

Heritage

Newsletter of The Boys' Brigade Archives

Vol.4 No.2

10th February 2024

News from the Archives

As we start the new year, we have been looking at the progress we have been making on social media, and this is detailed in a report on page 6 of this newsletter. We would like to thank all our supporters who engage with us on social media as this is a great way to get BB history out to a wider audience.

We have added a few new pages to the Virtual Museum, and we hope to expand the pages around the London Displays in the next few months. We also want to look at other large BB Displays, including the North West Districts Blackpool Displays, and hopefully these stories will be told on the Virtual Museum later on in the year. If you can contribute with memories, as an audience members or performer, please get in touch.

We found this terrific image in our collection recently, and thought we would share it with our supporters. More images from the Festival of Britain run can be found on the Virtual Museum. Just click on the link on the right to visit the website.



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[Festival of Britain](#)

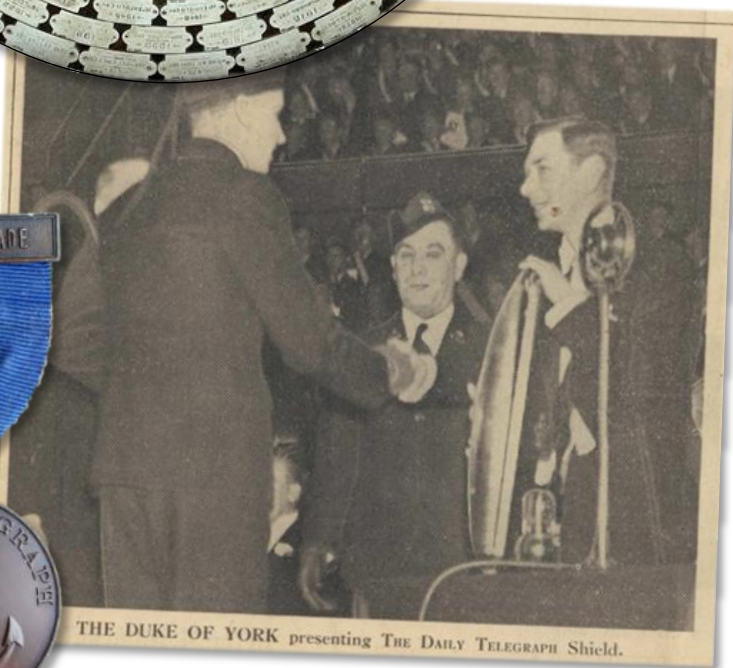
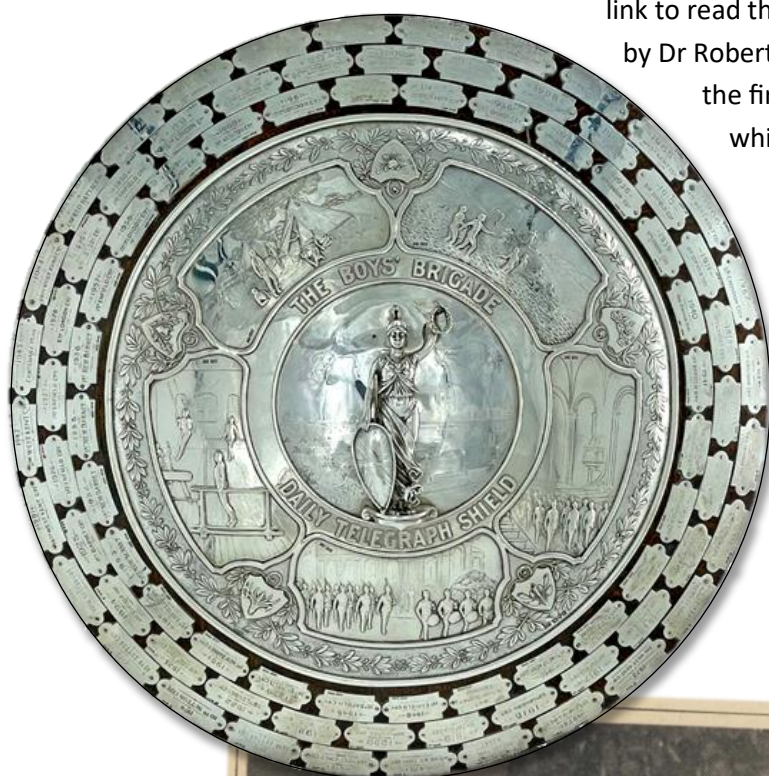


