

Bulletin



War Memorials Trust



Number 97 May 2023



War Memorials Trust

Bulletin

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War Memorials Trust

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Registered Charity Commission No.

1062255 and 1201442

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War Memorials Trust works to protect and conserve all war memorials within the UK

Objectives of War Memorials Trust

1. To improve the condition of war memorials, in their historic design and setting, to support their long-term preservation in-line with best conservation practice, sustainability and the challenges of climate change
2. To increase the understanding of best conservation practice including how to maintain, protect, repair and conserve war memorials appropriately as well as raise awareness of the support available from War Memorials Trust
3. To enhance public engagement with, and the recognition of local responsibility for, war memorials
4. To sustain access to grant funding to support repair and conservation works in-line with best conservation practice
5. To increase the money raised by the charity to deliver its vision to protect and conserve war memorials

Membership rates

War Memorials Trust membership rates (membership rates valid until end of March 2024):

Annual membership: £20 individual or £30 joint

Life membership: £250 individual or £350 joint

Grant schemes

War Memorials Trust administers grant schemes for the repair and conservation of war memorials in the UK. Most types of war memorials are covered and all works funded need to follow best conservation practice.

To find out if your war memorial project could get a grant you need to fill in a Grants Pre-application form. A member of the Conservation Team will review the type of memorial, the proposed works and costs. If your project is eligible we will send you an Application Form. For more information www.warmemorials.org/grants, conservation@warmemorials.org or call 020 7233 7356.

Please note that projects cannot be funded if they have already started or have finished.

The plastic which covers your Bulletin can be **recycled alongside plastic bags at many local supermarkets.**

This recyclable plastic ensures the Bulletin arrives with you nice and dry so you can read in comfort without the risk of any ink running.

Message from the Director

Dear Supporters

Welcome to the May edition of the Bulletin. We hope you are well and have been enjoying the bumper batch of Bank Holidays.

Ffion and I were honoured to represent the charity in the Coronation Grandstand outside Buckingham Palace on 6th May 2023. Marking the coronation of His Majesty King Charles III and, our Patron, Her Majesty Queen Camilla alongside others from the numerous charities they support was a unique experience. Despite the wind and rain we all enjoyed the day, especially the Red Arrows, but very much appreciated the ponchos provided to help keep us dry! We offer our congratulations and best wishes to the King and Queen for their reign.



6 million people were involved over the coronation weekend with The Big Help Out. That included WMT staff who checked on the condition of war memorials in Brecon, Wales ([WMO/238200](#)) and the Horniman Museum, London ([WMO/258684](#)). War Memorials Online is included as a volunteering role on The Big Help Out website/app that directs people to suitable opportunities, <https://thebighelpout.org.uk>. As The Big Help Out continues we hope to gather new recruits to our work over the next few months.

Speaking of new recruits, turn to page 5 to meet Alice, our new Administrator, who joined us in April. At the same time, Emma Suckling, one of our Conservation Officers went on Maternity Leave. We wish her and her family all the best.

Normally, this issue of the Bulletin would see us provide a review of the previous year's activities. However, this will feature in the August edition. On page 4, we discuss some of the behind-the-scenes changes at the charity which have impacted our timeframes.

What remains the same is our grant-making and you can read a selection of reports about recently completed projects on pages 9-13. This includes Llandudno in North Wales which appears on the front cover (© Chambers Conservation, 2022). Pages 10 and 11 carry a report on works to that memorial and nearby Penrhynside.

A report on the results of the Supporter Survey featured in the February Bulletin can be found on page 14. Thank you to everyone who responded, the information is really helpful to the charity as we plan ahead.

We would also like to thank everyone who donated to the Annual Appeal in 2022. We exceeded our target of £40,000 and really appreciated all your amazing contributions. They are vital to support the protection and conservation of war memorials across the UK. Look out for a new appeal later in the year which we hope you will be able to support again.

Finally, we are in the process of looking at events. Having delivered a workshop in Wales last autumn our next stop is likely to be Scotland. If you would like to join us, keep an eye on www.warmemorials.org/conferences and our social media. Or, email conservation@warmemorials.org, call 020 7233 7356 or write to us at the address on page 2 to be added to the list of contacts when we circulate details.

