

Love
DENMAN

A unique experience, to be cherished forever. Your help is needed.



Denman is the only residential adult education college to be owned exclusively by a women's voluntary organisation in the UK!

1530

After the dissolution of the monasteries in the 1530s under Henry VIII, the estate was sold

1789

Emily Ewles brought a dash of romance (and scandal) when she eloped to Gretna Green to marry the local MP Thomas Duffield

WHAT IS DENMAN?

DENMAN IS THE WI'S CENTRE FOR LEARNING, OFFERING A WEALTH OF OPPORTUNITIES TO LEARN A NEW SKILL, MAKE NEW FRIENDS, AND ESCAPE FROM THE REAL WORLD. DENMAN OFFERS DAY SCHOOLS, RESIDENTIAL COURSES, SPECIAL EVENTS AND A NUMBER OF WI-ORGANISED VISITS. THE BEST PART IS THAT DENMAN IS OPEN TO EVERYONE - MEN AND WOMEN - CATERING FOR ANYONE WHO IS LOOKING FOR SOMETHING A BIT DIFFERENT.

Set in the picturesque village of Marcham, just outside of Oxford, the beautiful Georgian mansion and fully equipped teaching centre is on the site of an historic 17 acres of land which includes the famous Denman lake and herb garden.

The relaxing environment is a perfect place to experience the range of courses on offer, fitted in the three main themes of cookery, craft and lifestyle. There truly is something for everyone, from more advanced sewing courses to beginners baking and historical lectures.

Every year, Denman welcomes over 10,000 students who visit for a few hours, learn for a day, enjoy the overnight experience, or stay for weekends.



Thank you for choosing to support Denman! As we move into our eighth decade, we must look forward to the future of Denman. The money you raise with your enjoyable events will help secure Denman for years to come. We all have special memories of being at Denman for the first time, experiencing the wonders of the grounds, learning a new skill and making life-long friends.

Now it's over to us to ensure we preserve the same friendly welcome, unique familiarity and stimulating learning environment for ourselves and for others.

In this brochure, you'll find top tips and advice to make your fundraising a success and read stories from those who have raised money for Denman in the past.

Good luck and thank you!

Lynne Stubbings, Chair of the NFWI

1800 By the early 18th century it was owned by the Elwes family

1820 Thomas and Emily created the present house around 1820 and many of the fine trees were probably planted when the new grounds were laid out

Part of the Duffield family still lives in Marcham village and recently John Duffield bought back land from the college to create a natural conservation area!



Success Stories

Redlands WI, Berkshire Federation, raised £700 in various enjoyable ways, including a tin tombola at our 10th birthday party, a soup & pud lunch, a games afternoon (with cake), selling sparkly lanyards, making cards (with cake) a games afternoon (with cake!) hosting at The Art Cafe in Whitchurch for a morning (selling lots of cake). We also gave all our members a small pot of jam for Christmas and asked them to return the empty jars full of coins (our Treasurer has pleaded with us never to do this again!).

1915

The WI is first established in England and Wales

1938

The estate was bought and modernised by a Mr Berners who put in the fine 18th century staircase

A BRIEF HISTORY OF DENMAN

THE VILLAGE OF MARCHAM WAS IN BERKSHIRE UNTIL LOCAL GOVERNMENT REORGANISATION IN 1974, WHEN IT BECAME PART OF OXFORDSHIRE. DENMAN HAS ALWAYS ENJOYED CLOSE RELATIONS WITH ITS 'HOST' FEDERATIONS, AND MARCHAM'S WI HAS FOR MANY YEARS MET AT THE COLLEGE.

By the early 18th century, the land surrounding the college was owned by the Elwes family, which was passed to the son in 1789. His daughter Emily brought a dash of romance (and scandal) when she eloped to Gretna Green to marry the local MP Thomas Duffield. It was Thomas and Emily who created the present house around 1820. The estate remained with the Duffields (still a local family) until 1938 when it was bought and modernised by Mr Berners, who never lived in the house although he made a number of improvements including putting in the fine 18th century staircase. During WWII the Air Ministry requisitioned Marcham Park. It was damaged very little and seems to have been used for offices; the Livingstone Room was the 'Operations Room' (and a false ceiling put in).

Huts were built in the grounds which were subsequently used as classrooms. After the war Mr Berners decided to live elsewhere, and the house was put up for sale.

