

# Moffattalia

The Journal of Clan Moffat UK

## Clan Chief

Madam Jean Moffat of that Ilk



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## From the Editor

Welcome to the Autumn 2019 edition of Moffatalia.

First I would like to apologise for the inconvenience and additional cost for UK members as a result of insufficient stamps being used for the Spring 2009 Edition of Moffatalia. There was a misunderstanding with post office staff.

I very much enjoyed the AGM weekend in August this year. It was an opportunity to see members I have known for many years as well as a chance to meet new members.

Unfortunately our Chairman George Moffat was unable to attend on this occasion due to ill health and all at Clan Moffat send him our very best wishes.

After the next edition in Spring 2020, I will have been responsible for the clan publication for ten years so I have decided to make that one my last edition. This will provide an opportunity for someone else to have a fresh look and take the publication into the next decade. I would be grateful if you would contact me should you be interested in this role.

Jim Moffat

October 2019

[moffatclanpiper@me.com](mailto:moffatclanpiper@me.com)



Autumn 2019

## Clan Chief Madam Jean Moffat of that Ilk



“Dear Members,

It seems no time since we were in Moffat for the AGM which was very successful. We discussed the Americans coming over next year and I think we have arranged some great events for them. Do try and attend if you can as it would be good to have a larger turn out for them. I expect there will be all the details later in this issue of Moffatalia. Please note the dates as they are different from our usual time. As it was only a short weekend this time we did not have any trips but had a most enjoyable meal in the Buccleuch Hotel for a change.

At the meeting it was good to welcome Alison Parfitt as Secretary. She has taken on the job with gusto and has already booked a lot of the venues for next year. I am sure she will do a great job and on that note I would like to thank Bunty Davies for such a marvellous job as Secretary over the last several years. She has been a stalwart to the Clan and has worked tirelessly to make sure we have our AGM's and other events. Fortunately we are not losing her as she is remaining on the Committee.

I am also pleased that the website is doing so well thanks to Helen Moffat Mason. Lets hope we can get the Facebook page up and running as I feel that is a good way to attract new and younger members.

If you do wish to come next year I would advise you to book accommodation as soon as possible as Moffat can be very busy at that time of year.

Spero Meliora

## Secretary's Report

Alison Parfitt

[alisonparfitt@gmail.com](mailto:alisonparfitt@gmail.com)

### **New Roles!**

You may have picked up from the AGM Minutes that Bunty Davies has now taken on the role of Treasurer, Catherine Brown is now the Publicity Officer, and I have taken on Bunty's role as Secretary of the Clan. There is one more vacant place on the Committee. Can we tempt you to join us?

### **Communication**

One of the areas that I am particularly interested in, in my role as Secretary is communication and how we as a committee can reach out to our membership in different ways, especially as we are challenged by being scattered all over the United Kingdom. One of the approaches in the future to acknowledge this might be to hold regional get togethers, what do you think? If you have any suggestions I would be grateful to hear them and pleased to have contact with you.

Taking on the role as Secretary could have been daunting but luckily Bunty and I had time before the weekend of the Clan gathering (Committee Meeting & AGM Meeting) of 10<sup>th</sup> August, for a thorough hand over of the role (and paperwork!) of the Secretary. I also had a day of shadowing Bunty throughout the more formal business the Meetings, ready for next year.

### **20th Anniversary Gathering and the Visit of Clan Moffat.Org**

Next year will be the 20<sup>th</sup> Anniversary of the Clan Moffat UK gatherings, and we are planning a range of activities for our joint gathering with Clan Moffat. Org. We would be very pleased if you were able to join us for this special occasion on **Thursday 23, Friday 24 and Saturday 25 July 2020**. We hope we can tempt you with the following events organised for both Clans as below:

**Thursday 23 July 2020:** Proudfoot Centre, Jane Brown speaking on Robert Burns in the morning and a presentation on his role by The Lord Lyon King of Arms in the afternoon.

Clan Chief's Reception in the evening: 6-7.15pm at Moffat House Hotel

## A Short Visit To Moffat

The weekend of August 10<sup>th</sup> was my first visit to Moffat town (something on my bucket list!), but not my first visit to Scotland and the scenery doesn't disappoint. I travelled by train and arrived at Lockerbie and enjoyed the car journey to Moffat seeing the beautiful rolling hills in the distance.

My visit wasn't just to see the town of Moffat but also to join the Clan on their 'Annual Gathering' which I was unable to do last year, and importantly to take on the role of Clan Secretary from Bunty Davies who now has the role of Treasurer. Thankfully Bunty was there to give me a warm welcome (as did everybody) and a great induction into 'all things Moffat'. I had a lot to learn!

I stayed at the Moffat House Hotel and the staff were also very friendly and helpful. I was looking forward to exploring the town the next morning once I had gathered some local information.

A must for me was the Harthope House & Moffat Museum run by knowledgeable and friendly volunteers. A short fifteen minute video set the scene for me on the history of the town and significant events in the town over the centuries. You can also see artefacts donated by the current Clan Chief's family. The museum is well laid out with plenty of explanations. What I did come away with was some interesting leaflets (so many to choose from) at only 20p. My choice was 'The Origin of the Moffat Name', 'The Early Moffat's' 'The Knights Templar', 'The Moffat Well & Spa', 'Air Chief Marshall Dowding' and even a Tsar of Russia! There were of course more pamphlets on other notables to Moffat, too many to enumerate here. I can also recommend the booklet 'Moffat in the 17<sup>th</sup> to 20<sup>th</sup> Century' together with 'Moffat Miscellany a Moffat Bedside Book Volume 3' by John Storrar. It contains short articles from newspapers, magazines, journals, books, local historians, archives, and as John says in his preface "Moffat's history is extraordinarily rich". The book is well worth reading (as well as picking up perhaps volumes 1 & 2!) and of course, well worth losing yourself in the Museum for a few hours!

