

# TANKFEST

## 26<sup>TH</sup> & 27<sup>TH</sup> JUNE 2010

Experience the best display of historic & modern moving armour in the world at The Tank Museum...



**MEET THE DESERT WARRIORS AT TANKFEST**




The Tank Museum is marking Armed Forces Day with a particular focus on the British Army at this year's Tankfest.

Described as 'incomparable' by Classic Military Vehicle and a 'must see event' by Britain At War, visitors to Tankfest will be treated to demonstrations of vehicles used by the British Army on operations today. There will also be the chance to meet these 'desert warriors', as they display the kit and equipment used by modern soldiers.

The explosive culmination of this year's Tankfest will be a mock battle demonstration by the Royal Armoured Corps, in which visitors will see how operations are conducted in Afghanistan and how the traditional role of the RAC is changing. This will be the first time such a display has been performed before the public.

## INSIDE...

- SNAPSHOTS OF THE PAST
- DAN SNOW BACKS TIGER APPEAL
- CHALLENGER 1 - DESERT WARRIOR
- WHAT'S ON
- HOW YOU CAN HELP
- LATEST ACQUISITIONS



Alongside this unique contribution from Bovington garrison, The Tank Museum will demonstrate a number of rare vehicles from its unique collections, with expert commentary putting them in their historical context. Tanks cherry-picked from private collections will also be displayed at Tankfest and realistic Living History encampments will allow visitors to step back in time and see how soldiers of the past lived and fought.

With a variety of trade stalls, family entertainment and sideshows there will be plenty to entertain and inspire all the family. Plus, entry to The Tank Museum is included in your admission price. You'll also get an annual pass as part of your admission - making Tankfest sensational value for money! If you book early you can save at least 10% on your admission price - and groups of 10 or more attract a further discount.

To find out more or to book your tickets, visit [www.tankfest.org](http://www.tankfest.org) or call 01929 462359. 

## TANKFEST PROGRAMME

**10:00 - 17:00**

**Tankfest Open-** Tankfest 2010 opens to the public.

**11:00 - 11:40**

**Tanks in Action-** An explosive start to Tankfest as we outline how tanks have developed and how they are used in combat.

**11:50 - 12:30**

**British Army Display-** The Royal Armoured Corps displays vehicles from their operational fleet.

**12:30 - 14:00**

**Lunch-** A break in arena displays, allowing visitors to have lunch or explore The Tank Museum.

**14:00 - 15:00**

**Historic Armour-** A demonstration of historic armour from The Tank Museum collections, supported by vehicles from private collections.

**15:30 - 16:15**

**British Army Mock Battle-** Afghanistan 2010 - See how the British Army deal with the enemy threat in a modern combat scenario.

**Programme repeated on Sunday 27th.**

*Please Note: This is an outline programme and may be subject to change.*

## FROM THE MARKETERS



Nik Wyness

The last ten years have seen enormous change at The Tank Museum. For the last 6 years I have been fortunate enough to play a part in the story.

With the completion of a substantial multi-million pound redevelopment project, The Tank Museum has repositioned itself as a front rank military museum with aspirations to be recognised as such on the global stage.

Alongside the physical modernisation of buildings, exhibitions and facilities, the organisation itself has evolved to become more flexible, professional and forward looking in such a way as to ensure that The Tank Museum exists for generations to come.

The Museum remains in good hands; and this is especially important given the increasingly competitive environment we now exist in. Dorset has a large number of quality attractions who compete with each other over the local and visitor market - not to mention the competition provided by the natural environment; which is after all why Dorset attracts so many tourists. On top of this, there is more competition for our precious leisure time and disposable cash.

This means that museums must work harder than ever before to bring in visitors, and provincial museums such as ourselves do so on a very tight resource base. We must ensure our exhibitions are tailored to provide maximum engagement and enjoyment, so that we have a product which attracts visitors from a wide demographic spectrum.

Continued page 2...

## FROM THE MARKETERS CONTINUED...

At the same time we are entirely bound in the way we augment our collections by our *raison d'être*. There can be no diversifying away from our core subject area; we tell the story of armoured warfare (as opposed to war in general) – even though we must accept that this is not something of universal appeal.


