



Wimborne History Festival Ltd

Evaluation Report

For WW1 Wimborne History Festival 2018

INDEX

Executive Summary

1. Attendance Data
2. Marketing
 - 2.1 Marketing Strategy
 - 2.2 Marketing Mix
 - 2.3 PR
 - 2.4 Lessons learnt from 2018 Marketing Mix
 - 2.4.1 Radio
 - 2.4.2 Social Media
 - 2.4.3 GDPR
 - 2.5 Banners and Posters
 - 2.6 Programme
3. Wimborne History Festival
 - 3.1 What we wanted to happen
 - 3.2 What actually happened
4. What took place as part of the project
 - 4.1 Two Day 3D WW1 Art Workshop with Artist Darrell Wakelam
 - 4.2 Two day talks and Mobile Trench with Steve Williams at QE School
 - 4.3 The Gathering by State of Play Arts at QE School
 - 4.4 Debating Workshop – Suffragette Minnie Baldock - Michele O'Brien & Colin Philimore
 - 4.5 Workshop: Martin Brown (Horrible History Illustrator), Richard Broadway Graphic Designer, Historian Chris Brown Allenbourn School
 - 4.6 Writing Competition
 - 4.7 Craft, art and STEM activities at the Festival
 - 4.8 Educational Resource Box for The Priest's House Museum Wimborne
 - 4.9 Storytelling for Schools
5. Community activities and projects
 - 5.1 Memorial Service
 - 5.2 Silent Soldier Project by State of Play Arts
 - 5.3 The Bristol Scout Bi-Plane
 - 5.4 Farmers Market
6. Management
7. Volunteers
8. Timetabling and data evaluation
 - 8.1 Approach to ongoing evaluation
9. What worked well and why?
10. What didn't work well and why?
11. Wimborne History Festival Learning
 - 11.1 How much of a difference would have happened anyway, even if no project had been undertaken at all?
 - 11.2 What are the key things that the organisation has learnt?
 - 11.3 On reflection what would we do differently?
 - Appendix 1 The Marketing material
 - Appendix 2 Anecdotal evidence – An extraordinary encounter by Julia Pullman
 - Appendix 3 Email to Archie
 - Appendix 4 Wash Up Meeting notes

Executive Summary

Wimborne History Festival Ltd is a community led festival governed by a Board of Directors. It delivers a biennial festival and also governs The Sting in the Tale 'festival of stories' which is also a bi-annual festival (held in alternate years to the main history festival). Both are held in Wimborne town Centre. This report is a summary and evaluation of the second festival delivered in 2018. This year took the theme of WW1 and Suffragette, due to 2018 being the centenary of the end of WW1 and the year women were granted the vote for the first time. Our previous festival celebrated Wimborne's history through the ages but due the nature of the theme mission creep was a problem. This year fewer partners were engaged but a more focussed approach to the theme and the connectivity to Wimborne were our core aims. This report summarises the schools' education programme and the festival activities and how we have measured the effectiveness of our activity.

Summary of research methods

Our data gathering was a combination of the following:

- Attendance at activities
- Written feedback on social media
- Wash Up Meeting to all invited stakeholders
- Wash Up with Board of Directors

1. Attendance Data

| Name of Lecture/Film | Venue | Attendance |
|---|------------------------|-----------------------------|
| The History of Blandford Camp* | Allendale House - EDHT | 60 |
| Gallipoli 1915 a forlorn hope | Allendale House - EDHT | 16 |
| Why Germany lost the War | Allendale House - EDHT | 16 |
| Battle of Jutland | Allendale House - EDHT | 5 |
| The Dorset Victoria Crosses* | Allendale House - EDHT | 45 |
| With a Bang or a Whimper | Allendale House - EDHT | 6 |
| The weapon that did not win the war, birth of the tank in WW1 | Allendale House - EDHT | 10 |
| Women's Suffrage in Dorset | Allendale House - EDHT | 22 |
| The Other Side | Allendale House - EDHT | 5 |
| The Great War, the men who died and the women who didn't | Allendale House - EDHT | 12 |
| The war with no end* | Allendale House - EDHT | 45 |
| Beaucroft House, a WW1 Hospital in the story of Colehill | The Reef - Colehill | 52 |
| Author Diane Atkinson, Rise Up Women –book signing lecture | Allendale Centre | 35 |
| Total attending lectures | | 329 |
| Lawrence of Arabia | Allendale Centre | 9 |
| War Horse | Allendale Centre | 2 |
| Journey's End | Allendale Centre | 0 |
| Suffragette | Allendale Centre | 5 |
| The Battle of Ancre and the Advance of the Tanks | Allendale Centre | 40 |
| Shoulder Arms Charlie Chaplin** | The Minster | 30 |
| 5,000 Cherry Stones – Storytelling | Allendale Centre | 29 adults |
| The Gathering | Allendale Centre | 51 adults |
| The Gathering | QE School | 360 children 10 adults |
| WW1 Mobile Trench x 2 days | QE School | 150 children 15 teachers |

Evaluation Report: 19 December 2018 Author Tracy Whitham Wimborne History Festival 2018

| | | |
|--|--|----------------------------|
| Toy Soldier casting and painting | Priest's House Museum | 170 children |
| Storytelling and Music The Great War – Harp and A Monkey | Priest's House Museum | 20 adults 5 children |
| Storytelling and Music – Harp and A Monkey | Wimborne First School | 60 children |
| Storytelling and Music – Harp and A Monkey | Allenbourn Middle School | 130 children |
| Storytelling- Tistou the Boy with Green Fingers | Priest's House Museum | 50 children 26 adults |
| Oral History station – oral history recordings | Priest's House Museum | 14 adults |
| Liquorice Making - demonstrations | Minster Green | 200 est. mixed |
| Suffragette Rally Sunday x 2 | Minster Green | 49 adults/children |
| Punch and Judy | Minster Green | 120 children 70 adults |
| Writing Competition | Adult and Junior entrants | 7 children 18 adults |
| 2 day 3 D Art workshop with Darrell Wakelam | QE School | 18 children |
| 2 day Mobile Trench talks | QE School | 150 children |
| Suffragette and debating workshop | QE School | 39 children |
| Outreach Education Box – school usage since November | Cranborne Middle School/West Parley School | 2 school 60 children |
| Workshop with Martin Brown, Chris Brown and Richard Broadway | Allenbourn Middle School | 32 children |
| Darrell Wakelam – making WW1 Soldier | Allendale Centre | 150 |
| Royal Signals Museum | Allenbourn School Festival site | 150 children 170 adults |
| Rosette Making on Sunday | Minster Green | 35 children/adults |
| Memorial Service | The Minster | 150 adults |
| Priest's House Museum Saturday | PHM | 469 adults 152 children |
| Priest's House Museum Sunday | PHM | 425 adults 175 children |
| Allendale Centre & Allenbourn Site Saturday | AC | 1500 people |
| Allendale Centre & Allenbourn Site Saturday | AC | 1000 people |

*organised by and promoted in the East Dorset Heritage Trust programme, ticket sales to EDHT