In 1943, Sir Richard Livingstone, President of Corpus Christi College at the University of Oxford and an enthusiastic advocate of adult education, addressed an NFWI Summer School at Radbrook College in Shropshire. As people looked forward to the hoped-for peace there was a wave of enthusiasm for education, and many adult colleges were being established around the country. Sir Richard argued that the WI should establish its own college.

In 1945, a resolution, proposed by Lady Elizabeth Brunner on behalf of the Oxfordshire Federation, was passed at the AGM to bring the 'WI College' into being, and the search for suitable premises began. Marcham Park, its house and 100 acres of land, was purchased in 1947 for £16,000 and the college was opened – by Sir Richard Livingstone – on 24 September 1948.

The college was named after Lady Denman, who had recently retired after 30 years as the first Chairman of the NFWI. The first warden was Miss Elizabeth (Betty) Christmas, who lived in the small cottage opposite the main house which now bears her name.



*Each year,
Denman welcomes
over 10,000 visitors
on day schools,
residential courses
and events!*

1943

In 1943, Sir Richard Livingstone addressed an NFWI Summer School and argued that the WI should establish its own college



*Denman
offers over
650 different
courses every
year!*

To raise the money every WI was asked to raise £10 over three years. There were 379,000 members and 6,682 WIs in 1947 and the subscription was 3/6; £10 would have been like raising £250 today! In less than two years, 4,000 WIs had contributed £41,000 and the money continued to come in for several more years.

Denman's success meant that it soon began to outgrow its premises, so the wartime huts and a stable block were converted to provide teaching and residential accommodation known as 'Home Acres' and 'Old Croft', then later 'New Croft' was built which provided more single rooms. All these have now been demolished to provide space for new buildings. More students meant more space was needed in the dining room and in 1957 the present dining room was built with money donated in memory of Lady Denman.

By the late 1960s the wartime buildings were no longer fit for use and a purpose-built Teaching Centre was opened in 1970 by HM Queen Elizabeth the Queen Mother. This was further expanded in 1979 by the addition of the Home Economics Centre, opened by HM the Queen and costing around £100,000.

Residential accommodation was also steadily added to provide single rooms – the Brunners and Gwalia in 1972, Beech and Willow cottages in 1992, and Maple and Oak cottages in 1997. Over this same period various parts of the estate were sold to provide capital for the building projects while still leaving the 17 acres of elegant gardens we enjoy today.

In 2008 the college celebrated its Diamond Jubilee, and this was marked in part by further additions to the facilities. The Ferris Room was added to the Teaching Centre, to provide a large multi-use teaching and conference room; and Holly cottage added a further 16 ensuite bedrooms. Both of these new buildings incorporate a number of 'green' features – including air-source heating, rainwater harvesting and greywater recycling.

During 2008 and 2009 the Brunner and Gwalia bedrooms were completely refurbished and given ensuite bathrooms; and the Home Economics Centre was also totally remodelled to create The WI Cookery School. This latest phase of building work was enabled by a very generous legacy from Mr & Mrs Ferris, and with money donated in memory of Barbara Gill, together with funds from Denman's reserves.

Denman's flexibility and readiness for change is representative of the WI's innovative approach, continual development and progression towards meeting the life-long learning needs of all its members.

1943

The NFWI passed a resolution calling for 'equal pay for equal work'

1945

In 1945 a resolution was passed at the AGM to bring the 'WI College' into being, and the search for suitable premises began

Success Stories



When Kirtlington WI received a £5 loan from Oxford Federation to kick-start our fundraising efforts for Denman, our Treasurer, Hillary McPhee had the brilliant idea of literally making our money “grow”. Hillary suggested we buy some herb seeds to be planted and then the plants be sold at Kirtlington Village Fete in July 2017. In April 2017 we devoted our members’ meeting to decorating small pots to be planted with the seeds. As you can see from the photo, we had a fun and creative evening, our Secretary, Barbara Jeffries planted the seeds and nurtured the plants until the fete where we sold out efforts. A good idea for fundraising.

Denman remains a flourishing centre for residential adult education, widely respected, valued by its thousands of visitors, and looking forward with optimism to the future!

1947 Marcham Park, its house and 100 acres of land, was purchased for £16,000 and the college was opened

Calendar



LADIES' LUNCH

JUMBLE SALE



SPRING CLEAN



PAMPER DAY



GO GREEN FOR DENMAN



GARDEN PARTY



SUMMER RAMBLE



1948

Denman was officially opened on 24 September 1948

1954

A resolution to preserve the countryside against litter led to the formation of the Keep Britain Tidy group, run by Lady Brunner - and it's still going strong today!