The next visit for me, was to follow the leaflet that I had collected on 'Moffat High Street Architectural Trail'. If you have never been to Moffat it has a very wide High Street. You will be glad to know that the trail is restricted to just the high street and no further! Historic Scotland has listed 37 buildings in these streets, 2 category A, 19 B and 16C. Some buildings dating from 18<sup>th</sup> century. Well worth a look around as you shop the High Street and the leaflet does give explanations and details on the buildings. No hard work there!

Venturing down one of the side streets I managed a quick look inside the Lothlorien Emporium (Well Street), an antiques and collectables shop. Stacked full of everything. Also just opposite the Lothlorien is 'Moffat Bookshop', plenty of places to lose yourself and investigate, as well as the usual individual shops in a busy and vibrant town, with many opportunities to eat and stay. The 'Visit Moffat Guide', will definitely help you. I was running out of time now as I had agreed to meet Bunty in the afternoon, lunch was in Brodies (it has a gin bar but no I didn't)... I needed a clear head!

I didn't get time to visit the lake and gardens in Moffat, but as I am travelling again to Moffat next year, I shall make sure that the gardens are my first place to visit. There is also a memorial and plaque dedicated to Air Chief Marshall Lord Dowding, Commander-in-Chief of RAF Fighter Command in WW2, a son of Moffat.

In the afternoon, after Bunty and I had discussed 'all things secretarial', Colin Moffat joined us and our conversation then changed of course to family history. In the evening more of the Clan joined us for an informal supper in the lounge of Moffat House Hotel, with lots to chat about and also to laugh about.

Saturday was taken up with a Clan Committee Meeting in the morning, and after lunch (coffee and cake at Café Ariete) the AGM was held in the afternoon, where discussions included: expanding membership, feedback from individual committee members on the work they undertake for the Clan, looking to host the American Clan next year and the future of the Clan. The evening saw a good gathering of the Clan for dinner in the Buccleuch Arms –lovely food (you need a good appetite to do justice to it!)

A brief few days in Moffat, but a longer stay planned for next July, and more exploration further afield, I hope.

Alison Parfitt

[alisonparfitt@gmail.com](mailto:alisonparfitt@gmail.com)

I have heard from Alison Parfitt that she has just been interviewed for two hours at her home by ITV Central and Anglia who are very interested in the story of the Iron Twelve. (See Alison's article in the Spring 2019 edition of Moffatalia, "A Moffatt in France"). The reporter was also interested in Clan Moffat and Alison is to be introduced as Alison Parfitt, Clan Moffat Secretary, great niece of James Moffat and granddaughter of William Moffat. The programme is likely to be screened at 6.0- 6.30 news time near 11th November. A film crew is being sent to France and it is likely that the programme will be broadcast nationally.

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## Genealogist's Report

The Database continues to grow, and the count as of the September 2019 Edition was at 43,260. The extra names consist mainly of spouses contracted during the period 1911-1939, and children born during this period. I'm always on the lookout to correct any misleading data in the entries, and contribute factual information to the permanent record. Here are two such cases that follow.

I had interesting correspondence with Dale Ansell, regarding his great aunt Louisa Charlotte Ansell, who married Charles Francis Moffatt (1850-1912). Certainly, I was able to see Louisa in the censuses of 1881 through 1911, and each time her age was consistent with a birth in year 1851. However, I couldn't see a birth notice, nor find her in earlier censuses. But using Ansell family records, Dale demonstrated that Louisa had in fact been born in 1844, and that census records in 1851 and 1861 reflect that date. She had married Charles Francis Moffatt in 1879, and so would then have had an age of 35. I wonder if Louisa knocked 5 years off her age by telling Charles she was "30", in order to make herself appear equal in age to her prospective husband, and more suitable as a wife for child-bearing, and then felt obliged to perpetuate the deception throughout her life. For all that, she had 5 healthy children, all of whom grew to adulthood, and married.

I came across an 1891 census entry for 29 Sheffield Street, Carlisle, in which William Moffatt, a money-lender (broker), aged 44 (i.e. b 1847), b Scotland, is listed, with his family: his wife (i.e. they are married) Mary Jane Moffatt, also aged 44, b Long Framlington, Northumberland, plus 6 children, 3 obviously from a former marriage (including Florence Elizabeth Moffatt, 7 b Morpeth 1884). I followed this family in 1901: 1 Wellington Place, Carlisle: Jane Moffatt, 55, b Long Framlington, status wife, but no husband present, plus the same children (now 10 years older) (including Florence E. Moffatt, 15 b Morpeth, 1886), plus a visitor: John Herbertson, aged 86, retired schoolmaster. And 1911: 13 Fairbairn Road, Liverpool: Jane Moffatt, aged 66, wife, (but no husband present), married for 28 years, and her daughter Florence Elizabeth Moffatt 25 b Morpeth, 1886. Research showed that Mary Jane was b Mary Jane Rogerson, and married John Orwin in 1872. However, John Orwin died aged 42 in 1880, leaving her a widow with 3 young children. It seemed to me to be a challenge to identify Mary Jane's second husband, William Moffatt, seemingly married ca 1882, although I could not find a marriage index, and find a reason for William's absence in 1901 and 1911.

