

Cymru'n Cofio Wales Remembers 1914-1918

Community Activities Working Group

Minutes of the First World War Centenary Community Activities Working Group - Friday 11 April 2014, 10:00 – 12:00 Video Conference between the Welsh Government's offices in Aberystwyth, Cardiff and S4C in Caernarfon

Present:

Lesley-Anne Kerr (The Welsh Government) – **Chair**
[Welsh Government Official 1] (The Welsh Government) – **Minutes**
[Welsh Government Official 2] (The Welsh Government)
[Welsh Government Official 3] (The Welsh Government)
[RBL Official 1] (The Royal British Legion)
[S4C Official 1] (S4C)
[Welsh Government Official 4] (Cadw)
[WLGA Official 1] (Welsh Local Government Association)
[BALH Official 1] (British Association for Local History)
[Assoc FHS Wales / NLW Official 1] (Association of Family History Societies of Wales & the National Library of Wales)
[WCIA Official 1] (Welsh Centre for International Affairs) – **New attendee**
[CWGC Official 1] (Commonwealth War Graves Commission) – **New attendee**
[Swansea University Official 1] (Swansea University)
[OVW Official 1] (One Voice Wales)
[Llanidloes CG Official 1] (Llanidloes Community Group)
[HLF Official 1] (Heritage Lottery Fund)

Apologies:

[Welsh Museums Federation Official 1] (Federation of Museums and Art Galleries Wales)
[WCVA Official 1] (Wales Council for Voluntary Action)
[PCW Official 1] (People's Collection Wales)
[FWW Cardiff Steering Group Official 1] (First World War Cardiff Steering Group)
[National Eisteddfod Official 1] (The National Eisteddfod of Wales)
[AC-NMW Official 1] (Amgueddfa Cymru – National Museum Wales)
[BBC Official 1] (BBC Wales)
[SCL Official 1] (Society of Chief Librarians)
[ARCW Official 1] (Archives and Records Council Wales)

1. Welcome and Minutes from the last meeting (24 January 2014)

- LAK welcomed the group, detailed the apologies and introduced the new attendees.
- The minutes from the previous meeting (24/01/2014) were accepted.

2. Presentation by [WCIA Official 1] on the 'Welsh Book of Remembrance' project

- [WCIA Official 1] from the Welsh Centre for International Affairs (WCIA) gave a Powerpoint presentation (emailed to members with their meeting papers) on their ongoing stage 2 Heritage Lottery Fund (HLF) bid to develop and implement a project called 'Wales for Peace'.
- Their bid, seeks £950,000 from the HLF to digitise the Welsh Book of Remembrance from the First World War, develop education resources, outreach to local communities and hold public discussions.

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- The bid will be submitted by the 20 June 2014, with a final approval decision made in September 2014, if successful the delivery of the project will commence from November 2014 to November 2018 with a possible launch event on 11 November 2014 at the Senedd.
- The project will be in partnership with a range of organisations, including People's Collection Wales, the National Assembly, universities and Welsh Government Sponsored Bodies, amongst others.
- The First World War is only the starting point, as the project will look at conflict, right up to the modern day (Syrian conflict) and to define peace heritage.
- The project will employ two volunteer coordinators in North and South Wales to engage with local communities and has a target reach of 100,000 people in Wales within four year project lifetime.
- The project seeks partnerships with local history, peace groups and universities, as these partners can assist with the collection and communication work. People's Collection Wales will hopefully deliver digitalisation training to the local communities.
- The project would like to create a standardised history recording tool kit in partnership with the National Library of Wales and Amgueddfa Cymru – National Museum Wales.

3. Update from CyMAL

- A written *Progress Update* was provided to all members with the meeting papers.

4. Update from members

- [S4C Official 1] gave an update on S4C's upcoming programme plans, with the first set of programmes to be broadcast in April, in partnership with European partners; these programmes will be based on people's diaries to produce a drama/documentary. Additional programmes will be broadcast in late July, based on a First World War novel. S4C plan on holding screenings across North and South Wales, touring in schools and historical societies.
- [WLGA Official 1] had nothing to report.
- [Llanidloes CG Official 1] gave an update on the progress of the Llanidloes project; they have researched 116 names on the war memorial over two years, the project is nearing completion and they are looking at the impact of the deaths of the soldiers on the families. The project has delivered a series of local talks, with local and media interest being generated, and recently the Football Association of Wales has been in contact, as they are keen to link with local footballers on the memorial.
- [BALH Official 1] detailed the upcoming Anglo-American British Association for Local History conference and a recent event in Flintshire. [BALH Official 1] stated her interest in hearing about digitisation and social media in the rest of the meeting.
- [Assoc FHS Wales / NLW Official 1] gave an update from the National Library of Wales; she detailed the ongoing education project and small exhibition that will go on display at the 2014 Royal Welsh Show and National Eisteddfod.
- [Assoc FHS Wales / NLW Official 1] continued her update for the Association of Family History Societies, detailing their work on war memorials and social media publicity.
- [Swansea University Official 1] gave an update on Swansea University, a recent digitisation collection day and warned of an over focus on the soldiers who did not come back from the front. [Swansea University Official 1] stated that he was