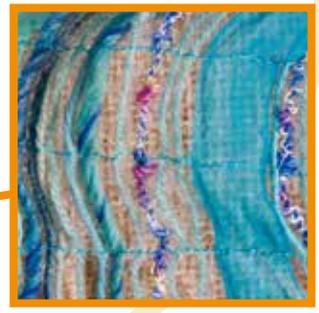
of ideas



BAKE FOR DENMAN



DENMAN QUIZ



KNIT-ATHON



CHEESE & WINE



£12/DAYS FOR CHRISTMAS



SING FOR DENMAN

Lady Denman, the first National Chairman, held office for 30 years!

1957 The dining room, later named the Lady Denman Restaurant, was built and furnished by donations

1958 The Life Peerages Act was passed, which allowed women to sit in the House of Lords

HEALTH AND SAFETY & HINTS AND TIPS



If you're hiring a venue, make sure it's accessible, has a first aid kit, and general amenities. Check you all know where the fire exits are!



If your event is going to be a big one, consider bringing St Johns Ambulance in - better to be safe than sorry!



The important thing is to pick something fun to do! If it's your first event, remember to keep it simple, why not choose something you know you're already great at?



Get your friends to help if you need it, teamwork makes the dream work! It's also what the WI is best known for - your community needs you, but sometimes you need them too!



Got connections with local business? Get them involved too! Maybe a friend's husband is a butcher or runs the local newsagent - they can help supply products and tell their customers about your event.



Set yourself a target, even if it's only £50, it will help in your planning stage! That incentive will really push you to work even harder.



Don't forget to tell absolutely everyone about your event - you don't want to work really hard and not have anyone show up! Social media is great for this, but so are local shops, local radio stations, and your friends - word-of-mouth is one of the most powerful marketing tools!



*Denman
has a historic
moat in its
grounds!*

1970s

The Teaching Centre was opened in 1970 by HM Queen Elizabeth the Queen Mother

1979

The addition of the Home Economics Centre, opened by HM the Queen and costing around £100,000

PUBLICITY AND SPONSORSHIP

Getting press interest is a lot easier than you may think, you just have to look in the right places! First of all, contact your local paper and tell them what you're up to - they love to cover community stories, especially if it's a charity fundraising event. You can then choose to speak to your local tv or radio station for even more coverage.

Sponsorship could be a major corporation giving you a venue for free, all the way to a florist friend donating arrangements, and anything in between!

In the 1990s, Denman had a peacock called Charlie living in the grounds!

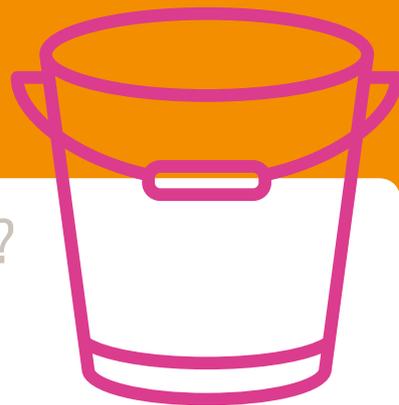


GIFT AID

It's so important to make sure you get a big tick on your Gift Aid forms - this is all extra money from HMRC and makes a massive difference to your hard work! Please take advantage of it - ask your supporters to fill out the forms!

All you need to do is ask that each donor enters their full name and home address and that they tick the little Gift Aid box - we can't collect any extras if it's not fully completed!

If you're paying online, it's even easier! Just tick the box and we'll take care of the rest. Gift Aid forms are available to download on the Denman website. Visit the Donate page under "Support".



NEED TO BORROW A DENMAN BUCKET?

WE HAVE BRANDED BUCKETS FOR COLLECTING CHANGE - LET US KNOW IF THESE WILL COME IN HANDY FOR YOUR EVENT AND WE'LL DROP ONE OFF TO YOU, IF WE CAN!

1990s

The NFWI joined with CAFOD, Christian Aid, Oxfam, Traidcraft and the World Development Movement to become a founding member of the Fairtrade Foundation

1992

The "Buy a £5 Brick" scheme was launched to enable WI's and others to contribute towards the 'Denman College Development Programme'

Success Stories

Thanks to the Saving Denman Appeal steering group who worked tirelessly for two years raising money toward the maintenance fund.