Virtual Museum

We are busy adding content about the London Displays to the virtual museum. The Royal Albert hall and latterly the Wembley Arena displays were well attended by BB members for all over the UK. We are looking forward to sharing these stories on the Virtual Museum. If any of our supports have posters, photographs, video, audio or newspaper clips, please share copies of these with us so they can be added to the virtual museum.

We are pleased to share some content about the Daily Telegraph shield which was the highlight of the Royal Albert Hall Display. Please click on the

link to read the story written by Dr Robert Wilson, about the first competition which was won by the 3rd Enfield Company in 1906.

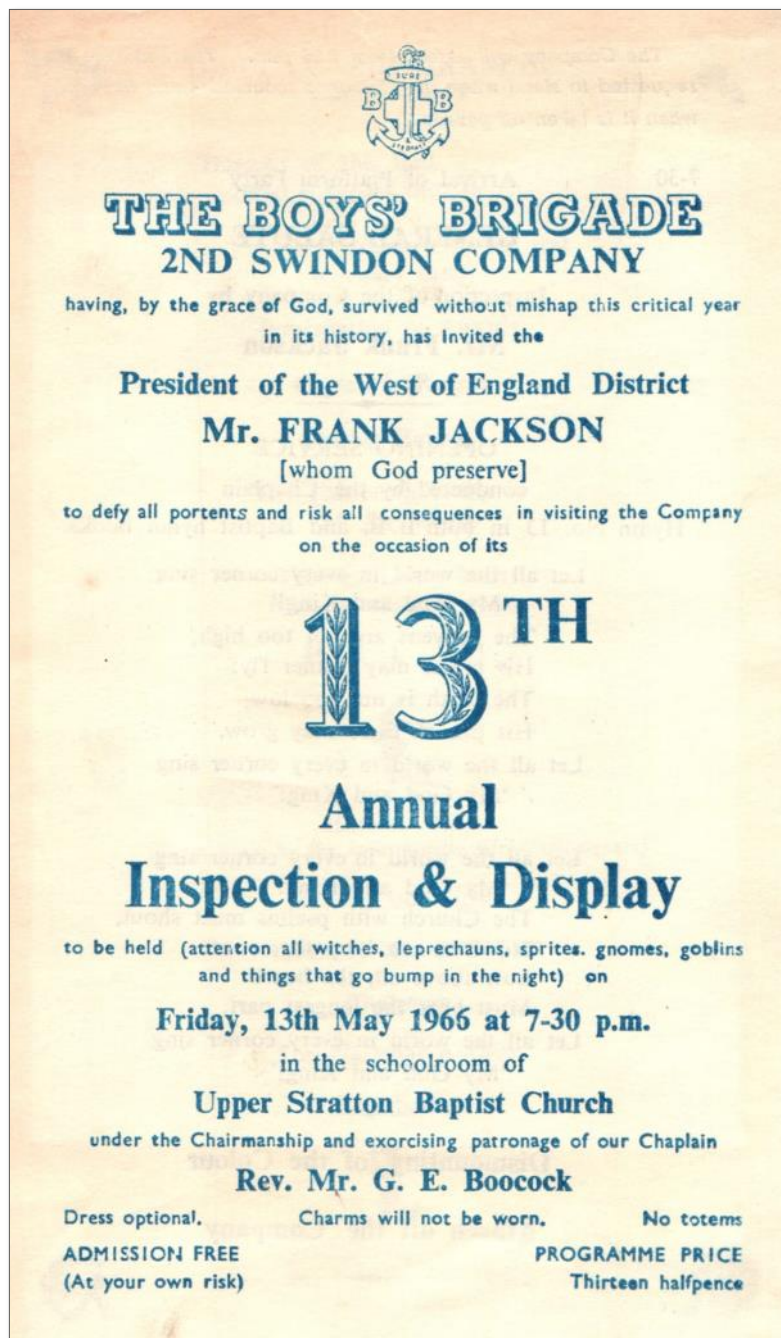


[Daily Telegraph](#)

