Introduction

The 100 miles for 100 years project has developed free, First World War themed walking trails in Kent by working closely with local communities and volunteers. The trails have been provided in a variety of formats as requested in consultation with local communities. Their length and content has also been designed working closely and supporting local communities.

All the trails and associated booklets can be found on our website www.kentww1.com

Format

The development of the trails followed a structured path which can be broken down into sections:

Events
- Initial meetings with presentations
- Public sharing events
- Trail testing by walking the route
- Trail launch
- Final event

Production of trails and booklet
- Trail development phase including liaising with volunteers
- Leaflet design and approval
- Booklet development, approval
- Printing of leaflets and booklets
- Loading of all digital elements onto the Kent in WW1 website

Publicity and Communication
- Newsletters
- Press and other media
- Social media

Other events including training, presentations and guided trails

Legacy
Events

Initial meetings
At the commencement of the project we arranged initial meetings with local groups in order that we could reassure local existing groups that we would be not be taking any of their plans and would be working in partnership with local groups and individuals. These meetings were also very useful to gauge levels of support and interest and get a feel for local politics and who to work with. For example we found in Tenterden there were three distinct groups, Tenterden Town Council, Tenterden Museum and Tenterden Railway and very little cross over between the groups. We therefore held the public information day at the Museum, the trail launch at the Railway and the final event at the Town Hall.

At the 21 meetings we interacted with 159 people representing local communities, we invited a wide range of local people to these meetings including local history groups, walking and rambling groups, youth organisations, councils, the WI, the U3A as well as individuals known to us from previous projects.

At the initial meetings we took along local images and information to inform the attendees of existing information and to encourage them to see the possible scope of the project. An example for Sevenoaks follows:

<table>
<thead>
<tr>
<th>Image</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.jpg" alt="Image" /></td>
<td>The Vine was used as a parade ground for the troops during the First World War and the YMCA had a canteen for the troops nearby. This card was written by Bob c/o 29 High Street Sevenoaks to his young lady, Mabel, living in Canterbury in November 1915. Information from Sevenoaks a historical dictionary ©Sevenoaks Historical Society. For the booklet</td>
</tr>
<tr>
<td><img src="image2.jpg" alt="Image" /></td>
<td>Another card from Bob to Mabel of The Seven Oaks. Bob was serving in Sevenoaks and refers in this card to daylight saving, brought on 21st May 1916, and having to go on duty at 5 a.m. which was really 4 a.m. Subsequent research has found that Mary Mabel Cardinal born Oct 1893 in Canterbury married Robert B Pannett.</td>
</tr>
</tbody>
</table>
The Cornwall Hall was mobilised as a Hospital by the Kent VAD in August 1914. The first patients were wounded Belgian refugees in October 1914. The hospital remained open until March 1919. Essenhigh Corke visited the hospital on many occasions to photograph the patients.

Source Kent timeline.

The initial meetings also helped to form the project, for example there had been no plans to have a hard copy leaflet for the trails but the initial meetings showed that there was a real appetite for this resource. At the initial meetings we also discovered if there were any other plans for trails in the vicinity and dove tailed our plans into existing plans. We only had one location where there was such strong resistance at the initial meetings and a couple of subsequent meetings that we decided to move the trail to another location altogether.

The initial meetings also helped form a draft trail route so that we had something to talk to the public about at the public sharing events.

Feedback from participants
- ‘A great idea, and so many places that could be included.’
- ‘Very useful meeting - inspirational and informative.’
- ‘Excellent presentation on a theme that would positively benefit our town’.
- ‘A very important development for our community.’
- ‘We have many digitised resources which may be of use - from Rob Wilkins, Tenterden Museum’.
- ‘A very useful means of inspiring existing local history groups into making more of local WW1 connections.’
- ‘Very worthwhile, excellent; can't wait for walks.’
- ‘Very interesting; our walking groups would like this.’

Summary
**Outputs**: 22 meetings with 159 representatives of local communities across Kent.
**Outcomes**: As a result of these meetings we changed our initial plans to include a new resource in the form of a tri fold leaflet for the trails, rather than relying purely on digital access.

