

Communications Working Group First World War Commemorations

Note of Meeting - Thursday 13 June 2013, 12:30 – 14:00

Video Conference - Aberystwyth Meeting Room 20 (VC), Cardiff, Cathays Park, Tyddewi (VC) and National Slate Museum, Llanberis (VC)

Present:

Aberystwyth

[WG Official 1] – CyMAL

[WG Official 2] – CyMAL

[NLW Official 1] – Llyfrgell Genedlaethol Cymru

[NLW Official 2] – Llyfrgell Genedlaethol Cymru

Cardiff

[WG Official 3] - Welsh Government - **Chair**

[HLF Official 1] – Heritage Lottery Fund

[WG Official 4] – Welsh Government

[WG Official 5] – Welsh Government

[WG Official 6] – Welsh Government

[WG Official 7] – Welsh Government

[AC-NMW Official 1] – Amgueddfa Cymru - National Museum Wales

[WLGA Official 1] – WLGA

[NAfW Official 1] – National Assembly for Wales

Llanberis

[PCW Official 1] - People's Collection Wales

[S4C Official 1] – S4C

[Eisteddfod Official 1] – National Eisteddfod

[WCBC Official 1] – Wrexham County Borough Council

[WCBC Official 2] – Wrexham County Borough Council

1. Welcome and introductions

After an initial problem with the video conference connection, introductions were made between the three meeting sites.

2. Update from Members

2.1 CyMAL

[WG Official 2] explained that a detailed update from CyMAL was contained in the meeting papers but highlighted key developments:

- 3 consultation events had taken place with around 100 organisations across Wales to develop ideas, partnerships and events to mark the important historical period.
- Sir Deian Hopkin is representing Welsh interests on the UK Advisory Group, and is Chairing the Wales Programme Board which has representation from the most relevant agencies and institutions in Wales able to deliver and support activities.
- CyMAL officials had been working on a **Roadmap** containing key implementation dates for various project strands for the period until 31 July 2014, and a **Framework Programme** containing national events and exhibitions, community-based activities and educational projects and programmes for the period 2014-2018.

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- An UK-wide Cultural Board and Programme Director to deliver a cultural programme at key points during the centenary had recently been announced, to include 4 August 2014, July 2016 and autumn 2018. Further information would follow.

2.2 Welsh Government Communications

[WG Official 3] outlined the role of the Communications Working Group

- There are 4 Working Groups, Communications being one of them. The main role of the Communications Group is to take forward communications actions coming out of the Programme Board and also to offer communications advice and ideas to the Programme Board.
- A brand for the centenary in Wales is being developed for sharing by partners – this will be based around an agreed strapline '**Cymru'n Cofio 1914-1918/Wales Remembers 1914-1918**'. The strapline received positive comments from the group. It was noted that the brand developed in England by Imperial War Museums (IWM) would not be used by the Scottish Government.
- The major UK events taking place to mark the start of the war in 1914 were discussed, such as the commemoration service planned for 4 August 2014 in Glasgow Cathedral and a vigil in Westminster Abbey on the same day. Whether a similar event, or another event of marking the start of the war, takes place in Wales was still under discussion.

2.3 Amgueddfa Cymru-National Museum Wales

[AC-NMW Official 1] shared with the group some of the events taking place across Wales:

- A major exhibition of First World War art in 2014
- Big Pit: National Coal Museum will be focussing on the role of tunnellers some of whom were former miners
- An exhibition of Ministry of Information prints from 1917
- Website content focussing on peoples stories + online newspaper coverage from the First World War.
- St Fagans: National History Museum will be hosting an exhibition with a contemporary war theme
- There will also be education and learning activities taking place across Amgueddfa Cymru's 7 sites

2.4 Heritage Lottery Fund

[HLF Official 1] explained that the Heritage Lottery Fund will be funding a number of projects; there will be a grant programme for the public and third sectors, for example war memorials and impact of the First World War on local communities in Wales.

2.5 Major Events Team – Welsh Government

[WG Official 4] explained that her team were working on the DT100 Dylan Thomas centenary, which is also taking place from late 2013 on into 2014 (his birthday being October 27). Rather than it being a competitor there are a number of links to be drawn between the 2 projects, such as Dylan Thomas's war poetry. She offered to share any relevant documents with the group so links can be made, both in terms of organisation and themes.

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2.6 National Assembly for Wales

[NAfW Official 1] outlined a number of events the National Assembly will be organising on themes such as active citizenship and democracy. She offered the Pierhead and the Senedd as buildings that can be used for events and said that the Education Team are frequently on tour in Wales, a possible aspect to be used for promotion.

2.7 National Eisteddfod

[Eisteddfod Official 1] highlighted the importance of Hedd Wyn as a figure to commemorate but also many other stories relevant to the Eisteddfod, such as the choir from the 1914 Eisteddfod who all died in the war except for one, how war affected the Eisteddfod and the war's effect on the Welsh Language. She has already started planning some work with People's Collection Wales. She also emphasised the Eisteddfod as a fantastic venue for events.

2.8 People's Collection Wales

[PCW Official 1] outlined details of a digitisation and community engagement project including a roadshow to get people's stories and photographs that can be turned into digital stories.

2.9 S4C

[S4C Official 1] said S4C are planning a 4-year programme of events, trying to uncover some new stories that have been previously untold, they will be looking at things from a Wales and Europe-wide perspective, and are involved with co-productions with other European countries. As well as broadcasting, they will be producing some e-copies of First World War diaries.

2.10 Welsh Government – Education and Skills

There will be involvement in a number of areas such as curriculum, Hwb, the Learning Wales website. [WG Official 7] said that further detail will be provided at a future meeting.

2.11 National Library

Events are in the planning stages.

2.12 WLGA

[WLGA Official 1] said that WLGA has a very small communications resource but that he would be happy to help disseminate information to the Local Authorities across Wales.

3. Website Development

[WCBC Official 1] explained work was underway on developing the initial website by early July. The website is designed to act as a signposting portal for everyone, from the organisations represented on the Working Group through to community groups and individuals, to use and upload content, particularly with regard to publicising events. The web presence will also integrate with Social Media channels.

4. Next Steps

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- [WG Official 3] suggested the WG Communications team develop an Events Planner as a planning tool for the group to share and feed into. This Events Planner would complement the Events Calendar on the initial website.
- It was agreed that Education is something that multiple teams are working on and is an important area to share information.
- [S4C Official 1] said that S4C will be carrying out a lot of research for the programmes they are making and this can be shared with the group.
- Other members to join the group were discussed, suggestions being representation from the Arts Council, Literature Wales and the British Council. [WG Official 4] to suggest names.
- [WG Official 3] mentioned CommsCymru as a useful channel.
- [WG Official 2] requested that members email CyMAL a paragraph update on relevant work within their organisations, to feed into the Roadmap and Framework Programme 2014-2018. Information can be forwarded to [WG Official 2] / [WG Official 1].
- It was noted as a possibility that the website could be launched at the Eisteddfod.
- Next meeting: end of July.