



LORD ASHCROFT'S
"HERO OF
THE MONTH"

Captain Montagu Shadworth Moore

VC

ENDURANCE

AGGRESSION • BOLDNESS
INITIATIVE • LEADERSHIP
SACRIFICE • SKILL

The many Victoria Crosses and George Crosses in the Lord Ashcroft Gallery at the Imperial War Museum in London are displayed under one of seven different qualities of bravery. Captain Montagu Shadworth Seymour Moore's award is part of the collection and Lord Ashcroft feels that it falls within the category of endurance:

"Endurance is the opposite of Aggression. It is all about 'cold courage', about knowing the cost and being prepared to pay it. It involves mental and physical resilience, not giving in and rising above the pain. It is almost infinite."



TOP RIGHT
A shell bursts in the background as wounded are being brought in, some by German prisoners, during the fighting on, 20 September 1917 - the start of the Battle of the Menin Ridge Road. (HISTORIC MILITARY PRESS)

RIGHT
Captain Montagu Shadworth Seymour Moore VC. (LORD ASHCROFT COLLECTION)



MONTAGU SHADWORTH Seymour Moore was born in Worthing, Sussex, on 9 October 1896. He was the elder son of Frederick Moore, a barrister who had earlier served in the Army, and his wife Gertrude. Moore was educated at Bedford (Grammar) School from 1906-13, later receiving a year's private tuition while his family lived in Bournemouth, Hampshire, followed

by classes at the town's Municipal College. His education was completed at the Royal Military College, Sandhurst.

In August 1916, and aged 19, "Monty" Moore was commissioned as a second lieutenant into The Hampshire Regiment. Within a month, he had been dispatched to France with the regiment's 15th Battalion - one of the newly-raised Kitchener battalions.

In a letter home dated 5 November 1916, Moore revealed his daring nature: "One night I crawled out across 'no man's land' up to the Boche [German] wire 60 yards away, it was most exciting. I discovered the position of a machine gun that was causing a lot of trouble. When I got back, I put the Lewis gun team on to that spot & they cleared them out. I think their Boche gun was put out of action..

In a letter to his mother dated 18 November 1916, he disclosed that he had been appointed Aide-de-Camp (ADC) to the Brigade General on a month's trial. After a short spell at Brigade Headquarters, he was transferred to the 1st Battalion of his regiment in January 1917.

Moore was back with his original battalion, the 15th, in time for the operations at Messines, Belgium, on 7

June 1917. During the advance, Moore was wounded in the leg by shrapnel and he needed hospital treatment.

Within three months of being wounded, and having taken some leave, he was back in action with his battalion, and during September and October he served in the Flanders region of Belgium.

The second phase of the Third Battle of Ypres began on 20 September 1917 and there was soon some fierce fighting. During the battle, Moore showed quite exceptional bravery and endurance in the 'Tower Hamlets' area of fortified trenches and pill-boxes. The immediate result of this was that he was elevated to company commander with the rank of acting captain.

On 8 November 1917, his VC was announced in the *London Gazette* as a result of the remarkable bravery he had shown in that September. His citation stated: "For most conspicuous bravery in operations necessitating a fresh attack on a final objective which had not been captured.

2nd Lt. Moore at once volunteered for this duty and dashed forward at the head of some 70 men. They were met with heavy machine gun fire from a flank which caused severe



VICTORIA CROSS HEROES II

Lord Ashcroft KCMG PC is a businessman, philanthropist, author and pollster. His sixth book on gallantry, Victoria Cross Heroes Volume II, is published in paperback this month. For more information, please visit: www.victoriacrossheroes2.com. Lord Ashcroft's VC and GC collection is on public display at Imperial War Museum, London. For more information visit: www.iwm.org.uk/heroes. For details about his VC collection, visit: www.lordashcroftmedals.com. For more information on Lord Ashcroft's work, visit: www.lordashcroft.com. Follow him on Twitter: @LordAshcroft



TOP LEFT
Captain Moore VC's medal group. (LORD ASHCROFT COLLECTION)

LEFT
A memorial stained-glass panel which, commemorating Captain Moore VC, can be seen on the pier at Worthing.

(ROBERT MITCHELL)

BETWEEN
The commemorative paving stone to Captain Moore VC in Montague Place, Worthing. Moore was born in 13 Montague Place in 1896. (ROBERT MITCHELL)

