Remembrance Reinvented - Devizes and Wiltshire

Wiltshire Museum
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We’re saying #ThanksToYou to #NationalLottery players for the support you provide arts organisations. Free admission today to Lottery players to our Wiltshire Remembers: Aftermath of the First World War exhibition! HLF South West ACE South West http://ow.ly/w8aP30mUx1R

heritage lottery funded
LOTTERY FUNDED

1,464 People reached
48 Engagements
Boost Post

2 shares
What we delivered

<table>
<thead>
<tr>
<th>Exhibition to tell the story of Remembrance in Devizes and Wiltshire</th>
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<tbody>
<tr>
<td>- names of all those who died from Wiltshire</td>
<td>achieved</td>
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<tr>
<td>- a/v of names, background and photographs of our members who died (170 men and 2 women)</td>
<td>achieved</td>
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<tr>
<td>- impact of the war on families and returning soldiers</td>
<td>achieved</td>
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<tr>
<td>- wounded and recovering soldiers</td>
<td>achieved</td>
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<tr>
<td>- commissioning and building war memorials</td>
<td>achieved</td>
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<tr>
<td>- casualty crosses sent back to families from the Front, altar set used in the chapel of a front-line hospital, shrapnel tree</td>
<td>achieved</td>
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<td></td>
<td>Included a gravestone to an unknown soldier of the Wiltshire Regiment – loaned by the Commonwealth War Graves Commission</td>
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Weekend of events to mark the British Legion 'Thank You' day on Sunday 28 October

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<tr>
<td>* We have a photograph of John McCrae, author of 'In Flanders Field' in Devizes Market Place while he was training for the front</td>
<td>achieved</td>
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<tr>
<td>- projection of photograph of John McCrae (and other images / video) onto buildings during a reading of 'In Flanders Field in the Market Place</td>
<td>achieved</td>
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<tr>
<td>A volunteer edited the photograph of John MacCrae and the text of 'Flanders Field' into a short film, projected onto the Bear Hotel – the location of the photograph in 1916. This was projected from 4pm until 9pm and was seen by approximately 1,500 people.</td>
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</table>
- Machine that will write the words of 'In Flanders Field' in sand on the Market Place | achieved

- Body outlines in white washable paint of those who died | achieved
  Remained in place for 2 months on the main pedestrianised street in Devizes – seen by 2,000 people each day

- Empire Soldiers - VR performance involving local schools | Achieved
  Performance attended by 40 plus schools workshop for dance students from Devizes School. One pupil was at risk of dropping out, but the engagement with the performers reignited her enthusiasm and she completed her GCSE course.

  See Appendix 3 for visitor comments
| Luminous Birds - illuminated doves of peace | achieved | Located in 2 pedestrian areas of the town centre. The idea inspired people to make paper doves of peace that were suspended in the main church during the Remembrance Day service and a WW1-themed music performance. |

| Community engagement | achieved | Knitted poppies used to decorate the Market Cross in the town centre for 3 weeks. Made by a wide range of people, including at Alzheimer Support Group and local care homes. |
- "Letters Home" - marking the homes of those in Devizes who died - project with young people

Achieved

Worked with a range of young people and community groups to create the 'Letters Home' placed in 26 locations across the town centre. All were posted on social media.

<table>
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<tr>
<th>Our Audiences</th>
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<tr>
<td>* local residents - focus for events in the Market Place and the exhibition</td>
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<tr>
<td>* young people - the Empire Soldiers Virtual Reality performance, schools visits to the Museum, body outline painting, Letters from Home, helping with events</td>
</tr>
<tr>
<td>* older people - film show, knitted poppies</td>
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</table>
A number of Service families visited the exhibition and soldiers from the Royal Artillery read names of the Fallen in the exhibition.

Local history enthusiasts helped with the ‘Letters from Home’ project and the Conference was attended by 70 delegates.

**Project Outcomes**

**People will have learnt about heritage**

- *the weekend of events will enable people in Devizes to find out about those who died in the war and about the local connection with John McCrae, author of ‘In Flanders Field’*
  
  **achieved**

- *the exhibition will enable people to find out more about the immediate aftermath of the war and the impact on those who returned*
  
  **achieved**

  **The exhibition**
* the Conference will highlight new research

Achieved

Presentation given at the Conference are online on our website and many were included in a special section of the Wiltshire Archaeology Magazine - the County’s Archaeological journal, distributed to our 1,000 members, including university libraries in 10 countries, including US, Canada, New Zealand and Australia. The cover shows graffiti with the names of soldiers from Canada, Australia and New Zealand in Figheldean Church on Salisbury Plain.