**Public sharing events**
These were held at several different venues across Kent, on different days of the week and sometimes we took stands at other events such as fetes and fairs to try to reach as wide a demographic as possible.
To all the sharing events we took display boards featuring local images, local artefacts, draft trails and as the trails were developed trails from already launched locations so people could see what was involved and how the completed trails looked.

We also had a variety of printed materials including how to research, what resources are available free from Kent County Libraries, and specific local historical information and images; these handouts were very well received.

We also had a little quiz based on the information which we had already gathered.

We took digital scanners to these events so that people could share any family images or documents without any delay and in several locations people shared memories of relatives who had served or lived during the First World War which we then included either on the completed trails or in the accompanying booklets.
We also used these events to recruit volunteers and connect with individuals and groups of which we were not previously aware.

**Feedback from participants**
- ‘Free, how fantastic! Very very interesting I love walking & heritage’.
- ‘Please can you allow me to share your methodology for community involvement?’
- ‘Going to help me trace my family.’
- ‘Like that can self guide & do a bit at a time’
- ‘Thank you for letting me share my uncle’s story.’
- ‘Very interesting, great community asset’
- ‘Important memories are kept alive and encourage people from Kent to visit Gravesend as we get missed out from opportunities.’

**Summary**

**Outputs:** Engaged with 1067 members of the public

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
<th>Under 12</th>
<th>12-18</th>
<th>18-30</th>
<th>30-40</th>
<th>40-50</th>
<th>50-60</th>
<th>60+</th>
</tr>
</thead>
<tbody>
<tr>
<td>485</td>
<td>582</td>
<td>175</td>
<td>46</td>
<td>75</td>
<td>158</td>
<td>142</td>
<td>241</td>
<td>230</td>
</tr>
</tbody>
</table>

**Case Study**

An example of the efficacy of this approach for recruiting volunteers is Tonbridge. The initial meeting had been disappointing as the local history group were of the opinion that there was very little information relevant to the First World War.

However our own research had discovered some interesting points and so we decided to run a public sharing event. At the public sharing event we met Pam Mills; who was not connected to any local history groups; but was passionate about the First World War and Tonbridge.

Working together we devised a trail for Tonbridge formed of a main trail and 2 trail extensions featuring 37 separate locations and with an accompanying booklet which is 34 pages long.

The Tonbridge trail has proved to be so popular that the local community had printed out another 500 leaflets for distribution.
We have continued to work with Pam Mills and supported her with her own successful bid for Heritage Lottery Funding.

Chronologically, after the public sharing event, we continued to the trail development phase

**Production of trails and booklets**

**Trail development phase**
This was an important phase in each location where we worked alongside volunteers to formulate both the leaflets and apps with approximately 50 word description for the each historical location and the accompanying booklet with more in depth descriptions, useful links and places nearby. We commenced with a chart as per the examples below:

<table>
<thead>
<tr>
<th>Dartford Burgundy Trail</th>
<th>Car parking nearby</th>
</tr>
</thead>
</table>
| **POINT 1** - Overy Street Fire Station  
The site of the fire station was at the entrance to the current Merryweather Close.  
This was a volunteer brigade whose superintendant was Jeffrey Ellingham with a team of 14 fire-fighters. During the War as men were called up women became fire fighters for the first time and Dartford welcomed two women fire fighters in 1916.  
The fire brigade was involved in 2 big fires during the War neither of which was the result of enemy action. The first in October 1915 on the River was a grain store and although the brigade saved nearby cottages they were unable to save a timber yard or two barges moored nearby. In the second fire in August 1917 had an impact on the workforce as every tram was destroyed by a fire at the tram sheds, thousands of people working in the munitions and other industries had to walk to work and other trams were quickly borrowed from London. The fire brigade was manned by 14 volunteers and a superintendant who was Jeffrey William Ellingham. He was a local building contractor who ran a very busy building company and advertised throughout the war for carpenters and labourers.  
As men were called up women took on fire fighting duties in some towns and Dartford was one of these, the Pathe news link below shows women fire fighters in Dartford on exercise see the link below.  
| **POINT 2** - 52 Fulwich Road  
Harry Banyard was living here and working as a grocer’s assistant when he joined the Royal Garrison Artillery at Dartford in November 1915. He served in France from August 1916 as a qualified signaller assisting with relaying the coordinates of the guns and survived the War, returning to Dartford in July 1919.  |

Screen South Report, 100 Miles for 100 Years, April 2018
Harry Banyard joined the Royal Garrison Artillery in Dartford as Private 60843 on the 1st of November 1915. Before the War he had been a grocer’s assistant. He was posted to the 139 Siege Battery which was sent overseas to France on the 1st August 1916 when the Battery embarked from Southampton for Le Havre.

