



Issue 7 – Spring 2011
www.thenma.org.uk

The Memo

The latest news and views from the National Memorial Arboretum Friends

10th Anniversary Year of the National Memorial Arboretum 2001 to 2011



Welcome to
the Spring edition of your
members' magazine

Inside this issue

Chapel feature

Profile – Andrew Baud

Commemorations to
Women at the Arboretum

Trees of the Arboretum

Wildlife Focus

Dates for your diary

Around the Arboretum

Where our Nation remembers

Welcome

Welcome to the spring edition of The Memo, your quarterly Friends' magazine. Your magazine is seeking your contribution. On page 15 we feature our new 'Friend to Friends' page, where we would love to hear from you on any matters relating to the Arboretum. Also, included is the first regular foreword by our Chief Executive, Charles Bagot Jewitt on developments and new initiatives.

David

(Volunteer Memo Editor)

Foreword

As the weather improves, the grass grows and the leaves come into bud. Hopefully all the bad weather is now past and our Friends will feel ready to visit us again.

The Arbour Restaurant is going from strength to strength, and we are the very fortunate recipients of a very generous donation of new kitchen equipment from Electrolux and a number of other suppliers. So, thank you to our suppliers.

During 2011 we are also hopeful that we can bring an overflow car park further up Croxall Road into use and we have been hugely helped in this by the generosity of Lafarge and the Mercer family. We are hopeful that planning permission for our new building scheme will be approved and are starting a process of planning and consultation with memorial holders about significant landscape enhancements in the areas near to the Visitor Centre.

There is much more I could write but that will have to wait for the next edition! May I wish you all a very happy 2011.

Charlie Bagot Jewitt

NMA Friends magazine, Spring edition

The Memo - Spring Edition

Editor: David Bryant

Editor-in-Chief: Harpreet Jutlla

How to join?

Contact:

Friends Membership Team
National Memorial Arboretum
Croxall Road, Alrewas
Staffordshire DE13 7AR

Phone: **01283 792 333**

Email: friends@thenma.org.uk

Web: www.thenma.org.uk

Charity no. 1043992

The Memo: Please note all
information
is accurate at time of print



In this edition of The Memo...

The Millennium Chapel _____ **4**

Lawrie Walford's thoughts on why the Chapel resonates with so many visitors and is truly the soul of the Arboretum.

Around the Arboretum _____ **6**

This time, an intriguing tree dedication.

Polish Pride _____ **7**

Charles Bagot Jewitt, Paul Kennedy and John Bryan proudly display the medals presented to them by the Polish Government.

Trees of the Arboretum _____ **8**

Richard Thorpe continues his captivating series about the trees at the Arboretum. In this issue we learn more about the Alder tree and its significance to the Arboretum.

Wildlife focus _____ **9**

Read the latest wildlife news written by our resident expert, Richard Thorpe.

Women, War and the Armed Forces _____ **10**

A new feature on themed walks at the Arboretum. This edition features a taste of the Commemorations to Women walk.

Profile - Andrew Baud _____ **12**

Beth Campbell talks to Andrew Baud about his prominent position as the official eyes, ears and spokesperson for the Arboretum.

Dates for your diary - our forthcoming highlights _____ **14**

An ideal way to keep up to date with Arboretum events.

'Friend to Friends' _____ **15**

Talk amongst Friends...

Arboretum Shop update _____ **16**

The "Book Shelf"

Please remember to let your friends, family and colleagues know about this unique centre for Remembrance. Further details can be found online at www.thenma.org.uk



The Millennium Chapel of Peace and Forgiveness

The spiritual hub of the Arboretum

The Millennium Chapel is the only place within the UK where the Act of Remembrance, or Homage, is observed daily. It is held at 11am and it is recommended to plan your visit to be seated in the Chapel a few minutes before then. The Homage lasts around 10 minutes and is followed by a welcome talk about the Arboretum given by one of the volunteers. The Chapel welcomes people of all faiths and backgrounds

and is a perfect place for contemplation. If you or your guests wish to have a quiet place for personal thoughts, then once the welcome talk has concluded, there is generally an opportunity to have a moment or two to reflect on the sacrifices commemorated at the Arboretum.