Thus I sought a William Moffat(t) b circa 1847, Scotland, with some education so that he was both literate and numerate. The clue came from schoolmaster John Herbertson, mentioned above. He is present as a 76-year-old schoolmaster in the 1891 census, in the family of William Moffatt, 40, b Scotland, and his wife Mary Moffat, 36, b Coxhoe, County Durham, and their family. William was listed as an insurance agent in 1881 and 1891, and financial agent in 1901. This William Moffatt was b in Annan, Dumfriesshire, the son of Kenneth McAulay Moffat (1820-1881) and Jane Herbertson Peters, md Annan, Dumfriesshire 17.5.1843. He goes on to marry Mary Boal in Kelloe, County Durham in 1874, and they have 8 children. Accordingly, I believe that William Moffatt (1850-1914) was simultaneously the husband of Mary Boal, and the partner of Mary Jane Rogerson/Orwin. He had opportunity and the financial resources to sustain both relationships and two families. He couldn't marry Mary Jane Orwin since he was already married. Even so, Mary Jane dropped the surname "Orwin", and adopted the surname "Moffatt". I have listed this in the Database, and if any of our readers can either corroborate or refute this theory, I'd be most happy to hear from them, and update the records as appropriate.

As a footnote to the above, two of Mary Jane Rogerson/Orwin/Moffatt's sons, Nicholas Orwin, b 1878, and James Herbertson Moffatt, b 1887, were respectively Deck Steward and First Class Waiter, aboard the Lusitania when it was torpedoed in 1915. Both died on 7.5.1915, and their deaths are commemorated on the Tower Hill Memorial in London, and the Commonwealth War Graves Commission web-site.

I can't seem to avoid Scarlett Moffatt when I switch on the TV. This time she was invited by Jo Brand, together with Frank Skinner and Steven Mangan, to comment on the quality of the fruitcakes on the Great British Bake-Off's "The Extra Slice". However, her next appearance on TV later this autumn will be "The British Tribe Next Door" in which Channel 4 has built a replica of her parents' County Durham home in the Kalahari Desert in Namibia. She and her family (father Mark, mother Betty, sister Ava and grandmother Christine) will relocate there and live in an African village alongside the Himba nomadic tribe. The Moffatts aren't even leaving behind their creature comforts, as they'll have running water, electricity, hair straighteners, iPhones, frozen ready meals and the family television with them. No, this is not an item from "Would I lie to You?", nor was it penned on 1st April.

Colin Moffat,  
Genealogist, Clan Moffat UK,  
Kingston-on-Thames, September 2019

## Reflections on life: 1885 to 1974 - Part 2

by Edward Knowler Moffatt MA, BD, 1971-73

Compiled and Edited by Peter C. Moffatt, 2017

Abridged for Moffatalia by Colin Moffat, 2019

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### **Ordination, Marriage,**

The final preparation for prospective deacons and priests was held in the chapel of St John's College, Winnipeg, and conducted by Dean Robinson who had been Dean of the Anglican Cathedral in Belfast. It lasted a week each year, i.e. 1913 and 1914. It meant soul-searching, daily communions, offices, proof of ability to read services and preach the Gospel, interviews, and social gatherings in which Mrs. Robinson (a Lubbock) was an ideal hostess and drew each of us out of ourselves and refused to let us be stuffily serious. We also had a half hour each with Archbishop Samuel Matheson, whose eagle eye probed our consciences even more than his spoken questions. However, we all satisfied his demands and he gave each of us his blessing before the Service which he conducted impressively. He had, when robed, the appearance of an Old Testament prophet perhaps because his physical proportions, his bushy eyebrows, thick beard, resonant voice, and piercing eyes made a figure that some of us imagined Elijah or Isaiah to have been.

My first charge was a curacy at St. James, Headingly, Manitoba and for two years I was also master and assistant chaplain to the boys of the school. I found it hard to preach either to the congregation of St. James or to the boys in chapel but for those two years, as I recollect, my chief duties were in classes or in pastoral visiting. I suppose my mistakes were not much worse than those of others but they were enough to make me ashamed.

At the end of June 1914, I joined Major Ney's Overseas Club and saw something of Europe. All I knew of Europe by visit, prior to then, was a boyhood crossing to Ostend and Boulogne. Now we travelled in parts that were soon to be ravaged by war – yet I did not realize that. We came to England in July and I became engaged to the woman whom I was shortly to marry.

Annie Margaret Hyde, in July 1914, had just completed her 10 years as under-secretary at Northampton General Hospital. We had corresponded for 8 years and she had waited for me until my training was over. We clicked. By some mysterious, or providential, guidance, we soon had a happy understanding of each other. We were married by Philip Ram, a priest who was at St. John's and senior to me by a year. He was at that time a curate at St. Pancras Church in London, and we were joined there at noon on August 15, 1914 after an 8:00 am Communion.

Our honeymoon was spent in the Trossachs and we sailed for Canada on an Empress liner on August 22<sup>nd</sup>. War had been declared between Britain and Germany but most people thought it would be over soon. We settled down as newlyweds in Winnipeg without thinking intelligently about the state of the world. Before Christmas Annie's mother died and her father gave up his medical practice.

### **Fort Qu'Appelle, Saskatchewan: 1915-1918**

In the Spring of 1915 there was held at St. John's a sort of Council of clergy and laymen to consider the use of clergy in war-time. We had changed our attitude toward the war and now talked of a long duration. Many of my single friends had gone, some following the lead of Canon Murray who joined the Army Medical Corps, some receiving commission, some enlisting as combatants. The parishes of Rupert's Land were feeling the pinch because the incumbents had resigned or applied for leave to serve Canada and King. The supply of substitutes was short. The Archbishop said he would put no obstacle in the way of a priest who felt it his duty to serve with the troops but asked the clergy to consider carefully their responsibility to the Church.