As ever, thank you for your ongoing support. Together, we really do make a difference. Frances and the Team

War Memorials Trust news

Governance changes

War Memorials Trust was established in May 1997. It was registered with the Charity Commission under number 1062255 see <https://register-of-charities.charitycommission.gov.uk/charity-search/-/charity-details/3939119>. The governing document is a simple Trust Deed which established an unincorporated legal basis for the charity.

In recent years, Trustees recognised that the Trust Deed needed to be reviewed. It failed to cover some key areas of governance which are relevant in the 21st century, notably online and digital activities.

Having reviewed all the options, it was decided to convert the charity into a CIO - a Charitable Incorporated Organisation. We mentioned this in the Message from Director in February. A CIO is a relatively new type of structure designed for charities, launched in 2013, which provides some of the benefits of being a company but without some of the burdens. It also removes personal liability for Trustees helping to make it easier for many organisations to attract new Board members. The Charity Commission encourages the use of the CIO structure and provides template governing documents which we have used for our new Constitution.

The new CIO, with the same name, was set-up on 23rd December 2022 with Charity Commission number 1201442 see <https://register-of-charities.charitycommission.gov.uk/charity-search/-/charity-details/5207141>. Over the next year the two charities will run in parallel as we merge the old into the new. We will be using merger accounting as outlined in SORP 27 to manage the finances as a single unit.

But as we deal with setting this up our normal year-end timetable to produce the 2022-23 Annual Report and Financial Statements has been delayed. We hope to provide a summary in the August Bulletin and aim to sign off the accounts early in the autumn. We feel it is important to take our time to ensure everything runs smoothly.

The change of structure should make no difference to most members and supporters but we wanted to make you aware it is taking place. The eagle-eyed amongst you may have spotted two different charity numbers on page 2 which we will include until the older charity has been closed down.

Bank accounts and Standing Orders

One requirement related to the change of structure was the need to open new bank accounts for the new charity. As such, we will be contacting all those who make a regular Standing Order gift to ask them to change the bank details.

We apologise to all those who went through this process quite recently when we closed a Royal Bank of Scotland account. We did not anticipate having to do this again so soon.

If you have telephone or online banking and can make the change yourself please note our new bank details are:

Bank:	CAF Bank Ltd
Account name:	War Memorials Trust
Sort Code:	40-52-40
Account number:	00-03-60-05

If you do change your Standing Order details, let us know at info@warmemorials.org. We can then save admin costs by not writing.

Legacies

For those of you kind enough to leave a legacy to War Memorials Trust, the Charities Act 2022 includes provision to make it clearer what happens to legacies a charity changes its structure. At present if a charity has closed there can be issues.

With the new Act, as long as a merger has been registered with the Charity Commission, a legacy left to a charity that has been replaced with a new one will automatically transfer. This means an older charity does not have to be kept open indefinitely to benefit from any legacies. We will not be closing charity 1062255 until this provision is in place. But should you be reviewing your Will you may wish to update it.

War Memorials Trust news

Welcome Alice Hollingsworth-Hallett

I joined the Trust as the Administrator in April 2023.

Before starting at the Trust, I studied a BA in International Politics and Intelligence Studies at Aberystwyth University, followed by a MA in International Relations at Queen Mary University of London. During these degrees, I examined how politics interacts with memory and heritage in both monuments, memorials and museums. This cemented my interest in working within the heritage sector.

I look forward to getting involved in securing the future of our war memorials. With my initial focus supporting the Conservation Team I am quickly getting an understanding of the different challenges and issues this unique part of our heritage faces.



© Alice Hollingsworth-Hallett, 2023

Movement for Good Awards 2023

Benefact Group's Movement for Good Awards is giving over £1 million away to charities for the fifth year running. You can nominate a charity to win £1,000 in one of three draws in 2023. Please help us by suggesting War Memorials Trust - charity number 1201442. The more nominations we receive, the more chance of winning.

To get involved and nominate War Memorials Trust:

1. Go to <https://movementforgood.com/#nominateACharity>
2. Enter 1201442
3. Select War Memorials Trust
4. Select Charity Type Heritage arts
5. Enter your details
6. Nominate



Help us win £1,000.
Please nominate
us today!



Sharing your World War II stories

War Memorials Trust has been passed details of a new initiative called 'Their Finest Hour'. It is a University of Oxford project funded by the National Lottery Heritage Fund that aims to digitally preserve the stories and objects of the wartime generation and make them available via a free-to-access online archive. If you have any World War II related stories or objects passed down to you by your family members and would like to preserve them, this might be of interest? Or perhaps you have some information from researching your local war memorial?

