

Welcome to

GREENHAM MUSEUM

...dedicated to the history of

Greenham HOLIDAY RESORT



New Greenham Arts

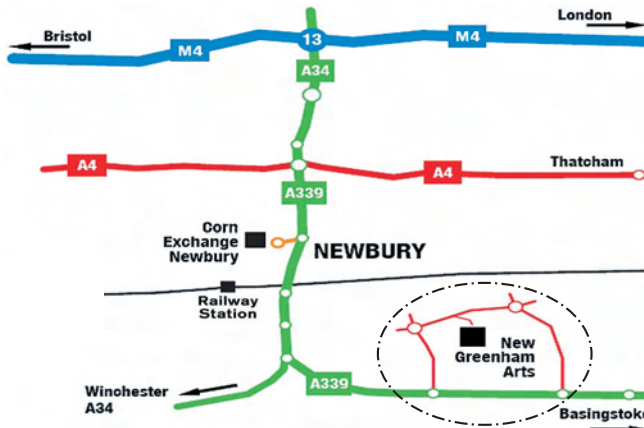
Greenham HOLIDAY RESORT

THE GALLERY,
NEW GREENHAM ARTS
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By car: 20 minutes from M4 junction 13.

By bus: numbers 32 & 32a from Newbury bus station. There is also a free bus service, contact 01635 40743 for more details.



The Museum Installation will only be open between the following dates and times:

18th February 2008 until 11th April 2008

Opening times: 10am to 5pm daily. Saturday by appointment.

Closed Sundays.

The Greenham Museum would like to extend its grateful thanks to its many sponsors, supporters and volunteers who have made this installation possible. Without their generous help and assistance this work would not have been made possible. Thank you.

Supported by



Esmée Fairbairn FOUNDATION



New Greenham Arts

Leaflet designed by Ray Buckland Graphics, raybuckland@aol.com

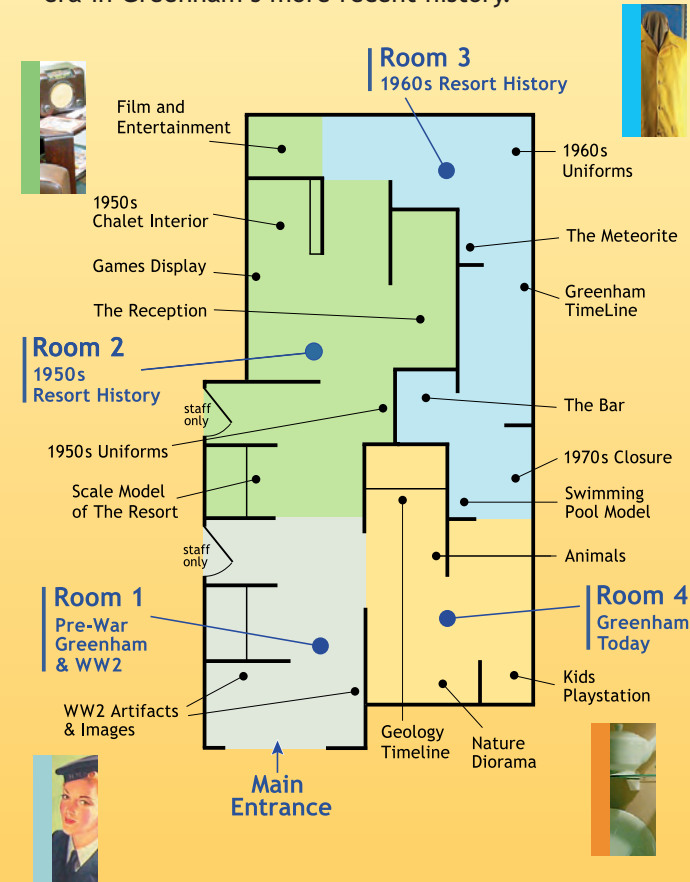
"Your Leisure...
...is Our Pleasure"

Though long-forgotten by many people Greenham Holiday Resort, near Newbury in Berkshire, was once one of the most popular holiday destinations in the country.

For twenty one years (1951–1972) many families enjoyed the quiet, relaxation and fun offered by the Resort.

Our unique Museum is dedicated to the memories and artefacts of the Resort and we hope that you will enjoy your visit down 'memory lane'!

We hope this guide will help you find your way around the museum, which has been divided into four rooms and periods – each detailing a particular era in Greenham's more recent history.