He was promoted several times and on discharge had reached the rank of BQMS which is Battery Quartermaster Sergeant and also qualified in signalling and telephony.

Each battery consisted of 130 men and the BQMS assisted the Quartermaster with supplying the battery with the stores needed for the men. This rank was non commissioned. Harry served without incident until September 1918 when he was injured and sent to hospital but recovered and rejoined his battery where he served until he was demobilised in July 1919. Siege Batteries were equipped with heavy guns capable of delivering heavy firepower against reinforced positions, the shells could travel a significant distance and reach behind the enemy lines to breach lines of communication and attack ammunition dumps as well as the enemies own heavy gun positions.


Canterbury Draft trail
Our thanks to Richard Young for providing the outline of this trail

Blue Trail

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Leaflet and app words</td>
</tr>
<tr>
<td></td>
<td>The Westgate Hall, St Peters Lane</td>
</tr>
<tr>
<td></td>
<td>The Westgate Hall, St Peters Lane was the drill hall and headquarters for the Royal East Kent Mounted Rifles and the 4th Battalion, East Kent Regiment. There was constant activity as men would come for regular instruction, to enrol or to muster before they marched out of town.</td>
</tr>
<tr>
<td></td>
<td>Booklet</td>
</tr>
<tr>
<td></td>
<td>The Westgate Hall, St Peter’s Lane has been restored and is now as it was when it was used by the men from the Royal East Kent Mounted Rifles and the 4th Battalion East Kent Regiment.</td>
</tr>
<tr>
<td></td>
<td>When War was declared the Royal East Kent Mounted Rifles (also known as the East Kent Yeomanry) 1st Battalion were mobilised and came to Canterbury and spent their time training in the Canterbury area.</td>
</tr>
<tr>
<td></td>
<td>It was from the Westgate Hall that Bertie Bufton and Edwin George, who both are buried in Turkey, left when the REKMR</td>
</tr>
</tbody>
</table>
were sent to Gallipoli in 1915.
Men wishing to enlist in the Royal East Kent Mounted Rifles were instructed to report to the Drill Hall in 1915 in advertisements placed in various Kent newspapers. The Drill Hall would have been a scene of constant activity with enrolment, training and mustering.
Sources: http://kentfallen.com,http://www.1914-1918.net/eastkent.htm and various newspapers

The short description was always challenging because of the word count, but for legibility on the trail leaflet and app it was important we kept the descriptions concise. There were often debates with volunteers who were trying to fit too much into the short descriptions so we always provided a chart as above so that they could see the development of both resources in tandem. With the booklets we were able to go into far more detail, provide links for deeper historical research and also provide places nearby which were important First World War locations but did not fit into the trail for logistical or access reasons.

When we were designing trails at this stage we relied on local knowledge to advise us the best routes and any topographical or access issues.

We also included any family history which had been shared with us at the public events.

It was at this stage that we tried to check the accuracy of historical information, as sometimes information had passed into local folklore without any basis in fact.

This phase was very time consuming as often we were working with several volunteers; all of whom did not necessarily agree on historical facts or had various priorities. We also had our own set of criteria to meld into the finished trails.

From our public consultations and sharing events we knew that; whilst people wanted to remember the fallen; they were also interested in the 9 out of 10 servicemen who returned. We strongly felt that one of the purposes of the trails was to engage with not just the enthusiast but also with many people who had limited knowledge of the conflict or the role their local community played. So we included as many different aspects as we could about life on the Home Front, different roles in volunteer organisations as well as important local landmarks. We tried to represent all the Forces in as many theatres of the War as possible and always included the local War memorial.

Not all of the trails which were shared as draft trails went on to be fully developed, but where possible the information was used as places nearby in the information booklets.
We also developed the trails in Google Maps as this was the basis of our app, so it was very important to keep all of the information on the charts and Google Maps the same so that the trail leaflets and the app matched.