** organised and promoted by The Minster

| Silent Soldiers | Reached an audience (approx.) |
|--|---------------------------------------|
| 4 Volunteers aged 16, 24, 18, 20 including a first year university student | 2,000 adults and children over 2 days |
| 6 Professionals including a final year University Student | |

| | |
|--------------------------|--|
| Children audience | <ul style="list-style-type: none"> Estimated 2763 young people were engaged in various activities during the schools' educational programme and the 2 day Festival period. An additional 45 young people attended the WW1 Living History display and demobilisation stand on Armistice day. 32 Premium pupils reached 26 students engaged in volunteering 4 Silent soldiers and as 20 army cadets, 2 |
|--------------------------|--|

| | |
|-----------------------|---|
| | festival volunteers |
| Adult audience | <ul style="list-style-type: none"> Estimated 3458 adults participated in the festival and associated activities |

| Number of WHF Volunteers helping over the weekend | Number of Partner Organisations Volunteers helping over the weekend |
|--|--|
| Saturday 22 volunteers + 1 voluntary professional photographer | PHM 5 volunteers |
| Sunday 15 volunteers | MINSTER 5 volunteers |
| Army Cadets 20 over 2 days | ALLENDALE CENTRE 3 volunteers |
| Rotary Club donated 8 volunteers | RADIO WIMBORNE 7 Volunteers |
| Camera Club donated 6 volunteers | Total: 92 |

| Online data collected | |
|------------------------------|----|
| Facebook comments | 25 |
| Linkd in | 1 |
| Twitter comments | 3 |
| Press Release coverage | 12 |

2. Marketing

2.1 Marketing Strategy

Our overall Marketing Strategy is to promote a community led Wimborne History festival and to focus our limited budget and resources to local advertising effort to encourage our own community to support the event. Our strategy to build a wider audience will be a slow burner to ensure we focus on getting the product how we want it and for it to grow organically to attract an audience of historians and local people in all their diversity.

2.2 Marketing Mix

This year we used a marketing mix of press releases, banners, posters, flyers, piggy back marketing where possible, website presence, mail chimp newsletters, website, Facebook, Twitter and local radio. Advertising and press releases appeared in Dorset Life, Stour and Avon, Blackmore Vale, Mags 4 Dorset, Bournemouth Echo, Forest FM and Wimborne Magazine.

2.3 PR

Some Examples of Press release coverage:

- <https://www.bournemouthcho.co.uk/news/16370443.pictures-wimborne-remembers-fallen-heroes-during-history-festival/>
- <https://www.bournemouthcho.co.uk/news/16321400.next-months-wimborne-history-festival-will-feature-a-trench-warfare-display-a-suffragette-rally-and-real-spy-training/>
- <https://www.bournemouthcho.co.uk/news/16359703.suffragette-experts-set-for-wimborne-history-festival-talk/>
- <https://www.mags4dorset.co.uk/competition-first-world-war-memories#.XBIh9FX7Spo>
- <https://www.visit-dorset.com/whats-on/wimborne-history-festival-p2069023>
- <https://www.resortdorset.com/events/Wimborne/3422/Wimborne+History+Festival/>

2.4 Lessons learnt from 2018 Marketing Mix

2.4.1 Radio

Our aim is to have good radio presence and we would ideally like to have a major radio station such as WAVE FM assist us in reaching a wide audience, however it is important to work with our local Radio Wimborne who are our media sponsors. Radio Wimborne have a great team of people who were brilliant to work with; they provided us with PA, announcements and ambient music and air time. However, until they get digital radio, they are only an online radio with a small audience reach giving which limits our marketing reach/impact. We want to have a good relationship with the town partners so for 2020 some compromise may have to be reached on both sides.

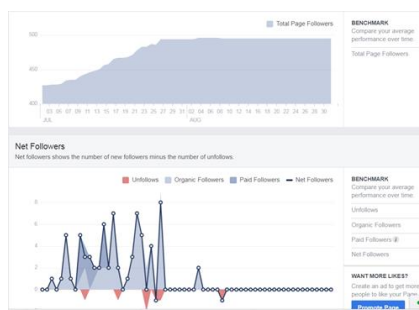
Wimborne History Festival will need to maximise free promotional resources on the marketplace through innovative radio marketing initiatives particularly since the demise of The Stour and Avon local publication in Dec 2018.

Although we spent a very limited marketing budget well - one of our key criticisms received from the wash up meeting was ineffective marketing and so we must address this in a new strategy for 2020 with an increased social media budget.

2.4.2 Social Media

We could have seen more engagement on Twitter and Facebook, which could raise Wimborne History Festivals' online presence and profile. It is not our specialism so for 2020 one of our missions will be to engage a social media task force for the period of the Festival activities, and to train each volunteer how to tweet and retweet. It is also important for us to maintain social media posts during our fallow year.

We did not set a social media budget for 2018 however a total of 5 ads were trialled – the largest reach was 6.6k people. We have 495 Followers



Analytics from FB

Evaluating the Facebook analytics shows us that we are under-utilising this relatively cheap way to promote our Festival and setting a Facebook advertising budget could be an effective marketing tool.

Human resources were the main reason for our minimal social media presence - the project manager and The Chairman are the only ones who use social media for the Festival.

This will be addressed at the next Board Meeting with the recommendation to access advanced facebook training and the power of advertising of this tool.

2.4.3 GDPR

In 2016 we promoted our lectures programme through both the Priest's House Museum and East Dorset Heritage Trusts' considerable friends and members' mailing lists. However since the introduction of the

stricter GDPR guidelines they did not do this for us which negatively affected our attendance considerably to our wonderful lecture programme. Looking at our attendance figures you can see the 3 lectures EDHT put on and promoted to their members were full or very well subscribed to compared to the WHF programme, so we know there is demand for these activities and we know direct marketing is the best promotional avenue.

Learning In the future we will look to put on lectures differently

2.5 Banners and posters

We had these around town, however a less busy poster for shops and noticeboard may have had better visual impact, our posters doubled as leaflets and did not stand out on notice boards. We increased both the size and number of banners around town. Feedback still demonstrated that more needs to be done to make the Festival banners visible and to raise awareness of the event in the lead up to the Festival.

2.6 Programme



The programme has the potential to raise us income if we sell them, however if we don't promote the programme in advance online, people won't be able to see what is going on to make the decision to come along, which may affect visitor numbers. The Board need to address how to make the programme something people want to buy, without us having to restrict the information we put out online. Having the programme prepared earlier will help this.

3. Wimborne History Festival 2018

3.1 What we wanted to happen

Broadly speaking, we wanted to educate younger people about WW1 and the Suffragette movement in relation to the centenary events, to educate the Wimborne community about what life would have been like in Wimborne during that period of history and to introduce people to the past people and stories of Wimborne 1918. Our biggest aim was to make a strong connection with Wimborne's heritage as much as possible by working closely with Town partners. To do this we wanted to hold a free town event on Minster Green, Wimborne Square, Willow Walk (Waitrose), Priest's House Museum, Minster, East Dorset Heritage Trust, Allendale Centre.

We aimed to take creative and fun heritage based educational programme around the themes of WW1 and the Suffragette movement to educate and engage young people with this historical period, and where possible leave a lasting impact and deeper understanding of this era.

We aimed to engage schools and communities in creative projects, with Living History and re-enactments

3.2 What actually happened?

Our site turned out to be not what we planned. Unable to make any contact with Waitrose to use Willow Walk we had to activate our contingency plan to use Allendale School which is also located in the town albeit a short walk from the Allendale Centre. We executed a good event with a programme full of Living History demonstrations, re-enactment and opportunity for community engagement with an associated educational schools programme.