Almost everyone felt a personal crisis. The recently ordained were not all suitable for chaplaincy work, or would need a period of training without parochial duties and there was great searching of consciences. My best man, Herbert Cox heard that his twin brother, an Army Captain had been killed in France; he applied for a British Chaplaincy and it was granted. He left us after Easter. Ram also became a chaplain, as did Cawley and Wells (who was elected Bishop on his return from distinguished service). For me, now a married man, the problem was solved when the Bishop sent me to Fort Qu'Appelle, Saskatchewan, whose rector had been called up as an officer in the British Army Reserve.

My wife had settled down to urban life in Winnipeg and was beginning to find friends in the north end of the city, and around the cathedral. She expressed concern when told that we were to be uprooted so soon, but agreed that the welfare of the individual must yield to changes caused (even if indirectly) by war. She was to encounter many travels before we retired to Toronto, yet never was intransigent, allowing me to choose when the choice was mine, or bowing to episcopal wishes when I had little choice. In the Spring of 1915 she became the mistress of a cold stone rectory which required 5 stoves to keep us warm, and she did not flinch.

My parish was large and at first, I worked with one horse, though later I had loan of a second so that in winter I drove a pair to points like Lipton, Cradock, Bairobic. We were given oats and hay by our parishioners. We kept a few hens and between us worked a small kitchen garden. We had an Indian servant who had worked at Government House in Regina. She had married a white, a lumberjack who visited her occasionally. She was a friend, a good housekeeper, a woman who did chores with her papooser back.

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Naturally we had many visitors from nearby reserves, Cree, Piapoi, Sioux, Inaced, the rectory was never left to ourselves for long except in the depth of winter. On Sundays and Feast days there would be always two or three guests at breakfast. The innate friendliness of the West was enhanced by wartime concern for the fate of young men who had gone overseas and for whom we had a weekly service of intercession at home and at Lipton.

Fort Qu'Appelle, situated in the Qu'Appelle Valley was an ideal spot for diocesan gatherings and each summer the town entertained groups who came for ecclesiastical discussions and a pleasant holiday. In 1916 we were treated to a treaty. The Government, the Law, the Church, the Chiefs, all met in solemn conclave in the open air on a platform surrounded by wagons, squaws, and children. The military seemed to dominate. Speeches were long and often very slow – time had no importance, but before sundown an exchange of presents and the pipe of peace brought the business to a satisfactory close. And what a kaleidoscope of varicoloured form, the redcoats, the painted wagons, the bedecked platform, the feathered headgear, the summer dresses, and the sombre black of the clerics!

The memories of our stay in this valley include pictures both bright and dark: Annie shivering at the sound of howling coyotes in the woods behind our rectory, long drives in 40 degree below zero weather, unexpected arrival of guests, a Spartan diet, receipt of ominous telegrams by parents of young men, happy visits from our diocesan, Annie's sojourn in Regina Hospital, a victim of Herpes, and the safe birth of our son after a previous miscarriage. I bought a car – a McLaughlin-Buick second hand, and had many a mishap on the dirt roads, but found it a boon in covering long distances. The doctors in Regina, reinforced by our own G.P. Dr. Hall, solemnly advised me to take my wife to a lower altitude. Any doctor's warning to us meant obedience, we believed implicitly the diagnosis of our M.D. – somebody tells us that is a family trait. We most regretfully left Western Canada.



**Annie Margaret Hyde (22.3.1887,  
Earls Barton, Northamptonshire  
– 12.12.1971, Toronto, Canada),  
daughter of John Knowler Hyde  
and Mary Hannah Burgoyne.**

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## CLAN MOFFAT UK

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Is your surname **MOFFAT** (any spelling e.g. Moffitt, Moffet), or does the name occur in your ancestry? If so you are entitled to become a member of **CLAN MOFFAT UK**. We have a comprehensive website which includes an ancestral database of 43,143 names to date. Information can be given into researching your particular Moffat line by our genealogist.

UK annual membership is £15 : UK lifetime (55+) membership is £225

Members receive a twice yearly magazine (Moffatalia - the journal of the Clan Moffat UK) in April and October which contains interesting articles of family histories and stories of our fellow Moffats both past and present at home or abroad and the role they played in the making of the history of Scotland. We are always looking for relevant new information from our members.

Our Annual General Meeting and Clan Dinner is held in August in the town of Moffat, Dumfries & Galloway, Scotland. Every 5 years we hold an International Gathering where we are joined by members of the Clan Moffat Association in the U.S.

If you are interested in joining us please contact our membership secretary at [erica@eastalbasw.plus.com](mailto:erica@eastalbasw.plus.com).

All further information, including forthcoming Clan events, can be found on our website [www.clanmoffat.uk](http://www.clanmoffat.uk).



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## CLAN MOFFAT UK

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## The Moffat Trench

Moffats gathered at the Gordon Highlanders Museum, Aberdeen in March this year at a ceremony to open the Moffat Trench. This is a replica of a First World War trench, named in honour of Lieutenant Colonel Francis Moffat DSO, father of Dr Margaret (Margie) Moffat (mem. no.37). He served in the Gordon Highlanders and was awarded the Distinguished Service Order for his actions in the 8/10<sup>th</sup> Battalion on 31<sup>st</sup> July 1917 during the Third Battle of Ypres, or Passchendaele.



Francis Moffat in regimental dress of the Gordon Highlanders.