This is some feedback we received from one of our volunteers assisting in the development of our trails in Deal:

‘These trails will firstly and most importantly continue the commemorations of those poor men who were killed in WW1. Through your trails you have brought a more local and some unusual elements i.e identifying the homes of the VADs, injured men etc. You are also encouraging walking and exercise and by choosing to develop four smaller walks you have made bite sized elements which people can tackle who are not seasoned walkers. People can also choose to tackle some of the walks at a later stage. Some of us need to consider public loos and timescales … You are also developing much needed tourist elements for this seaside town, the need for that and particularly for out of season elements has been identified within the district and town council's Coastal Communities Strategies.’

Summary

Outputs: We shared 44 draft trails with 230 volunteers

Events and Production of trails and booklets.

Trail testing by walking the routes together with leaflet and booklet design and approval. Once the trails had been shared the next step was to walk the routes with volunteers to make sure that the trail was fit for purpose, and to see if it flowed. It was only when you were at the location that you were aware of pavement widths, road crossing points, whether there were sufficient stops to maintain interest and whether these had enough variety. This was the stage at which trails were often redesigned and where deeper resources could be discovered.

Whilst walking the trails modern images were taken of each specific location so that these could be used on the app and sometimes on the leaflets in order for people to be able to find a location easily.

Case study - interacting with a member of the public whilst route walking.

It was by talking to a member of the public whist walking the Dover route that they pointed out some shrapnel damage from the First World War on the edge of a local landmark. This information was not reported anywhere else although the incident in which it happened was documented.

Once the routes had been walked the trails went back for any adjustments and for more input from volunteers who were contributing historical research, images and resources for the leaflets, apps and booklets.
We invited local volunteers to write an introduction for their local trail as we felt that a local voice was more authentic. In a couple of areas they contributed the information and we crafted the words.

**Case Study - Uncovering hidden facts and sharing with the local community**

Appledore Historical Society had an image of soldiers from the First World War in the village High Street and had always assumed that they were passing through the village. We were able to put the society in touch with a military historian who identified the regiment concerned as the 4th Battalion the Royal Lancashire Regiment. Using our resources the regimental history was unearthed and it came to light that family letters were held in the National Archive from brothers who served with the regiment. Copies of these letters referring to their time in Appledore revealed that the regiment were billeted in Appledore, gave details of the local people who opened their homes, spoke of Belgian refugees being housed in the village (a fact not previously known locally) and gave details of villagers being special constables and an insight into village life. There was also a mention of a trench being dug, which again was not known locally.

Feedback from the community

“**These discoveries have greatly enhanced our knowledge of our village community during the First World War**”

“**Soon after moving into Appledore some 11 years ago, I remember seeing a display put up by ALHS showing the photo of soldiers marching along The Street and was captivated by it. I now know who they were, why they were here, what Appledore was like whilst they were here - fascinating!**”

**Summary**

**Outcomes:** 37 First World War themed heritage trails across 21 locations in Kent, which are Appledore, Ashford town, Canterbury, Dartford, Deal, Dover, Gravesend, Great Chart, Harbledown, Herne Bay, Isle of Sheppey (Sheerness and Blue Town), Kennington, Lydd, Maidstone, Margate, Westgate, Ramsgate, Sevenoaks, Southborough, Tenterden and Tonbridge.

These feature 741 local landmarks and places relevant to the First World War broken down as below:-

- Landmarks with a connection to men showing how we tried to feature all 3 forces and volunteers
To engage with a younger demographic we included landmarks and information about local schools, either connected to specific people or to provide an insight into life for school children at the time and also youth organisations such as scouts.

To engage with those who wanted to know about life on the home front we featured a wide range of other landmarks all with First World War connections.
We worked in partnership with over 60 volunteers on the historical narrative for the trails and booklets. We received family information from 12 contributors, who shared information not previously accessible to the general public.

18 introductions written by local volunteers and readers informed of an average of 20 different sites where they could access further information in each booklet. Each booklet also had at least a further 3 places of interest nearby.

**Production of trails and booklets.**

**Loading all digital elements**

All digital elements are loaded on the Kent in WW1 website [www.kentww1.com](http://www.kentww1.com). For each trail there is a trail map with short description for each landmark which is available directly from the website or from the app. Each location also has a pdf booklet and quiz trail as well as walking instructions and generic health and safety advice.

