blackpole Munitions factory site recording. Following on from the documentary research produced by Colin Jones and Mick Wilks, volunteers worked alongside the archaeological service to better understand and record what buildings remain at the site. Many of the smaller buildings that stood to the east of the railway such as explosives stores have long since disappeared. A 12-page booklet and pop-up banners were produced as a result of this work. |

The projects included volunteers engaged in different activities across the project team and partner organisations. Some events and activities such as the Government Cartridge Factory No 3 Blackpole book launch was also positioned as volunteer recruitment day.

Few of the activities undertaken by volunteers are still underway and this will form the legacy of the project. Volunteer researchers are discovering new stories, digitising artefacts and assisting interpretation. Linking in with national centenary commemorations, these activities emphasises local families’ stories, bringing previously unseen ephemera into the public domain.

There were 35 regular volunteers over the course of the project delivering archive and historic environment research and website administration. In addition, there were four work experience placements. The evaluation of the activities show that many new and existing volunteers participated in the project and this enhanced their experience of the local area and level of participation in heritage activities. It is encouraging to note that some of these individuals continue to work in this area. Some feedback from volunteers included below:

Volunteer A

“The project gave me the opportunity to focus on a unique period in the social history of Worcestershire. The difficulties & deprivations that the war brought to the home front & what that meant to the people of the county. It was a challenge to find newsworthy stories that created both a balanced & interesting view of life on the home front. Reporting on important achievements & heroism from the front was also an important & challenging aspect of the daily diary. Personally, I enjoyed using my skills as a retired archives assistant, enabling me to keep an active interest in the”
social history of Worcestershire and be part of a wider team again. My understanding & knowledge of the period is now greater, as well as gaining an insight into how people lived, worked, played & survived.”

Volunteer B

“I have always loved history and in the dim and distant past I took and passed English Literature 'O' level which included the WW1 poems of Wilfred Owen and Siegfried Sassoon. Also having a grandfather from Worcestershire who fought at Gallipoli and was one of the lucky ones to survive WW1 has made this work so interesting as I experience from the research what it was like for my grandfather away fighting, who later went on to Mesopotamia, and what it was like at home during that time for my grandmother with a small son (my father).

I believe that I have the easier job compared to the researchers as I get to visit the Hive each month, sit in the relative peace and quiet of the Archive and Archaeology department, in a comfy chair in front of a PC and get to read interesting news from 100 years ago. My only regret is that I haven't been involved from the start!”

Volunteer C

“Thinking back over the course of my work experience placement I particularly enjoyed piecing individual stories together and figuring out connections between prominent people at that time and their impact on the society at that time. Although some of the experiences of people were under very harsh during that time, I found the humanity of people. One record I found was of a child spotting a zeppelin. To the city rallying around to raise money towards a tank.

I am still trying to find work, but I did have another work experience working with a small business that gives mobile Nerf Gun Parties. Whilst there I was able to learn about search engine optimization and video editing and putting together a database of contacts.

I enjoyed working with microfilm and occasionally finding gold nuggets of information that I enjoyed bringing to the team and sharing our perspectives on it. It was interesting to find out what Worcester’s contribution was to the war effort. I never knew who Vesta Tilley was, when I told my mum about it she had a bit of information about her but by the end, I consider myself knowledgeable and has increased my knowledge about the buildings of Worcester (I hope Worcester will have more than one theatre someday). There was plenty of variety of things to do in my work experience I occasionally was able to help people with microfilm and assisting people to carry their records which added to my customer service skills. I was amazed at what is available in the archives, a treasure trove!”

Meeting HLF outcomes

The volunteering activities were focussed on the HLF aims of Learning and Participation.

The evaluation of the four strands of volunteering activities that formed part of this strand demonstrate that they were successful in meeting all three core outcomes outlined by HLF in its Strategic Programme 4.

With reference to the HLF outcomes for people, the activities helped develop skills and knowledge about heritage.

With reference to outcomes for communities, the activities helped a wider range of people engage with heritage of the region and contributed towards local pride and making the area a better place to live and work in.
With reference to HLF outcomes for heritage, the projects had additional capacity though volunteers which meant that heritage was being better managed, identified, recorded and explained.

**Heritage skills training**

*Progress against targets*

A summary of progress against quantitative and qualitative targets set by project is illustrated in the table below:

<table>
<thead>
<tr>
<th>No.</th>
<th>Title / Type of activity</th>
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<th>Progress on targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1.</td>
<td>Recruiting and Training volunteers in archive digitisation, scanning, cataloguing</td>
<td>Maintain 5+ volunteers throughout the course of the project</td>
<td>Volunteers were regularly involved in archive research following induction and training at Worcestershire Archive and Archaeology Service, the Mercian Museum and the Yeomanry Trust.</td>
</tr>
<tr>
<td>T2.</td>
<td>Historic Environment Record team to provide HER database and site visits training and supervision to volunteers</td>
<td>Maintain 5+ volunteers throughout the course of the project</td>
<td>See also V4</td>
</tr>
<tr>
<td>T3.</td>
<td>Training staff / key partners</td>
<td>Participation numbers Any outputs / documentation generated</td>
<td>Project Staff were involved in many training opportunities, attended conferences and seminars, and gave papers on the Project with Imperial War Museum, The National Archives and Discovering Collections, Discovering Communities Conference</td>
</tr>
</tbody>
</table>

There were two main types of technical skills training imparted as part of WWW100. The first dealt with digital archiving and the other related to the Heritage Environment Record (HER) database. Skills training was undertaken with volunteers and staff. In addition to these two areas, project staff and staff members in the partner organisations were also trained in different areas relating to heritage preservation and archiving. Staff were able to present the outputs of the projects at relevant events due to the training they received.