Whilst you are in the Chapel, you will have the opportunity to see some of the work of the Essex Woodcarvers, particularly

the wonderful carving showing 'The Story Teller'. You may also have seen the magnificent carved eagle atop of the Berlin Airlift Memorial at the entrance to the Arboretum. These, together with the carved Polar Bear are further examples of the skill of the Essex Woodcarvers.





Whilst seated in the Chapel you will see through the window to the left of the altar the Merchant Navy Convoy Wood in which are planted 2,535 Oak trees. Each tree represents a British-flagged Merchant Navy ship sunk by enemy action during WW2. A book of Remembrance containing the names of each crew member of the ships lost, is held in the Chapel. Looking through the window to the right of the altar it is possible to see the Gallipoli Memorial, at the rear

of which are nine dead pollarded trees. These represent wounded soldiers raising their arms to attract stretcher bearers. As history tells us, there were many, many casualties, mainly British and Australian. From your seat in the Chapel, it is possible to see a fair representation of the many different memorials at the Arboretum. Each commemorate the sacrifices made by men and women, both serving and civilians from different countries, so that we may live in peace and freedom.

As a link to the forthcoming Christian festival of Easter, above the altar you will see the Sword of Sacrifice symbolising the Cross. The Sword of Sacrifice is also placed at every one of the Commonwealth War Graves Commission cemeteries, around the world.

*Lawrie
Walford*

Around the Arboretum

Message with a difference...

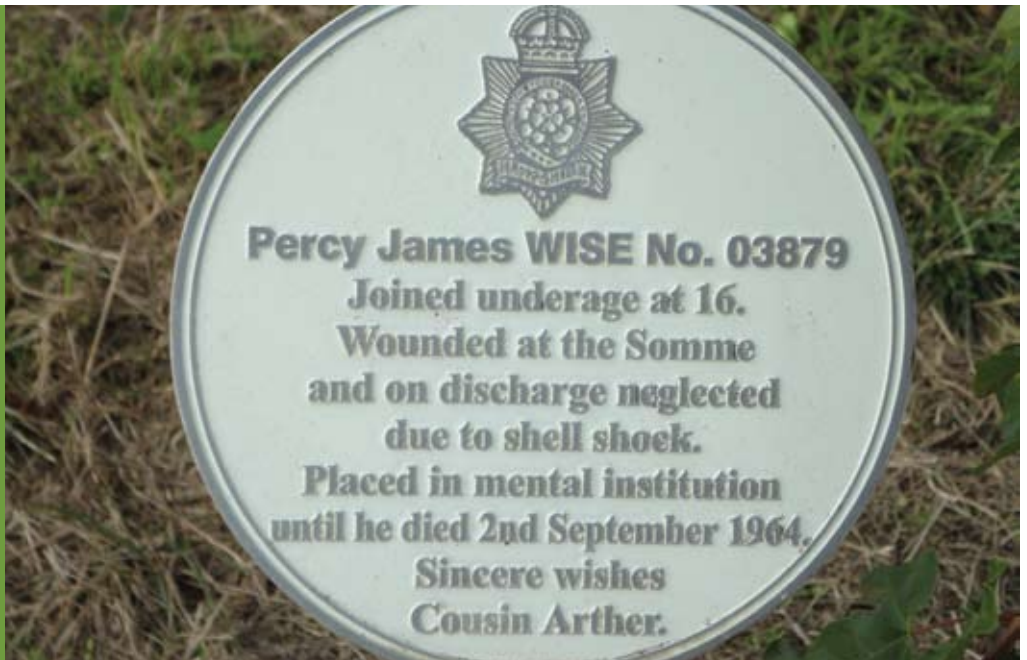
There are many hundreds of tree dedication plaques around the Arboretum and it is probably not possible to study them all. However, all of them are special and mean something to somebody. Just every once in a while you notice one that is different, such as the one pictured. It commemorates the life of a young soldier of The Great War who enlisted underage, experienced battle, was wounded and fell victim to 'Shell-shock'. As a result he was placed

in a mental institution where he remained until he died in 1964.