Scrooge is based on the man who used to live here! The man whom Dickens eventually mentions in his letters and who strongly resembles the character portrayed by Dickens's illustrator, John Leech, was a noted British eccentric and miser named John Elwes (1714–1789). The present house dates from the late 17th century, but was heavily remodelled for Thomas Duffield in around 1820. Its most well-known resident was Duffield's grandfather-in-law, the infamous miser, John Elwes!

2008

The college celebrated its Diamond Jubilee, and this was marked in part by further additions to the facilities

OTHER IDEAS

DON'T FORGET THE CALENDAR OF IDEAS IS FROM THE DENMAN TEAM - THERE'S SO MANY MORE OUT THERE - FROM INTENSE MARATHON EVENTS TO UGLY SHIRT DAYS - ANYTHING THAT GETS YOU WORKING TOGETHER WITH YOUR COMMUNITIES, AND MOST IMPORTANTLY, HAVING FUN!

PROMISE AUCTION: ask friends and family to donate their time and talent and sell them off!

EXHIBITION: KEEN ARTISTS? Host an exhibition in a local gallery or town hall. Charge an entry fee and donate a percentage of the sales!

GAMES NIGHT: go traditional and play cards or dominoes, or go wild with a contemporary lucky dip!

KARAOKE: we all love a good sing song, why not do a 1940s inspired karaoke night to commemorate Denman's founding in 1948?

TEACHING: take a leaf out of Denman's book and teach your friends something! Ask a local shop to sponsor you for supplies and invite everyone over. Maybe you're the next Mary Berry or Anton du Beke?

STREET PARTY: everyone loves to come together on a sunny day and meet the neighbours! You probably already know yours well so why not use the next street party to raise funds for Denman? It's a great conversation starter and easy way to raise a bit of money!

MOTHER'S DAY: if you usually get together with family on Mother's Day, why not ask them to host a tea party in your honour with donations going to Denman?



2011

Denman College officially
changed its name to Denman

WE'RE MAKING IT EVEN EASIER TO SEND YOUR MONEY IN!

If you have a cheque, make sure it's payable to 'Denman' and send it to the finance department at Denman, Marcham, Abingdon, OXON OX13 6NW.

The easiest way is to head to our Just Giving donation page and make your online payment today!

You can also call us and pay with a credit or debit card on 01865 391 991.

All online donations get an automated response with a big thank you and receipt for payment. If you're paying by cheque and require a receipt or acknowledgement letter, please send in a self-addressed envelope.

It cuts down on the costs we're saving for the Love Denman campaign!

The Denman bar was once the Grace Hadow library!

Success Stories



We decided it would be such a shame if Denman had to close so Barbara Shaw, Blundeston & Flixton WI's resident 'standup', demonstrated 'Chocolate Making' to a packed audience, many of whom were Denman regulars, in Blundeston Village Hall. Everything was donated - refreshments, raffle prizes, the hall cost was sponsored and Barbara gave her time and chocolates, so all the profits could be given to Denman. At the end of the evening the magnificent total of £400 had been raised.

The WI is the largest and most influential voluntary women's organisation in England and Wales!

2011

In February, the Duchess of Cornwall visited Denman and even took part in a watercolour workshop!

Success Stories



It was with great enthusiasm that one of the longer serving members of Marcham WI, opened her garden and with the help of Marcham WI members served teas, cakes and sandwiches to members of the village and visitors to Denman. The aim was to raise more funds for the college and nearly £700 was achieved on a beautiful summer's day. Christine Whild is well known to those who attend Denman and those that came not only appreciated her garden but also her doll's house that she was pleased to share with everyone.

The grounds of Denman used to expand further, but over the years some have been sold off. If you look at the boundary wall as you walk around, you will see where all of the archways have been bricked up. However, one secret doorway still exists behind Christmas Cottage!



Our little campaign icons are inspired by the beautiful architectural and floral features in and around Denman's historic home.



Today

Denman remains a flourishing centre for residential adult education, widely respected, valued by its thousands of visitors, and looking forward with optimism to the future!

SHARE YOUR STORIES

Tell us (and the world!) what you're up to while fundraising! If you're on Facebook, Twitter or Instagram, find us @denmancollege and let us know how your events are going. And don't forget to use the hashtag #LoveDenman



Love
DENMAN

For further information on securing the future of Denman, contact us on:

love@denman.org.uk

01865 391 991

Follow us on    @DenmanCollege

www.denman.org.uk

Denman, Marcham, Abingdon, OXON OX13 6NW