These are the factors that create the marketing challenge. As The Tank Museum's PR & Marketing Officer, it is my job to ensure that The Tank Museum reaches out and communicates with its potential audiences in order to raise our profile and increase visitor numbers.

This includes the traditional forms of advertising in papers, magazines, local radio and television. Top Gear's James May has been the star of our TV advert for the last year. Such celebrity endorsement is priceless and adds a great deal of weight to our campaign.

The rise of the internet provides organisations with opportunities to connect with a global audience. Over half a million people visited our website in 2009. We are continually upgrading our website, which offers new and cheaper ways to keep in touch with our 'fans'.

We can now contact you directly by email to remind you of our special events, send you this newsletter, and now you can follow us on Facebook, Twitter, and find our videos on YouTube.

It's too early to predict how the weather, recession or rising petrol costs will impact on our visitor numbers this year. Given the highly seasonal profile of our visitors, our fortunes are tightly linked to the strength of domestic tourism.

In these times of economic uncertainty, as ever The Tank Museum will rely on your support and advocacy; both in visiting the Museum and in supporting our fundraising appeals. On behalf of all at The Tank Museum, thank you for your continued interest. 



Nik Wyness  
PR & Marketing Officer

## SNAPSHOTS OF THE PAST




The Tank Museum's Archive and Reference Library contains over a quarter of a million photographs.

Like our other historic collections, it is constantly being swelled by public and private donations. Here are some images that have been donated to The Tank Museum over the last few months...

### IRISH PATROL

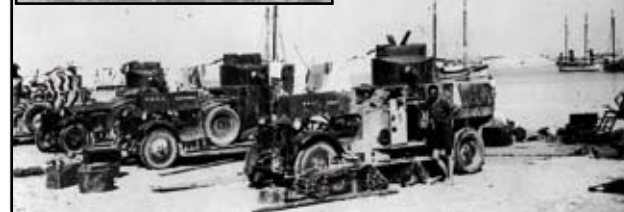
The image below was donated by Peter Allen. It shows Tank Corps personnel with a 1920 Pattern Rolls-Royce armoured car, just like our own exhibit.

We think the location is Ireland, probably around 1921. The first Rolls-Royces arrived in Dublin in January 1921 and were issued to 5th Armoured Car Company, Tank Corps. All we know for sure is the name of the chap on the extreme left, is Sidney Baker – but can anyone recognise the actual location? 



### FROM CAIRO TO SIWA


These two photographs are part of a collection donated by Ruth Appleby of Hampshire from the album of her late father, Sgt Broster Moody of the 12th Royal Lancers.



### YPRES RELICS

The photograph above was recently discovered in the Commonwealth War Graves Commission archives and sent to us for identification.

It was taken after the war by a CWGC official in Belgium and relates to the Third Battle of Ypres (July to October 1917). The two tanks in this photograph were knocked out on the 9th October 1917 and later pushed aside to clear the road. On the right, lying on its side, is D24 'Deuce of Diamonds' and on the left of the road is D32 'Dop Doctor'. Both are Mark IV tanks; D24 was commanded by Lieutenant Grant, D32 by Lieutenant Butler. Both men survived and later fought at Cambrai.

When the Germans recaptured this area their soldiers referred to this location, which is on the road between Poelcapelle and Ypres as 'The Tank Gate of Poelcapelle.' 

## DAN SNOW BACKS APPEAL

BBC history expert, Dan Snow, gave some fire-power to The Tank Museum's appeal to get the world's only functioning Tiger tank running again.

The dynamic presenter, who was at the Dorset-based museum filming *The One Show*, got behind the Tiger Appeal saying: "It's so important to keep this incredible piece of military history moving and keep our fascination with WWII alive for future generations."

As part of his filming Dan sat in the revered seat of a Tiger commander where he commented: "This is a




Dan Snow


remarkable piece of kit and demonstrates massive technological advances for the time. You can only imagine what our guys must have felt seeing this beast on the horizon."