Greenham

HOLIDAY RESORT

Your tour begins with... Room 1

Here you will find images and artefacts relating to the Pre-War period, Second World War in general and, in particular, Greenham's Glider role in the 'D' Day landings of 1944.

It was here at Greenham that General Dwight D Eisenhower gave his famous "Eyes of the World are on you" speech to his troops before their all-important take-off to Europe.

Of particular interest in this section are the everyday items used in civilian life (domestic 'first-aid' brands still in use today, 'ration' books and original gas masks). Also of note is 'George' our British Paratrooper dressed in original costume. Though not directly associated with Greenham military history, 'George' gives a good idea of the equipment and dress worn by his American counterparts. Our thanks go to Welford Military History Museum for the temporary loan of this exhibit.



WW2 Artifacts



1950s Interior

Continuing into... Room 2

In 1951 Greenham Holiday Resort was officially opened by the Lord Mayor of Newbury. Of note in Room 2 is some of the original furniture associated with the 'Arcon' chalet interiors.

Also included are the 'Hoppers' uniform of the 1950s, advertising leaflets, menus and entertainment brochures. In particular, take a close look at the Resort 'coupons'. These were used



The Original Bar/Cafeteria

in exchange for entry or participation in an activity. Originally 20 coupons per person/per week were used in any combination of activity. So 'Resorters' were often quite careful in using up their coupons. Once they were 'spent' they could only go for walks in the woods or, weather permitting, use the swimming pool. Though the Resort had a special dispensation regarding 'Rationing' the coupon system still imposed a rationing of a kind.

And into... Room 3

Here we see the Resort of the 1960s. In the very early 1960s the Resort began to suffer a rapid decline in visitors. The Resort was seen as 'old fashioned' so the government employed designers to 'revamp' the staff uniforms in line with more modern trends. 'The 60s' had arrived at the Resort!

We are fortunate to have examples of the original 1960s staff uniforms and, a favourite of many visitors, 'The Wallace Wall'. This documents the Wallace family's long term relationship with Greenham: every year, for over 15 years, the Wallace's returned, at first as a young married couple, then later with their children, and photographed their happy memories. We are grateful for their contribution to our collection.

Sadly, towards the very end of the 1960s Greenham Holiday Resort could no longer compete with the attraction of foreign holidays and cheap flights abroad. It could no longer satisfy peoples' expectations and 'guarantee' the sun and what appeared to be more 'exotic' locations. In 1972 Greenham Holiday Resort closed its doors for the last time and quickly became a vandalised and sad former Resort.

And finally... Room 4

For a few short years Greenham became a forlorn place to visit. Though no longer a Holiday Resort it was frequented by local people walking their dogs and rambling over its former grounds. Then in the mid 1970s the local council purchased the land from its former owners (the government) for the princely sum of £1(!) — on the condition that the site was returned to its earlier use as a 'Common' and that access was open to all.



Refectory Staff



Reconstruction of the Bar



Resort View



Games & Past-times



Resort Main Entrance



Greenham Common today

Since that time 'Greenham Common' has begun to grow, develop and thrive, not only as a Common, but also as a nature reserve. Much wildlife has re-established itself and the grounds returned to the archetypal Common with gorse, heather, specialised cattle, ponies and much else.

Here you can see a small example of this richness in diversity from common animals such as the stoat, to badgers to wrens and snipes. See also our temporary exhibition highlighting the work of the Greenham Common Volunteers who work enthusiastically and tirelessly improving the natural environment of the Common.

How to contribute

We hope you have enjoyed your tour of our small and, we hope, intimate collection. Every effort has been made to ensure that the facts and details accompanying the exhibits are as accurate as possible.

However, we know that a museum's work is never done! So, if you do have suggestions as to how we can improve the 'Greenham Experience' then please do let us know. And if you think you may have something that could contribute to the collection we would love to hear from you. Please see [Reception](#) for how to contribute.

The Museum Shop

For your interest, our shop display has a number of 'unique to Greenham' items for sale at very reasonable prices. From t-shirts to pens, the sale of these items help ensure a steady income for the Museum and its maintenance. If the shop is unattended please see [Reception](#) at the New Greenham Arts main entrance. We appreciate your contribution.

Greenham Museum would like to thank all its supporters, helpers and volunteers. Without their tireless help and encouragement such a project would not exist. Thank you.

Finally, once again, thank you for visiting our Museum.
Roger Perkins, Senior Curator, Greenham Museum