*Meeting HLF outcomes*

The skills training activities were focussed on the HLF aims of Learning. The evaluation of skills training activities that formed part of this strand demonstrate that they were successful in meeting two core outcomes outlined by HLF in their Strategic Programme 4.

With reference to the HLF outcomes for people, the activities helped develop skills, knowledge about heritage and provide an enjoyable experience for many involved as visitors and participants.

With reference to HLF outcomes for heritage, the projects especially where staff and volunteers were strained to generate additional capacity for archiving and developing the HER database, it led to heritage being better managed and recorded.
Reflections on successes and challenges of WWW100

The project team and a sample of 12 stakeholders were interviewed by the evaluation team to reflect on their experiences and opinions on the project. The stakeholders included partner venue leads, volunteers and other individuals that took part in the project. Some of these reflections have been used to summarise key successes and challenges of WWW100. Through these reflections we hope to outline learning for future projects of a similar nature.

**Key successes**

**Partnership working**

Partnership working and approaches was one of the critical areas of work for this project. This was essential for delivery to take place, but it was treated as a given rather than an area which was allocated capacity and timescale. The importance of such allocation is an area of learning for future HLF projects, especially in the current climate when collaboration is essential for pooling of resources.

> "Partnership approach worked well in ensuring a considered and well-planned offer across the county with much more impact than institutions working in isolation. The ability to work with new partners was a joy and has ensured good working relationships as we move forward, light touch project management meant that partners were coordinated but each venue had the freedom to deliver their own projects. The project has been a hugely positive one to be a partner in."

During the project period there were WWI commemorative projects across Worcestershire, bringing together 12+ partners. One stakeholder, who was also a steering group member was asked for their feedback on how processes worked across the range of partners involved, and commented positively on the opportunity for exchange between the different projects:

> "It has worked well I feel. With people’s conflicting calendars, it was always interesting to see different people around the table, and to hear how their mini projects and activities were progressing. For instance, we worked on many joint activities with some members of the steering group, including loaning objects for Hartlebury’s VAD exhibition and the current exhibition."

> "For such a complicated project with multiple partners I felt the project went very well indeed."

**Benefits of a centralised team and visual identity**

The value of the work being council funded was that the team were centrally positioned to answer questions from partners and audiences across the county. This benefitted in making a large number of disparate activities feel part of an overall project under an umbrella brand – Worcestershire World War 100. The cohesive brand was also highlighted as a success. The WW100 visual identity enabled the delivery of a cohesive feel over many disparate partners in different organisations. Bird Creative designed the visual identity for the project which helped to engage audiences of all ages, encouraging the public to volunteer and take part in a calendar of events spanning four years. The brand worked across a broad range of projects including the design of trail guides, event guides, posters, history guides, exhibitions, presentations, research projects and services of remembrance.
Creation of content and exhibitions

At the start of the project, some of the stakeholders had already developed concrete project outputs such as a commemorative event, written pieces such as poems and ideas for exhibitions:

“As a church we were organising a number of events to link in with the anniversary – because WW1 chaplain Geoffrey Studdert-Kennedy “Woodbine Willie” was the priest at the church when the war started.”

“We had already produced a WW1 exhibition for our local Fêtes and as it was still on the boards we thought to bring it for further/broader dissemination”

Some content was created specifically for the commemoration of WWW100:

“To recreate Quiet Revolution a promenade dance performance, choreographed by Marie Oldaker and performed by 25 members of Dancefest’s Chance to Dance Company (age 55+) and DFA, Dancefest’s group of experienced dancers. Quiet Revolution focuses on the how WW1 changed forever the roles of women. We performed this outdoor piece first in 2014 and then again in 2017 and 2018.”

“Our project was to commemorate the medical and healthcare staff of Worcestershire’s involvement in the First World War; to study the way the First World War affected developments in medicine and healthcare; and to research how the First World War impacted upon the county’s mental health.”

One of the strengths of the project was that it had many access points for individuals, organisations of a disparate nature (poets, students, museum curators, families of veterans) to get involved to showcase and celebrate what mattered to them under the WWW100 banner.

Creation of knowledge and outputs

The stakeholders commented positively on the various outputs (presentations, sessions, new knowledge, book, performance) the project generated.

“All of it. Everything I worked on was new knowledge to add to our research files, and we worked with many different audiences.”

“I enjoyed the project, and found out a lot, with always more to learn and plenty of ideas of further research, the supervision was helpful to keep me focussed and I enjoyed delivering the talk.”

“It was really interesting to see all of the stories of so many Worcestershire people involved in the war and the war effort. Brilliant.”

The knowledge that was gained during research focused project was translated into various media (boardgame, booklets, banners, leaflets) and presented in different formats (public commemoration event, classes for primary children, talks). As such, one of the strengths of the project was that it facilitated the
generation of knowledge in different formats which was made available in the form of engaging and unique heritage outputs, some of which were temporary in nature while others carry on beyond the project period.

“Arranging a commemoration of Worcestershire’s FWW Voluntary Aid Detachment hospitals at an event with general public, school children and their families; teaching primary school children about VAD hospitals in Worcestershire and FWW casualty clearing stations; working with a designer and researchers to design a Mathematics boardgame about casualty clearing stations and survival rates for FWW injuries on the Front Line; appointing three research bursaries and editing three research booklets about 1) the first female resident medical officer in Worcestershire 2) the developments of medicine and healthcare during the FWW 3) the impact that the First World War had on mental health of residents and Worcestershire more generally.”