Evaluation Report: 19 December 2018 Author Tracy Whitham Wimborne History Festival 2018

Our programme delivered everything we had planned for apart from a couple of Living History displays who pulled out at the last minute - but these things happen to all events and we managed without them and managed to get a last minute re-enactor for one day.

4. What took place as part of the project?

Schools/Education Activities

4.1 Two Day 3D WW1 Art Workshop with Artist Darrell Wakelam

The original plan was to take Darrell into 2 schools with a one-day workshop; however, we found it difficult to engage any other schools as we were late in our planning due to our funding release in May/June, and this hampered confirming dates. So having a good working relationship with the Head of Art at QE School we decided to run a 2-day workshop with Year 9/10 Art and History students. This enabled the Artist to achieve more with the students and proved to be a good decision in terms of a more quality input from the Artist over 2 days which enabled pupils to learn more from Darrell. The final output was able to be completed in time.

18 future A level art students took part over the two days along with an Art Teacher and the Artist. The completed artwork was exhibited in an end of term art exhibition and over the two days at the Allendale Centre.

Verbal feedback from the art teacher: Darrell was brilliant with the young people and really interacted well with them with clear explanations of what the plan was and supported each one of them, with praise and encouragement. She has requested that he come back in the future.



Finished work – QE Students



4.2 Two day talks and Mobile Trench with Steve Williams at QE School

A mobile trench was erected in the drama studio over two days with support from the Head of History. Steve Williams a WW1 Trench expert gave 30-minute lectures, 5 times a day to class groups – total number of young people who learnt about life in the trenches was 300 plus many Teachers.

The feedback from the Teachers was very positive and they were really pleased with this activity. The Head of art requested that medicine and first aid in the trenches was talked about, as this was a topic covered in the history curriculum, so Steve covered this in more depth.

We had planned to have a German re-enactor attend for the two days as well to give an alternative perspective to life in a German trench; however the re-enactor did not show up. This was managed. The activity was very informative, and children interacted well with the speaker who was incredibly charismatic, funny and knowledgeable about both the key stage requirements and trench life on the front.



Output: a successful educational talk about general life and death in the Trenches

Outcomes: Students had fun, were educated visually and verbally about life in a WW1 trench, touching on many curriculum elements.

4.1 The Gathering by State of Play Arts at QE School

It was a pleasure to be able to give the HLF funded 'The Gathering' additional opportunity to be shown again during the Wimborne History Festival having seen it earlier in the year at Holtwood. We took the production to QE School and performed to 360 pupils in the main hall. The play follows the stories of two young men from Wimborne. Their stories had been researched by State of Play and written by Tony and Gill Horitz. The play is funny, dramatic and brings out the very real social impact of the war. Pupils were very engaged with this and the play successfully educated a large number of young people about the sacrifice local young men their age made. The play was very well received by the audience. Amongst the students were also 4 or 5 Japanese students.

The QE School Head of History sent us the following quotes from students.

"The play gave an insight into more of what happened and highlighted that everyone was affected."

"I thought the play was interesting and gave a good insight into stories of people who had good attachments to the area. It was interesting and people would learn a lot on how the war not only affected soldiers but also families and civilians. "

"An interesting new look on the war which was funny and emotional."

"I enjoyed it because it included a lot of historical knowledge about the local area."



Outcomes: educated 360 students about WW1 and Wimborne soldiers

Outputs: High quality drama, the last post was played by a QE student at the end of the play, local history passed on

4.4 Debating Workshop – Suffragette Minnie Baldock - Michele O'Brien & Colin Philimore

This activity was a debating workshop with year 9 students, a couple of premium pupils with challenging behaviour were also part of the groups. Michele dressed as a local Suffragette known as Minnie Baldock who she has

Evaluation Report: 19 December 2018 Author Tracy Whitham Wimborne History Festival 2018

researched her life, she was from Poole and was the elected member for Hamworthy. Michele talked about Minnie's involvement in the suffragette movement and talked about the importance of debating. She worked with 2 groups for 2 half days and introduced the question to be debated.

“Should 16 year olds be allowed to vote in the General Election?”



The pupils were coached in developing arguments for and against and set the two groups against each other to debate the question. The students engaged well and it was encouraging to see quiet students get involved, at times the arguments got very heated. They then took a vote and the ayes won.

Output: A high quality innovative workshop to stimulate debating skills in the context of the history of the suffragettes

Outcomes: The activity introduced confidence building, public speaking and structuring an argument, history and drama. The Drama teacher was very pleased with the involvement the students had with the activity. 39 14/15 year olds took part.



4.5 Workshop: Martin Brown (Horrible History Illustrator), Richard Broadway Graphic Designer, Historian Chris Brown Allenbourn Middle School

The aim of this workshop was to work with students who had some aptitude for art and history. The goal of the workshop would be to look at the stories of 4 local service men who served in WW1. Information was provided to four groups/teams of 5 or 6 students. The students were set the task of finding the story or aspect of the soldiers' life either before, during or after the war and to write up this story as succinctly as possible. Illustration technique was then to be introduced by Martin Brown and each group was to come up with an illustration that could be used to go with each story. The **outputs** will be the production of 4 pop up banners with each of those stories and illustrations presented as a WW1 exhibition and future teaching aid. We used the banners made by QE pupils in 2016 as examples to guide the pupils, (HLF funded project in 2016). The Priest's House Museum also provided us with WW1 artefacts for the pupils to have a look at.

The lesson plan took much planning with the Teacher and with the group leaders.

We discovered a few days before the workshop that the school was not going to provide us with a teacher and had given us 30 pupils from year 7, all of whom were premium plus pupils. We were provided with one volunteer teaching assistant. We drafted in another WHF volunteer and another paid assistant and shared the budget

out between 4 instead of the intended 3 Workshop leaders. This made us go over budget on this element of the project by £160, and we could not pay Martin Brown the fee originally discussed.

Problems: It was a concern to us that no safeguarding measures were put in place or DBS checks made on our workshop leaders. As a learning outcome WHF Board of Directors are now devising a Schools Workshop policy which will insist that Teachers and Safeguarding measures will be undertaken in any future workshop offers. We understand the school knew of us all, however there was certainly a breach in protocol we feel which did not offer either us or the children adequate protection.

Learning from this was to ensure that our offer to schools is clearly stated with a policy form to sign always to have a teacher present

Outcomes: Students were introduced to research methods, illustration techniques, graphic design techniques and the heritage of WW1 and the stories of local service men in WW1. Students will ultimately be able to see a tangible result from their work. Students were also privileged to be able to learn from the illustrator of The Horrible History series. (It was rewarding to learn during the planning that the 3 banners done in the 2016 education workshops at QE school are still be used as an educational resource in class).



Martin Brown, Chris Brown working with students



Graphic Designer Richard Broadway explaining layout design

Unexpected outcomes: We delivered a challenging workshop to young people who usually do not get such opportunities, so for us to have engaged with disadvantaged young people was positive. The teacher was pleased with their participation in the activity.

Also an additional volunteer from the Priest's House Museum assisted. The pop-up banners are still being put together by the Graphic designer (a first draft is shown above)

Once they are finished, they will be presented back to the pupils with a press release and photo.