Francis John Campbell Moffat was born in Edinburgh in 1894 and educated at George Watson's College. He had completed the first year of his degree in Medicine at Edinburgh University when the First World War broke out. He was commissioned into 10<sup>th</sup> Battalion The Gordon Highlanders as a 2<sup>nd</sup> Lieutenant on 23<sup>rd</sup> September 1914, promoted to Captain in December 1914, and went with 10<sup>th</sup> Gordons to France in July 1915.

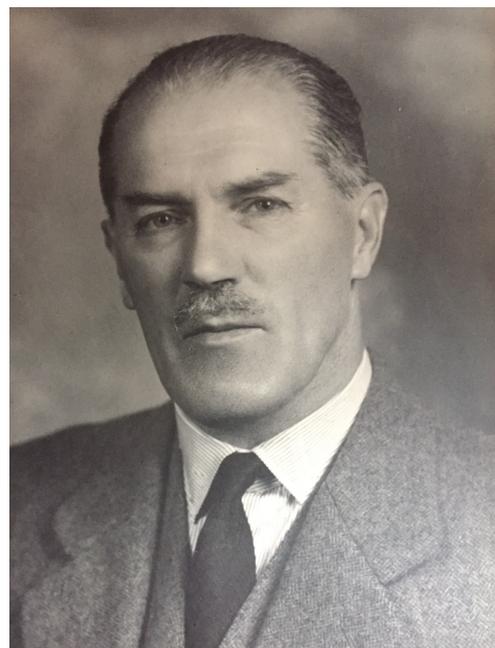
Francis (Frank) Moffat was wounded three times while on active duty: at the Battle of the Somme on 20<sup>th</sup> August 1916, on the first day (31<sup>st</sup> July 1917) of the Third Battle of Ypres in the action for which he received his DSO, and during the German Spring Offensive of 1918. His Commanding Officer called him 'fearless to a degree', and his men regarded him with respect and affection. He was selected to join the British Mission to the United States in September 1918, and finally demobbed from Germany in May 1919. He commanded Edinburgh University Officer Training Corps from 1933 and throughout the Second World War.

Between the wars, Frank worked as a mining engineer. He retained his keen interest in cricket, and especially rugby, and served as President of the Scottish Rugby Union. He was appointed to be a member of the Royal Company of Archers, The Queen's bodyguard in Scotland, in 1946.



Francis Moffat in the uniform of the Royal Company of Archers.

Frank Moffat married Jean McLauchlan in 1918 and Margaret is their only daughter. She was a longstanding volunteer (prior to her move to Edinburgh) and donor at The Gordon Highlanders Museum, and is the main benefactor of the trench. She wanted the exhibit to mark the sacrifice made by men such as her father, and also to recognise the great interest he took in the education of young people.



Lieutenant Colonel Francis John Campbell Moffat  
DSO, TD, M I Min E.

Museum Chief Executive Bryan Snelling said, “Without Margaret’s financial assistance we would not have been able to proceed. We both saw the trench not just as a fitting memorial to the Gordon Highlanders of the Great War, but as a way of ensuring that today’s school children could continue to learn from the lessons of the past. Trenches were named after all sorts of things, including officers. Calling ours the Moffat Trench harks back to that tradition.” Margaret Moffat said, “My father did not want future generations to go through what he had experienced. Building this trench will help children connect with the past.”



Margie Moffat in an officer's room.



Margie Moffat and Veterans Minister Graeme Dey MSP, about to cut the ribbon.

About 100 people attended the opening, including Veterans Minister Graeme Dey MSP, Gordon Moffat (son of John Moffat NZ), and Elaine and Leslie Moffat (mem .no 76). After Margaret cut the ribbon, Ruth Duncan, museum curator, showed guests around the trench, before lunch in the museum. She said, “The Moffat Trench has already made a fantastic contribution to the visitor experience at the museum, and will continue to do so for many years to come. The Moffat Trench commemorates some of the 50,000 Gordon Highlanders who were involved in the First World War.”

It is also a fitting tribute to a brave and dedicated officer, Lt Col Francis Moffat DSO, whose name lives on in The Moffat Trench.

Elaine Moffat



Trench Opening 2019 (l-r) Bryan Snelling, Graeme Dey MSP, Charlie Sloan, Ruth Duncan, Dr Margie Moffat.j



Leslie Moffat at the trench entrance.



Leslie Moffat inspecting the facilities!



A portrait of Francis Moffat in the uniform of the Royal Company of Archers, painted by his sister, Alison Moffat.

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Webmaster Helen Mason Helen-CTN@outlook.com

Firstly, it has been a pleasure to be involved in the creation and maintenance of the Clan Moffat UK website and I am happy to continue in the role of webmaster. I am sorry that I am unable to attend the Clan Gathering at Moffat this year but hope to do so next year when I look forward to meeting committee members and attendees from the UK and beyond!

The website has a simple informational format with a basic contact form that generates an email to me that I forward to the appropriate committee member. It has occasionally been appropriate for me to reply to the sender in my role as webmaster as well as sending their enquiry on to the responsible member. This has worked well from my perspective and I invite any comments in return from the committee and other members.

I would like to develop the website using high quality photographs that reflect the natural beauty of Moffat, the historic Borders as well as pictures taken by members that illustrate events and areas of interest.

I would really like to expand on the page taken from the old website with the historical dates and events. These are fascinating and show the long and illustrious (and not so illustrious) goings-on of our ancestors. Some of the entries have much more detail than others and it would be great to even them up. Some also need a little more explanation of terms used and the structure of the judicial system of the times. Although I am extremely interested in this, I do not have the time to dedicate to it personally due to many other work and family commitments. Perhaps there is an enthusiastic member who may wish to volunteer their services.