This story meant enough to someone that a plaque and poignant message was placed in the Armed Services Wood, to his memory. This also should remind us, as we pass by, that not all casualties of war are those killed or physically disabled.

Did you know?

1. To carve the original names on the Armed Forces Memorial took 24 hours per day; six days per week for six months.
2. The RAFA eagle is made up of a 1000 stainless steel feathers.
3. 60,000 tonnes of soil form the mound for the Armed Forces Memorial.



Polish Pride

Arboretum contribution recognised



Many visitors to the Arboretum take the opportunity to see the Polish Armed Forces Memorial in the Golden Grove at the end of The Beat. This magnificent memorial was dedicated in September 2009 in the presence of the Duke of Kent.

The construction of this memorial, from conception to completion, was aided in no small part by members of the Arboretum staff and volunteers. In particular three individuals have been recognised by the Polish authorities for their significant help

and assistance. Charles Bagot Jewitt, Paul Kennedy and John Bryan were awarded Bronze medals in grateful thanks (pictured above proudly displaying their awards).

To make the awards even more memorable,

the medals were presented by Polish National Defence Minister Boguslaw Klich at a special ceremony at the Polish Embassy. This gesture was greatly appreciated by the recipients.



Trees of the Arboretum...

In this feature Richard Thorpe tells us about one of the many species of tree that grow at the Arboretum and its significant use as part of a memorial.



The Alder **Latin name: Alnus**

This tree can be found in various parts of the Arboretum but is used symbolically in the Royal Artillery plot, located on the island. The connection is that charcoal made from Alder trees was originally used in the manufacture of gunpowder. There is also an association with the local village of Alrewas as this was originally called Alder

Wash meaning “a marshy area in a forest of Alder trees”.

The Alder is a deciduous tree which likes swampy ground and can often be found near rivers and streams. It is the only broadleaf tree to produce cones. The old dark brown cones from the previous year’s fruiting and the reddish catkins of the current year are often seen on the tree at the same time. The tree used to

be a great source of natural dyes.

Alders have bacteria on their root systems that can fix nitrogen from the atmosphere which adds fertility to the soil.

The timber resists decay when in water and has been used to make boats, canal lockgates and even clogs. The wood is hard and is still used for making tool handles.

The druids recognised the alder as a sacred tree and it has always been associated with fire.

In recent times the tree has been subject to a fungal disease which attacks the roots.

*Richard
Thorpe*

Wildlife Focus...

Richard Thorpe our resident wildlife expert tells us about some of the fabulous wildlife that you might have seen at the Arboretum this Winter.

Please continue to feed your garden birds! The winter has been really harsh and many small birds have suffered. At the Arboretum we have two feeding stations – one by the Millennium Avenue shelter and the other just outside the Visitor Centre in the War Widow's Rose garden. They both give us the chance to see a very wide range of birds.

We have had a report of a flock of waxwings at the Arboretum over the winter. These beautiful birds are normally quite rare but this winter they have been seen all over the country. We have also had a report of a tree creeper which had temporarily stunned itself in the Cloisters area. Fortunately it recovered and flew off.

The Arboretum has been so quiet because of the cold weather that a walk around the woodlands has been a memorable experience - as long as you were well wrapped up and had the right footwear! The undisturbed (by human



look at animal and bird tracks.

I have had great fun over the Christmas period looking at the old wildlife sightings book – we now have a brand new book in the Long Gallery. The most amusing entry was on 8 August 2010 when someone reported that they had seen 'nothing'. Ah well, there's bound to be the odd quiet day!

By the time you read this we will have had a winter bird walk but we will be repeating the usual bird

also a moth and bat event planned for August. Details of these will be on our website.