4.6 Writing Competition

Author Janet Seal was keen to start up a Wimborne History Festival Writing competition in 2018 and so worked with the team voluntarily to develop the rules and conditions. She worked with another local Author to judge the entries. She promoted it to all the Wimborne schools, local writing groups and organisations.

In total 25 adults and children took part. Janet presented the winners in the arena on the Saturday of the Festival who each received a cash prize. The winning school entrant won a cash prize of £100 for their school which was presented by the Author in September. The outcome for this was good community engagement, encouragement for young people to write, and an opportunity for adults to enter a local competition.

Evaluation Report: 19 December 2018 Author Tracy Whitham Wimborne History Festival 2018

Output: Writing Festival launched and trialled.

Outcome: Built good relationship with writing clubs and some schools, 25 people submitted stories and individuals and schools won cash prizes

Learning: On reflection I feel the prizes did not need to be so high, and earlier publicity to the school could help get more entrants in 2020. The competition helps raise the profile of the WHF in the lead up to the Festival and has the potential to be a good draw for online and social media engagement far wider than Wimborne. This could be promoted in 2019 with a dedicated Facebook page and twitter account.

Email from QE School whose student won first prize:

Good afternoon,

Thank you very much for coming in to present the prize for the school. Please find attached a few photographs for you to choose from for the website. Left-Right: Matthew Parslow, Mrs Katie Boyes, Head of School, Martha Tribe and Victoria King. The other two boys could not attend unfortunately – Oliver Demanuele and Gillen Minchin. I shall let you know when we have decided how to spend the money.

We look forward to the next competition!

Kind regards,

Rebecca Martin – QE School



Announcing results. All entrants receiving certificates at the Festival



QE School receiving cash prize for winning schools entrant

4.7 Craft, art and STEM activities at the Festival

Making poppies, making tin soldiers, learning about communications, spying and weapons, making rosettes for suffragette rally, storytelling activities, making a WW1 soldier, WW1 Trench exhibition with talk by WW1 re-enactor, Recruitment Stand, Cooking and rationing in WW1 and Edwardian Games, The Bi-Plane, Liquorice making, gave children of all ages opportunity to learn about the food, music, trench warfare, how to sign up for the army. Each Tutor gave us an approximate figure of how many children engaged or interacted with their activities which are displayed in the chart at the beginning.



4.8 Educational Resource Box for The Priest's House Museum Wimborne

The grant from HLF allowed us to employ a temporary project manager to put together a WW1 resource box that can be hired freely by schools to assist their lessons around WW1. The Priest's House Museum led on this project and appointed their education officer to undertake the role. This was approved by the Project Manager of the History Festival. This was the best person to lead on this project as she understood the need of the resource box and the educational activities that could be derived from this. The project was completed by the end of the September.

This box has now been lent out to 2 schools since September reaching 60 pupils each time. Cranborne Middle School have given us permission to use these two photos.

Outputs: A box of children friendly items around WW1 is now available for free hire by schools

Outcomes: lasting legacy, resource for school outreach work which will provide future learning of WW1 and trench warfare. Children will be able to dress up and learn about trench warfare.

Learning: Perhaps a bigger budget to increase the number of items, which turned about to be more expensive than expected.



4.9 Storytelling for Schools

Working with the Sting in the Tale 'a festival of stories', Storytellers A Harp and A Monkey were commissioned to deliver 2 schools workshops and one community event at the Priest's House Museum on the Friday evening of the Festival. Wimborne First School promoted this to year 2 pupils and Allenbourn school promoted it to year 5 pupils. The Priest's House Museum brought a box of WW1 items for children to look at. Harp and a Monkey are Arts Council funded and have researched WW1 stories and music, they told stories and played songs to the children



introducing them to WW1 through this medium. They were very good and able to talk to the children in age appropriate language. Both schools were very pleased to receive this free entertainment at the end of term. The year 2 children will go on to touch on WW1 in year 3 and will have given them a good introduction to the topic through fun learning.

The evening session at Priest's House Museum was held in the gardens – we had a small but appreciative audience.

Outputs: Three WW1 storytelling programme items introducing real stories and songs from the era to over 200 local children

Outcomes: fun learning, educated about WW1 heritage, positive schools' involvement with Wimborne History Festival

Learning: keep it simple, use volunteers more for running schools activities

5. Community activities and projects

5.1 Memorial Service – The Minster



As a tribute to the fallen of Wimborne as part of our festival programme we felt it fitting to hold a memorial service for the community to remember those who lost their lives in WW1 and subsequent conflicts. The Wimborne Minster Church Warden kindly led on this project and liaised with the Royal British Legion who conducted the service. Our silent soldiers were present and one soldier Will Smith conducted a reading. Our WW1 Nurse re-enactors were also in attendance as were 4 serving Officers from the Norfolk Regiment who stood to attention as poppy wreaths made by the children throughout the Festival weekend were laid on the war memorial. Then in moving tribute the Silent Soldiers one by one laid their cards on the war memorial. The Chairman of the Council was in attendance. The last post was played; and the performance was given free by the bugler. Everything went to plan and was perfect end to the Festival.

Outputs: Memorial Service, Poppy wreath laying, Last Post, final programme item for The Festival, bell ringing

Outcomes: A channel for the community to pay their respect to the fallen of Wimborne, the Silent Soldiers had evoked strong emotion in a lot of people who attended this service, their presence served to make the service memorable and evocative.

Unexpected Outcomes: The project led to closer working between WHF, Royal British Legion, The Minster and Wimborne Cemeteries in the planning of Battles Over Armistice events

Learning: The Minster is a significant and powerful partner



5.2 Silent Soldier Project by State of Play Arts

The inspiration for this project came from the 'We're here because we're here project' by Jeremy Deller and Rufus Norris. The project was directed and produced by State of Play Arts and material was researched by both State of Play Arts and historian Chris Brown. 6 Actors and 4 Volunteers between the age of 16 and 24 represented 10 men from Wimborne who lost their lives in WW1. The soldiers moved around the town over the two days silently handing out a card to inform people their name, date of birth and death and their regiment stating where they died. The aim Evaluation Report: 19 December 2018 Author Tracy Whitham Wimborne History Festival 2018

of this project was to connect Wimborne and its community with WW1. We intentionally did not promote the project heavily before the Festival as the nature of the project was to surprise people. The route also took the soldiers to Colehill to the War memorial there.

The project was a resounding success and is still being talked about today. A volunteer photographer followed them for the day and has captured the very essence of what the project was aiming to do.

What would we change? More time – late funding made the rehearsals very rushed and printing of materials demanding. However, the execution of the project was superb and WHF will definitely continue to work with State of Play arts.

Outcomes:

- Two of the silent soldiers were hoping to pursue acting for a career and at university, and one 16 year old student enjoys drama at school– this project gave the volunteers a unique acting experience for their CV's. For the Actors it was able to deliver paid employment.
- The project educated people about local men making the War more real

Unexpected outcomes:

- We were not expecting the level of emotion these 10 men evoked with the people they encountered, and this can be measured in the
- social media comments
https://www.flickr.com/photos/east_dorset_dc/albums/72157698058055451
- One direct descendent of one of the Silent Soldiers who were introduced which is described later in this report as part of the oral history collections.
- Town organisations began to 'adopt' the Soldiers and they received refreshments at pubs and restaurants. The Salvation army were keen to get involved and provide refreshments for the soldiers during the weekend
- State of Play arts received several requests from other towns to reproduce the project in their towns
- The Royal British Legion requested to use the Silent Soldier banners again during the poppy appeal in November and secured the banners around town again.

