



## Communications Working Group

### Note of Meeting – Wednesday 14 May 2014 2:00-3:30pm

#### *Video Conference:*

Aberystwyth, Welsh Government Building, Meeting Room 20  
Cardiff, Cathays Park, Tyddewi  
Llandudno Junction, Welsh Government Building, Meirionnydd B3.11a

Present:

#### **Aberystwyth**

[WG Official 1] – CyMAL  
[PCW Official 1] – People's Collection Wales  
[PCW Official 2] – People's Collection Wales

[AC-NMW Official 2] - Amgueddfa Cymru -  
National Museum Wales  
[WG Official 6] – Welsh Government  
[BBC Official 2] - BBC

#### **Cardiff**

[WG Official 2] - Welsh Government - **Chair**  
[BBC Official 1] - BBC  
[NAfW Official 1] – National Assembly for  
Wales  
[WG Official 3] – Welsh Government  
[WG Official 4] – Welsh Government  
[WG Official 5] - Welsh Government  
[RBL Official 1] – Royal British Legion  
[HLF Official 1] – HLF Cymru  
[AC-NMW Official 1] – Amgueddfa Cymru -  
National Museum Wales

#### **Apologies:**

[S4C Official 1]  
[National Eisteddfod Official 1]  
[Wrexham County Borough Council Official  
1]  
[WG Official 7]  
[WG Official 8]  
[RBL Official 2]  
[PCW Official 3]  
[WG Official 9]  
[Snowdonia National Park Authority 1]  
[WG Official 10]  
[National Library of Wales Official 1]

### **1. Welcome, Introductions, Minutes of last meeting**

The minutes of the last meeting were agreed to be an accurate record.

### **2. Programme Update**

[WG Official 1] outlined the highlights from the Board update:

- The Programme of Events brochure is due to be published in the next 3-4 weeks
- The War at War educational app will be launched on 27 June
- Update on the memorial in Flanders campaign – the dedication will take place on 16 August

### **3. Social Media & Media Monitoring Update**

[WG Official 3] explained that monthly reports were now being sent to the Programme Board, summarising key social media activity and media highlights.



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She encouraged members to mention @walesremembers & @cymruncofio or use the hashtags #cymruncofio and #walesremembers.

The media monitoring service is now up and running with a monthly report also going to the Programme Board. The daily emails are a useful source of content for social media and are informing an hourly schedule document for 4 August planning.

[WG Official 3] is putting the finishing touches to a digital story about a Welsh woman's quest to trace her Grandfathers involvement in the First World War and her discovery of his grave in a military cemetery in France. This will be promoted via social media and [WG Official 3] asked for partners to share, especially the British Legion who feature in the story.

### 4. Evaluation and Materials

[WG Official 2] explained that the evaluation plan is being developed and mechanisms such as research and media monitoring are in place. [WG Official 3], [WG Official 6] and Lesley-Anne Kerr from CyMAL are leading on it. Anyone with anything to contribute should email [WG Official 6] or [WG Official 3].

Collateral has been created for use at events, examples of the bookmarks, postcards, business cards and folders were on display at the meeting in Cardiff. Anyone who wished to display any of these materials at any events they should contact [WG Official 3] who can provide some – there are roller banners available too - two in Aberystwyth and two in Cardiff. Information sheets and a contact form are also in development and will be ready in the next few weeks. [WG Official 3] to speak to [WG Official 5] about providing something for the stand at Hay.

### 5. Members Updates

[BBC Official 2], a news journalist from the BBC attended the meeting and explained that he was interested in all activity taking place across Wales - small or large.

#### National Museum

[AC-NMW Official 1] is working on a marketing brochure covering First World War activity across all 7 sites. The poppy seeds have been sown outside all the museums in Wales, in partnership with the British Legion. Two major exhibitions are approaching, the Equus the role of the horse in war at the Royal Legion museum, starting on 26 June and 'Efforts and Ideals' propaganda lithographs from the Ministry of Information, launching with a breakfast event taking place 9-10am on 2 June.

#### National Assembly for Wales

4 August activities at the Eisteddfod include a lecture by the historian Dr Gethin Mathews and Aled Eirug.



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The main focus of activities will be around 11 November 2014 – Aled Gruffydd Jones will be delivering a lecture that evening. There will be a series of debates with school children taking place on an annual basis. [NAfW Official 1] reinforced the offer of the pierhead building for First World War related exhibitions partners may be looking for a venue for.

### **Royal British Legion**

[RBL Official 1] (attending the meeting in the place of [RBL Official 2]) updated the group on 3 campaigns, the Centenary Poppy Campaign - poppy seeds have been sent to every school in the UK, Centenary Fields campaign – half of all Local Authorities in Wales have already signed up and Everyman Remembers – a digital war memorial attempting to record online the names of everyone who died in the First World War.

### **HLF Cymru**

[HLF Official 1] explained that HLF Cymru are funding around 3-5 First World War related community projects per month, with another big announcement imminent.... He agreed to send [BBC Official 2] details of all funded projects. He explained due to capacity issues they won't be having a presence at the Eisteddfod this year.

### **Visit Wales / Major Events Unit Welsh Government**

[WG Official 5] mentioned that journalists from German lifestyle magazines are interested in what is taking place in Wales for the Centenary. She also agreed to send [BBC Official 2] details of a group of school children from East Germany come over to the Mumbles every year.

### **Communications Welsh Government**

[WG Official 6] explained that the Wales at War app will be launched on 27 June, the schools grant scheme is now live, and PR is being planned around the first school to receive funding. She also gave an update on arrangements for the unveiling of the new Welsh Memorial in Flanders

### **BBC Coverage**

[BBC Official 2] explained that plans are still to be finalised for the exact broadcast timings on 4 August. Arrangements are being made to cover the memorial unveiling in Flanders. The BBC WW1 Roadshow will be at Rhyl Airshow on 30 August. There will be a special week on coverage during the week starting 1 November, stories and themes are still in development.

### **BBC Online Guides**

[BBC Official 3] was unable to attend the meeting but sent through the following update:

WW1 At Home aims to broadcast/publish 1400 stories about how the War affected places across the UK. BBC Cymru Wales will be covering 100 stories in English and 100 in Welsh over the coming year. We broadcast 20 in February and are about to broadcast another tranche of 30 stories starting in early June on Radio Wales and



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late in June on Radio Cymru . We would like to thank a number of partners involved in Cymru'n Cofio for their on-going support, suggesting ideas and contributing to these stories. We are still open to more ideas particularly stories which we can peg to a specific date over the coming year. You can find the stories via [bbc.co.uk/ww1](http://bbc.co.uk/ww1)

### **National Library + Cymru'n Cofio Wales Remembers 1914-1918 website**

[PCW Official 1] & [PCW Official 2] confirmed the National Library will have a presence at the Eisteddfod. They gave an update on the development of the website, the new Events page will be live shortly.

### **6. National Service of Commemoration - 4 August**

[WG Official 2] updated the group on progress with the service at Llandaff Cathedral. The group-wide programme of activity at the Eisteddfod was also discussed and it was agreed the WG Communications team would produce a schedule of activity at the Eisteddfod, a proforma to be sent round to the group in order to collect information for the schedule. This could then be used as a programme on the day. [BBC Official 2] said this would provide excellent broadcast content for the day, [WG Official 3] also to send him the 4 August hourly schedule once it has been updated and the Programme document when it is published in 4 weeks.

**Next Meeting: September 2014**