

## Communications Working Group First World War Commemorations

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### Note of Meeting - Friday 19 July 2013, 10:00am – 12:00pm

#### Video Conference:

SPF&P Board Room (Glass Room 3), 2nd Floor, East Core, Cathays Park, Cardiff  
Room 20, Welsh Government Building, Aberystwyth  
Penrallt Room, Welsh Government Building, Caernarfon

#### Present:

##### **Aberystwyth**

[WG Official 1] – CyMAL

[WG Official 2] – CyMAL

[WCBC Official 1] – Wrexham County Borough Council

[National Library of Wales Official 1] – 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

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

[NAfW Official 1] – National Assembly for Wales

[WG Official 7] – Visit Wales

[WG Official 8] – Cadw

[WG Official 9] – Welsh Government

##### **Caernarfon**

[PCW Official 1] - People's Collection Wales

[PCW Official 2] - People's Collection Wales

[S4C Official 1] – S4C

[Eisteddfod Official 1] – National Eisteddfod

#### **1. Website Update**

Screenshots of the Welsh and English versions of the new website were circulated to members; [WG Official 2] reported that the overall design and ideas for content were progressing well. [WCBC Official 1] requested that any content or email correspondence relating to the website should be sent to the new email address, managed by CyMAL:

[cymruncofio-walesremembers1914-1918@wales.gsi.gov.uk](mailto:cymruncofio-walesremembers1914-1918@wales.gsi.gov.uk)

CyMAL reported that they have commissioned a piece of writing on themes for the website. The Partners tab will contain links to all the organisations represented on the Programme Board, with links to their websites.

[WG Official 4] asked if this could be shared with the DT100 Team, [WG Official 2] confirmed yes, but not to circulate more widely for the time being. There was a brief

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discussion about the use of the word 'legacy' given the connotations with the legacy of the Olympics.

The website will not be launched at the Eisteddfod and will stay offline until the end of the month.

The group reported positive comments generally about the look and feel of the site.

### **2. Logo**

[WG Official 3] outlined the thinking behind the design of the new logo, explaining the 'C' shape referred to the Cymru'n Cofio and the poppy motif and the colours of the Welsh flag had been incorporated. The British Legion have seen the design and are happy. [WCBC Official 1] said that there was a bit of an issue with the green on the logo not fitting with the design of the website, [WG Official 3] said that a version using the website colours instead of green was being developed.

The need for the website to be fully DDA compliant was discussed. [WCBC Official 1] to confirm that Rippleffect have given this full consideration when building the site.

The logo will be used for Twitter and Facebook and the next steps will be to develop some proper brand guidelines.

### **3. Programme Board Update**

[WG Official 2] said the minutes from the last meeting are not yet finalised but once they are, she will circulate. The Cabinet have seen the plans so far and are supportive, they appreciate that planning is still in early stages.

#### ***Launch***

The programme is due to be launched in the Autumn. A number of key dates were highlighted to consider when deciding the launch date:

- Poppy Appeal – 25 October
- Dylan Thomas Birthday – 27 October (to avoid)
- [AC-NMW Official 1] reported that every year there is a Remembrance Day event held at the Oakdale Institute at St Fagans, the event this year will be used as an opportunity to launch the Museums Programme

[WG Official 3] said she would like to launch the programme before the Museums launch event at St Fagans.

[HLF Official 1] added that decisions about Heritage Lottery small grant projects will be announced on 4 August. These community projects could become be a steady stream of content for the website. A call to action will be going out to Assembly members to encourage projects in their constituencies.

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[NAfW Official 1] added that the Presiding Officer is looking at some similar projects involving Assembly members' family stories – she and [HLF Official 1] to discuss links. She mentioned the Pierhead as a possible venue for the launch event.

[WCBC Official 1] mentioned a UK wide archive campaign being launched sometime in the Autumn (ARA), to do with exploring your archive; this will have links to WW1.

### **4. Update from the Cross Government Communications Working Group**

[WG Official 3] had attended this meeting in London the previous day. Chaired by [DCMS Official], [job title redacted] DCMS, the focus was on the cultural programme being launched in the autumn. The commemorative service on 4 August in Glasgow next year was discussed, along with an afternoon event in Belgium, followed by an evening candlelit vigil at Westminster Abbey which will be a multi faith service, ( FM will be invited to attend the Glasgow event).

In response to a query from [WG Official 4], [WG Official 3] confirmed there was representation from the Education Department but there was very little discussion on this topic area.

### **5. Events – a round table update**

- [Eisteddfod Official 1] explained she is busy with this years Eisteddfod and will be in a better position to report back at the next meeting
- [PCW Official 1] said he was also putting together a plan for the next meeting, this will include detail of an interactive resource for the website
- [S4C Official 1] will circulate an email after the meeting with details of the WW1 documentaries to be broadcast on S4C in 2014 [*circulated with minutes*] many of these are from a Europe-wide perspective. He also mentioned an online Broadcast archive.
- [AC-NMW Official 1] said she will have a clear plan in early September.
- [HLF Official 1] mentioned the 4 August announcement of the grants for community projects and added that there will be an event later on at the Senedd
- [WG Official 5] reported that the neither Arts Council nor the Sports Council are doing anything specific, but the Arts Council will let us know if any relevant projects get awarded a grant.
- [NAfW Official 1] said a number of events are in the planning stages, themes including active citizenship and democracy, Wales and the war and women in public life. The Presiding Officer is showing a keen interest in the programme.
- [WG Official 7] explained that her role will be promoting any relevant events to holiday makers in Wales, she emphasised how beneficial it is to get as much notice as possible and the Visit Wales website can be used as a channel to promote events.

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- [WG Official 8] explained that CyMAL are fully aware of CADW's programme of events, which includes some research being carried out by the Archaeological Trust and some grant funding for war memorials.

It was agreed that sharing dates around the table will help with the process of coordination.

### **6. Media Update**

The Ministerial announcement for funding of the restoration of the Mametz Memorial on the Somme was discussed and how it coincided with the other news story of stones from a Welsh quarry arriving in Belgium to become part of a new WWI memorial to Welsh servicemen in Flanders.

[WG Official 6] asked colleagues to add information to the events planner if they hear of any activity, either from their own organisations or from any third party groups, so this can be considered in the media plan.

The Welsh involvement in the Thankful Villages bike run was highlighted, [WG Official 2] confirmed this is to be added to the events tab on the website. [WG Official 3] said this was perfect content for the Twitter and Facebook channels. In response to a request from [NAfW Official 1], [WG Official 3] said she would circulate information on this story to the group.

Next Meeting: date tbc, sometime in week commencing 9 September.