The wash up meeting also gave people the opportunity to talk about the activities - everyone praised this project.



5.3 The Bristol Scout Bi-Plane <https://bristolscout.wordpress.com/>

The Bi-Plane was our central attraction in the town centre, visually it created a great draw for passers-by and people shopping. In tandem with the Farmers Market on Saturday the two activities created a great buzz. The owners of the

plane interacted all day with the public, people could sit in the plane if they wished and it was the focal point for the Mayors Civic Day on Saturday.



Outputs: Delivered a fabulous WW1 plane as a show stopper in the centre of town

Outcomes: Education about the plane, its origin and its history, who flew it by the owners who were passionate about the topic. A visual way to teach about aviation in WW1

Unexpected outcomes: Overwhelming enthusiasm from public

Problems: Logistically difficult with booking marquees and site erection

Learning: Need to book large marquees much earlier to ensure best value, security needed (marquee was vandalised on Sunday night)

5.4 Farmers Market

An unexpected programme item was to have a Farmers Market; there had been a clash of bookings on the Square for the Saturday, so we collaborated with the Market stallholders to include them in the Festival programming. A road closure had to be applied for in order to create enough space for us all, which was sponsored. The Market turned out to be a huge asset for the festival, it brought additional customers to the festival and brought new customers to the market itself. This **unexpected outcome** has created a new element for our festival and we intend to always work with them and will invite them to be part of any 2020 plans.



Here is an email from them;

"Hi Tracy,

Big thank you from us all in the farmers market. Really well organised and enjoyable morning.

You have a lovely team of people working with you. Lots of smiles!

Thanks again, Karen "

Learning from this – to engage earlier with the Farmers Market to book the space together and to get the traders to dress up or sell period items, could include our own market stall to sell produce from the era we are celebrating. But always endeavour to face every problem and turn it into a positive.

6. Management

The organisation structure is slim. During the Festival period we had 3 Directors and a Treasurer who acted as the Executive and Project Management Board. We used a project Manager to organise the Festival and Educational activities. We recruited Historical Productions Ltd to procure and manage the Living History element of the project.

Evaluation Report: 19 December 2018 Author Tracy Whitham Wimborne History Festival 2018

The Minster organised the Memorial Service. One of the Directors led on the recruitment and management of volunteers, I led on the Health and safety and risk assessment of the Festival and some project work. The Project Manager was also responsible for Marketing and Promotion. The treasurer dealt with book keeping and budgets and one Board Member led on Priest's House Museum activity and project work. The Minster led on the Memorial Service.

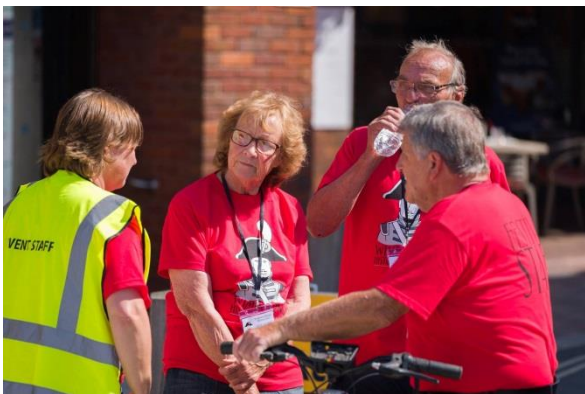
7. Volunteers

We are fortunate to have kept many of our 2016 volunteers who came back to help during the festival weekend. We managed to recruit new volunteers but not enough (our plans identified we needed 40). In total we had 20 and the Rotary Club of Wimborne provided an additional 8 volunteers who donated their time. We organised shifts of 2 hours throughout the day. Including Wimborne camera club, Rotary club and partners we had a total of 88 volunteers helping out during the festival weekend.

Outputs: 92 Volunteers that we know about assisted on the Festival weekend

Outcomes: Community engagement, committed support for Wimborne History Festival, community development, providing positive and fun involvement in Wimborne life.

Learning: In hindsight we would increase the shifts to half days and full days as this is what volunteers ended up doing willingly. We were short of volunteers who could take charge of different sites and this is something we need to work on in training sessions during 2019 and early 2020 and to develop job roles with the volunteers. Ideally we would recruit a volunteer co-ordinator independent from the Project Board.



The Directors with Project Manager and Town Mayor

8. Timetabling and data evaluation

Our timetabling was well organised and planned, however looking at the data it is clear that our lectures and film programme was not well attended as we would have liked and in hindsight we tried to do too much within the Festival period and we would be better to spread our lecture programme out over the 12 months. Also GDPR affected our piggy back marketing. (GDPR 2.4.3) Due to the scramble to deliver all the projects and organise the festival in 3 months, and ensure full compliance with health and safety, the gathering of data was not our highest priority and unfortunately was not very sophisticated. We did record numbers at lectures and films as seen in the grid above. The rest are estimates based on observation.

8.1 Approach to ongoing evaluation

This was our weakest area this year and with limited time and people we did not conduct an online survey following the event or have a clicker at the festival entrance at Allenbourn. The Priest's House Museum, did however, which has given us some reliable data for the top end of town. In an open town festival situation, it is difficult to measure the number of people who may have come to see just one or two elements of the Festival.

We did however conduct a thorough wash up meeting which was very well attended by 24 volunteers, partners and funders. The full feedback can be found in Appendix 4.

9. What Worked well and why?

Pretty much everything worked and had a good mix of historical teaching with fun engagement

- **Royal Signals Museum – were brilliant** – they came as part of their outreach offer and had a tent full of fun STEM activities covering spying and communications
- **The Living History activities** – all of them were excellent the re-enactors were engaging, historically accurate and had a wide range of interesting artefacts on display.
- **The educational school activities** – each one was well executed and enjoyed by pupils and teachers alike
- **The Bi-Plane** – the owners were total enthusiasts and enjoyed talking with the public throughout the day. The plane was very eye catching and was the centre piece we had hoped it would be.
- **The Priest's House activities** – the Museum was choc-a-bloc all day and was buzzing with activity. The tin soldier maker was flat out all day. It was great to see the PHM so busy as they have been fantastic partners.
- **Oral History station** – this was undertaken by a volunteer from the PHM. 7 stories each day were collected and will be given to the Dorset History Centre
- **The Minster Memorial service** – again it was a pleasure to work with the Minster volunteers who organised a wonderful Memorial service and were fully supportive of all the activities on the Minster Green
- **Silent Soldiers** – as reported on were our finest project which we may be hard pushed to beat– it was poignant, memorable and brought WW1 into Wimborne impacting on people in a way we did not imagine.
- **WW2 Nurses** – 2 nurses promenaded around town on Saturday telling stories to people
- **Suffragette Rally** – 2 mock rallies were organised by local Suffragette Minnie Baldock in the town centre to give the public a taste of what was happening in towns during this period of history.
- **Mobile Trench** – this was great, and the re-enactor was fully engaged with the public the entire time. So knowledgeable and fabulous with young people. It really imparted the realities of life in the trenches. The IWM film clips on the cinema screen created a great backdrop for the activities in the Minster Hall.