**People will have changed their attitudes**

| * the events and exhibition will enable people to understand the impact of the War on their community and will challenge some preconceptions about how and why memorials were established | Achieved | The Silhouettes and the ‘Letters from Home’ elements of the project meant that local people understood the impact of the War and the number of men and women from the local area who died. |

**People will have had an enjoyable experience**

| * we are aiming for the events programme to be enjoyable as well as thought-provoking | Achieved | Visitor feedback was excellent (see appendix 2) |
* the film programme, curated by Windrose Media, will be a popular event, featuring films shot locally | Achieved

**People will have volunteered time**

* the majority of the project will be undertaken by volunteers | Achieved | Over 250 people were involved in different aspects of the project, giving over 1,000 hours of their time.

**Heritage will be better interpreted and explained**

* the exhibition will tell the story of the period immediately after the end of the war, and tell the forgotten story of how and why memorials were created across Wiltshire | Achieved | Four interviews on BBC Wiltshire with the Museum Director and the Guest Curator were opportunities to reach audiences beyond the Museum.
<table>
<thead>
<tr>
<th>* the Conference, including the display stands, will be an opportunity to engage a wide range of people with their heritage</th>
<th>Not achieved</th>
<th>It was not possible to hold the conference at the Garrison Theatre. However, delegates included a range of people who had not previously engaged with the Museum.</th>
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<tr>
<td><strong>More people will have engaged with heritage</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>* we will be working with a range of community groups, many of whom have not previously engaged with WW1 heritage</td>
<td>Achieved</td>
<td>We worked with a wide range of new groups, including scouts, cubs, brownies, Alzheimer Support, Wootton Basset Memory Club, Mayor’s Knitting Circle, Care Homes and Devizes Youth Club</td>
</tr>
<tr>
<td>* we will be working with the military community (Intelligence Corps) and engaging them in their local heritage</td>
<td>Part-achieved</td>
<td>The Museum hosted the Mayor’s reception after the Remembrance Day Service on 11 November and attended by officers from local units. The exhibition was visited by three military groups (Intelligence Corps, Royal Artillery and Wiltshire Yeomanry), but the focus of the military units was on the commemorations linked to their units.</td>
</tr>
<tr>
<td>* the Conference is being held at the Garrison Theatre in Tidworth, at the heart of the military community</td>
<td>Not achieved</td>
<td>It was not possible to hold the conference at the Garrison Theatre, and instead was held at the Museum. The Conference was sold out, with 70 delegates including speakers and representatives from Breaking Ground Heritage, serving soldiers and the MoD Archaeologist.</td>
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Appendix 1 - press

Gazette & Herald

30th October 2018

People from all over the world send poppies to Devizes

By Joanne Moore

POPPIES in red, white and yellow that have been created by people from all over the world now adorn the Market Cross in Devizes as the town does its bit to mark the 100th anniversary of the First World War.

Lee Samuel, the artistic director of Devizes Outdoor Ceremonial Arts, which has joined forces with the town council, Royal British Legion, Wiltshire Museum and St John’s Church to make sure the fallen are remembered, is delighted with the outcome.

Hundreds of poppies were made by the Devizes Kind and Nutter group but after Ms Samuel took to the radio to urge others to send in poppies she was overwhelmed by the response for the year-long poppy trail.

She said: “I hoped people would respond but they just kept on coming. Some have been sent in from the USA and as far away as New Zealand and the UK.”

The traditional red poppy adapted by some to remember anyone killed in conflict is joined by the purple poppy to remind people of animals that are the victims of war and the white poppy to symbolise all casualties of war including civilians and non-British deaths and to call for peace.

Ms Samuel also joined with members of Devizes Youth to create silhouettes of fallen soldiers in The Bittern by spraying chalk paint on the paving stones.

So far there are 150 silhouettes but if a donor comes forward to pay for more paint she hopes to create another 50 to match the number of names on the war memorial outside St John’s Church.

On Saturday the 155 silhouettes will be remembered in a moving ceremony led by Royal British Legion secretary Wayne Cherry as people holding their names up in The Bittern from 11.30am. He will need another 60 people to volunteer to take part.

Artists are also creating A Portrait Of A Hero in St John’s Church which runs until November 30. Milan Anandkumar and graffiti artists are creating a giant portrait in coloured sand. A reflective service will be held tonight (Oct 11) at 7pm, then on November 11 after the Remembrance service the artwork will be dispensed.

On November 5 the garden of remembrance will be dedicated at 10.30am and this will be immediately followed by a concert in the Court Exchange and the reading of the names recalled in the war memorials.

On November 8 The Pitching Log will be held in the Court Exchange when archive footage reflecting life in Wiltshire before and during WWI will be shown.
Appendix 2 Exhibition visitor feedback

The Museum uses Audience Finder, developed by The Audience Agency and supported by Arts Council England to understand our audiences.

