



Communications Working Group

Note of Meeting – Monday 9 December 2013, 3:00-4:30pm

Video Conference:

Aberystwyth, Welsh Government Building, Meeting Room 20 (VC)
Cardiff, Cathays Park, Room 1.001 (VC)
Llandudno Junction, Welsh Government Building, Eifionydd B3.14b

Present:

Aberystwyth

[WG Official 1] – CyMAL
[NLW Official 1] – National Library of Wales

Cardiff

[WG Official 2] - Welsh Government - **Chair**
[WG Official 3] – Welsh Government
[BBC Official 1] - BBC
[NAfW Official 1] – National Assembly for Wales
[WG Official 4] – Welsh Government
[WG Official 5] - Cadw
[WG Official 6] – Welsh Government
[WG Official 7] - Welsh Government

Llandudno Junction

[Snowdonia National Park Authority Official 1] – Yr Ysgwyn
[Eisteddfod Official 1] – Eisteddfod

Apologies:

[WG Official 8]
[WG Official 9]
[NLW Official 2]
[WG Official 10]
[Royal British Legion Official 1]
[Heritage Lottery Fund Official 1]
[WG Official 11]
[S4C Official 1]
[Wrexham County Borough Council Official 1]
[National Museum Wales Official 1]
[Welsh Local Government Association Official 1]

1. Welcome, Introductions, Minutes of last meeting

The minutes were agreed to be an accurate record. The *Cymru'n Cofio* Wales Remembers website workshop Wednesday 11 December was discussed. [NAfW Official 1] expressed an interest in attending – [WG Official 2] to send her the details.

2. Website and Social Media Update

[WG Official 4] gave an update on progress with the social media channels. Twitter followers are slowly increasing, 376 for @walesremembers but Facebook is struggling to get off the ground. She will be providing a monthly social media report to the Programme Board on numbers and type of engagement.

She gave a snapshot of visits to the website from Google analytics, [WG Official 7] expressed an interest in visitors from abroad – [WG Official 4] to create a monthly report for visitor numbers, demographics, content and referral sites. [WG Official 1]



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suggested [WG Official 4] speaks to [People's Collection Wales Official 1] about their website reports to ensure there isn't duplication.

3. Programme Board Update

[WG Official 1] emphasised the usefulness of the update from DCMS at the last programme board. [WG Official 2] fed back from the launch event on 28 October at the Firing Line Museum.

5. Members Updates

BBC

[BBC Official 1] explained that the BBC First World War UK season starts in January with a Jeremy Paxman series. There will be a launch of the Wales specific programming at the end of February 2014 with the main focus taking place in September.

[BBC Official 1] asked for advice about where to send people who get in touch with the BBC with their WW1 related stories and materials. [WG Official 2] suggested local archives, the Peoples Collection and the Community Working Groups might be a good place to start.

He said there would be programmes on Mametz Wood, Lloyd George and a web and radio project called WW1 at Home focussing on 100 places in Wales.

Yr Ysgwyn

[Snowdonia National Park Authority Official 1] updated the group on the collaboration between Yr Ysgwyn and the Gregynog Festival, including a project looking at the black chair made by Belgian refugees for the Eisteddfod during the First World War and some accompanying events being held at Yr Ysgwyn in June 2014. The Hedd Wyn film will also be screened locally.

She has submitted a HLF bid for funding for an artist to create a replica black chair.

DT100

[WG Official 7] mentioned the War Horse theatre production taking place at the Millennium Centre in June / July 2014 and asked if any Ministers will be attending as this could be a way of linking the event to *Cymru'n Cofio* Wales Remembers. [WG Official 3] said she was attending a Culture Communications meeting the following day where a representative from the WMC usually attends – she would make an enquiry.

Cadw

[WG Official 5] gave an update on the themed collaboration between Cadw and Literature Wales. This will include writers courses held at Cadw sites focussing on war and trauma, workshops with servicemen and women from Wales – including



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the Royal Welch Fusiliers and the work of the writer J.C. Dunn who was the Regimental Medical Officer for the Royal Welch Fusiliers during the First World War. Contemporary poets will be responding to the work of Hedd Wyn.

National Assembly

[NAfW Official 1] said the National Assembly programme will be launching next year, the programme will include an event exploring AM's WW1 family links and a possible collaboration with colleagues in Belgium including student exchanges.

The Assembly buildings will be used for exhibitions and screenings but they are also available for touring exhibitions with a WW1 theme, [NAfW Official 1] requested partners let her know if they know of anything that may be suitable.

Eisteddfod

[Eisteddfod Official 1] has been having discussions with partners about whether they would like to bring any First World War related performances to the National Eisteddfod, but wants to ensure the theme is not militaristic.

National Library

[NLW Official 1] mentioned the recent launch in Merthyr of the online exhibition 'The Great War and the Valleys' and the launch of the cymru1914.org online archive of digitised material.

She also highlighted the Mametz Wood photography exhibition by Aled Rhys Hughes taking place in 2015 *[is this correct??]*

She had recently discovered that the Western Mail will have a dedicated First World War centenary reporter – she agreed to pass the details of this on to [WG Official 2] to share with the group.

6. A.O.B.

[WG Official 2] talked about the next phase of communications planning and an events brochure being planned for launch in April. It will be a mix of editorial content and events - she referred to a document produced recently the DT100 team as an example of the kind of thing being envisaged. CyMAL will be in touch with members in the new year looking for content.

The *Cymru'n Cofio* Wales Remembers brand guide is being updated to include use of language and tone of voice. The new version will be circulated in the new year.

Next Meeting

The next meeting will be in early February.



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There was a discussion about the frequency of future meetings and the general consensus was that quarterly meetings would be sufficient. However not all members were present, [WG Official 2] asked for the views of the whole group.