To share information you can upload it directly to their website or attend one of 100 scheduled in-person events in 2023 where people can help you record your information. Groups can also engage with the project and get training to record in their own communities.

For further information, please email theirfinesthour@ell.ox.ac.uk or visit theirfinesthour.org. They are on Twitter [@ww2finesthour](https://twitter.com/ww2finesthour), Facebook [@ww2finesthour](https://www.facebook.com/ww2finesthour) and Instagram [@their_finest_hour](https://www.instagram.com/their_finest_hour). Unfortunately, no telephone number or address has been provided.

Public Engagement - Can you help?

Mystery war memorials

In this issue of the Bulletin we are asking for your help to identify some mystery war memorials. These are shown in photographs we hold in our records that are missing name and location information.

People contact the charity for help with such cases. They may have found photographs or postcards in family archives or records. There is generally little information about their origin or where the memorial might be (there is no guarantee it is in the UK). Other mystery cases are found in the collections donated to the charity; many photographs have details, volunteers have matched a number of other anonymous cases but a few remain. We need your help to solve all these mysteries.

If you know the memorial it will seem very obvious and you may wonder why we have not been able to identify it. But with 100,000 war memorials across the UK even those of us who have worked here for over 20 years do not know them all, yet.

None of the images are sufficiently good quality to be able to magnify, or zoom in, to read the names and inscriptions. This means we cannot research those details to help with identification.

What we will do

Once we have solved a case, we will update War Memorials Online, as well as our internal records. We can enhance an existing record, or create a new one so the information is accessible to all. We will also go back to anyone who has asked for help and explain that supporters have found the answer.

We will update you in the next edition of the Bulletin with solved cases. If you are unable to assist with these do not forget to check for any new 'Can you help?' requests that have appeared in your area in the last few months. We add new ones at the beginning of each month. These are the specific cases we need assistance with. Filter by 'Can you help?' under condition on www.warmemorialsonline.org.uk/search to view them all on a map.

The current cases

Mystery 19 is a stone cross atop a plinth with a stepped base. It appears to be located at the edge of a churchyard.

Mystery 21 looks like it may have been a temporary structure erected following the end of World War I. The photograph is a historic image from IWM's Farthing Collection, copies of which were given to the Trust. Whilst the memorial may no longer exist, we would be very interested to know where it once stood.

Mystery 23 takes the form of a wheel cross. It is clearly rather overgrown which makes tracing the image on a reverse online search difficult. This photograph forms part of a larger collection taken in the 1990s.

Mystery 22 was sent to us via Twitter. It looks like the photo was taken at a dedication ceremony and unfortunately the enquirer has no further details about location. The church in the background may provide some clues?

Mystery 24, comes from the same collection as 23. The memorial is a cross atop a plinth and stepped base. Fortunately in this case, the photo provides a clearer view of the whole memorial and setting. We cannot quite make out the road signs in the background.

Mystery 27 is an obelisk in what appears to be an exposed site raised from the road.

Mystery 9 is a collection of soldier's portraits on a timber board. There is carved detailing at the top of each of the three panels.

How you can help

If any of these mystery war memorials look familiar to you, or you recognise one of them as your own local memorial, please get in touch. Let us know the number from the top right hand corner and your ideas. We really do need your help to solve these mysteries. You can contact the Conservation Team on conservation@warmemorials.org, 020 7233 7356, or by post at WMT, 14 Buckingham Palace Road, London SW1W 0QP.

Thank you in advance for your help.

Public Engagement - Can you help?



Mystery 19 © Richard Comotto, 2009;
Mystery 22 © Unknown via Twitter;
Mystery 27 © Colin McIntyre, 1990ish;

Mystery 21 © IWM's Farthing Collection;
Mystery 23 and 24 © Leslie Scarborough, 1990ish;
Mystery 9 © Unknown;

Conservation News and Learning

Welsh Government

In March the Senedd Cymru approved the new Historic Environment (Wales) Bill. For further information visit <https://cadw.gov.wales/advice-support/historic-environment-wales-bill> which is scheduled to get Royal Assent in May. It is the first consolidation Bill as the Welsh Government seeks to make Welsh law more accessible. The programme is aiming to bring together relevant law and make it clearer and available bilingually.