I'm sure we are all looking forward to spring and for me personally it arrives when the daffodils appear, when Watersmeet Wood is carpeted with beautiful yellow celandines and when the buds start bursting on the trees.

Richard Thorpe

Women, War and the Armed Forces

Here we give you a taster of Friends committee member, David Millington's new walk around the Arboretum. The walk features some of the roles played by women during conflicts over the years and which they are still doing so to this very day. At the advent of WW2 women flocked to join the ATS, WRNS and WAAF, including HM The Queen who served in the ATS as a 2nd Lieutenant.

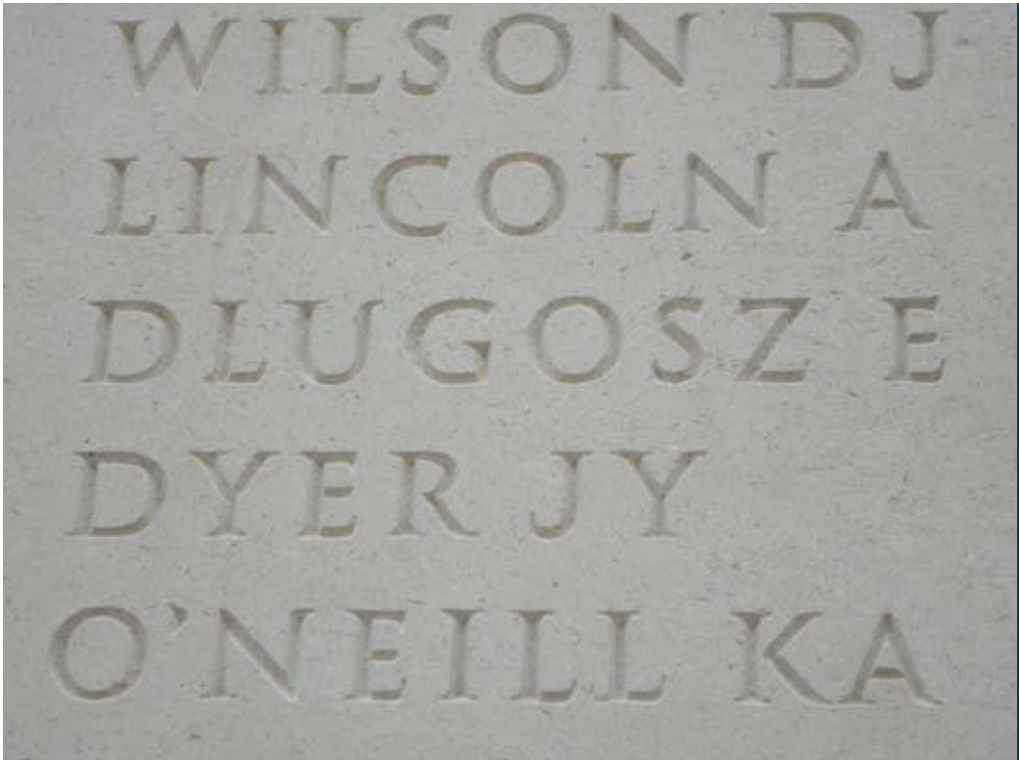


One of the first memorials you come to on site is the statue of the ATS girl. Looking at the memorial closely many have said that it was clearly sculpted by a man; the tunic buttons up the wrong way for a lady!

Women were recruited in order that men could be released for front line roles, on land, at sea and in the air. However, many 'Wrens' served overseas and the beautiful carved wren in the WRNS Memorial Garden commemorates 21 'Wrens' and one Nursing Sister who lost their lives aboard the SS Aguilla in August 1941. In the RAF wing is the new memorial to the women of the Women's Auxiliary Air

Force. As with the ATS and WRNS, women were recruited for "behind the scenes" roles in order to release men for front-line duties and they became cooks, drivers, mechanics, etc. Later, some were employed in telegraphy and code-breaking at Bletchley Park. Others with special skills were even to serve with Special Operations Executive (SOE).