**Summary**

**Outputs:** These are the statistics of page views from the website split into each town. The variation is because some trails have only just been launched.

<table>
<thead>
<tr>
<th>Page</th>
<th>Total Views</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Jun</td>
<td>Jul</td>
</tr>
<tr>
<td>Appledore</td>
<td>340</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td>Ashford</td>
<td>65</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canterbury</td>
<td>223</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dartford</td>
<td>144</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deal</td>
<td>282</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dover</td>
<td>108</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gravesend</td>
<td>186</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Great Chart</td>
<td>38</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harbledown</td>
<td>86</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Herne Bay</td>
<td>45</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Isle of Sheppey</td>
<td>42</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kennington</td>
<td>27</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lydd</td>
<td>170</td>
<td>11</td>
<td>19</td>
</tr>
<tr>
<td>Maidstone</td>
<td>287</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Margate &amp; Westgate-on-Sea</td>
<td>459</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ramsgate</td>
<td>376</td>
<td>31</td>
<td>28</td>
</tr>
<tr>
<td>Sevenoaks</td>
<td>22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Southborough and High Brooms</td>
<td>122</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tenterden</td>
<td>264</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tonbridge</td>
<td>566</td>
<td>219</td>
<td>41</td>
</tr>
</tbody>
</table>

**Total views 3,852**

The resources on the website are available for the next five years and are already being accessed by various towns such as Tonbridge and Margate to print out their own additional
trail leaflets to distribute. Each location received an initial supply of 250 colour leaflets for each of their specific trails plus 30 booklets, supplies were left with libraries, TIC, museums and in some cases local shops.

In addition the Kent Archive and Library service view the booklets produced for each location as an important resource for the heritage of Kent in the First World War and are holding a copy of each booklet in their archive on Maidstone.

Feedback

- “I was so impressed with my town’s trail that I have already gone onto your website and downloaded 2 more”
- “I have downloaded all of the information about Deal etc to make my own booklet”
- “I am going to use the links provided to explore more about my town and add to the information already provided”

Events

Launch and final events with associated activity
100 miles held launch events in 19 locations across Kent. 5 of these events were held over the weekend of February 24th and 25th where they were part of a Kent wide event together with 13 other locations where trails had been previously launched.

The launch events were focused on presenting the completed trails to the community, with pop up exhibitions and were often held in association with other community events such as fetes, fairs, and veteran’s events to try to attract as wide a demographic as possible in order to break out of traditional heritage outreach.

Summary

Outputs: The launch events were attended by 1079 people, 559 of whom were female and 520 were male.

Feedback from the launch events across Kent about the heritage content of the trails included:

- “Superb display material and the trail(s) are brilliantly put together” - Tonbridge
- “Myself, children and grandchildren thoroughly enjoyed it and found the people we spoke to extremely informative.” - Tonbridge
- “You’ve reminded me of the stories my grandmother used to tell of the First World War and now I know where the places are she talked about” - Ramsgate
• “I didn’t realise how important battlefield wooden crosses were” - comments made in Lydd and High Brooms where the churches have battlefield crosses displayed
• “I have walked past the Destiny statue all my life without knowing of its relevance” - Ramsgate
• “I am very pleased that a smaller location like Harbledown has been included into the project and has a trail.” - Harbledown
• “Brilliant that you have based on the Harbledown quilt and used the research into the men from this village who served.” – Harbledown
• “Really interesting to know where the men went to school and to learn about the role of VADs” - Dartford
• “I live in one of the houses and am fascinated to find out who lived there before.” - Lydd
• “Brilliant, I work at the Camp and wanted to discover more about WW1.” - Lydd
• “I thought I knew everything about Appledore and am surprised about what I have found out.” - Appledore
• “I have never been in the churchyard and found out so much.” - Appledore
• “When driving you don’t notice things - never knew Brick Works was there.” - Southborough and High Brooms
• “So good you used the story of the men from HMS Hythe - they should be remembered” - Southborough and High Brooms
• “Thank you so very much for bringing our town to life.” - Canterbury
• “Good to see your facts are right” - Canterbury
• “How very interesting, a really excellent way of bringing the lives of the men to the fore and helping us understand who they were.” - Tenterden
• “Really interesting. Lots of things I didn’t know.” - Margate
• “Lovely and very proud that you included information I gave about my family” - Gravesend
• “Really brings home about the young men and especially knowing where they lived.” - Sevenoaks
• “Gives a real connection and I did not know about the role of the VADs” - Sevenoaks
• “Fabulous insight into life in Dover during the period” - Dover
• “Thank you has made me realise what life was like on the Home Front at the time” - Sevenoaks
• “A really good idea to let children know what happened.” – Gravesend

