



Communications Working Group

Note of Meeting – Tuesday 11 February 2014 1:00-2:00pm

Video Conference:

Aberystwyth, Welsh Government Building, Meeting Room 20
Cardiff, Cathays Park, Conference Room 5
Llandudno Junction, Welsh Government Building, Meirionnydd B3.11a

Present:

Aberystwyth

[WG Official 1] – CyMAL

[WG Official 2] – CyMAL

[PCW Official 1] – People's Collection Wales

Cardiff

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

[WG Official 4] – Welsh Government

[BBC Official 1] - BBC

[NAfW Official 1] – National Assembly for Wales

[WG Official 5] – Welsh Government

[WG Official 6] - Cadw

[WG Official 7] – Welsh Government

[WG Official 8] - Welsh Government

[RBL Official 1] – Royal British Legion

[HLF Official 1] – HLF Cymru

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

[WCVA Official 1] - WCVA

Llandudno Junction

[WCBC Official 1] – Wrexham County Borough Council

[Eisteddfod Official 1] – National Eisteddfod of Wales

Apologies:

[WG Official 9]

[S4C Official]

[Welsh Local Government Association Official 1]

[National Library of Wales Official 1]

[Snowdonia National Park Authority Official 1]

[WG Official 10]

[WG Official 11]

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] noted that the last First World War Centenary Programme Board meeting had taken place on 30 January and the next one will take place 21 March. Recent developments were outlined in the Progress Update paper; she highlighted that the Framework Programme had been sent to a wider targeted audience including Welsh Lords and Welsh members of the European Parliament.

[WG Official 1] encouraged everyone to make the best use of the *Cymru'n Cofio* Wales Remembers 1914-1918 website, ensuring that information from their respective organisations on related news, events and projects was featured on the website. For this purpose, contact should be directed via:

People's Collection Wales:

- [PCW Official 2]@llgc.org.uk



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- [PCW Official 3]@llgc.org.uk
- [PCW Official 1]@rcahmw.gov.uk

We also encourage you to ensure CyMAL is made aware of your activity via cymruncofio-walesremembers1914-1918@Wales.GSI.Gov.UK.

Cymru'n Cofio Wales Remembers 1914-1918 has also recently released a 'Call for Information' and devised new forms to capture information on activity relevant to Wales, as an alternative method of communication. Please use these, and/or share with partners.

[WG Official 1] noted that the First Minister and the Culture Minister were that day unveiling the design of the new Welsh Flanders memorial in the Senedd (*[WG Official 3] late to the meeting for that reason*).

3. Programme 2014 Publication

[WG Official 2] described the format of the publication due for publication in May / June 2014, it will be informal in style similar to the DT100 document. Any events for inclusion to be sent to cymruncofio-walesremembers1914-1918@Wales.GSI.Gov.UK before 21 February 2014.

4. National Eisteddfod presence and Llandaff Cathedral Vigil - 4 August

Vigil

[WG Official 3] outlined what is taking place on a UK wide basis on 4 August:

- a service in Glasgow in the morning marking the start of the Centenary and the end of the Commonwealth games
- Followed by a service in France with European leaders
- Evening – planning of vigils in Belfast, London, Cardiff and Edinburgh – ending at 11pm.

[WG Official 3] confirmed her team have been in discussion with colleagues at Llandaff Cathedral regarding the event in Wales, a project team has been set up and has had its first meeting.

Eisteddfod Presence

[WG Official 3] asked members to share any plans they have for Centenary commemoration at the National Eisteddfod in order that all partners are aware of the activities relevant to the First World War which are being organised and to enable the Eisteddfod to plan ahead.



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[AC-NMW Official 1] - the Centenary will be one of the themes of Amgueddfa Cymru – National Museum Wales's stand and they will be referencing the 'Efforts and Ideals' exhibition which will just have opened at National Museum Cardiff. They will be planning some activities and would like to be part of a trail connecting all the partners present.