The contribution of these women can never be underestimated. In modern times women play a very different role within the British Armed Forces. Although they do not fight face to face with the enemy they work in roles that put their lives in danger every day.



Women now go to sea on ships and are members of RAF aircrew. Women have lost their lives in service in Iraq and Afghanistan in recent years. Joanna Yorke Dyer, Eleanor Dlugosz and Sarah Bryant are three such brave women. Joanna trained with Prince William at Sandhurst and they were good friends. Eleanor was a 'pint-sized' tomboy whose ambition was to be a fighting soldier. Sadly they were both

killed in the same incident in Iraq. Sarah was a Corporal in the Intelligence Corps and was the first British female soldier to be killed in Afghanistan when she, and three others, died when the vehicle they were travelling in was struck by a roadside bomb.

All three names can be found on the Armed Forces Memorial; Joanna and Eleanor are also remembered on the Basra Wall.

There are many memorials on site to women's organisations such as nursing, voluntary groups and importantly the stoic War Widows who waited in vain for their menfolk to return. For more information about David's walk, please check our website or call us on **01283 792 333**.

Profile - Andrew Baud

You may have wondered about the roles undertaken by Arboretum staff. In this issue our junior reporter, Beth Campbell talks to Andrew Baud, the Arboretum PR Consultant about his role...



I've seen you around the Arboretum but you don't wear a uniform. What do you do?

I work in PR, for a company called TALA, and we're employed by The Royal British Legion to look after the Arboretum. We've been involved for nearly 4 years. I or my colleague Kate are here around once a week.

I know that PR stands for Public Relations but what does it mean?

For me, it's all about influencing your target audience. What it means for the Arboretum is

getting people through the door, onto the website or donating money.

So what is your role?

We support Charles and the marketing team, ensuring the Arboretum continues growing into a powerful brand. We're trying to ensure everyone knows what the Arboretum is, and what its purpose is.

How does PR help the Arboretum?

Encouraging Countryfile to come and film is a good example, as

it arguably added 20,000 visitors to the year's total. Coverage like this on primetime television helps us in our challenge to embed the Arboretum in the Nation's consciousness. Ultimately, we're making the Nation proud of what we have here.

How do you contact programmes like Countryfile?

We know a lot of journalists anyway, but we also have access to databases of journalists. When dealing with the BBC, especially when



"Ellie Harrison from Countryfile Interviews volunteer Frank Shorter"

pitching a story or an idea, you need to be mindful of the rules around promoting something that's very commercial – even if it's a charity that will ultimately benefit. Having those conversations requires some tip-toeing around.

How do you persuade TV crews and newspapers to publish stories about the Arboretum?

You provide them with interesting stories, almost always with fascinating people that they can talk to. It also helps if you can offer something exclusive that no other media can have.

Do you have a favourite PR story?

It's not a favourite story, but the favourite thing about my role is having the chance to meet and talk to the most amazing people. Whether they are elderly veterans like Polish soldier Feliks Keidrowski, or children like Alex Wall who lost his father in Iraq, their resolve and attitude towards life is both moving and inspirational. Perhaps most impressive of all are the widows and mums that freely offer to help us with PR activities, and that don't bat an eyelid when faced with 20 or 30 cameras. That takes some courage.

Do you have any future PR plans for the Arboretum that you can share with us?

Yes, 2011 will be important because it's the Arboretum's 10th anniversary. The focus will be around further building our national profile, while encouraging more visitors from the region. It's full of positive things like the upcoming Panorama screening. Most exciting of all is the Antiques Roadshow special from the Arboretum, which will be aired in November 2011.

Dates for your diary - our forthcoming highlights...

Dates for your diary – our Spring forthcoming highlights...

SUNDAY 13 MARCH

Pre-loved clothes and gifts bring and buy 11am to 3pm at the Arboretum. Find a fabulous bargain!

SUNDAY 20 MARCH

'The Soldiers' concert

As part of the celebrations of the Arboretum's 10th anniversary, "The Soldiers", the well-known trio of singing servicemen, will be performing a concert at The Garrick Theatre, Lichfield. Full details available from the theatre.

