



## Communications Working Group

**Note of Meeting - Wednesday 11 September 2013, 2:00pm – 3:00pm**

### **Video Conference:**

Caerdydd 3, Cathays Park, Cardiff  
Room 20, Welsh Government Building, Aberystwyth  
National Slate Museum, Llanberis

Present:

#### ***Aberystwyth***

[WG Official 1] – CyMAL

[WG Official 2] – CyMAL

#### ***Cardiff***

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

[HLF Official 1] – Heritage Lottery Fund

[WG Official 4] – Welsh Government

[NAfW Official 1] – National Assembly for Wales

[WG Official 5] – Welsh Government

[S4C Official 1] – S4C

[RBL Official 1] – Royal British Legion

#### ***Llanberis***

[PCW Official 1] - People's Collection Wales

### **Apologies received from:**

[WCBC Official 1] – Wrexham County Borough Council

[NLW Official 1] – Llyfrgell Genedlaethol Cymru

[WG Official 6] – Welsh Government

[WG Official 7] – Welsh Government

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

[WG Official 8] – Visit Wales

[WG Official 9] – Cadw

[Eisteddfod Official 1] – National Eisteddfod of Wales

[BBC Official 1] – BBC

[PCW Official 2] - People's Collection Wales

[NLW Official 2] – Llyfrgell Genedlaethol Cymru

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

The minutes of the previous meeting were agreed, [WG Official 3] updated the meeting on a few issues such as the logo which is now in use on the website, social media etc. [WG Official 3] encouraged all partners to start using the logo on appropriate publicity materials they are developing. The events planner has also



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been updated and will be sent round to members with minutes. **Action:** [WG Official 5]

### 2. Terms of Reference

[WG Official 3] requested members' views on the Terms of Reference document, circulated with papers. She explained these were in a similar format to the other First World War Centenary Working Groups: Community Activities, Education and Historical Interpretation. [RBL Official 1] suggested including something on reviewing the efficacy of output and making any subsequent updates. [WG Official 3] agreed, saying this could be included in the evaluation section. **Action:** Feedback any comments on the Terms of Reference to [WG Official 3].

### 3. Programme Board Update

[WG Official 2] said the next meeting of the Programme Board will take place 30 September, she will share the minutes with the rest of the group as soon as they are available.

### 4. Website Update

[WG Official 2] reported the website is due to go 'live' within the next week. Comments from members who had seen the latest version were very positive.

[WG Official 2] confirmed that T People's Collection Wales is now managing the site. Organisations with any content to go on the site, particularly in terms of projects, news and events, should contact [PCW Official 2]. [HLF Official 1] added that Heritage Lottery grants are being awarded each month and he would send through details for inclusion on the site. [PCW Official 1] said there was a dedicated projects section on the site where these could go.

[WG Official 3] noted that the Communications Team would draft a form of words to introduce and signpost the site, for circulation to members, Programme Board and other Working Groups. Recipients would be encouraged to feature the form of words on the websites of their respective organisations. This would facilitate Search Engine Optimisation and increase indexing ranking of the *Cymru'n Cofio* Wales Remembers 1914-1918 website. **Action:** [WG Official 3] to discuss with [PCW Official 1].

[PCW Official 1] explained he is organising a workshop in November, which will be a one-day interactive session looking at the development of the website. Anyone from the group is welcome to attend and ideally there would be representation from each partner organisation. **Action:** ALL to consider nominations for attending.

### 5. Social Media update



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[WG Official 5] updated the meeting on the progress with setting up Social Media channels. Twitter feeds have been set up: @walesremembers and @cymruncofio. One bi-lingual channel was not feasible due to the size restrictions of names.

She encouraged partners to follow and send through ideas for tweets retweets etc.

The Facebook page is in the process of being set up and will be ready for the launch of the website. This will be one bi-lingual page 'Cymru'n Cofio Wales Remembers 1914-1918'

**Action:** members to follow social media channels

There was a discussion about hashtags; a number of different variations were discussed: #WW1Wales, #WW1Cymru, #WW1, #RhyfelBydCyntaf, #RhB1, #WWI, #FirstWorldWar

It was agreed to get a consensus from the group and carry out a Twitter search of hashtags currently being used:

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*Search by [WG Official 5]: Most commonly used hastags in order of popularity:*

#WW1 - by far the most commonly used  
#WW1 #Centenary  
#WW1centenary  
#FWW

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**Action:** Members of Group to feedback the hashtags they were considering using.

### 6. FM Visit to Belgium and France

[WG Official 4] updated the group on the arrangements for the FM visit taking place on 18 & 19 September. He agreed to share the itinerary with the rest of the group and is expecting good coverage – the visit is being covered by BBC and ITV.

### 7. Launch of Programme

[WG Official 3] confirmed the date of the launch – 28 October, a Monday morning during the half term week. Other key dates around that time: Dylan Thomas 99<sup>th</sup> Birthday - 27 October, 9 November National Museum launch of their programme at the Oakdale Institute St Fagans.

Tentative venue: Temple of Peace and Health, FM and Sir Deian Hopkin will both be in attendance and hopefully representation from all partner organisations – there will be opportunities for media interviews. Ideas for the format of the launch were discussed and [S4C Official 1] offered to pull together a short film for the launch.



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[RBL Official 1] confirmed he is happy with the plans from the British Legion's perspective.

Action: [WG Official 3] / [WG Official 5] / [WG Official 4] to liaise with [S4C Official 1] over film montage for launch event

### 8. Round Table Updates

#### S4C

[S4C Official 1] also mentioned a feature film, being produced in partnership with France and Germany which incorporates the story of a Welsh Soldier, it will have a cinematic and TV release and will be in 3D. The premiere is likely to be in June 2014. **Action:** [S4C Official 1] to forward information to [WG Official 2] for inclusion in the Framework Programme before 23 September.

#### Heritage Lottery Fund

[HLF Official 1] updated the group on the event taking place on Wednesday 13 November at the Senedd involving Assembly members. The emphasis is on AMs to organise some community based activities in their constituencies.

#### British Legion

[RBL Official 1] mentioned a number of British Legion related projects:

- Partnership with a major retailer for a centenary poppy appeal
- The Woodland Trust are developing a UK wide commemoration woods project, they have a potential location in Carmarthenshire and are looking for funds to buy land and plant trees
- The British Legion are partnering with WRU for the Poppy Appeal launch this year taking place on 25 October. There will be a dedicated Autumn International match this year and next. There will be an accompanying S4C programme in 2014.
- The Wales Festival of Remembrance is taking place this year on 2 November at St David's Hall. [RBL Official 1] offered a page in the programme to publicise the programme, copy would be needed by the end of September.
- The British Legion are looking to build links with the Welsh Business Community and are looking at the possibility of presenting to the Cardiff Business Club in the Autumn of 2014.
- Royal British Legion in Wales are currently relaunching their branding and website, once this is complete they will be able to link up with social media.

Action: [WG Official 5] to liaise with [RBL Official 1] over copy/artwork for programme

Arts Council of Wales



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[WG Official 3] had received an update from [WG Official 7] who was unable to attend the meeting, the Arts Council in Wales have started awarding grants for First World War Projects and she will send more detail once she has it.

[WG Official 3] also mentioned she will be attending the next meeting of the UK Government Cross Communications Group later in September and will feedback.

**Next Meeting:** Tuesday 15 October 10am-12pm