“I researched the archives and looked at secondary research on the topic, then delivered a talk, and provided the details for a banner and leaflet, these are are yet to be checked and edited and published and I am still helping with final edits. I will also be delivering a talk hopefully to a Bristol conference on medical history and I am happy to be involved by giving other adhoc talks as requested by the museum staff.”

For individuals that researched their own family history as part of this project, this experience provided them with the skills, contacts and motivation to carry on with this work.

“I hope to continue to draw out the rest of the stories of the three family members.”

Participation and engagement

Most stakeholders delivered their project as they had intended and did not note any surprises along the way. Some appreciated the financial and management support received to help implement the activities:

“My role involved delivering WW1 sessions to schools, community groups and families during the commemoration period - at the museum and in different settings. Coordinating the travelling WW1 Bell Tent – venues, across the County, including schools (primary and secondary), SEND settings, community settings, orchards, City events, churches, the Cathedral, the racecourse etc. The tent was accompanied by a re-enactment group, artist, or poet – and occasionally by me with some WW1 handling resource material.”

“We performed Quiet Revolution as part of Watch Out Worcester, in the city centre in July 2017 and outside the guildhall and in Fort Royal Park as part of the commemorative events in November 2018. A group of our young dancers also performed ‘When They Come Home’ as part of an event in The Hive in November.”

Audience engagement was mentioned as something that worked well. The projects succeeded in attracting mixed audience which is in keeping with the targets set for the project. One stakeholder considers that charging no entry fee was an important factor for this.

“The various sessions appealed to a wide market – hopefully we provided something for all over the 4 years. There was no charge for the tent or sessions – which is a huge appeal in today’s economic
climate. The bell tent is quite an iconic feature, it caught the attention of people – very visual, and provided a safe teaching / performance / art space.”

“Very good footfall: mixed audience: interested audience”

“Quiet Revolution worked particularly well in Fort Royal Park, preceding the lighting of the beacon. It was a poignant and moving event for both performers and audience. It was the only time it had been performed after dark which intensified the experience. Performing out of doors in public spaces means audiences are often not theatre attenders and so you reach a wide cross section of the public, which is particularly important when the work is about important issues. The financial support received enabled the project to happen, we couldn’t otherwise have done it.”

One of the key strengths of the project was the level of community involvement it prompted in the local area with people taking part in a range of activities and commemorations.

“Involving as much / many of the community as possible. The commemorative walk, the website, the crown of poppies sculpture in the church, the specially commissioned musical event Suite for the Fallen Soldier involving 80 voices from 4 choirs.”

“It was really interesting to see all of the stories of so many Worcestershire people involved in the war and the war effort. Brilliant.”

Skills and capacity development of partners

The skills and capacity generated through the project appear to have a legacy beyond the project period. Several stakeholders referred to how they will continue their projects or further develop the knowledge that came out of their project and in some cases new members of staff were employed that were part of the project delivery.

“Our temporary curatorial assistant will be working for us permanently from June 1st, 2019, her knowledge and skills are a really positive addition to the collections team, further partnership projects are in the planning stages with WAAS thanks to the working relationships forged through the WWW100 project.”

“We are already using it in displays, schools’ workshops, etc.”

“I will continue to present my poem to other interested parties. I developed a knowledge of PowerPoint which I did not have before and will continue to use it.”

“The project provided more experience that we will use for running and leading volunteer groups in the area.”

“We are planning a permanent display in the church about Studdert-Kennedy and what he did.”
“I am using the research so far and hopefully further research on the same towards my masters in West Midlands Local History at the University of Birmingham”

“We will continue to develop work in outdoor spaces, which might link to local events, anniversaries, history or heritage.”

Some stakeholders also mentioned other elements related to the project that would be useful to them in the future. These related to working style and their approach to project management:

“Make sure I understand or have a plan of the layout before putting display together.” (Heather Rendall)

“Totally changed the model of how I work on such projects – was naïve to begin but have learned a lot. Interesting to see the differences / manage the differences between intention for the community history project and what the community wants to do.”

“Good experience to have an overview of a project - I am not a natural administrator and so this was a useful experience. Problem solving, tact, and communication skills were developed! Partnerships: Strong partnerships within the steering group, the wider service and across the county have developed from this project - I hope to continue with these.”

**Key challenges**

**Data collection capacity**

Project management across the geographic scope was a challenge and needed to be better resourced. Apart from other areas this was most evident in gathering feedback and data about the activities and assessing their reach and impact. There was a clear line of activity in the action plan focused on evaluation and data capture and this has not been addressed even within the project team, suggesting that capacity here may have been an issue. Some data such as emails and postcodes were collected by partner organisations, but it was not possible to collate this in a standard format for reporting. As data collection was such a challenge, it is important to put standardised systems in place and allocate resources for data collection and reporting for multiyear projects of this nature.

**Marketing and communication**

Marketing and communication have been mentioned as a challenge on this project. Some smaller partners felt that communications and marketing was led very much from the central project portfolio and any associated but relevant events were not promoted as strongly. This is a difficult challenge to manage across a wide portfolio (see below) but expectations around shared communications may be something to consider in future projects of this nature. The breadth and variety of activities under the umbrella of the project was a challenge to co-ordinate and promote.
For example, it was difficult to exchange information between partners and activity providers across the county in addition to some issues with communication with audiences and visitors.