War Memorials Trust monitored the progress of the Bill and any impact on war memorials. Alongside this the charity has commented on the Public Commemoration in Wales consultation which followed 'Set in Stone? A report on who gets remembered in public spaces' which was published in March 2021 by the Culture, Welsh Language and Communications Committee of the Senedd.

Whilst war memorials may not be a focal point within current debates about contested heritage, or making commemoration more inclusive, there are elements in the discussions that have an impact. Therefore the charity keeps an eye on these issues, contributing as appropriate. The war memorial to the right was installed in Alexandra Gardens, Cardiff (close to the Welsh National War Memorial) to commemorate "the contributions made by diverse ethnic and commonwealth men and women" in conflicts since 1914. More details can be found at www.warmemorialsonline.org.uk/memorial/268077.



Learning

Recognising the diversity of those commemorated by our war memorials is particularly important when engaging young people. As society naturally evolves, making sure there are ways that tomorrow's war memorial custodians connect with this aspect of our heritage is vital. If we want them to continue to care for it, we have to understand that the ways they engage may be different.

Conscription during the World Wars, along with national service, meant almost everyone in 20th century Britain shared the experience of serving, or had friends and family who served in the Armed Forces. Today, that is fading. For those born in the 21st century, a close connection to the Armed Forces is only likely to result for a choice to serve by those around them. It means generational interaction with war memorials is likely to be differ because of different experiences.

Researching different stories and uncovering diversity on our war memorials can help communities understand them better. In 2006 the National Lottery Heritage Fund supported a project at Derry-Londonderry war memorial in N. Ireland. Researching the names showed that both communities were represented in almost equal numbers. This challenged the traditional view and meant it become more accessible as a shared space and less susceptible to vandalism.

War Memorials Trust gratefully acknowledges the support of



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as well as The John Cowan Foundation

War Memorials Trust Grants Scheme - Kirby Muxloe

As we go to print, the centenary approaches of the unveiling of the war memorial gates in Kirby Muxloe near Leicester on 10th June 1923 ([WMO/260354](#)). This reminds us that for many communities, it took several years after World War I ended to erect their war memorials.

Often communities formed war memorial committees to consider options. We know from the minutes of such meetings that their decision-making included the type of war memorial, its location, scale and also how to deal with the challenges of raising sufficient money for the type of war memorial sought. Agreement was not always easy to reach and, as can be the case today, it often took longer than expected.

In Kirby Muxloe, the village chose a practical war memorial in the form of an 11 acre recreation ground. However, the entrance is an ornate gateway that provides a focal point to commemorate the 15 local men whose names are inscribed on the stonework. The gateway comprises two ornamental wrought-iron gates hung between the inscribed stone piers in the classical style with moulded flat-topped capitals.

In 2021, conservation works were assisted with a grant of £3,280 from War Memorials Trust Grants Scheme supported by voluntary donations. The stone piers were steam cleaned. Construction joints were carefully raked-out and re-pointed using lime mortar. SmartWater was applied to all metal elements as part of the [In Memoriam 2014](#) initiative to deter theft.

Repairs were also carried out to the stonework. Damaged areas were cut out and matching stone pieced in to reinstate the profile of the original design. The left pier cap was so badly damaged that it was replaced with new stone cut in a like-for-like style.



Following best conservation practice repair is always preferable to replacement. But in this case, the capstone was extremely friable so rain was causing it to crumble. As the cap is meant to keep water out, if the original was left, water would get inside. If the water then froze inside it would expand and cause the stone to crack.

This is an example of how the charity evaluates each grant application on a case-by-case basis. In some circumstances, replacement is necessary if failure to undertake the repair may cause wider damage. But in other cases it is not required. Our Conservation Officers have the professional skills to assess these options.

Above: Kirby Muxloe gates after works and below: pier before and after works (WM11506) © Kirby Muxloe Parish Council, 2021 and 2022



War Memorials Trust Grants Scheme - Llandudno

Llandudno Bay, with its beautiful beach of golden sand and rocky backdrop is a quintessential historic seaside resort in North Wales. An impressive crescent of Victorian housing is part of a vista that includes Llandudno Pier. The celebrated historic townscape includes the grand and imposing Llandudno war memorial, designed by local architect Sidney Colwyn Foulkes, located near North Shore Beach ([WMO/156545](#)).