During the period of the exhibition, 57 surveys completed. Of these, 10 gave the WW1 exhibition as the main or sole reason for visiting.

Comments relating to the exhibition were:

- “WW1 exhibition was educational, surprising and different.”
- “Informative, moving and inspiring. An emotional visit – seeing the names of so many Wiltshiremen (including a Great Uncle) who perished in the Great War.”
- “Comprehensive, informative and fascinating.”
- “Moving, inspirational and emotional. We thought the WW1 exhibition was fantastic and highly moving.” – Visitors from the USA.
- “Emotive, moving and fascinating. The exhibition was excellent – well worth a visit.”
- “Fantastic. WW1 exhibition was moving and touching. Grateful for those that gave their lives.”
- “Well-displayed and thought-provoking.”
- “Great exhibition. Would have been great to have activities for the kids!”

The survey methodology asks visitors to use 3 words to describe their visit. We have used a Word Cloud to analyse their responses. The size of each word is in proportion to the number of times the word has been used.

<table>
<thead>
<tr>
<th>1. Terms used during the rest of the year</th>
<th>2. Terms used during the exhibition</th>
<th>3. Terms used by those who specifically mentioned the exhibition</th>
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<tr>
<td>interesting</td>
<td>educational</td>
<td>amazing</td>
</tr>
<tr>
<td>child-friendly</td>
<td>informative</td>
<td>heart-breaking</td>
</tr>
<tr>
<td>fun</td>
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<td>moving</td>
<td>great</td>
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Appendix 3 – Empire Soldiers VR performance – audience feedback

6. On a scale of 0-10, how likely is it that you would recommend FEDS to a friend, family member or colleague, with 10 being extremely likely and 0 being not at all likely? (Tick one only)

7. If there anything else you would like to say about your visit? (Please describe below)

- It was very emotional, we need this message to be given so nobody we do forget.
- I very much enjoyed my visit, I thought it was very eye opening and interesting. It stimulated questions I had not previously thought about.
- The incorporation of dance, VR and a letter at the end made this experience not only memorable and thought provoking, it also evoked an emotional connection to the learning. Thank you!
I felt quite moved by my involvement with this project, my boy only being 15 when he joined up really touched me. I tried to get the feelings of a half boy, half man in the letter and found it quite a challenge to make it believable.

Rosaleen

It brought home to me the utter futility of war, when they tried to send a man in poor health for basic training and he died before setting foot on foreign soil as a result.

Roz

The children and I researched life in the trenches and read examples of soldiers’ letters to help us. We also looked at the 1911 census and found Albert and his family to help us feel we knew him and his life in Rowde a little more.

It is all their own ideas and words, I just supported them in putting it together in the right order and asking questions to draw out their ideas.

Thank you for allowing us to be a part of this project we have really enjoyed it.

Teacher: Rowde School
Outcomes for the group

- Enjoyment
- Memories and retelling
- Being part of something
- Visit to the Museum
- Reading into the space
- Seeing work displayed

"At woke up my Brain and Memories. Thoroughly enjoyed the whole thing. Made me feel special and part of a group."
Appendix 5 – Key Facts

Exhibition visitor numbers – 6,275

Volunteers engaged: 258       Volunteers: 1,100 (estimate)

Social media - Facebook

- Number of WW1-related posts    61
- Reach                          73,648
- Number of people engaged with posts 3,647 (ie commenting on, liking, sharing, or clicking)
- Number of video views          4,566
- Number of minutes of video viewed 2,143

Learning shared: 2 presentations given at the South West Museums Federation Conference – Letters Home and Memory Club
**Education Groups**

**November**

School groups
3rd - Forest & Sandridge School (24/6 + 22/6)
15th - St Edmunds, Calne (28/4)
22nd - Southbroom St James (28/3)
24th - Seend Primary (34+4)
29th - Moredon School (58+10)
30th - Southbroom School (28+3)

December

School groups:
5th - St George's, Warminster (24+2)

College and University Groups:
7th - University of Brighton (15+1)
16th - Farleigh FE College (3+1)

**January**

School Groups
8th - Wansdyke, Bristol (MR/30+2)
9th - Staverton (AR/28+4)
12th - Shaw (AR/27+2)
16th - Sambourne (AR/32+2)
17th - Sambourne (AR/34+2)
24th - Avebury (MR/29+3)
30th - Heddington (AR/30+4)
31st - Avebury (MR/24+3)"

**February**

School groups
2nd - Southbroom School (22+3)
6th - Trinity School (26+3)
7th - Wansdyke School (33+4)
9th - Southbroom School (23+3)
21st - Chirton School with John Girvan (17)
22nd - Nursteed School (30+3)

College and University Groups
15th - Uni of Birmingham (10+2)