Feedback from the launch events referring to how local people were going to use the trails included:

• “Very much enjoyed the ‘Taster Trail’ walk and will follow up by walking other parts of the trail” - Tonbridge
• “We go walking near here, always looking for different places.” - Southborough and High Brooms
• “What a good idea, I’ll look at some on the website” - Gravesend
• “Looks great, lots in the booklet, will enjoy walking these” - Deal
• “The children I teach would be very interested as we have looked at WW1 and this will give them local knowledge” - Dartford
• “Self guided, very informative leaflet (did burgundy trail) and I have the maps for the other walks that I will do on another day.” - Dover
A common theme was the public liking the fact that the trails were self guided as reflected by these comments below which were repeated across Kent.

“Great, I can take myself in my own time.” - Southborough and High Brooms
“Good, they are self-guided, can take my time” - Lydd
“Brilliant, I can walk at my own pace.” - Canterbury
“Good I can do this any time I want.” - Appledore

Feedback from the launch events referring to how trails would be used by visitors included:
“We are going to share with our twin cities and use in exhibitions in 2018.” - Margate
“My guests will really enjoy following this trail.” - Lydd
“This is a very interesting trail which will be dovetailed into existing trails and give visitors something else to do” - Sheerness
“I will introduce my American guests to this” - Ramsgate
“Really interesting, not from the area but this is wonderful” - Deal
“Visiting from Yorkshire we are delighted to find our family mentioned on the trail” - Tenterden

Final event on the weekend of the 24th and 25th February 2018
This was held over the weekend in 18 locations many of whom included other activities, such as local First World War displays, film shows and re-enactors.

The weather was bitterly cold and we were very pleased that we had nearly 500 walkers participate and reached out to another 150 people at the various events over the weekend who did not walk. Some of the volunteers held guided walks which were very much appreciated by the participants. Having said that, people were also very complimentary when they self-guided and glad of the opportunity to discover more of the people who lived through this challenging period in Kent’s history.

Below are a very small selection of photographs and comments from participants.

‘Great information guided walk, very well organised although a very cold day, it was well supported. Thank you Ian’

Great Chart
The Lord Mayor and Deputy Mayoress walking the Canterbury trail.

‘It gave such an insight into life one hundred years ago in Canterbury, and brought the privations and restrictions of wartime England into focus’

‘Excellent guided walk by Phil. Aroused my curiosity to find out more.’

Dover

‘We have enjoyed this excellent tour with Phil, who was a wealth of information. Also a warm welcome and film show from the British Legion crew. Thank You’

The re-enactors added another dimension in Dover
‘It was a most brilliant and informative walk’
“Brought the town to life in an unforgotten era to be vividly remembered”

**Tonbridge**

We also had some positive feedback on Twitter:

@CraftSustaina “We had a great morning taking part of the #Walk100 tour in #Maidstone Thanks @KentWW1 @ExploreKent #Kent St Lukes Church”

@h_m17 “Out and about yesterday in #Tenterden town, discovering history and remembering @KentWW1 for #walk100”

@Emily6070 “Fabulous day today in the bay on a two mile historical WW1 guided tour around the town. Plus I got a lovely pin badge to commemorate #Walk100 @ilovehernebay #HerneBay Another historical tour is taking place at midday tomorrow starting at Herne Bay train station.”

@hermit1hideaway “@KentWW1 Just completed #Walk100 at Westgate-on-Sea #Thanet. Thank you to the organisers and well done to everyone who completed the walk!”

Finally, further comments from participants included:

In **Lydd**, the Scouts from Hawkinge were given their own guided trail which they enjoyed very much, and were very appreciative of the squash and cakes provided.