“I had a large audience, but many didn’t know the significance of the day which was a shame. Events had been well advertised, but until the whole weekend was over, I think many people underestimated what an important anniversary it was and how wonderful the events planned were. I make this statement having talked to people afterwards and heard the comment ‘Oh I didn’t know that was on, if I did I would have come’.”

More joined up marketing and help with dissemination of information was requested by some stakeholders for specific events and activities especially ones which were specialist in nature (like talks) rather than open family events. Also centralised systems for gathering feedback was a gap that needed addressing.

“We could have done with more feedback – and support with publicising what we were doing.”

“It was often a little difficult to work with the Project Staff to think about a joined-up marketing approach for talks and events.”

“Worcestershire is not a well-networked county – seems to be a lot of competition and people don’t seem to want to cooperate. The project officer role for WWW100 was always going to be an impossible task. There weren’t necessarily clear lines of accountability for planning and spending. JW had to find a balance between managing what people wanted (which is frankly good community engagement practice) and on the other hand university interests (and lots of incidental resource came from them, so couldn’t alienate them).”

**Project development and delivery**

Some stakeholders reported difficulties that arose within their project development and delivery. Challenges related to specific requests from visitors and audiences or the long project period. Given the number of partners and individuals involved, sometimes it was challenging to find common ground between all involved while delivering projects.

It is important to acknowledge that it is impossible to deliver a project of this nature without any programming issues however the programming activities of WWW100 led to learning as a result of such issues which informed the work across the life of the project.

“Some groups (particularly schools) wanted all the year groups to access the Bell tent – and this diluted the performance – it would have been better to keep the presentation targeted at a select audience/age group – occasionally the event ‘outgrew’ the Bell Tent.

“Maintaining the same artists was a struggle – 4 years is a long time, and commitments/health/work patterns change.”
“We ran out of energy a bit at the end! But largely it all went very well. It was a great group of people to work with.”

“Could have done with more space as our display was on BOTH sides of 2 large boards, so people needed to circulate round the boards. Most other displays were on just one side and were backdrops to table displays”

“You get parachuted into everyone’s agenda. Including the power agendas within the WI Group. Enormous amount of emotional labour in the end from what had started as something nice and lovely. [...]”

The amount of money was frightening to community groups who weren’t familiar with this. They were almost resistant to spending it and this made project co-ordination difficult. Convincing community groups of the benefit of thinking laterally was challenging (not specific to the project) – this applied in particular to promotional activity and the example of attending an outdoors / nature event to attract new audiences.”

Association with other commemorative activities

The fact that there was an AHRC regional WW1 hub (First World War Engagement Centre – Voices of War and Peace) in the same area was problematic due to the overlaps in their priorities. Another challenge was working with national partners / leaders on commemorative activity during this period although this also presented opportunities. It isn’t clear how these projects were planned to fit into the bigger national picture of WWI commemoration, and what did happen in this regard. For future projects, more effort is needed to link with national and other regional events on a similar theme.

Encouraging donations

The area of work focused on encouraging donations to museum collections was not as productive as the team had hoped but they recognise that there is a legacy aspect to this.

“The legacy gifting had difficulties – families aren’t going to want to give up personal items belonging to family members being proclaimed as heroes by the national narrative it takes years to build trust.”

It may have been possible to get more donations in digital form or as loans. More capacity and a more realistic timescale were needed for this activity. Additionally, a clear legacy plan for objects donated was desired.

“I’d like to have seen the project consolidated in a full permanent archive centrally located, perhaps in the Hive or the Museum.”

Managing expectations

Managing expectations across this number of partners on an emotive and often personal level also presented challenges especially where community projects are part of the approach. This connects to the point recognised by the project team around legacy gifting of very personal items - a difficult ask at any point, more so when national and international commemoration of their significance is taking place.
Concluding thoughts

In conclusion, some thoughts from the project team:

“We must thank our formal partners, the HLF, our wider group of stakeholders and consultees and especially the people of Worcestershire for their engagement with this Project, still believed to be the largest and most sustained commemorative HLF Project outside London.

When we began this Project in 2012, we had no idea how big it could become or what levels of support and interest there would be over five years. We were perhaps surprised by the scale of work, the challenges in managing events, activities and partners, and most of all the huge surge of interest.

Worcestershire World War 100 quickly became the focus for much of the 'official' commemorations and we became involved in many activities which developed outside the strict remit of the Project or which we produced in addition to our original plans. Inevitably some of our original plans altered as time moved on. At times the capacity to deliver as much as we would have liked was stretched. We have learned valuable lessons about working with various bodies, of involving volunteers, of engaging with minority communities, and of maintaining accurate evaluation records.

Yet we feel very proud to have been able to deliver a highly commended programme which we hope has done justice to Worcestershire’s contribution to the First World War effort and its aftermath.”

The evaluation team’s concluding thoughts were as follows:

“Worcestershire World War 100 was an ambitious project with a vast programme of activities designed to touch a large number of people and engage them in celebrating and commemorating the history of Worcestershire related to the first World War. The ambitions of the project were realised in many ways due to the dedication and passion of the people and organisations involved. In addition to the impact of the project generated during its delivery, it is clear to see that the project has left a meaningful legacy in the area. It engaged new people and commemorated individuals, places, objects and stories of Worcestershire’s past. Although it has been difficult to collate all the impacts of the project, it has highlighted the importance of partnership working and the need for consistency of approach and cohesiveness to understanding the real impact of a valuable, long term and multidimensional project on this nature.”
Appendix

Appendix 1: Impact overview sources

Documents reviewed
- Activity report 2013-2014
- Activity report 2014
- Activity report April-September 2015
- Activity report October-December 2015
- Activity report March 2018
- Activity report March-June 2016
- Activity report July-September 2016
- Activity report December 2016
- Activity report March 2017
- Activity report June 2017 revised
- Activity report September 2017
- Activity report December 2017
- Activity report April-June 2018
- Activity report September 2018
- Activity report December 2018
- Activity report March 2019

Stakeholders consulted
In addition to the project team made up of Adrian Gregson and Gillian Roberts, 12 stakeholders followed the invitation to share their experience and reflect on their involvement during the project.