The towering Grade II listed granite obelisk stands 13.6 metre high (45ft) on a stepped base and plinth as shown on the front cover. Atop is an orb finial. The stonework at the base of the memorial carries ornate carvings of classical Greek symbolism including foliage swag, laurel wreaths and key string courses. These are in the Art-Deco fashion of the 1920's. The memorial is surrounded by low slender chained bollards. The base and plinth carry bronze plaques. Over 200 names are cast on the World War I plaques with more than 100 names added after World War II. There are further dedications following the conflicts in Korea and Iraq. The small garden around the memorial is also home to other military and service plaques.

In 2021, £11,540 from War Memorials Trust Grants Scheme, supported by voluntary donations, assisted works. Construction joints were carefully raked-out and re-pointed using a lime mortar. The memorial had been pointed using a cement mortar which had caused the retention of moisture within the structure so this needed to be addressed. The memorial was also steam cleaned and, following paint sampling, the orb finial and cresting was regilded with gold leaf. The lost bollard chain was reinstated to the original design.

The memorial was unveiled on 11th December 1922 by a Mr Arthur Hewitt, Chair of Llandudno Urban District Council.



This project was undertaken by Llandudno Town Council who are also responsible for Penrhynside war memorial, a 45 minute walk east. Applications were received for both war memorials and two awards were made.

Although the Trust requires one application per war memorial, it will review multiple requests from a single custodian. We recognise that it can be more efficient to complete projects together, particularly if they are large scale and involve the input of conservation-accredited professionals such as architects or surveyors.

Above: Llandudno historic postcard from Sarah Marr collection (WM3519);
Below: Flame before and after work © EWP and Chambers Conservation, 2020 and 2022



War Memorials Trust Grants Scheme - Penrhynside



Penrhynside memorial is also an obelisk ([WMO/238458](#)). Made of fine-grained limestone it has an intricately carved drape design and a laurel wreath. It stands on a capped and footed plinth atop a 3-stepped base. A dedication and the names of 22 dead from World War I are incised on the base with 1 from World War II. It is sited in a small plot on Pendre Road enclosed by wrought-iron railings, a gate and a low rubble wall.

In 2021, conservation works were carried out with the assistance of a grant of £3,180 from War Memorials Trust Grants Scheme, supported by voluntary donations.

Above: Penrhynside after works and below: before and after works (WM12138) © EWP and Chambers Conservation, 2020 and 2022



The memorial was cleaned using a combination of hand-cleaning with natural bristle brushes and specialist steam cleaning. This was required to remove localised carboniferous staining, biological growth and stains from items being placed on the steps including burned-out debris from a lantern.

Construction joints were carefully raked-out and re-pointed using a lime mortar. Some repair and re-pointing was also carried out to the surrounding wall and pillars. Active corrosion to the metalwork was removed using wire brushes before the surface was re-painted to reinstate the original design.

Penrhynside war memorial was unveiled at 3pm on Wednesday 25th May 1921 by Captain A Taylor. A surviving Order of Service informs us that those attending the unveiling were led by the Penrhynside Choir conducted by Mr Robert Owen and the Penrhynside Silver Band conducted by Mr R E Williams. The assembled crowd stood on an escarpment with panoramic views over the former limestone quarry at Penrhyn and across the rocky landscape towards Rhos-on-Sea. Today, the memorial stands proudly on the same site but is surrounded by lush vegetation with only glimpses of that view.