Another comment from Lydd in reply to a question as to whether they had discovered any more about the locality and the First World War as a result of participating in the trail:

“Yes, quite surprised with all the involvement Lydd residents had in the First World War.”

In **Ramsgate** the refreshments were also commented upon:

“After a freezing cold day, delightful and warming tea/coffee & delicious cakes. Yum!”

The trails were also appreciated:

This comment from Margate is representative of similar thoughts across Kent:

“Thank you to all the volunteers giving their time. The more we know about our heritage, the better chance we have of saving it.”

As are these from Maidstone and Ashford:

“I didn’t know some of the places that I normally would have passed without a second glance were once something significant. Learnt that many people were involved in WW1”

“It was a great tour/walk in Maidstone. It makes me see places in a different way (better) and appreciate the local architecture and history. I would like to participate in more activities like this one”

“I discovered some of the places where local reservists lived and shops and VAD hospitals information.”

“Didn’t know so many Ashfordians fought in Iraq...Very well organised and informative thank you.”

A comment from Harbledown

“The stories behind the names on the War Memorial was very moving and brought the history to life and made you realise this was happening in every village and town in the country”

Walkers in Appledore were just as enthusiastic:

“A really good community project that has been well received”

“Thank you for providing the opportunity of learning more about the place I reside.”

The event attracted participants from all ages and backgrounds as this report from Westgate on Sea confirms:-

“In addition to Roger Gale we had our ward councillors, Town Clerk, 4 town councillors and the Secretary to the United Services’ Club amongst the participants, who ranged from a toddler to a ninety year old in a wheel chair.”

Volunteers at the final event

The success of the final event was a result of the strong bond we had made with our volunteers throughout the project. Without the support of 57 volunteers the final events would not have taken place in so many locations.

Volunteer’s feedback

“I am extremely supportive of this project as I have seen how effectively it has reinforced the raising of interest amongst the public at large in local Kent activities commemorating the Centenary of The Great War and encouraging groups and individuals to explore their own communities and recognise, acknowledge, and gain an interest in those artefacts of built history which surround their everyday lives, which otherwise go under-appreciated in the daily hustle and bustle.

It is vitally important that projects such as this are supported as while there are photographs, plans, drawing, and artwork of all types which illustrate that period and our communities, there are no living people from that era who can communicate and explain that period, so it is up to local enthusiasts and groups to keep that history alive and relevant
“It has been a pleasure working with the team and it has helped people realise that although 100 years ago it is our history and is relevant and important.”

“Thank you for allowing me to be part of the team, I have gained a lot personally from my involvement”

Volunteers during the project across all aspects

The total number of days given by volunteers during the project was 230.

Other events included guided trails, training and knowledge sharing.

Guided walks

There were 691 participants on 20 guided trails with a well spread demographic as shown below. A majority of participants had not joined a guided walk before and for 95% this was the first time they had explored the First World War people and places in their town. All of the guided walks were led by volunteers.

Training and knowledge sharing

For the training and knowledge sharing we interacted with a variety of groups, either presenting to groups or running specific training events.

We held 9 specific training events which had 33 attendees - 19 female and 14 male. The training presentation was well received; we produced 3 power point presentations with associated leaflets which people could take away with them. We covered all aspects of research and trail development concentrating on free resources and also practical guidance on trail guiding.

Feedback from attendees

“I found the WW1 topic and the explanation of how to research very useful.”
“Interesting information regarding WW1 & website for research.”
“I thought the creation of my own Google map would be very useful. Also the wealth of information on the Red Cross website is incredible - who knew!”
“Very interesting presentations - providing new sources to try.”
“Valuable information which I will share with other organisations and feedback to U3A Committee”
“It has inspired me to follow up family stories and learn more about local history.”

Although the training was well received by those who attended we were concerned the attendance at events was low and despite trying to partner with specific organisations who provided training again there was little interest in what we were providing. This element of the project was hampered as our funding did not allow us to work in schools.
We found that the word training was daunting for many and changed the description to knowledge sharing. There was also a demand for presentations from wider groups and so we changed approach and merged the developed training presentations into more general First World War heritage specific to the locations where we were invited to attend groups.