Royal Signals Museum outreach facility



10. What didn't work well and why?

- The Allenbourn School site as it was disconnected with the town sites. We had to do this, however, as Waitrose would not communicate with us to allow us to book the community gardens. This has been resolved after the Festival so, although it did not work as well as our first choice it had its merits and is resolved for the future. We were criticised on the Saturday that the safe walking route to the site was hard to find. We addressed this on the Sunday.
- Also, the set up on the Allenbourn site highlighted the fact that it was a significantly large space. Unfortunately we did not have a site manager present when the early stall holders wanted to set up so they threw up their gazebos etc. leaving quite a large space between their area and the living history display. It was not as big as our first event but still needed to be more condensed. This will be overcome in future years if we are allowed to use the community gardens outside Waitrose.
- The Suffragette display on the Green was disappointing – we procured this through the Agent. It was the only activity he provided that we were disappointed with, and there is not a great deal of learning to be had from this one. We conveyed this to him and was duly noted.
- We had some comments in the wash up meeting that more catering could have been provided at Allenbourn, but from our observation I don't think we needed any more, we provided drinks, sandwiches, burgers and ice creams – in the rest of town were an abundance of cafes and restaurants including in the Allendale Centre. It was our intention to push the public to use our local businesses rather than bring in external mobile units. The catering we did have was provided by the Allendale Centre's Village Green café – keeping the economy local.
- It was also a shame we could not have the Punch and Judy for the Sunday as well – there was a noticeable gap on the green on our second day.

11. Wimborne History Festival Learning

- Key message from feedback was lack of time to organise everything. The Project Manager was flawless however her lead in time was so short to do all this work as our HLF funding was only confirmed and released in April/May for a July Festival. Match funding from Wimborne Town Council was not released until July. We were fortunate to have a very patient Agent who was prepared to work with a plan A and plan B should all our funding applications not be granted. Our volunteer recruitment should be co-ordinated and prepared a good 6 months in advance to give us opportunity to implement a more thorough induction process and organise training.

11.1 How much of a difference would have happened anyway, even if no project had been undertaken at all?

- None of this would have taken place and we are very proud of our achievements and the outcome of all the projects and activities and for the great programme presented by the project manager. The educational element of our Festival sets us apart from all the other Festival events in Wimborne and this would not happen without the support of HLF funding.

11.2 What are the key things that the organisation has learnt?

- Build a stronger base of volunteers with clear roles and responsibilities and delegated powers
- Build a relationship with a well-known radio network
- To have funding applications in earlier to allow longer lead in
- More effective marketing

- Produce an effective social media strategy - look to build social media expertise in volunteer base and have a team of Tweeters
- Run a social media training session to increase knowledge and capacity within our Board and volunteers, build our social media likes during the fallow year with marketing initiatives.
- Having one theme and contracting out to an agent for living history activities is the right way to operate within our limited human resources and develop this USP
- To build in Health and Safety post in 2020
- To ensure schools who take our workshops operate under our new schools' policy and both school and Festival safeguarding policies – create a check list
- To have the venues and partners of our choice booked 18 months in advance
- To implement our new external contractor procurement policy for 2020
- To have the treasurer on board when making an HLF bid to keep on track with budget adjustments and tolerances
- To build data collection into every activity we do via a WHF standardised data collection form
- Overcome the issues presented by direct marketing through partner organisations.
- Consider full road closure
- Find more ways to make income which is difficult in an open town event
- Have a rolling lecture programme over the interim year which could make us a small amount of income and would not be competing with so much other activity during the Festival weekend
- Our film programme was not as successful as we would want, however it is something we tried as the IWM museum budget was not needed as we were able to secure that for free. If we do film again – it will be a period drama in keeping with the Wimborne profile and not try to programme too much in a short period. The IWM film was very well attended, but this was to an invited audience and not charged for.
- We would like to target more diverse audiences and harder to reach groups
- Keep building new partners and focus on our volunteers in 2019

11.3 On reflection what would we do differently?

The Board of Directors feel we have found the right formula for Wimborne History Festival, after two successful but different festivals we know who we are and what we want to continue to achieve– we hope to be able to use the Waitrose community gardens next time which will give the festival a better integrated feel. Earlier planning will be essential in the future, and more volunteers who can help in the planning phase. We do still feel vulnerable without the ability to make reserves up via earned income and have to depend on grants, the Board will continue to address raising funds in different ways and to give a longer planning time for the organisation of venues and events. The event has established itself as an integral part of the Wimborne events calendar. We are now a leader in bringing the Festival/Wimborne Event Chairs together in a working collaboration to share equipment, resources and knowledge and intend to put a lottery application in to the Big Lottery for new shareable equipment having secured a joint, shared lock up. We were also instrumental in working with the District and Town Council to provide living history display during Armistice weekend providing a demobilisation stand and display by the Norfolk Regiment alongside a Council run schools poppy display.





Appendix 1

Marketing Material examples

Full display of promotional material: https://www.flickr.com/photos/east_dorset_dc/albums/72157699296579714

Saturday 21 & Sunday 22 July 10am-4.30pm Events at Allenhurst School & throughout the Town Centre

WIMBORNE HISTORY FESTIVAL

Enjoy a WW1 Living History experience... Military encampments, artillery displays, re-enactments, WW1 Vehicles, Bi-Plane, Trench Warfare, Home Front & Suffragette activities for all ages and much more...

FREE EVENT

Download Free Programme: www.wimbornehistoryfestival.org.uk

WIMBORNE HISTORY FESTIVAL PRESENTS

The Gathering - Messages from the Great War

Saturday 21st July, 7.30pm
Allendale Centre, Wimborne

Two Dorset Soldiers from 1914 return to share memories of their lives and deaths, and remind us why we should never forget.

Based on their letters, photographs and stories, the original production of documentary theatre written and directed by **State of Play Arts**, commemorates the lives of two local soldiers, Will Oulter and Hubert Wareham, who died during the First World War.

"Very poignant... moving and beautifully acted"

The performance will be preceded by the film 'Tommy's Sisters': 5 Women in 1916, a moving drama about the lives of women on the Home Front in Wimborne, also based on documented research materials.

Tickets £5 adults, children FREE (suitable age 12+)
Tickets available from East Dorset Heritage Trust or online at www.wimbornehistoryfestival.org.uk

LOTTERY FUNDED **PRIEST'S HOUSE** **STATE OF PLAY**

Private
John Reginald Angell
Hillbutts, Wimborne, Dorset
5th Dorsetshire Regiment
Service number 10712
Killed in Action at Gallipoli on
7th August 1915
Aged 24 years

WIMBORNE HISTORY FESTIVAL

STATE OF PLAY

WIMBORNE HISTORY FESTIVAL

Talks and Lectures Programme

MONDAY 16th - SUNDAY 22nd JULY 2018

VENUE: All talks take place at: East Dorset Heritage Trust, Allendale House, Hanham Road, Wimborne except where indicated.

Thursday 19th July - 7.30pm
THE OTHER SIDE
Mike Rogers
Everyone knows about, and is horrified by, life in the trenches. We hear something about resistance to the War in the UK, but what is nothing about resistance to the War in the Home Front? The country which gave the initial impetus to three years of slaughter and horror. The talk-performance will introduce people to the Home Front, Karl Kraus, and the works through which he revealed the horrors of the War, which his government concealed, and the people and attitudes he considered responsible for them.