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Organisation</th>
<th>Geographic location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christine Shaw</td>
<td>No organisational affiliation</td>
<td>Worcester</td>
</tr>
<tr>
<td>Kate Phillipson</td>
<td>Worcester City Art Gallery and Museum</td>
<td>Worcester</td>
</tr>
<tr>
<td>Phil Simpson</td>
<td>St Paul's Church</td>
<td>Worcester</td>
</tr>
<tr>
<td>Heather Rendall</td>
<td>Wichenford Local Heritage Group</td>
<td>Wichenford and adjacent parishes</td>
</tr>
<tr>
<td>Louise Price</td>
<td>George Marshall Medical Museum</td>
<td>Worcester</td>
</tr>
<tr>
<td>Sarah Ganderton</td>
<td>George Marshall Medical Museum</td>
<td>Worcester</td>
</tr>
<tr>
<td>Jenni Waugh</td>
<td>Freelance</td>
<td>Worcestershire (mainly Pershore)</td>
</tr>
<tr>
<td>Rose Beeton</td>
<td>Dancefest</td>
<td>Worcester</td>
</tr>
<tr>
<td>Martin Bird</td>
<td>Bird Creative</td>
<td>Coventry</td>
</tr>
<tr>
<td>Jeff Matthews</td>
<td>Feckenham WW1 Commemoration Group</td>
<td>Feckenham, Worcestershire</td>
</tr>
<tr>
<td>Dave Andrews</td>
<td>N.A.</td>
<td>Kidderminster</td>
</tr>
<tr>
<td>Deborah Fox</td>
<td>Museums Worcestershire</td>
<td></td>
</tr>
</tbody>
</table>

Appendix 2: Interpretation and events detailed figures

Tudor House Museum of Local Life Worcester
- Tudor House Museum – 4828 (from Activity report Oct-Dec 2016)
- Richard Cadbury Conscientious Objector exhibition
- 9712 visitors 2017-2018

Museums Worcestershire, Hartlebury Museum
• A Happy Convalescence Hartlebury Castle Museums Worcestershire 51,349 visitors
• March 2016- December 2018

**Worcester Soldier Gallery, Museum and Art Gallery**

• Battle of Gheluvelt Oct 2014-Jan 2015 3834 visitors
• Neuve Chapelle Jan-Mar 2015 3503 visitors
• Gallipoli Apr-Sept 2015 8658 visitors
• Battle of Qatia Mar-May 2016, 2749 visitors
• Battle of the Somme Jul-Nov 2016 6326 visitors
• Third Ypres: Pascehndaele Jul-Nov 2017 5992 visitors
• Charge at Huj Oct-Dec 2017 3259 visitors
• Kaiserschlacht; The German Spring Offensive Mar-Jul 2018 4345 visitors

**Worcester Museum and Art Gallery, incorporating Worcestershire Soldier**

• Words of Worcestershire People 17,479 visitors October 2014- March 2015
• Benjamin Williams Leader exhibition - Blest by the Sun of Home 12921 visitors Feb-June 2018
• The War to end all Wars – 45,951 visitors Feb-Nov 2018

**The Hive, Armistice Day 2017**

• Lectures on health and medicine and poppy drop over the Bell Tent
• 70 attendees for lectures and 1867 visitors over the day (from Activity report December 2017)

**Great War Weekend 4/5 June 2016**

Avoncroft Museum of Buildings - c. 1,000 visitors (from Activity report March-June 2016)

**George Marshall Medical Museum**

• 3000 visitors (from Activity report March 2018)
• George Marshall Medical Museum – 12000 (from Activity report Q3 Dec 2016)

**The Hive – University of Worcester and Worcestershire Archive and Archaeology Service**

• Childhood Interrupted Exhibition – main atrium at The Hive 2-29 November Daily average attendance 1,984 (from Activity report December 2017)
• Suffrage Exhibition, February 2018 -6,500 visitors (from Activity report March 2018)

**Battle of the Somme Film Screening, Worcester Cathedral 17th 2017**

Original musical score performed by the British Police Orchestra (from Activity report June 2017 revised). Composed by Laura Rossi who gave an introductory talk on her composition, together with Dr Toby Haggith from the Imperial War Museum on the significance of the film. c.400 attendees

**Infirmary, University of Worcester**

900 Infirmary (from Activity report Q3 Dec 2016)

**Other WWW100 activity**

• Armistice weekend at The Hive – 11th November – St George’s school visit. 2-minute silence – 150
• Lecture on Battles of the Somme, St Richard’s Hospice – 50
• Pershore High School Remembrance event and Somme Project – 200
• Saturday 22nd April, The Boynes Open Day - Activity and display based around a VAD Hospital, now an Old People’s Home, The Boynes, Upton on Severn. Originally this activity had been scheduled for 2015 at St Mary’s Convent School, Battenhall, Worcester but the school closed down. General attendance – 148; Tours – 43. Poetry readings (3 sessions) 40 adults; 30 children (from Activity report June 2017 revised)

• The Armed Man (from Activity report September 2017) - WWW100 was able to support this production of The Armed Man which played to over 1200 people in the Cathedral on 30th September 2017. As well as some items from our travelling exhibitions we were able to introduce the production to funders and stakeholders, and distribute material for the People’s Collection, together with other publicity about our programme of events in 2017 and 2018. We had a double page spread in the free programme for the evening.