[1951 Display](#)



From the Archives



Dr Chris Spackman writes: Between 1963 and 1987 the 2nd Swindon (Upper Stratton) Company was home to the 'Secundus Press'. This in-house printing operation published various materials for the local Wiltshire Battalion and items for the Company itself.

Amongst the hundreds of articles produced were programmes for the Annual Company Inspection & Display. This included a rather unusual production for the 13th Annual Inspection & Display held on Friday 13th May 1966.

As you can see from the image above, Company Captain Arthur Simmonds had fun with the date of the display, but took no risks when inviting Mr. Frank Jackson (West of England District President) to attend as Guest of Honour!



Wiltshire Battalion



Recent posts from our Social media



On the 24th January 2023, we posted on social media -

The Boys' Brigade Cross for Heroism Awards presented to pte. Clark (7th London) & pte. Warnes (3rd Northampton). Read their respective stories on our virtual museum

Amongst our posts in January was an image of a tin hat with the BB crest painted on it used during WWII. This received over 469 likes. Thank you to all our supporters for liking and forwarding out social media posts.



Clark C - 1931

Warnes P - 1921

Cross for Heroism

WWII



Recent posts from our Social media

On the 1st of February we posted: Throughout February we'll be sharing The Boys' Brigade from **A** to **Z**!

A was for Anchors, **B** was for Belts and Brasso, **C** for Camping, **D** for Duke of Edinburgh, **E** for Elephants, **F** for Festival or Britain, **G** for Guide Dogs and, **H** for Heritage, our Newsletter. To find out what the rest of the alphabet reveals follow us on Social media by clicking on the social media icons on the right.

The image of Anchors from the 2nd Scarborough set the tone for the month, and we look forward to sharing more images.



Below is a poster for the Guide Dogs mentioned above. We will be bringing you more about the BB Guide dogs in the near future. If anyone has photographs, information or stories to share about these guide dogs, please get in touch.



Anchors



Social Media report and future strategy

Our social media strategy continues to thrive, with daily archival posts capturing the attention of our 2.7k Facebook followers and 275 Followers on 'X' (formerly known as Twitter) Monday through to Saturday.

The posts on social media have helped inform much of what is included in our newsletter, 'Heritage', thus providing an alternative route for people to engage with this content.

15th August 2023 marked a turning point, when a post of the 'BB' belt became the first to receive over 100 reactions on Facebook.

Since August 2023, a further 10 posts have received over 100 reactions on Facebook.

In November, our post featuring New Zealand drummers from the 1960s stole the spotlight, amassing over 40K impressions and garnering more than 850 reactions—an extraordinary feat in audience engagement.

It appears that posts more widely 'shared' receive more engagement, and I encourage all our supporters and friends to share our posts to increase their reach.

Posts on X receive less engagement than Facebook, but the platform provides an opportunity to engage with a different audience.

I aim to schedule social posts two months in advance and with this approach, posts are ready up to the end of May.

I would like to explore adding Instagram to our portfolio, and I think there may be an option to automatically schedule posts from Facebook to Instagram.

If anyone has content or ideas for social media please get in touch!

Dr Chris Spackman - Social Media Team



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Archive Shop

New stock is continually being added to the online shop. Including the 10th Wolverhampton anniversary book as well as a small number of the 5th Croydon badge AD2000 badges. Please keep on checking the 'New' tab on the online shop for the latest stock.

We are keen to add Company and Battalion anniversary badges to our online shop. Please get in touch if you know of any badges being produced so that we can purchase a supply for sale to our supporters.



New stock

Archive Shop