Friday 20th July - 7.00pm
THE GREAT WAR: The men who died and the women who didn't
Alex Bingham
Alex Bingham will be talking about the lives of some of the men commemorated on the Wimborne War Memorial and looking at the households of thousands of women who were left behind - the so-called 'Supernumers' - whose experiences came to shape the rest of the twentieth century.

Saturday 21st July - 7.30pm
THE WAVE WITH NO END
John Wiles
In 2018 we commemorate the 100th anniversary of the ending of the Great War, one of the most shocking periods of our recent history. This talk, whilst broadly covering the causes of the 1914 to 1918 war, mostly deals with the seismic effects that followed it.

Tickets: £5 adult, £2 non-members
Tickets available from East Dorset Heritage Trust

www.wimbornehistoryfestival.org.uk

LOTTERY FUNDED

Saturday 10 and Sunday 11 November, 10.00 - 11.00am, Wimborne Square

The Wave - A Wimborne Schools Poppy Installation Project by artist Peter Margerum

To mark the centenary of the end of WW1, East Dorset District Council has funded a school poppy-making project. Seven schools have participated in the making of 1000 poppies for the 'Wave' installation. The poppies were crafted into Wimborne's 'Wave' art installation using recycled materials. This commemorative exhibition will be exhibited in Wimborne Square over the festive weekend. The installation will also be displayed at Allendale Centre during the weekend of 10th and 11th November.

Schools who have participated in this project are: QE School, Beaufort Foundation School, Wimborne First School, Ranelagh First School, Allenhurst Middle School, St John's First School, St John's CE First School.

Saturday 10 November, 10.00am - 4.00pm, Wimborne Square

Discharge Stand and WW1 Soldiers: Living History Display

with the Norfolk Regiment

One of Dorset's first arm, after it was announced as the new war secretary in January 1918, was the recruitment of a new and regular British Army. Based on our knowledge of service and the number of men who had been recruited in 1918, it is estimated that the Norfolk Regiment soldiers were generally demobilised first, in November 1918, the first year they had suffered almost 3.4 million men. Twelve months later, it had been reduced to fighting less than 500,000 and by 1922 to just over 250,000.

The Norfolk Regiment who featured in this year's WW1 Wimborne History Festival will recreate a 'Discharge Stand' on the Square. Come up and meet the soldiers and receive your very own 'Discharge' papers which will be a copy of the original ones used to certify when returning the army from 1918, in chapter can take home a souvenir of the event.

Our 'Discharge Stand' will have representative WW1 soldiers present and a display of some weapons and equipment, as Wimborne History Festival joins Wimborne Museum in marking the centenary of the end of WW1.

Other Exhibits
Soldier of Peace by Darrell Wakeham
WW1 Artwork by Craig Watson
Artists in residence during Wimborne History Festival 2018
WW1 stories by winners of the Wimborne History Festival Short Story Competition

Funded by **Supported by** **LOTTERY FUNDED** **PRIEST'S HOUSE** **STATE OF PLAY**

Friday 20th July - 7.30pm
BEAUCROFT HOUSE: A WW1 Hospital in the story of Colehill
Peter Searles
A brief history of Colehill, in particular Beaucroft House Hospital during World War One, using extracts from the diary of Isabelle Harcourt, a volunteer who helped to care for wounded soldiers.

VENUE: The Beaufort, Colehill

Sunday 22nd July - 1.30pm
RISE UP, WOMEN! The Remarkable Lives of the Suffragettes
Diane Atkinson
Marking the centenary of female suffrage, Diane Atkinson's definitive history charts women's fight for the vote through the lives of those who took part, in a timely celebration of an extraordinary struggle. A hundred years on, Diane Atkinson celebrates the lives of the women who answered the call to 'Rise Up', a mighty chorus that spanned the decades of class and country women of all ages who were determined to fight for what had been so long denied.

VENUE: Glastonbury, Allendale Centre, Wimborne

Tickets: £5 adult, £2 non-members
Tickets available from East Dorset Heritage Trust and online

<https://www.theguardian.com/commentisfree/2016/jul/03/the-guardian-view-on-remembering-war-the-human-is-more-effective-than-the-monumental>

Appendix 2

Anecdotal Feedback

Wimborne History Festival 2018 - Dorset History Centre's Oral History Station, Priest's House Museum and Garden.

An Extraordinary Encounter – by Julia Pullman

I was totally engrossed, in the very privileged task, of interviewing members of the public at Wimborne History Festival - recording stories that had been told to them by family members, about their experiences during World War One.



I was setting up the equipment ready to record one of these touching, poignant, so very personal accounts, when the pieces of one particular story began to fall into place, I was familiar with the characters, and I knew the cast.

As part of the preparation for the History Festival, I was asked to look at the lives of ten local lads who had all enlisted here in Wimborne, to go off to fight. We wanted to portray these gallant, young heroes, as the very human, regular men that they were - allowing their individuality and their own special story, to bring them to life. By highlighting themed 'threads' from each lad's story – both civilian and military – and presenting these in life-size silhouettes of ten soldiers placed around the town, we were able to draw people into their young, innocent and ultimately tragic, lives.

These were to give background and gravitas, to the ten young 'silent soldiers' walking around the town during the festival, each actor representing either John, or William or Henry...or even Victor. They didn't speak; they just maintained a presence and in full authentic uniform, went about their day in small groups or pairs, killing time, as they might have done 100 years ago.

So back to Victor, it was Victor that a charming lady was now talking to me about. As she began to relay snippets of information about serving in the Motor Transport, Army Service Corp, and being based on the Western Front, I knew it had to be him: one of the soldiers I had got to know, one of the soldiers who were being honoured at the festival. I shared a few additional facts with her, about this man's early life, painting a more detailed picture about him as a skilled motorist and chauffeur, then how he swapped transporting privileged people to transporting ammunition in Passchendaele...it was here at the third Battle of Ypres, that a shell exploded as he was making a delivery, resulting in his untimely death.

At that point, a thought occurred to me: The silent soldiers had been gathering at the other end of the Museum's garden (near to where we were recording the oral history stories), so I took a chance. What if Victor, this amazing lady's Grandfather, was actually here? She hadn't known about the young actor soldiers representing real lads – one of which I knew, would be her dear family's Victor.

I jumped up out of my chair and said 'I'll be right back, stay put!' I ran to the where the soldiers were milling about, 'Where's Victor?' I cried, 'Is Victor here?' Private George Angell handed me his card with details of his service and death – I knew George, I knew them all so well. I thanked him with reverence, but I really needed Victor. Then a dark, handsome young man in full military dress, came over and just stood in front of me...'Victor?' He nodded. 'Oh Victor, I have someone you absolutely have to come and meet'. He followed me without a word, along to the History Station. This was going to be an introduction I would never forget. 'Victor, meet your Granddaughter Helen. Helen, this is your Grandfather.' And they hugged. Silently bridging the years.