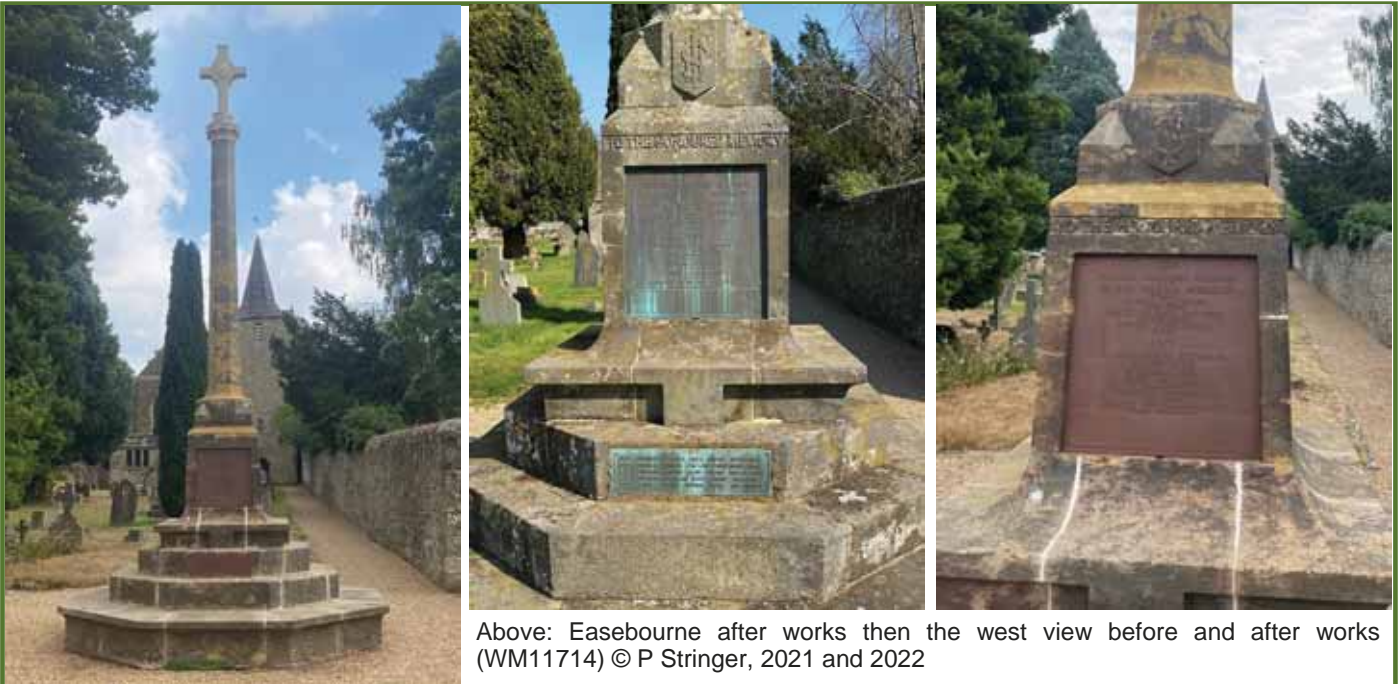
The inscription reads:

“To the glorious memory of the men from this Parish who fell in the Great War 1914-1919
May we be worthy of their sacrifice 1914-1918”

SmartWater was applied to all metal elements of both Penrhynside and Llandudno memorials as part of the [In Memoriam 2014](#) initiative to deter theft.

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Grants - Easebourne, West Sussex



Above: Easebourne after works then the west view before and after works (WM11714) © P Stringer, 2021 and 2022

Easebourne war memorial is located within the churchyard of the Grade I listed church of St Mary in West Sussex ([WMO/268110](#)). The tall Latin cross stands on a square plinth with inset bronze plaques on top of a stepped octagonal base. There are also carved shield details at the top of the plinth with IHS carved in raised lettering. The memorial commemorates 48 individuals from the local community who fell in World War I and a further 13 from World War II.



In 2021, £2,430 was awarded through the Grants for War Memorials scheme, supported by Historic England, towards repair works. Lime mortar was used to re-point the memorial's joints and undertake some repairs to areas of damaged stone. The bronze plaques showed evidence of corrosion so they were cleaned by hand using water and nylon bristle brushes. Following the cleaning, the plaques were dried and a microcrystalline wax was applied to protect the bronze from weathering and future corrosion. SmartWater was applied to the metal elements to deter theft as part of the [In Memoriam 2014](#) initiative.

The memorial cross was designed by Sir Aston Webb. The dedication ceremony was held on 1st October 1921. The inscription reads:

“To the honoured memory
of the men of Easebourne
who fell in the Great War
AD 1914-19”

Feedback from the applicants on this project noted, “Engagement with the Conservation Team during the process was really helpful. We had an issue about the long term structural integrity of the shaft of the war memorial and some helpful advice was obtained from the Team that we will put in place for the quinquennial inspection of the church in 2023.”

A quinquennial is a requirement for Church of England churches to be inspected every 5 years. This needs to be undertaken by an experienced and qualified professional. Getting a war memorial included in this can be beneficial as it gets routinely reviewed and a record is held. It can help monitor issues, spot potential problems and obtain recommendations if works are required. If your local war memorial is in the church or the churchyard, you might want to ask if it is part of the quinquennial. If not, perhaps you can suggest it is added.

Grants for War Memorials - Ampney Crucis, Gloucestershire

Ampney Crucis war memorial is located in the south-west of the village, in Gloucestershire, adjacent to Church Lane and north Ampney Brook ([WMO/103454](#)). The limestone cross is topped with a moulded and crenelated capital. The base of the shaft carries a relief-carved shield with a crown of thorns. The memorial is Grade II listed and in a conservation area.