I still feel that a social media page would help to generate more traffic to the website and consequently more members. Seeing the success of the page run by the Clan Moffat US group, perhaps the committee would like to discuss this matter. It could be run as a Closed Group where only the designated

administrators would be able to add members, so creating more security and control. I am happy to be an administrator but would also propose that at least one committee member should also be assigned administrator privileges. Perhaps there is also an enthusiastic Clan member with good working knowledge of Facebook who may also be considered.

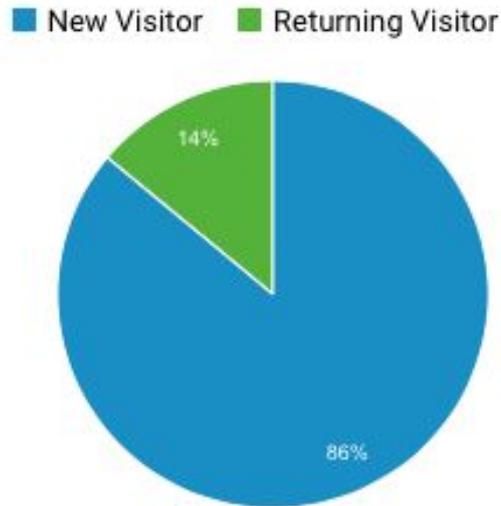
The website traffic has been steady since it went live at the beginning of 2019. All the following data pertain to the period from 1 January 2019-28 July 2019.



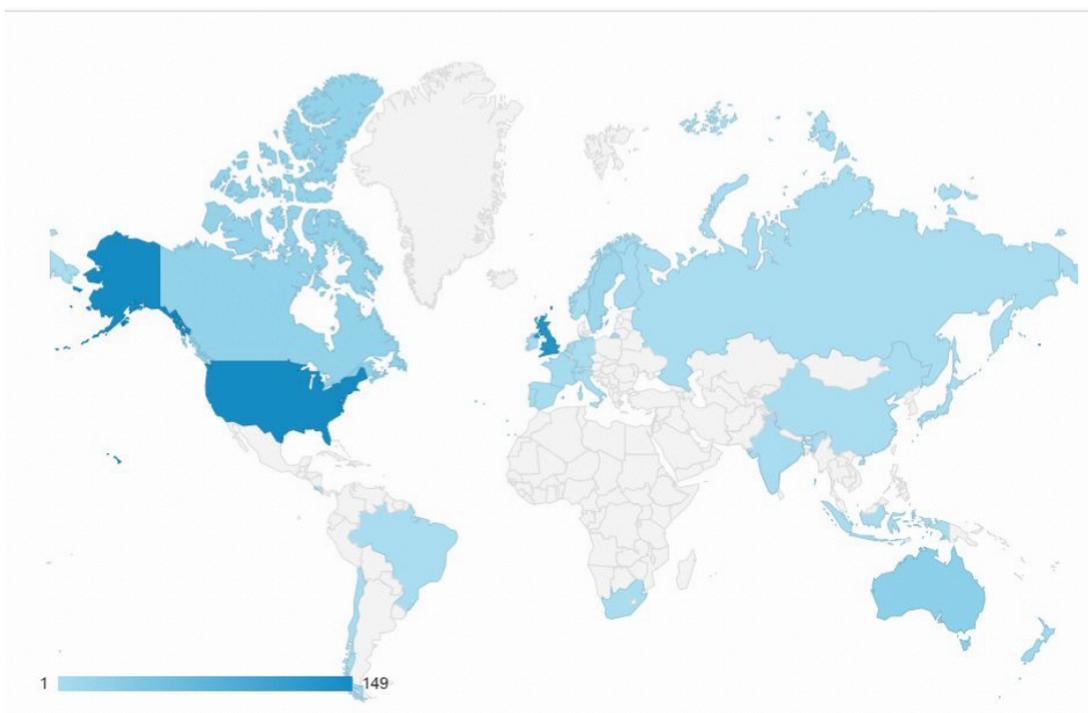
For a simple informational website such as ours, the bounce rate shown is quite good. A 'bounce' is when a user only visits one page for a very short time. I am pleased that this is as low as 37.45% as it means many people go to access other pages and many will be reading the home page. The big spike is when we promoted it on the Clan Moffat US Facebook page so you can clearly see what Facebook does for the traffic.

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There are very few returning visitors, however, and perhaps by posting some more engaging historical facts and high quality images, we may be able to increase this figure. Any other suggestions also welcome.



On to the subject of the geographical location of users, you will see that people are finding the website even if they don't go on to contact us. The darker the blue, the heavier the traffic.