Evaluation Report: 19 December 2018 Author Tracy Whitham Wimborne History Festival 2018

On the second day of the festival, I had met up with Helen at the Memorial Service in Wimborne Minster. We sat together. Victor sat a few pews in front of us. Then Victor got up to do a reading, we could finally hear his voice. This is what he said:

Waste of Muscle, waste of Brain,
Waste of Patience, waste of pain,
Waste of Manhood, waste of Health,
Waste of Beauty, waste of Wealth,
Waste of Blood and Waste of Tears,
Waste of Youth's most precious years,
Waste of ways the Saints have trod,
Waste of Glory, Waste of God –
War!
Waste: by G.A. Studdert Kennedy.



Figure 1 Will Smith who represented Victor Hammett

Appendix 3

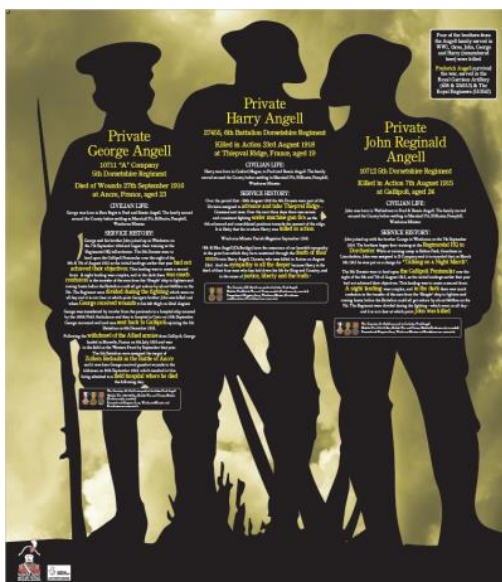
Copy of an email from the Producer of the Silent Soldiers to Archie who represented Harry Angel

Hi Archie

Many thanks again for your great work this week-end, representing Harry Angel.

It was a really good experience, wasn't it? You guys were awesome. Especially in the heat, and it was great to hear/see passers-by's responses.

One example of these - is a lovely man called James Power, a neighbour of my late mum's in Old Road. He was just off to visit the Western Front Battlefield. After seeing the Silent Soldiers, he has decided to visit the graves of as many of our silent soldiers as possible. He's already located yours and photographed it. See below.



Social Media comments are displayed on our flickr account and also attached with the final report.

Appendix 4

Wash Up Meeting – Walford Mill Crafts Bistro 21st September 6.30 p.m.

METHOD – FACILITATED BY WHITE SHEEP MARKETING SOLUTIONS: FLIP CHART EXERCISE WITH POST IT NOTES, DISCUSSION NOTES WITH DRINKS AND CAKES FOLLOWED BY VOTING FOR 2020 THEME.

What could be improved next time?

- To have all activities within town centre
- More targeted advertising including road signs at every road into town as well as further afield – Sixpenny Handley, Blandford, Wareham, Dorchester
- Occasional promotional events leading up to festival – possible over some weeks
- Better food offer – themed workshops
- Live music
- Workshops aimed at adults as well as children

And how?

- More centralised – less walk up for older people and children
- Fully organised 12 months before event (irrespective of funding!)
- Better communication with participants – Facebook page with news and progress etc.
- Also avoid last minute meetings with participants – give all dates, themes, meetings 2-3 months in advance
- Mobile interactive apps – (in library?) with mobile hotspots
- More engagement with schools
- Consider lead in time

What did not work well?

- The layout at the school field was too big considering the displays and the public gave the venue an impersonal feeling – condensing this venue would have been better
- Organisation was left far too late. It needs to be 75% sorted at least 12 months before the event. Publicists need to start 12 months before the event also. Apply for all funding NOW not in the year of the event.
- Not enough signs at the entrance to and within the town – we need LARGE signs placed so people coming to the town are made fully aware of the festival.
- Advanced advertising needs improving as people were saying they weren't aware of the festival – Sunday was very quiet.
- More interactions with local schools and college/University
- Info tent at wrong end of Allenbourn
- Late funding
- Remoteness of Allenbourn – signposting
- More volunteers needed
- Allenbourn too spread out (needed to be more intimate)
- Films – attendance. Film 'buff' to programme film and clearly promote FEATURE + DOCUMENTARY
- Car park(?) too far from entrance
- More social media platform engagement: more public e.g. Twitter
- More advertising across Dorset

What worked well this year?

- The theme was excellent as were the various venues. I loved the feeling in the town centre (the Bristol Scout was superb)
- Good sound system in field
- Variety of people, activities, exhibits etc. Silent soldiers were excellent – soldiers mentioned 4 times!
- Plane in the square
- School engagement

Evaluation Report: 19 December 2018 Author Tracy Whitham Wimborne History Festival 2018

- Lectures + talks
- Subject matter – WW1 + Suffragettes
- Interaction in town – as a venue/stage
- Volunteers (and organisation) + engagement with public
- Free programmes
- The Green + proximity of museum
- Links to local personal stories
- Activities
- Good moments of joining up – e.g. man started singing whilst watching silent soldiers
- The weather!
- Allendale centre exhibition (painting)
- Nurses
- Punch and Judy + tin soldier making (need loads of this sort of thing next time)
- Ambient music (WW1 songs) created great atmosphere. Sound system worked well – very clear
- Lots of people on Saturday
- Social media worked well, Facebook etc. was updated regularly

How can we raise income?

- Do a programme – in advance – to sell but with offers or something to encourage people to join in
- Costs should be covered – possibly charging for programmes
- Local businesses to sponsor exhibits, demonstrations etc.
- Sell tickets for a large impressive prize (e.g. Heathrow Airport sells tickets at £50 each to win a Ferrari – excessive but an idea) and advertise it throughout East Dorset and West Hampshire. Ideas for prizes: Fly in a Sopwith Camel or Tiger Moth; Win ticket for driving experience at Thruxton; Spa sessions
- Performances (during the next 2 years) at fairly regular intervals with ticket sales to create profit. Talks + events over next 18mth with entry cost/donations
- Waitrose community matters green tokens – two applications pre festival
- Make sure the lead in time is longer to arrange events/talks to ensure income is maximised
- Sponsorship of ads/messages in programme
- Music festival
- Craft workshops
- Concession stamps (themed)
- Period market stalls
- Private sponsorship
- Sponsorship team
- Media team
- Raffle/auction of picture book

Do you feel the festival engaged the community?

- Very much so, more in the centre than in the school. The silent soldiers really cemented the engagement.
- The physical presence of the aeroplane created a lot of interest and discussion
- For people who turned up – yes, but many very local people (on Allendale View!) didn't know about it – but there were many positive comments
- For younger members of the community, no
- Things like Punch and Judy, silent soldiers and suffragettes were a great engagement method
- Yes
- Engaged local community – possibly not wider Dorset community

Do you have other ideas to engage people?

- Going forwards street performances is a must e.g. jesters, street drama, static displays. Themed food markets
- Create a story with several different picture posters – rotate these round town, on multiple websites, shop windows etc. with a different story picture each month for 6 months prior to the event
- Engage young people with interactive mobile apps

- Wider advertising
- More printing
- More interaction with local historical societies
- Advertising over a longer period
- Deeper reach to interested parties to mailing lists and 3rd partying(?)
- Develop small creative projects e.g. film, puppets, songs, with different groups that feed into main event
- Create an animation film of relevant stories with 1 or 2 local schools – show at ‘Film festival’
- GIANT FIGURES OF HISTORICAL CHARACTERS for a procession