Nik Wyness, of The Tank Museum, said: "It's great having someone as enthusiastic as Dan behind our Tiger Appeal. He's well-known for making history accessible and entertaining for everyone and that's exactly what we strive to do and we believe keeping the Tiger running is key to achieving that."

Launched in the November 2009 edition of *Tank Times*, the £40,000 Tiger Appeal has already raised £15,000.

The Tank Museum featured on BBC's *The One Show* in March, and the segment is available to view on The Tank Museum's YouTube Channel, accessible via our website, where you will also find more information about our Tiger Appeal. 

## ON-LINE:

The Tank Museum is increasing its on-line presence with active Facebook, YouTube and Twitter accounts. Become a Fan of The Tank Museum, follow our Tweets and see exclusive video content on our YouTube Channel! Visit our website for links to our social media accounts. 

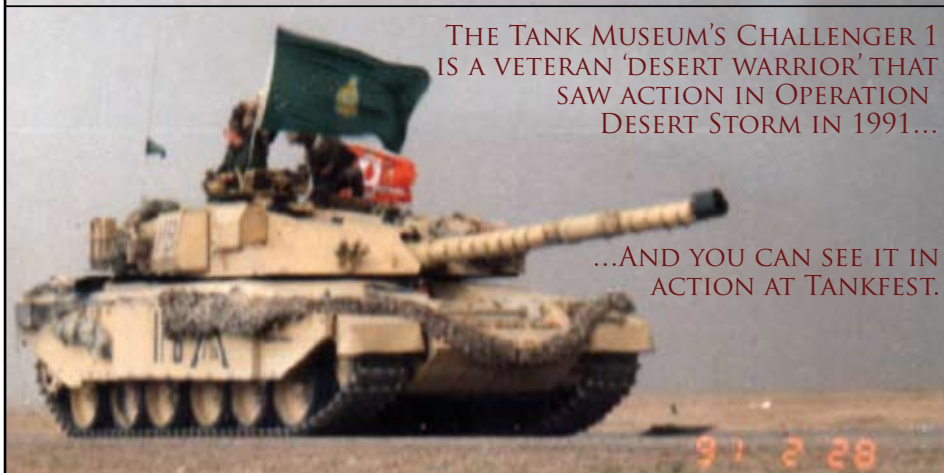
WWW.TANKMUSEUM.ORG

AN INDEPENDENT MUSEUM AND REGISTERED CHARITY NO 1102661



# THE CHALLENGER 1

THE TANK MUSEUM'S CHALLENGER 1 IS A VETERAN 'DESERT WARRIOR' THAT SAW ACTION IN OPERATION DESERT STORM IN 1991...



...AND YOU CAN SEE IT IN ACTION AT TANKFEST.

Before dawn on 25th February 1991, a British Armoured column of 60 tanks crossed the Saudi Border into Iraq. The British element of Operation Desert Storm, the land operation to restore Kuwaiti sovereignty, had begun.

At the vanguard of this column were the Queens Royal Irish Hussars, equipped with Challenger 1 tanks. At the head of the regiment was 'Churchill', the tank of its commanding officer, Lieutenant Colonel Arthur Denaro.

Now a retired General, Denaro recalls; "As we drove through the minefield breach advancing into combat, I thought so much about whether we would all get back to see our loved ones again."

"I had written to the parents of all the crew before we went into battle, saying I would do my best to bring them home. I remember so well the photo of Corporal Nutt's wife and children, which was stuck on the shield between the breech of the gun and the gunners seat."



The 1991 crew of 'Churchill': Cpl John Nutt, L/Cpl Gerry McKenna, Tpr Les Hawkes, and Lt Col Denaro (front).

This was the first time that the Challenger tank had been tested in combat. Some had questioned how it would perform in action; with doubts surrounding its weapon system and reliability. Such questions would soon be answered.

By 1630hrs the Challenger tanks had engaged the enemy, and for the next three days, the QRH,

part of 7th Armoured Brigade (the famous Desert Rats) moved with breathtaking speed to hook around the Iraqi right flank and cut the line of retreat from Kuwait. The ceasefire was called just three days later on the 28th of February, following an awesome display of coordinated air power and mechanised land assault tactics.