| Country ?          | Acquisition                             |   |   | Behaviour                                     |   |   |
|--------------------|---|---|---|---|---|---|
|                    | Users ? ↓                               | New Users ?                             | Sessions ?                              | Bounce Rate ?                                 | Pages/Session ?                           | Avg. Session Duration ?                           |
|                    | <b>378</b><br>% of Total: 100.00% (378) | <b>371</b><br>% of Total: 100.27% (370) | <b>502</b><br>% of Total: 100.00% (502) | <b>37.45%</b><br>Avg for View: 37.45% (0.00%) | <b>3.47</b><br>Avg for View: 3.47 (0.00%) | <b>00:03:19</b><br>Avg for View: 00:03:19 (0.00%) |
| 1.  United States  | <b>149</b> (39.21%)                     | <b>147</b> (39.62%)                     | <b>182</b> (36.25%)                     | <b>45.60%</b>                                 | <b>2.87</b>                               | <b>00:03:01</b>                                   |
| 2.  United Kingdom | <b>131</b> (34.47%)                     | <b>126</b> (33.96%)                     | <b>198</b> (39.44%)                     | <b>31.82%</b>                                 | <b>3.80</b>                               | <b>00:03:07</b>                                   |
| 3.  Australia      | <b>26</b> (6.84%)                       | <b>26</b> (7.01%)                       | <b>29</b> (5.78%)                       | <b>34.48%</b>                                 | <b>3.17</b>                               | <b>00:04:13</b>                                   |
| 4.  Canada         | <b>21</b> (5.53%)                       | <b>20</b> (5.39%)                       | <b>28</b> (5.58%)                       | <b>32.14%</b>                                 | <b>4.46</b>                               | <b>00:05:30</b>                                   |
| 5.  Sweden         | <b>11</b> (2.89%)                       | <b>11</b> (2.96%)                       | <b>19</b> (3.78%)                       | <b>21.05%</b>                                 | <b>5.32</b>                               | <b>00:04:36</b>                                   |
| 6.  New Zealand    | <b>9</b> (2.37%)                        | <b>9</b> (2.43%)                        | <b>9</b> (1.79%)                        | <b>22.22%</b>                                 | <b>4.67</b>                               | <b>00:03:02</b>                                   |
| 7.  France         | <b>4</b> (1.05%)                        | <b>4</b> (1.08%)                        | <b>4</b> (0.80%)                        | <b>0.00%</b>                                  | <b>2.25</b>                               | <b>00:00:28</b>                                   |
| 8.  Spain          | <b>3</b> (0.79%)                        | <b>3</b> (0.81%)                        | <b>5</b> (1.00%)                        | <b>20.00%</b>                                 | <b>3.40</b>                               | <b>00:07:29</b>                                   |
| 9.  Norway         | <b>3</b> (0.79%)                        | <b>3</b> (0.81%)                        | <b>3</b> (0.60%)                        | <b>0.00%</b>                                  | <b>9.33</b>                               | <b>00:04:35</b>                                   |
| 10.  Finland       | <b>2</b> (0.53%)                        | <b>2</b> (0.54%)                        | <b>2</b> (0.40%)                        | <b>100.00%</b>                                | <b>1.00</b>                               | <b>00:00:00</b>                                   |
| 11.  India         | <b>2</b> (0.53%)                        | <b>2</b> (0.54%)                        | <b>2</b> (0.40%)                        | <b>50.00%</b>                                 | <b>1.00</b>                               | <b>00:04:57</b>                                   |
| 12.  Japan         | <b>2</b> (0.53%)                        | <b>2</b> (0.54%)                        | <b>2</b> (0.40%)                        | <b>100.00%</b>                                | <b>1.00</b>                               | <b>00:00:00</b>                                   |
| 13.  Netherlands   | <b>2</b> (0.53%)                        | <b>2</b> (0.54%)                        | <b>2</b> (0.40%)                        | <b>50.00%</b>                                 | <b>2.50</b>                               | <b>00:00:47</b>                                   |
| 14.  Belgium       | <b>1</b> (0.26%)                        | <b>1</b> (0.27%)                        | <b>1</b> (0.20%)                        | <b>0.00%</b>                                  | <b>5.00</b>                               | <b>00:05:35</b>                                   |
| 15.  Brazil        | <b>1</b> (0.26%)                        | <b>1</b> (0.27%)                        | <b>2</b> (0.40%)                        | <b>100.00%</b>                                | <b>1.00</b>                               | <b>00:00:00</b>                                   |
| 16.  Switzerland   | <b>1</b> (0.26%)                        | <b>1</b> (0.27%)                        | <b>1</b> (0.20%)                        | <b>0.00%</b>                                  | <b>7.00</b>                               | <b>00:11:17</b>                                   |
| 17.  Chile         | <b>1</b> (0.26%)                        | <b>1</b> (0.27%)                        | <b>1</b> (0.20%)                        | <b>0.00%</b>                                  | <b>3.00</b>                               | <b>00:05:56</b>                                   |
| 18.  China         | <b>1</b> (0.26%)                        | <b>1</b> (0.27%)                        | <b>1</b> (0.20%)                        | <b>100.00%</b>                                | <b>1.00</b>                               | <b>00:00:00</b>                                   |
| 19.  Costa Rica    | <b>1</b> (0.26%)                        | <b>1</b> (0.27%)                        | <b>1</b> (0.20%)                        | <b>0.00%</b>                                  | <b>2.00</b>                               | <b>00:00:04</b>                                   |
| 20.  Germany       | <b>1</b> (0.26%)                        | <b>1</b> (0.27%)                        | <b>1</b> (0.20%)                        | <b>0.00%</b>                                  | <b>3.00</b>                               | <b>00:00:15</b>                                   |
| 21.  Guam          | <b>1</b> (0.26%)                        | <b>1</b> (0.27%)                        | <b>1</b> (0.20%)                        | <b>100.00%</b>                                | <b>1.00</b>                               | <b>00:00:00</b>                                   |
| 22.  Indonesia     | <b>1</b> (0.26%)                        | <b>0</b> (0.00%)                        | <b>2</b> (0.40%)                        | <b>100.00%</b>                                | <b>1.00</b>                               | <b>00:00:00</b>                                   |
| 23.  Ireland       | <b>1</b> (0.26%)                        | <b>1</b> (0.27%)                        | <b>1</b> (0.20%)                        | <b>0.00%</b>                                  | <b>3.00</b>                               | <b>00:17:42</b>                                   |
| 24.  Italy         | <b>1</b> (0.26%)                        | <b>1</b> (0.27%)                        | <b>1</b> (0.20%)                        | <b>100.00%</b>                                | <b>1.00</b>                               | <b>00:00:00</b>                                   |
| 25.  Jersey        | <b>1</b> (0.26%)                        | <b>1</b> (0.27%)                        | <b>1</b> (0.20%)                        | <b>0.00%</b>                                  | <b>9.00</b>                               | <b>00:02:49</b>                                   |
| 26.  Portugal      | <b>1</b> (0.26%)                        | <b>1</b> (0.27%)                        | <b>1</b> (0.20%)                        | <b>100.00%</b>                                | <b>1.00</b>                               | <b>00:00:00</b>                                   |
| 27.  Russia        | <b>1</b> (0.26%)                        | <b>1</b> (0.27%)                        | <b>1</b> (0.20%)                        | <b>100.00%</b>                                | <b>1.00</b>                               | <b>00:00:00</b>                                   |
| 28.  South Africa  | <b>1</b> (0.26%)                        | <b>1</b> (0.27%)                        | <b>1</b> (0.20%)                        | <b>100.00%</b>                                | <b>1.00</b>                               | <b>00:00:00</b>                                   |