In 2011, War Memorials Trust's then Small Grants Scheme funded works but over the years its condition deteriorated further. In 2022, a new grant of £590 was awarded through the Grants for War Memorials Scheme supported by Historic England. Works included re-pointing the joints with lime mortar and hand cleaning of the base and steps. Localised areas of stonework repair were needed as stone had spalled and pieces were breaking off.

The shaft and cross were not cleaned because they reflect the appearance that would be expected in that environment for a memorial of that age. Over-cleaning can cause damage so the Trust only supports cleaning when surface build up is causing damage, soiling makes it impossible to assess necessary work or inscriptions cannot be read.

The memorial was erected in 1920-21 on land made available by the then landowner, Sir Frederick Cripps. Funding to create the memorial was provided by the owner, local residents and an unknown benefactor. The memorial was dedicated during an unveiling ceremony in 1921.

The main dedication is below and there is also recognition of the fallen of World War II on the memorial:

“This cross was erected
by the inhabitants of
Ampney Crucis
on memory of the men
who fell
on the Great War
1914 - 1918
whose names
are inscribed hereon
and in thankfulness for
the safe return
of many others who went
from this village”



Historic England

Left to right: Ampney Crucis after works then before and after inscriptions (WM3539) © Ampney Crucis Parish Council, 2022



Get involved - Supporter Survey results

Thank you to everyone who responded to the Supporter Survey that we featured in the February Bulletin. We are very grateful for your feedback.

As you may recall we provided details in the magazine of the website address to access the online survey. Previously we have sent out paper copies but due to a lack of staff resource to process the returns, and an interest in seeing the response rates as we look to develop our Digital Engagement Strategy, we opted to run it online.

We anticipated fewer responses and that proved true. 77 people completed the survey compared to 488 returning paper copies in 2020 and 585 in 2017. Obviously, had we sent the online link via email the response is likely to have been higher but it shows that our supporters remain more likely to respond in hard copy than online. Digital solutions should not necessarily be our first choice.

The primary reasons for people's involvement with WMT are an interest, or background, in

	2023	2020	2017
Heritage/History	86%	73%	74%
Armed Forces	45%	50%	53%
Conservation	36%	42%	39%
Genealogy	26%	15%	13%

These remain fairly consistent but an interest in genealogy is more significant in this year's survey.

Considering the Bulletin, 49% of people said they had no interest in receiving the Bulletin by email. This was a significant fall from 2020 when the figure was 69%. However, given the returns were submitted online we anticipated that change would be bigger. If half of those who replied online would still prefer to receive a paper Bulletin we do not feel it is time to change yet. We want to provide a format supporters will read and know that moving to an online system will incur costs and could reduce donations.

People reported that they initially became aware of the charity through the following channels:

	2023	2020	2017
Media/Advert	35%	46%	45%
WMT website	10%	4%	5%
Bulletin	7%	11%	12%
Event/Talk	7%	7%	8%

Yet, when asked what they think WMT should do to encourage others to join there is no clear correlation as 66% of people suggest events but only 7% have joined at them:

	2023	2020	2017
Promote via other organisations	70%	48%	38%
Attend events	66%	62%	63%
Promote via War Memorials Online	52%	31%	31%
Purchase adverts	25%	29%	27%

When looking to raise awareness staff and Trustees look at the 'return on investment' i.e. the likelihood of success against the cost. With funds currently tight, great care has to be taken not to waste money on expensive approaches that may not cover their costs. Looking at the Trust's online presence the survey showed greater activity in regard to the websites with 71% of people having visited War Memorials Online compared to 46% in 2020. However, as the survey was completed online this was to be expected and we will factor that into our evaluation.

Thank you again to everyone who took the time to respond to the survey. Whilst numbers were down it was a really beneficial exercise. The feedback will help us to develop the work of the charity, which in the next few years will have a focus on digital elements. But we will continue to recognise the importance of balancing on and offline activities. The results and comments highlight some of the issues and tensions which we need to consider.