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happy to speak at community events and was keen that material collected is preserved for the future.

- [Welsh Government Official 4] detailed a recent conference Cadw has run with One Voice Wales and the War Memorials Trust, where the Minister for Culture and Sport launched a War Memorials grant scheme. This new grant scheme provides grants up to £10,000 to repair or restore existing War memorials.
- [HLF Official 1] from the Heritage Lottery Fund gave an overview of existing grant programmes and the levels of interest in them.
- [CWGC Official 1] of the Commonwealth War Graves Commission updated the meeting on their continued partnership with the National Library of Wales. [CWGC Official 1] detailed a recent outreach programme that was trialled in Cardiff, with aim of expanding it across Wales.
- [OVW Official 1] of One Voice Wales, added to [Welsh Government Official 4] update on the War Memorials Conference, adding that the organisation was striving to get the materials and information into the community. [OVW Official 1] also stated that community and town councils have given £70,000 to the Welsh Memorial in Flanders appeal.
- [RBL Official 1] of the Royal British Legion detailed their upcoming youth initiatives, which go out to all schools in the UK in June 2014. **ACTION – CyMAL & Communications to assist the Royal British Legion on publicity and spreading the message throughout Wales.** [RBL Official 1] continued to update the group on the refreshed Centenary Poppy campaign and the 'Every Man Remembered' campaign.
- [Welsh Government Official 2] (including an update from the Communications working group) informed the group that the planning for the national Welsh Remembrance event at Llandaff Cathedral on the 4 August 2014 was going well. Work is being carried out across Communications and CyMAL to identify activities hour by hour on the 4 August 2014. Plans are being made for large announcements, such as the Welsh Memorial unveiling in Belgium and 'Wales at War' launch. Communications continues to consider the media's role in the centenary; there is interest in local stories. ITV is planning to broadcast programmes from June 2014 onwards. [Welsh Government Official 2] reported that the media is expressing interest in the future Programme 2014, that is currently being created.

5. Feedback from members who sit on other working groups

- This was covered in point 4, 'Update from Members', by [Welsh Government Official 2].

6. Collaborative working

a. Presentation from [Welsh Government Official 2] (standing in for [Welsh Government Official 5]) on the Cymru'n Cofio Wales Remembers 1914-1918 Social Media campaign

- Digital resources were identified as a key element during the creation of Cymru'n Cofio Wales Remembers 1914-1918 Programme including a digital legacy.
- The Programme website is the central hub with social media (Twitter & Facebook), supporting and directing traffic to it. There are two twitter accounts, English and Welsh, with a bilingual Facebook page.
- Twitter has been successful and took off quickly, with it piggybacking on other successful feeds, such as the First Minister's feed, each retweet attracted new

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followers. Twitter has proven itself to be an effective platform to answer questions and to speak to partners/customers.

- Facebook development has been slower, with an limited number of 'likes', but pace has quickened, £80 was spent on advertising to promote the page over a two week window, the page currently has over 280 'likes'.
- [Welsh Government Official 2] emphasised that, they are happy to promote any events or news items.

b. Discussion in small groups

- Members broke into small groups and discussed social media, either how their organisations already use it and what issues have been encountered.

c. Groups feedback

- **ACTION: CyMAL to create a Mind map report (see the Annex 1) – Completed on 24/04/2014**

7. Moving forward

- LAK asked the group for feedback on the concept of having a presentation and theme discussion at each meeting.
- The group voiced their views and agreed that the concept was useful.
- The next theme, will be based around the media and getting content to the media networks to create positive publicity. **ACTION: CyMAL & [Welsh Government Official 2] to arrange the next meeting's presentation and theme discussion.**

8. Any other business

- None reported.

9. Date of next meeting

- The next meeting will be in June or July, **ACTION: CyMAL to send around a grid, seeking the group's availability.**
- LAK thanked the group for their time.

Annex 1. Mind map of the social media feedback discussion.