• Worcestershire Remembers (from Activity report Q2 Sep 2018) - 4th August 2018. Lottery funded and other community groups at Worcester Guildhall. c. 1,000 public attendees


• Worcestershire Festival of Remembrance Drumhead Service, Gheluvelt Park (from Activity report Q2 Sep 2018). 15th September 2018. c.1000 participants

• Cavell Van on the Severn Valley Railway (from Activity report April-June 2018). After an opening ceremony the Van was on display during the 6 weeks and featured as part of a special “Goods Weekend” (1300 visitors) and two “1940s Weekends” (6600 visitors). During the period when the van was open, 22000 travelled on the line between Kidderminster and Bridgnorth.

Appendix 3: Education and lifelong learning

People’s Archive Collection

The People’s Collection was displayed in venues across the county. Initially, it was envisaged that the exhibition would tour around unusual venues but owing to range of facilities that the exhibition would be required to accommodate, it was decided to use the county library and museum networks and venues were identified in each district. Gallery 8 at Pershore remained as a community venue, but only for a short run as the annual maintenance shorten the exhibition run unexpectedly. The Almonry museum in Evesham enabled the project to have a significant run in the Wychavon district.

The exhibition was tailored to each district, sharing local stories of WW1 experience. The exhibitions were an opportunity to share the range of material that had been donated, shared and digitised as part of the project.

Bromsgrove
- Bromsgrove Guild war memorials designs from Worcestershire Archives collection
- George Bateman Royal Warwickshire Regt – sketches from the front, trench art
- Brazier family soldiers and VAD nurse from building contractor family in Bromsgrove

Redditch
- Royal Enfield motorcycle company

Malvern
- Purser family – including a trench shovel used at Ypres
- George Lane Royal Navy

Bewdley
- W J Broadfield
- Trench art

Worcester
- Andrews family
- William Haywood

The Almonry
- Enabled the museum to interpret the museum’s collection of WW1 material to complement display

The Hive
- Displayed material that it had not been possible to show in community venues owing to security. Items included:
- Andrews family, napkin German ship Sylph and military medal

© earthen lamp
Comments and compliments received included:

The exhibition looks lovely. You certainly put in a lot of work, but it was well worth it. Uncle Jack would be tickled pink –

*I thought the ‘board’ was very well designed and am delighted with it. I hope others enjoy all the history involved in the hallway as well.*

*The exhibition enabled the story of WW1 in Worcestershire to reach a far wider audience than would have been possible at Worcestershire Archives and Archaeology Service based at The Hive.*

The call out for objects was not as successful as hoped, but the call out enabled us to engage with people that would not normally interact with the service and the digitisation of material, rather than loans or deposits enabled the project to gain a better understanding of the range of material available in the community and to raise the profile for the service as a potential home for material in the future.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>21/05/18 – 21/06/18</td>
<td>Bromsgrove Library</td>
<td>15,040</td>
</tr>
<tr>
<td>21/06/18 – 19/07/18</td>
<td>Redditch Library</td>
<td>21,897</td>
</tr>
<tr>
<td>01/07/18 – 31/08/18</td>
<td>Malvern Library</td>
<td>32,669</td>
</tr>
<tr>
<td>21/07/18 – 02/09/18</td>
<td>Bewdley Museum</td>
<td>58,876</td>
</tr>
<tr>
<td>03/08/18 – 16/08/18</td>
<td>Gallery 8 Pershore</td>
<td>1,400</td>
</tr>
<tr>
<td>05/09/18 - 30/09/18</td>
<td>Huntingdon Hall</td>
<td>1,000</td>
</tr>
<tr>
<td>02/10/18 – 30/11/18</td>
<td>The Almonry Evesham</td>
<td>519</td>
</tr>
<tr>
<td>30/10/18 – 13/11/18</td>
<td>The Hive, Worcester</td>
<td>32,522</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>163,923</strong></td>
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**Remembrance Sunday events each November**

Activities and events were organised for each Remembrance weekend at the Museum and Art Gallery and at the Hive, where the Bell Tent was erected indoors in 2016, 2017 and 2018. Children participated in poppy drops and poppy making. Poetry, music and dance featured.

In 2017, the armistice was marked by a day of lectures on medical history arising from the research from the University of Worcester medical museums.

The remembrance event at the Museums and Art Gallery in 2018 event which included a performance of Harvey’s War by the Cavan Trio attracted around 90 people

- More than half were either visiting us for the first time, or hadn’t visited for several years
- 60% stayed between 1.5 – 3 hours
- All came specifically for the event
- The majority visited with other people, evenly split between children and adult parties
- Primary motivation as well as coming to the event was to spend time with friends and family
- 90% rated the whole experience as very good
- Recommendation rating was 9/10
- All were from Worcester

A selection of comments and words visitors used to describe their visit are as follows:

Enjoyable, Relaxing, Well thought out, Excellent, Memorable, Perfect, Event well organised and kid-friendly, Uplifting, Enlightening, Peaceful, Divine, Amazing, Super, we love coming here, Informative,
Thought-provoking, Inspiring, Educational, Interesting, we’ll definitely come back very soon, Family-friendly, Appreciate the effort put into the event.