Number 97 May 2023

To order, join or donate complete pages 15-16, detach and send to:

War Memorials Trust
1st Floor, 14 Buckingham Palace Rd
London SW1W 0QP

Please use a stamp. Adding freepost to the address will incur a sizeable fee which WMT has to pay. **Thank you**

Privacy Policy

Any personal information you provide to WMT will be used to process your donation, merchandise order or other enquiry. It may also be used to send you updates about our work through the Bulletin. You have the right to stop us from contacting you for marketing purposes at any time. You can opt out: info@warmemorials.org, 020 7834 0200 or write to WMT, 14 Buckingham Palace Rd, London SW1W 0QP.

You do not have to give us your telephone number or email address but it may help us to contact you quickly if we need to follow up on your enquiry or report any problems with your payment. We will not use this information to contact you for marketing purposes by telephone, email or SMS.

We may share your information with third party organisations where it is necessary to respond to your enquiry, process your donation, or fulfil your order, such as the payment processor WorldPay. We will not share your information with third parties for marketing purposes, nor will we sell it.

If at any time you are not happy with the way the Trust handles your personal information you have the right to complain to the Information Commissioner's Office (ICO) by telephone 0303 123 1113 or visit <https://ico.org.uk>.

For further information read our full Privacy policy at www.warmemorials.org/privacy-policy. For a paper copy contact us using the details above.



War Memorials Trust

Order form

Please complete this order form and your details overleaf then send to the address on the left.

No.	Item	Total
	Set of 3 Trust pens at £6 (inc. p&p)	
	Set of 5 Trust pencils at £4 (inc. p&p)	
	Subtotal	
	Donation	
	Grand total	



Registered with
**FUNDRAISING
REGULATOR**

Donate directly to our bank account

You can donate directly with a bank transfer (Bacs). Please send an email, letter or return this form to let us know what your payment is for and, if possible, include your Supporter number. Some systems may fail these details at the Confirmation of Payee stage.

CAF Bank is not on the CoP system yet (roll-out started with the big 6 banks) but these details are correct and you can still make a payment.

Bank: CAF Bank Ltd
Account name: War Memorials Trust
Sort Code: 40 - 52 - 40
Account number: 00 - 03 - 60 - 05

Gift Aid

Gift Aid enables War Memorials Trust to reclaim an extra 25p on every pound you donate so your £20 subscription becomes £25 and your £250 gift, £312.50. You can Gift Aid your donation if you pay Income or Capital Gains Tax at least equal to the value War Memorials Trust would claim.

giftaid it

Please contact WMT if you would like further information. If you have already made a Gift Aid pledge please do remember to advise us if you move house or cease paying tax.

Get involved

Please complete and return this form: Bulletin 97

Your details

Title First name

Surname

Address

Postcode Telephone

Email

I would like to join/donate to War Memorials Trust

- Membership rates valid until the end of March 2024
- Joint = two people at the same address/an organisation

- Individual/ joint annual membership £20/£30
- Individual/joint life membership £250/£350
- Donation of £.....

Please tick

- if you want a receipt
- if you want to Gift Aid your payment
- if Gift Aid is not appropriate

Use Gift Aid and you can make your donation worth more.

For every £1 you give to us, we get an extra 25p from HMRC. I want to Gift Aid my donation and any donations I make in the future or have made in the past four years to War Memorials Trust. I am a UK tax payer and understand that if I pay less Income Tax and/or Capital Gains Tax then the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. Please notify War Memorials Trust if you: want to cancel this declaration; change your name or home address, no longer pay sufficient tax on your income and/or capital gains.

Payment

Already made

- Via the website, www.warmemorials.org/donate
- Bank transfer (see details on page 15)
(you can email info@warmemorials.org to let us know)

Enclosed

- Cheque made out to War Memorials Trust
- Cash
- Credit/debit card (complete details below and ensure a phone number or email is provided above in case of query)

Card number

□□□□□□□□□□□□□□□□

Expiry □□/□□ Security code □□□□

Merchandise

War Memorials Trust sells a small number of merchandise items to help raise funds and awareness.

You can order them through the Bulletin, using the attached form, or online at www.warmemorials.org/shop. If an item is unavailable on the website then it has sold out and been removed.

Every purchase helps protect and conserve war memorials.

War Memorials Trust pencils and pens, including post and packaging, per pack cost: **5 pencils £4 or 3 pens £6**



We are reviewing our merchandise offering. However, due to increasing postal costs and no office volunteers to help with packing finding cost-effective options is tricky. In many cases items must be bought in bulk which means far more than WMT can realistically sell. And when we are looking to downsize the office we have to be careful about storage requirements.