The Challenger was far in advance of the Soviet era 'T' tanks it faced. Satellite navigation systems and infrared weapon sights gave the British Forces a distinct advantage. Reports compiled after the conflict confirmed the accuracy of the gun; with gunners recording single shot kills at 2.5km. Furthermore, one Challenger earned the distinction of the longest range tank kill in history; destroying an Iraqi tank at a range of 5.1km. Challenger also proved reliable, with 97% of the tanks that crossed the start line still in action at the point of the cease fire. In all 300 enemy armoured vehicles were killed for no losses.

The Challenger 1 was superseded by Challenger 2 as the British Army's Main Battle Tank from June 2000, having been in service a relatively short time. An agreement with the Jordanian government saw the British Challenger 1 fleet of 392 tanks transferred to the Middle Eastern Kingdom under the 'Al Hussein' project, where they remain in service today.

As The Tank Museum sought to obtain a Challenger 1, a vehicle with a known history became

available. RMA Sandhurst had been offered this tank as a gate guardian and when they declined, it was sent to The Tank Museum.

The tank in question was 'Churchill', and The Tank Museum was grateful to be offered a vehicle that not only remained in good condition, but played such a significant role in the Challenger 1's only combat outing.



'Churchill' on parade during the Lord Mayors Show in 2004.

Following 'Churchill's' arrival at the Museum, the crew were reunited for a special appearance in the 2004 Lord Mayors Show. Arthur Denaro has since become an important advocate of The Tank Museum, and alongside his Gulf War commanding officer, Patrick Cordingley, has assisted The Tank Museum in its fundraising efforts.

'Churchill' now displays the paint and markings it would have sported on the 25th February 1991; including the chevron device applied to all coalition vehicles and the little red jerboa, or Desert Rat of 7th Armoured Brigade. The tank does, however, lack the additional armour applied to Challengers while fighting in Iraq, as can be seen in the contemporary image above. **T**



Churchill makes a lap of the arena at Tankfest 2009.

## CHALLENGER 1 FACT FILE



Challenger was the first of a new generation of Main Battle Tanks. Designed, originally, for the Imperial Iranian Army, orders were cancelled when the Shah was dethroned and the design was accepted by the Ministry of Defence as a replacement for Chieftain. Under the name Challenger the new tank first entered British Army service in April 1983.

The key feature of its design was the use of Chobham armour, a revolutionary system which, by using a variety of materials, provides protection equivalent to 1,000mm of conventional armour without the excessive weight. This armour has also since been applied to the US M1 Abrams. Challenger's engine, the Perkins V12 diesel, David Brown automatic transmission and revolutionary hydrogas suspension gave the new tank a superb cross-country performance, far in advance of the Chieftain it replaced. **T**



The insignia of the 7th Armoured Brigade; The jerboa or Desert Rat.



## THE BASRA ROAD

"The Basra Road", the painting above, was painted by renowned British artist Terrence Cuneo as part of an official commission to document the Gulf War. In this scene from the infamous 'Highway of Death', 'Churchill' and its crew are depicted. **T**

WWW.TANKMUSEUM.ORG

AN INDEPENDENT MUSEUM AND REGISTERED CHARITY NO 1102661

# FROM THE EDITOR



As usual we are all excited about Tankfest, which this year has a different feel about it.

This year the Army has agreed to help by not only demonstrating its equipment in the arena, but also by providing a battle exercise demonstration at the end of each day. Tying in nicely with Armed Forces day, this new element allows the British Army to show off some of its new vehicles and tactics that are in use today.

The Tiger 131 Appeal 2010 is going well. We have reached £10,000 from individual donations plus some more from trust funds. We are organising a raffle to win a ride in the Tiger itself when the tank is fully restored, and a further raffle to help fund the 'Afghan Armour' Exhibition planned for 2011. So if you think you can help by selling a few tickets for us please contact us by email. With luck these initiatives will earn us another £20,000 – well on our way to keeping the Tiger running and a good start to the new exhibition.