FRIDAY 1 APRIL

Photography Competition

Launch of the annual Photography Competition with a closing date for entries on 14 October 2011. The winning entries will be displayed from 6 – 27 November. For details and to obtain an entry form, Contact

the Arboretum or email friends@thenma.org.uk

SATURDAY 21 MAY

Walk to the Wall

See the insert with 'The Memo' for full details of this year's fantastic event. Registration is now open and forms can be obtained from the website or email friends@thenma.org.uk With your support, hopefully 2011 will be even more successful than last year. A great day out enjoyed by everybody!

SUNDAY 22 MAY

Plant Hunters' Fair

Return of last year's successful plant fair. Open 10am to 4pm

SUNDAY 5 JUNE

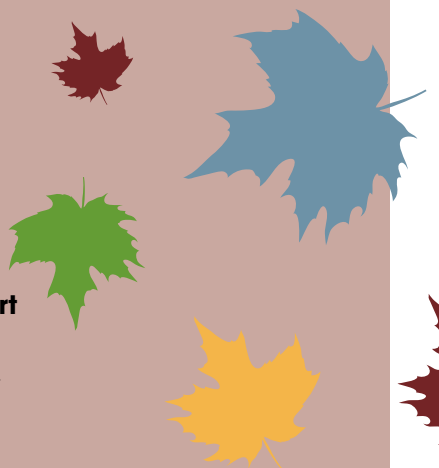
'The New Squadronaires' concert

Advance notice of another fabulous event in conjunction with the 10th anniversary celebrations. "The

New Squadronaires" will be performing at The Garrick Theatre, Lichfield. Full details available from the theatre.

For more information about these events please check our website www.thenma.org.uk or call **01283 792 333.**

Please note: all information is accurate at time of press



Friend to Friends

This is your chance to tell us what you think. Maybe you have an interesting anecdote about something you saw at the Arboretum; maybe just gossip or a personal experience; could be you want to respond to comments printed from letters we have received?

Lawrie says; "The text of The Memo has been printed on a coloured background which makes it difficult to read. I should like to propose that the heading of each article is coloured as appropriate but that the text be in black on a white background. This will make it easier to read which should hold the reader's interest"

Do you agree with Lawrie or have any other comments about the content or format of your magazine, 'The Memo'?

During 2010 the National Memorial Arboretum Friends have been out and about visiting shows and events, have raised money and awareness of the Arboretum. We could not have achieved this with out the support of the Friends, volunteers and the staff at the Arboretum.

A plea!

In 2011 we hope to improve on what was achieved over the last twelve months by again attending local events; additionally, we will try to talk to others further afield. If you are able to assist at any events, would like to contribute in any other way or wanted to organise something local to yourself but might need a little assistance please contact your Friends.



Arboretum shop update

'Book Shelf'

The Arboretum Gift Shop sells a large range of books, both new titles and familiar ones. In this issue we feature titles from 'Shire Books' who publish a whole range of very affordable books on many historical subjects. These include the book *British & Commonwealth War Cemeteries*, which covers all aspects of Remembrance from WW1 to the present day, including a reference to the Arboretum.

Titles include:

British and Commonwealth War Cemeteries	£ 6.99
Prisoner of War in Germany	£ 5.99
The British Soldier of World War Two	£ 5.99
RAF Bomber Crewman	£ 6.99
Evacuees of the Second World War	£ 5.99
ARP and Civil Defence in WW2	£ 5.99
The Home Guard	£ 5.99
The British Soldier of the First World War	£ 5.99

To purchase any of these items contact the shop on 01283 792 333 or email shop@thenma.org.uk



With Easter and one or two other notable dates on the horizon, the Gift Shop is the perfect place to purchase quality greetings cards as well as that special gift. Items include fine china, beautiful jewellery, men's accessories and specialist liqueurs and spirits.

NB. Mothering Sunday is 3 April and Father's Day is 19 June