By amalgamating we were able to reach a far wider demographic including the North Kent Dementia group to whom we gave 6 presentations to 76 male and 59 female attendees who included those with Dementia and their carers. This group really appreciated our attendance as they are so often ignored; their specific needs meant that we used a variety of methods to engage including artefacts, presentations and music.
Feedback included
“A very good presentation with lots of new information which will help with our family research.”
“Thank you for bringing the First World War to life. You brought back family memories.”
“The information given means that we know that we can start our own family research”
“Loved the artefacts and being able to handle them was an added bonus.”

We followed the same format to give presentations to a group at the Royal British Legion Gavin Astor home and to the W1. As further outreach we gave the same presentation to the Margate Task Force with attendees from Probation Service, Task Force, Trading Standard, Police, Youth Workers and those dealing with Domicile Abuse.

Outputs
3 presentations to 18 male and 59 female attendees
Feedback
“It was an extremely interesting talk with excellent handouts to back it up.”
“The information provided has given me a starting point to discover more about my family”
“I am interested in the trails and hope to follow one or two in the near future.”

We also supported people on a one to one basis on other heritage based activities and working with local volunteers on the heritage trails and have worked with 35 people in this way transferring skills knowledge and in addition have taken the printed guidance to public sharing events and advised another 42 people how to conduct their own research.

Feedback
“I have improved skills for the transfer of data and images digitally. I have a Library card now and know how to access websites such as Ancestry and Military records. I know that there is a website called Find a Grave, which is very helpful. I now can access the archive section at Maidstone Library with my library card.”
Communication

We felt it was very important to have a general communication with all the people across Kent with whom we were working. Although it did not form part of our original plan we devised and shared 6 newsletters to encourage the diverse network to feel that this was a common project.

We used the newsletters to thank volunteers in areas where there was a strong pick up and activity to help spur on a bit of community rivalry with locations were there was less activity.

The newsletters kept everyone in touch with the progress across Kent and was sent to over 700 recipients and was in addition to our press releases and social media output. Fortunately there were several opportunities to promote the project on local radio around Kent, and also 3 slots on regional TV.

During the project we sent out regular press releases and social media, with everything anchored by our website as a single access portal.

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Page Likes</td>
<td>446</td>
</tr>
<tr>
<td>Total Impressions</td>
<td>83,840</td>
</tr>
<tr>
<td>Total Reach</td>
<td>53,185</td>
</tr>
<tr>
<td>Total Post Clicks</td>
<td>2238</td>
</tr>
<tr>
<td>Total Reactions</td>
<td>374</td>
</tr>
<tr>
<td>Total Comments</td>
<td>58</td>
</tr>
<tr>
<td>Total Shares</td>
<td>122</td>
</tr>
<tr>
<td>Most Impressions (Single)</td>
<td>18,460</td>
</tr>
<tr>
<td>Highest Reach (Single)</td>
<td>8805</td>
</tr>
<tr>
<td>Most Clicks (Single)</td>
<td>749</td>
</tr>
<tr>
<td>Most Reactions (Single)</td>
<td>74</td>
</tr>
<tr>
<td>Most Comments (Single)</td>
<td>31</td>
</tr>
<tr>
<td>Most Shares (Single)</td>
<td>21</td>
</tr>
</tbody>
</table>

Below there are two examples of social media reach with specific locations:
The graph below shows the number of people the post reached on Facebook for the week of the final event 24th and 25th February 2018:
630 historical images were shared on the trails and in the booklets, 50% of which had not been shared with the public before.

**Legacy**

Apart from the ongoing presence of the resources on the website; which is covered elsewhere in this report; there is a continuing interest in the trails and we are still receiving communications from the public even though the project has completed.

- During the Summer 200 young people from the Kent Army Training Corps are going to walk the trails across Kent as their 2018 act of remembrance.
- We have assisted several community groups with applications for funding for local First World War heritage projects.
- We are still receiving invitations from groups to give presentations and talks.

The interest generated by the First World War trails has led to over 75% of those who attended our final event asking for a Second World War trail for their locality.

The comments below are a common thread about the legacy of the project

“Thank you for providing the opportunity of learning more about the place where I reside.”

“I didn’t know some of the places that I normally would have passed without a second glance were once something significant.”

“My view is that what you are doing is a service to the community, we are often missed for opportunities and you are providing a community legacy.”