In April we completed a deal with Dorset Piddle Brewery to brew a special bottled beer for the Tank Museum called 'Little Willie' after one of our more famous exhibits. This crackerjack real ale will be available at outlets throughout Dorset, South Somerset and West Hampshire as well as at the Museum itself. So if you feel like slaking your thirst, and helping The Tank Museum, keep your eyes open for a 'Little Willie'!

*Michael Bolton*

Michael Bolton  
Editor



For the first time, The Tank Museum is holding a weekly series of outdoor evening concerts during the summer holidays.

A large floodlit stage will be positioned on our expansive field so that everyone will have a great view of the bands as they perform their repertoires.

Visitors are welcome to bring seating and picnics, although refreshments will be available to purchase on site from approved vendors. All concerts will commence at 7.00pm, and the dates include:

### 21/7/10 Musical Medley Concert

THE REME BAND

*From Aborfield near Reading, The Band of the Corps of The Royal and Mechanical Engineers will play a medley of music from marches and classical favourites, to Silver Screen, Big Band, Soul and a bit of fun too...*



### 4/8/10 Big Band & Jazz Concert

THE ARMY BIG BAND

*Formed in 2005 by members of other bands of the Corps, The Army Big Band from London have played all over the world with many renowned performers; Jools Holland being amongst them. On this special evening, the Big Band will perform a variety of Big Band and Jazz tunes guaranteed to get your toes tapping!*



### 11/8/10 TBC - Watch this space...

### 18/8/10 40th Anniversary Concert

THE PURBECK BIG BAND

*The Purbeck Big Band has been together 40 years this year - and to celebrate this milestone they are hosting a special concert at The Tank Museum, featuring a selection of Big Band favourites from the roaring forties!*



### 25/8/10 A Night At The Movies

SWING UNLIMITED

*Come and join the Swing Unlimited Big Band for a Night At The Movies. They'll be playing music from a variety of films; from Pink Panther to James Bond. Sit back, and enjoy a musical Night At the Movies!*



All concert tickets: £10 | Children 14 and under are free.  
Ask about our summer concert season ticket!

TICKET LINE: 01929 462359

## HOW YOU CAN HELP

# TIGER 131 APPEAL 2010

Help us keep our Tiger roaring!  
[www.tankmuseum.org/projects](http://www.tankmuseum.org/projects)



## LOOK OUT FOR LITTLE WILLIE BEER!

The Dorset Piddle Brewery –  
producers of Little Willie beer.

## CONTACT US

The Tank Museum | Bovington | Dorset | BH20 6JG  
t: 01929 462529 | e: [fundraising@tankmuseum.org](mailto:fundraising@tankmuseum.org)  
The Fundraising office is open Mon - Fri 9.00am - 5.00pm.



## WHAT'S ON



### TANKS AT NIGHT

Friday 14th May, 7.00pm

Find out how the Army and tank crews have operated in darkness from World War One to the present day...

Take a torchlit tour of The Tank Museum... Get hands-on with state of the art night vision equipment with the Export Support Team... Watch a night-time vehicle exercise by the Army... Find out for yourself what it is like to crew a vehicle in the dark...

Tickets: £50.00.

### TICKET LINE:

01929 405096 x238 /x211



### RUSSIAN CONCERT & FIREWORK DISPLAY

Thursday 20th May – 7.30pm

In what promises to be the most explosive band performance of the year, The Light Cavalry Band will perform a Russian themed outdoor concert which will include Tchaikovsky's 1812 Overture set to fireworks.

Concert only ticket: £9.00.

Concert & Meal ticket: £21.50

### TICKET LINE:

01929 462359



### HALF TERM

29th May – 6th June

The Tank Museum explodes to life this May half term; with Tank Action Displays (weekdays only, 1pm), daily tracked vehicle rides (extra charge applies) and a host of family activities to get involved with on the Museum floor!

Visitors will have the opportunity to build their own mini tanks from 'scrap' as we explore how recycling has influenced how tanks are designed and built. Visitors will also be able to try on a selection of uniforms and climb into a Cold War or World War One tank (subject to availability). Call us for more information!