



Notes from *Cymru'n Cofio* Wales Remembers 1914-1918 and Imperial War Museums Centenary Partnership Day

Royal Welsh Agricultural Showground, Builth Wells
26 January 2017

Attendees were asked to form groups and were invited to consider the following questions:

Session 1: Lessons Learnt and Ideas Sharing

- a) What have we learnt from 2014 – 2016 Centenary activity that we can apply to 2017 – 2018?
 - How have you monitored/ evaluated your project?
 - Are there any examples of audience feedback to share?
 - How can we help each other?

- b) How have centenary commemorations changed the way we work with:
 - collections?
 - audiences?
 - other organisations?
 - partners?

Session 2: Plans for the Remainder of the Commemoration

- a) What are your FWWC plans/ideas of plans for 2017? Are there any key anniversaries you will be marking? Which audiences would you like to target in 2017?

- b) What are your top five aims and aspirations for the remainder of the centenary and what barriers might prevent you from achieving them?

Session 1: Lessons Learnt and Ideas Sharing

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What have we learnt?

- Projects have sometimes turned out to be much bigger than anticipated with the public eager to get involved and to share personal stories. This has been in large part due to the publicity the centenary period has gathered and the shared public interest in national commemorations, and we should continue to harness this momentum in 2017-18.
- 2014-16 has shown that there is a huge public interest particularly in tracing family histories and discovering personal connections.
- There are still many forgotten stories to be told, including:
 - Experiences and impact of the war at sea, such as U-boat losses and convoy systems, food shortages and malnutrition.
- Help is still needed for HLF applications, particularly in the Welsh language.
- It is important to involve volunteers in projects and to consider carefully how to organise, recruit and retain individuals; however, it can be difficult to determine whether volunteers are involved because of an interest in First World War commemorations or in supporting the activity more generally. It would be useful to evaluate and differentiate levels of commitment.
- Many still find it difficult to evaluate projects, in particular with getting audiences and visitors to complete evaluation forms.
- The centenary commemorations so far continue to be Western Front focused; we need to look to experiences on other fronts. In 2017, it will be important to focus on the war in the Middle East, looking at the Palestine campaign, the battles of Gaza etc., and to consider the resonances today in the context of contemporary conflicts.
- We need to continue to tell stories beyond warfare and the 'big battles', looking at aspects such as the change in demographics, the impact on society and local communities, the 1919 police strike and role of female police officers.
- We need to consider the bigger picture: to tell the stories of all those who served and of the men who returned from war, but research needs to be done in order to tell these stories as information on these individuals and the impact the war had on the rest of their lives is lacking.
- Activity must continue after 2019
- We should consider looking at the start of the war in 1914 and the steps that led to its outbreak, which has to some degree been overlooked so far.

How have you monitored your project?

- Methods include a mixture of quantitative and qualitative evaluation, including:
 - SurveyMonkey
 - Twitter Analytic
 - Informal conversations – useful case studies
 - Vox pops
 - Evaluation forms
 - Postcards

- Challenges have included:
 - Some events do not provide a suitable environment for completing evaluation, e.g. community roadshows
 - Diverse audiences can make it difficult to follow one specific method or to evaluate traditionally
 - Small capacity organisations struggle capturing data over the course of a project
 - Audiences can find vox pops daunting

How can we help each other?

- We must continue to share new research and to help disseminate stories.

b) How have centenary commemorations changed the way we work with:

- collections?
- audiences?
- other organisations?
- partners?

Centenary commemorations have been a catalyst for new research at many organisations, providing a focus for activity as well as opportunities to use existing skills and resources to reach diverse audiences in new and exciting ways.

Collections

Inspiring new collections-based research

- Centenary commemorations have inspired new collections-based research and the discovery of previously untold stories.
- The centenary period has raised the profile of local archives and resources which has contributed to unexpected discoveries:
 - e.g. Greenfield Valley Museum – carried out research into industry in the local area which has revealed a change in demographics as women took over the roles of men.
 - e.g. South Wales Police – the museum at Police Headquarters has some items relating to the First World War, specifically Ypres and Amiens – these new stories build up a more rounded picture of wartime experiences.
 - e.g. Women’s Archive Wales – discovery of stories of women listed on war memorials.
- Commemorations have encouraged us to use existing collections in new, different ways and to contribute to projects with a broader remit, e.g. the collection of the Royal Commission on the Ancient and Historical Monuments of Wales is limited in First World War items, but the wide sharing of photography of important sites inspired the new publication ‘Caring for War Memorials’

Using digital technology to share resources and build collections

- Commemorations have encouraged the wide use of digital technologies to share existing material more widely;
 - e.g. People’s Collection – highly significant digital, visual archive
 - e.g. Welsh Newspapers Online

- e.g. First World War Centenary Partnership – resources released from IWM's collections via Extranet site at members.1914.org
- The development of digital archives has shown that there is a huge amount of material available, but the challenge lies in making it accessible and ensuring people are aware that it exists.
- Growth in community crowdsourcing of content to add to existing collections.