As to how users arrive at the website, Google or other of the common search engines come high up the list, as does Facebook and Wikipedia. The most interesting is that in third place come referrals from RampantScotland.com, a website with “13,000+ Scottish-related links... 7,000 + webpages and thousands of graphics on Scotland and the Scottish”. I included a link to this website on the **Visit Moffat** page of ClanMoffat.info. Adding other relevant website links to big sites like a RampantScotland, should consequently increase the referral traffic further. Suggestions welcome

| Source/Medium ?                                       | Acquisition                             |   |   |
|---|---|---|---|
|   | Users ? ↓                               | New Users ?                             | Sessions ?                              |
|   | <b>378</b><br>% of Total: 100.00% (378) | <b>371</b><br>% of Total: 100.27% (370) | <b>502</b><br>% of Total: 100.00% (502) |
| 1. <a href="#">google / organic</a>                   | <b>115</b> (29.49%)                     | <b>110</b> (29.65%)                     | <b>128</b> (25.50%)                     |
| 2. <a href="#">(direct) / (none)</a>                  | <b>109</b> (27.95%)                     | <b>106</b> (28.57%)                     | <b>166</b> (33.07%)                     |
| 3. <a href="#">rampantscotland.com / referral</a>     | <b>43</b> (11.03%)                      | <b>43</b> (11.59%)                      | <b>50</b> (9.96%)                       |
| 4. <a href="#">m.facebook.com / referral</a>          | <b>23</b> (5.90%)                       | <b>20</b> (5.39%)                       | <b>30</b> (5.98%)                       |
| 5. <a href="#">bing / organic</a>                     | <b>21</b> (5.38%)                       | <b>20</b> (5.39%)                       | <b>27</b> (5.38%)                       |
| 6. <a href="#">en.m.wikipedia.org / referral</a>      | <b>21</b> (5.38%)                       | <b>20</b> (5.39%)                       | <b>26</b> (5.18%)                       |
| 7. <a href="#">en.wikipedia.org / referral</a>        | <b>16</b> (4.10%)                       | <b>16</b> (4.31%)                       | <b>16</b> (3.19%)                       |
| 8. <a href="#">facebook.com / referral</a>            | <b>12</b> (3.08%)                       | <b>10</b> (2.70%)                       | <b>24</b> (4.78%)                       |
| 9. <a href="#">l.facebook.com / referral</a>          | <b>7</b> (1.79%)                        | <b>6</b> (1.62%)                        | <b>7</b> (1.39%)                        |
| 10. <a href="#">selectsurnames4.com / referral</a>    | <b>6</b> (1.54%)                        | <b>6</b> (1.62%)                        | <b>6</b> (1.20%)                        |
| 11. <a href="#">yahoo / organic</a>                   | <b>5</b> (1.28%)                        | <b>5</b> (1.35%)                        | <b>8</b> (1.59%)                        |
| 12. <a href="#">dalbeattie.com / referral</a>         | <b>3</b> (0.77%)                        | <b>2</b> (0.54%)                        | <b>3</b> (0.60%)                        |
| 13. <a href="#">dnserrorassist.att.net / referral</a> | <b>2</b> (0.51%)                        | <b>2</b> (0.54%)                        | <b>2</b> (0.40%)                        |
| 14. <a href="#">duckduckgo / organic</a>              | <b>2</b> (0.51%)                        | <b>2</b> (0.54%)                        | <b>2</b> (0.40%)                        |
| 15. <a href="#">lm.facebook.com / referral</a>        | <b>2</b> (0.51%)                        | <b>2</b> (0.54%)                        | <b>3</b> (0.60%)                        |
| 16. <a href="#">pinterest.com / referral</a>          | <b>1</b> (0.26%)                        | <b>1</b> (0.27%)                        | <b>1</b> (0.20%)                        |
| 17. <a href="#">thefullwiki.org / referral</a>        | <b>1</b> (0.26%)                        | <b>0</b> (0.00%)                        | <b>1</b> (0.20%)                        |
| 18. <a href="#">wix.com / referral</a>                | <b>1</b> (0.26%)                        | <b>0</b> (0.00%)                        | <b>2</b> (0.40%)                        |

# Congratulations !

To Hazel and Gordon Crammond who celebrated their Diamond Wedding Anniversary on 3rd October.