At the Hive, the Remembrance weekend events from 9 – 10 November 2018 included a range of activities including Dance, Bell Tent, Film and Lectures

Discover History and the Worcestershire World War One Hundred Bell Tent in the atrium at The Hive to find out more about the First World War at Home and at the Front. The Bell Tent will remain in situ throughout Armistice weekend.

In the evening, members of Dancefest’s Worcester Gifted and Talented group and Worcestershire Junior Youth Dance Company performed When They Come Home. A moving dance piece, created with choreographer Clare Wood, explored the support of the soldiers for each other during World War One and how this support helped them to get through horrendous and unimaginable times.

At 6.30pm the iconic 1916 film The Battle of the Somme featuring the acclaimed score by Laura Rossi was screened.

On Saturday 10 November a wall of handcrafted poppies, representing Worcestershire men and women who lost their lives in the Great War, and get involved with family activities including poppy making was in display, followed by three talks focused on World War One including World War One research, stories from Worcestershire’s First World War featured in The People’s Collection followed by the George Marshall Medical Museum and The Infirmary museums' research into Worcestershire’s Health and the First World War.

Voices of the Great War: The presentation of illustrated verse by Christine Shaw entitled ‘I was there: The Great War Interviews’ inspired by a powerful collection of interviews and stories filmed in the 1960s was also shown and at 4pm a film screening of The Battle of the Ancre and the Advance of The Tanks (1917), a little-known masterpiece of British non-fiction cinema which documented the autumn and winter stages of the Somme campaign on the Western Front.

These events attracted the following figures:

<table>
<thead>
<tr>
<th>Date</th>
<th>Figures</th>
<th>Activity</th>
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<tbody>
<tr>
<td>09/11/2018</td>
<td>5,999</td>
<td>Remembrance at The Hive</td>
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<tr>
<td>10/11/2018</td>
<td>160</td>
<td>Family/Talks</td>
</tr>
<tr>
<td>10/11/2018</td>
<td>60</td>
<td>Performance</td>
</tr>
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<td>09/11/2018</td>
<td>12</td>
<td>The Battle of the Somme</td>
</tr>
<tr>
<td>10/11/2018</td>
<td>11</td>
<td>The Story of a War Memorial</td>
</tr>
<tr>
<td>10/11/2018</td>
<td>12</td>
<td>WWI Talks - The People’s Collection and Worcestershire’s Health and the First World War</td>
</tr>
</tbody>
</table>

**Casualty Clearing Station Board Game**

Casualty Clearing Station, 16th July 2015, George Marshall Medical Museum and The Infirmary. Pupils from Tudor Grange Academy Worcester helped launch the World War One Casualty Clearing Station Board Game on 16 July, an innovative education resource created by the teams at the George Marshall Medical Museum and The Infirmary Museum. The board game enables students to use their skills to engage with both History and Mathematics in a fun and informative way. The Casualty Clearing Station Board Game will be available for a free loan from the George Marshall Medical Museum and The Infirmary Museum. Initially for schools across Worcestershire the Board Game will also be available soon for download by schools outside the area. Loaned to several schools and played by 60 students (from December 2017 report)

**Preparatory activities:** (from Activity report June 2017 revised)
• Visit to Hartlebury Castle, A Happy Convalescence. Primary school children: 102, Teachers and assistants: 12
• Discover History visit to Hanley Swan Primary School. Primary school children: 102, Teachers and assistants: 7
• Outreach session in Hanley Swan Primary School by Worcester Medical Museums. Primary school children: 102, Teachers and assistants: 8
• Visit to The Infirmary. Primary school children: 42, Teachers and assistants: 5
• Poetry workshops leading to production of autograph book. Children 102, Teachers and assistants

Armistice Weekend 11/12 November 2016 – The Hive, Worcester

• Friday 11th – 44 Year 6 school children, Stanley Road PS; 10 WWII veterans; assorted staff
• Saturday 12th - 30 children; 55 public (from Activity report Q3 Dec 2016)

Bell Tent activity (from Activity report Q4 Mar 2017)

• Catshill Middle School on Friday 31st March: worked with 6 classes. (c. 180 children + 12 adults)
• Resource packs for schools, (from Activity report April-June 2018)

WAAS Outreach and Learning, October 2015

Three packs have been produced to help teachers study WW1 with school children. The packs commemorate the efforts and sacrifices made by ordinary men and women made during this conflict.

Worcester University: Teaching with Objects - Remembrance:

• C. 110 undergraduate B Ed students + C. 130 Postgraduate PGCE students. Total c. 240 each year
  The above have attended for the past 5 consecutive years during the Autumn term:
• 2014 - 2018 (This project is ongoing, and I have a booking for Autumn 2019, and so there is a legacy from the project.)

