



Communications Working Group

Note of Meeting – Tuesday 21 October 2014 10:00-11:00am

Video Conference:

Aberystwyth, Welsh Government Building, Meeting Room 11
Cardiff, Cathays Park, Tyddewi
Llandudno Junction, Welsh Government Building, Dyffryn Clwyd

Present:

Aberystwyth

[PCW Official 1] – People's Collection
Wales
[NLW Official 1] – National Library
[WG Official 1] – CyMAL

Cardiff

[WG Official 2] - Welsh Government –
Chair
[WG Official 3] – Welsh Government
[BBC Official 1] - BBC
[WG Official 4] – Welsh Government
[WG Official 5] – Welsh Government
[WG Official 6] – Welsh Government
[WG Official 7] - Welsh Government
[RBL Official 1] – Royal British Legion
[HLF Official 1] – HLF Cymru
[AC-NMW Official 1] - Amgueddfa Cymru -
National Museum Wales

[WG Official 8] – Welsh Government
[WG Official 9] – Welsh Government

Llandudno Junction:

[Wrexham Council Official 1] – Wrexham
Council

Apologies:

[S4C Official 1]
[National Eisteddfod Official 1]
[British Army Official 1]
[Wales Council for Voluntary Action Official
1]
[Wrexham Council Official 2]
[WG Official 10]
[RBL Official 2]
[PCW Official 2]
[Snowdonia National Park Authority 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

Summer Activity

[WG Official 2] thanked partners for helping to make the events of the Summer such a success. [BBC Official 1] added that excellent feedback had been received from members of the public from the Service of Commemoration at Llandaff Cathedral, the service fitted very appropriately with the coverage from across the rest of the UK. The excellent broadcast coverage from the Langemark memorial unveiling was also discussed.

Progress Update



Communications Working Group

[WG Official 5] highlighted the key programme activity on the Roadmap and asked members to forward her details of any relevant activity and events to include on the document.

The Centenary Fields Project in Wales would be launched later that day by the Deputy Minister, with the Fields in Trust and the Royal British Legion.

The next Programme Board Meeting is on 4 December.

[WG Official 2] said that she had attended a recent meeting about Gallipoli commemorations, one of the key events for 2015. The focus for Wales is likely to be in August, with the rest of the UK looking at April. There was discussion about whether this would affect the broadcast arrangements. **[WG Official 2] to raise this issue at the next meeting in December 2014.** She also requested the group let her know of any Gallipoli related activity.

3. Programme 2015

Content is being sought for the 2015 brochure. [WG Official 5] requested any events to be sent through for inclusion by **7 November**. They can be emailed to [WG Official 5] or submitted through the website.

4. Evaluation

[WG Official 4] explained that as well as the ongoing evaluation of the Programme using media monitoring, social media reports and market research, she is developing a learning questionnaire and an event evaluation form which will soon be available on the website. She will be encouraging members to use these resources so the programme can be evaluated in a consistent way.

Social Media channels are continuing to build following despite a lull in activity. Twitter @walesremembers now has 1,450 followers and mentions are increasing, reflecting its influence.

[BBC Official 1] pointed out a gap in evaluation in that the media monitoring service is not picking up broadcast media. The service at Llandaff Cathedral had high viewing figures approx. 25-30,000 views live.

5. Website update

[PCW Official 1] gave an update on website content submitted during the last reporting period:

- 73 events
- 18 news stories
- 4 projects
- 38-40 queries submitted

[PCW Official 2] is currently sorting out some bugs that have appeared on the events page.



Communications Working Group

6. Round Table Updates

National Library

[NLW Official 1] said the main focus at the moment from the National Library are the educational resources.

Archives

[Wrexham Council Official 1] is working on 'Explore your Archive' a UK wide campaign from the National Archives, with a strong WW1 focus. The launch in Wales is on 10 November at the West Glamorgan archives. **[Wrexham Council Official 1] to send round a film about WW1 archive material being used to promote the campaign.**

There will be events at: Flintshire Record Office on 12 November, Gwent on 11 November, Wrexham 22 November and Glamorgan on 27 October.

National Museum

[AC-NMW Official 1] is working on the Museum's WW1 event brochure for 2015, as well as feeding into the *Cymru'n Cofio* Wales Remembers 1914-1918 brochure with the Museum's events. This year's Remembrance event takes place on 8th November with a digital database open day taking place on the same day.

Cabinet Communications – Welsh Government

The Remembrance Sunday National Service of Commemoration is taking place on 9 November, lead by [WG Official 2]'s team in partnership with Cardiff Council and the Royal British Legion. There will be a launch event for the Programme 2015 early next year.

Education Communications – Welsh Government

[WG Official 3] gave an update on the educational resources being developed with the National Library, the Secondary Schools grant scheme and the app. [BBC Official 1] asked when the app will be ready and said it would be a good opportunity for publicity.

BBC

[BBC Official 1] said the BBC will be broadcasting the Christmas Truce event in Frelinghien, France on 13 December, and suggested that might be a good time to launch the education app. He requested anyone with information about Zandvoorde events to get in touch.

Heritage Lottery Fund

[HLF Official 1] reported that 3 or 4 applications are being awarded each month in Wales, the Wales for Peace Project being a recent big one.

Culture Communications – Welsh Government



Communications Working Group

[WG Official 9] mentioned a couple of WW1 related cultural events taking place on 9 November.

Royal British Legion

[RBL Official 1] mentioned the Fields in Trust event taking place that day, the arrival of HMS Somerset for Remembrance Sunday, the Roy Noble radio show will be broadcast live on the Sunday. Next week the statue outside the RBL shop in Cardiff will be unveiled. On 5 November the Field of Remembrance opens at Cardiff Castle

Yr Ysgwrn – an update from [Snowdonia National Park Authority Official 1] who was unable to attend the meeting in person

- June 2014: Yr Ysgwrn received a £2.8million HLF grant for the conservation and development of the site. The WW1 period will be a key theme of the development, alongside Hedd Wyn, agricultural heritage, Welsh social history and Welsh language culture.
- We are currently recruiting a Project Manager and Audience Development Officer for the project. I envisage that the Project Manager will attend Cymru'n Cofio meetings in future (to be confirmed).
- The capital development of the project will be completed by July 2017.
- The activity aspect of the development will be completed by July 2019.

Next Meeting: Monday 26 January 1:30-3:00pm