[WCVA Official 1] - the WCVA have a stand and plan to be involved.

[WG Official 3] - the Welsh Government's education package will have been launched by then and will form part of the Welsh Government's presence.

[RBL Official 1] - the Royal British Legion does not have a stand but is keen to be part of the family of participants. He highlighted two campaigns they have running - the Every Man Remembered campaign and the Centenary Poppy campaign in partnership with B&Q and is encouraging community groups to grow poppy fields. He raised the idea of a poppy field at the National Eisteddfod – [Eisteddfod Official 1] said she would speak to Eisteddfod colleagues about this proposal and get back to him.

[WG Official 6] - the Cadw stand is being planned and will have a literature link.

[HLF Official 1] – HLF Cymru do not always have a stand but they will this year and will be focusing on some of the First World War projects they have funded.

[WCBC Official 1] – there will be a Libraries stand linking with Literature Wales, they are in the early stages of discussion.

[NAfW Official 1] – part of the National Assembly's pavilion will be dedicated to sponsoring societies which will include First World War content.

[Eisteddfod Official 1] said she will be clearer about what is happening across the Eisteddfod site before the next meeting in order to coordinate efforts and make sure nothing clashes. [WG Official 3] to collate information on activity from Communications Working Group before the next meeting (May).

5. Communications Strategy and Brand Guide

The Communications Strategy and Brand Guide were both approved by the group. [Eisteddfod Official 1] praised the Brand Guide especially the tone of voice section. [PCW Official 1] said that he had already received a brand related query via the website and had used the brand guide to resolve the query with the Design Team.

6. Round Table Updates National Assembly



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[NAfW Official 1] – as well as planning 4th August they are working with CEWC Cymru ([Welsh Centre for International Affairs Official 1] organising) on a series of debates, Wales for Peace, Wales the War and our Future. They will take place over the next 4 years, will go on tour around Wales with the first and last debates taking place in Cardiff. Other events planned include film club screenings, poetry readings with Literature Wales and an International Politics lecture.

WCVA

[WCVA Official 1] explained this is her first meeting; her colleague [WCVA Official 2] attends the Communities Working Group. She has made a call out to members to find out about any First World War activities taking place to feed back to the group.

Cadw

[WG Official 6] mentioned some work Cadw are undertaking with the Battlefield Register.

Culture Communications – Welsh Government

[WG Official 4] mentioned the National Theatre Wales Owen Sheers Mametz Wood Poetry performance taking place in Usk in July.

Amgueddfa Cymru - National Museum Wales

7 April will see the start of the poppy planting at all National Museum sites across Wales. The Centenary Programme for the rest of the year has now been finalised. [AC-NMW Official 1] to send to [WG Official 5] for circulation to group.

The Museum is working with the BBC on a series of lectures over the next 12-18 months starting in the autumn and being held across a number of National Museum sites.

DT100

Now the centenary year has started DT100 communications activities have stepped up with a lot of coverage achieved. [WG Official 8] to send [WG Official 5] an activities calendar and PDF of the latest event guide for circulation.

BBC

[BBC Official 1] said work is underway on the First World War online guides. The series 'WW1 at Home' stories from across Wales are in production. The majority of the Welsh content will be launched in the Autumn with Wales News spending a whole week in Flanders.

Eisteddfod

[Eisteddfod Official 1] said they are mapping activity across the 5-year period. An internal working group has been set up working across disciplines – they are



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researching stories on the First World War and the Eisteddfod. They are working collectively with all stallholders.

***Cymru'n Cofio* Wales Remembers 1914-1918 website**

[PCW Official 1] reported work is underway planning the future development of the site including the integration of the social media links and the enhancement of the events calendar. Colleagues at the National Library are now uploading content to the site:

- [PCW Official 2]@llgc.org.uk
- [PCW Official 3]@llgc.org.uk
- [PCW Official 1]@rcahmw.gov.uk

Next Meeting: May 2014