WW1 sessions with Key stage 1, 2 and 3 + Home Educated children:

• Nov / Dec 2014- Redhill, Stourbridge x 60 students, St Georges x 30 students, Stanley Road x30 students
• Nov / Dec 2015 -Bowbrook school x 20 students, St Georges RC x30 students
• Nov / Dec 2016 - Poppy drop @ the Hive x 60 students (?), St Josephs, Malvernh x 30 students
• Nov / Dec 2017 -
• Nov / Dec 2018 - Ombersley school @ Hartlebury X 30 students, Bishop Perowne x 30 students, Sunday 11th - x 12 home educated children

Appendix 4: Community engagement, participation and involvement

Edith Cavell Van

On loan for six weeks, the restored Railway Carriage that brought back the bodies of Edith Cavell and later the Unknown Warrior was seen by large numbers of people on the Severn Valley Railway in mid-2018. It was accompanied by its own displays together with material about WWW100, who organised the publicity and marketing with SVR. The van was based at Arely Station where was a Goods Weekend and two 1940s weekends during this period. These weekends attracted 7,900 people. Additionally, 20,000 visitors were carried on the SVR during those 6 weeks. There was a welcoming event where the display was launched by
Richard, Lord Faulkner, and WWW100 presented an education day with lectures on the wounded and on the 14th (Severn Valley Pioneer) Battalion of the Worcestershire Regiment.

**Fields of Battle: Lands of Peace**

This open-air photographic exhibition was on display during August and September 2018 in Cathedral Square, Worcester. The internationally acclaimed exhibition created by Michael St Maur Sheil was opened by the Lord Lieutenant, Patrick Holcroft. There were associated lectures at the Henry Sandon Hall, part of the Royal Porcelain Works, and work with schools. A series of guides were produced, aimed at young and older children, and adults. There were an estimated 400,000 visitors to the thoroughfare in that area of the city during this period. In a budget survey of 1,175 local people 45% identified it as a ‘successful’ event.

**Festival of Remembrance and Drumhead Ceremony**

At the invitation of the Lord Lieutenant, WWW100 co-organised a service of remembrance open to the public in Gheluvelt Park. Dignitaries including mayors from across the county were invited and it was officiated by the Bishop of Dudley, with multi-faith participation and the band of the Coldstream guards. Around 1,000 people participated in the event which included display tents from local organisations, and in the Drumhead Service itself. The Service Brochure was widely distributed.

**Art in the Great War**

WWW100 had previously contributed a small grant to assist Broadway Museum display this exhibition in 2018, but it was brought to Worcester Guildhall in February 2019 for a month's display. The display was open six days a week, during the day, and over 1,000 attended.

**Imperial War Museum films - Battle of the Somme, 89 attendees Battle of the Ancre, 29 attendees**

**Vamos – In Dear Old England's Name**

Vamos Young People’s Theatre researched and developed In Dear Old England’s Name, with the help of Worcestershire Archive and Archaeology Service and the team from the Worcestershire World War One Hundred programme. Inspired by true stories, In Dear Old England’s Name followed the lives of Kitty and Percy, a couple enjoying a wartime romance. Recently married, they head out for an evening at the theatre to see Worcester-born Vesta Tilley, a cross-dressing music hall star famed for her recruitment of men to the war effort, enthused by Vesta’s performance, Percy signs up for the army there and then. But does he realise what he’s leaving behind?

**Family Remembrance Day, 8th November 2014**

The event coincided with the “WW1 in the words of Worcestershire People” exhibition at MAG. The exhibition received 21k visitors: a third of which were first time visitors, which is higher than average. One half of the visitors had Worcester postcodes. All visitors would recommend the exhibition to friends and family. 30% of visitors were aged 65 and over, 50% 50.

**Arts collaboration, 10 December 2014**

The event attracted a range of artists: sculptors, poets and writers. As a result, Heather Wastie got in touch to say that Rashwood Care Home would be interested in doing a WW100 poetry project with Aston Fields Middle School and the project made contact with Vamos Theatre and is looking forward to working with them in the future.

**Remembrance 2016 (from Activity report Q3 Dec 2016)**
A poem by Fergus McGonigal, based on community workshop at The Hive, 12th November 2016

For these, we gather each year to remember:
The silence of the guns that first November,
The victory bell, the bugle call,
The blood-red field, the bone-built wall,
The millions killed by bullet, blade or blast,
The promise from the future to the past.
The poets sent us messages of truth:
That battle’s anger sacrifices youth,
Whose wretched flower would never bloom,
Inside its dark, neglected tomb,
Where millions lay to rest, but not in sleep,
Those souls they thought expendable, or cheap.
Time can deceive by letting us forget,
But all of us are bound by timeless debt.
As each new generation learns:
The past remains, the world still turns.
The future’s here, the price so dearly paid.
It’s silent now, the memories yet to fade.

Home Front Legacy day school, 5th September 9th September 2015 (from Activity report July-Sept)

On Saturday 5th September, the Home Front Legacy team came to The Hive to run a regional workshop. The project aims to encourage and inspire local communities to document and record the vulnerable remains of WW1 for future generations. The workshop gave us an opportunity to think about what remains out there in our local area, how we might work together and an opportunity to explore the recording app.

The Home Front Legacy project is spearheaded by historian, Dan Snow. It is a collaborative project between the Council for British Archaeology and the Historic England to record places connected with WW1. A second day school is planned for early 2016.

Appendix 5: Volunteering

Book Launch and Volunteer recruitment day (from Activity report Q4 Mar 2017) - 25th February 2017

February 2017 marks the centenary of small arms ammunition production at Government Cartridge Factory No 3 Blackpole, more commonly known locally as the Cadbury’s Factory, now forming part of the Blackpole Trading Estate. Part of Love Worcester Heritage Festival 2017, commemorating the centenary of the Factory with a series of talks, the launch of a new illustrated book on the history of the munitions factory as well as inviting people to volunteer to work on a Worcester City Council project to survey the surviving buildings. c.70 attendees

Remember RAF 100 project (from Activity report April-June 2018)

Over 6 occasion, the project secured 5 volunteers and over 50 adult visitors, with over 70 children