Working in new ways to tell stories where there are gaps in collections

- Collections-based research during the centenary period has enabled the widespread discovery of new information about those who died, but this focus has revealed gaps in the collections we hold relating to the stories of those who survived, served and suffered different wartime experiences.
- Current commemorations have provoked a need to change the way we work with existing collections and stories and begin to explore the bigger picture of all those who were involved
- The commemoration has transformed the way in which the National Library of Wales uses some of its collections. The Library has used its own collections and the National Museum's collections to create learning material for the Hwb website which will supplement education plans and the curriculum. Many new collections have been created, for example, Cymru 1914 and a War Memorial collection.
- A collection such as Cymru 1914 has enabled people to look at some of the best resources from the period such as reports written during the War. The website is an important starting point for other projects.
- New websites have been created, such as a website on the history of women during the War. This was created by Women's Archive Wales in collaboration with Glamorgan Archives, with funding from the Heritage Lottery Fund, using collections from the Imperial War Museum (IWM). The Wales at War website was also created which is an important resource for school children and others.
- Glamorgan Archives has looked at its collections in a different way, focussing on the theme of the War and publicising its collections through blogs.
- Swansea University is working on a project called 'Welsh Memorials to the Great War' sponsored by 'Living Legacies 1914-1918 Engagement Centre'. The project investigates the wide range of 'unofficial' war memorials in Wales, creating a database in order to share the information.
- The Wales Remembers website was identified as a useful resource where material from numerous resources can be found in one place which is vital to the legacy of the commemorative period.

Audiences

Providing opportunities to engage young people in different ways

- This still proves to be a challenge but there have been some encouraging developments during the centenary period so far with successful engagement seen in projects such as:
 - The Commonwealth War Graves Commission's Living Memory project, which gave young people the opportunity to research and take ownership of stories.
 - Llangstone Community Council's new war memorial will include a time capsule created by a local primary school to be opened in 100 years' time.
- Organisations have learnt that First World War projects must be made relevant to younger generations by linking the past with present interests.

- Schools continue to be difficult to engage due to curriculum restrictions around study of the First World War, with many focussing more on the Second World War period. In order to appeal, projects must tie in to the curriculum and offer opportunities for skills-building.

Exploring untold stories to broaden engagement and reach the 'hard-to-reach' groups

- The commemorative period so far has seen a move to consider new ideas and new projects that reflect a variety of wartime experiences as well as the involvement of different nationalities, ethnicities and communities in the First World War.
- The centenary period has provided opportunities to reach previously hard-to-reach groups, opening up new dialogues and enabling wider thinking about other audiences and social groups that we may not have worked with before, as well as thinking more creatively about how our projects can serve their needs.
 - e.g. Women's Archive Wales – through involvement in CWGC's Living Memory project they successfully and effectively accessed new networks, including the Women's Institute.

Harnessing public interest

- The challenge will be to sustain public engagement post-2018 when the focus on remembrance and the First World War has moved out of the public consciousness. One response has been RBL's 'Rethink Remembrance' project, linking remembrance to contemporary conflicts to keep remembrance current amongst today's audiences
- It has been important to link 'then' with 'now', to find content hooks that's keep commemorations relevant, e.g. STEM, Sport Remembers

The National Library's audience includes schools and teachers, as well as the general public.

The Snowdonia National Park Authority also has a wide audience, including schools and history groups – therefore people of different ages and backgrounds.

A lot of interest was shown in the Women's Archive Wales website.

We intend to share the Welsh Memorials to the Great War database as widely as possible, focusing on a lot more than just the Western Front. For example, the information will be available through the Wales at War website in the hope of attracting young people to learn more about the War.

Other organisations

The National Library of Wales is one of many partners who have collaborated with the Snowdonia National Park Authority in delivering all sorts of activities.

The organisations and partners who work with Swansea University on the Welsh Memorials to the Great War project include the Commonwealth War Graves Commission, IWM and Living Memory.

Other key organisations include the National Museum and the Snowdonia National Park Authority.

Partnerships

- Partnerships developed during this period have been strong and successful, with many forming specifically out of the centenary period.
- Projects have seen increased community working.
- Existing relationships have been strengthened through 'informal partnerships'.
- Organisations have benefitted from working in partnerships that bring together different specialisms to deliver a project.
- Glamorgan Archives has worked in partnership with many bodies, including the Heritage Lottery Fund on the David Davies Llandinam project, and Wales for Peace on the Welsh Book of Remembrance.
- The importance of the financial support from the Heritage Lottery Fund was underlined which played an important part in enabling many other projects which have a wide focus.
- It was noted that the commemoration had brought together partners who wouldn't normally work closely with each other, for example the Church and the Army.
- Communities have worked with museums, archives and libraries etc, enabling them to organise projects.
- The commemoration has created opportunities to volunteer and develop new skills.
- There was a sense that the commemoration is community-led.

Session 2: Plans for the Remainder of the Commemoration

- a) What are your FWWC plans/ideas of plans for 2017? Are there any key anniversaries you will be marking? Which audiences would you like to target in 2017?**

Plans and Ideas for 2017

- Powys War Memorials:
 - Screening The Battle of the Somme film
 - researching names on memorials
 - repairs and preservation
- Powys Castle will be recreating experiences of tribunals held at the castle using staff journals.
- Western Front Association will be giving tours at Newport cemetery and researching local FWW histories.
- Llansteffan History Society: new stained glass window commemorating Belgian refugees.
- Llangstone Community Council:– new war memorial covering First World War and Second World War with blank stones for soldiers involved in contemporary conflicts, and will include a time capsule created by a local primary school to be opened in 100 years
- Views of an Antique Land: will be coming to a close, website is now live
- South Wales Police: 2017 booklet released
- Greenfield Valley Museum: factory workers in Flint, change in demographics, looking at the lives of those who were left behind in Greenfield and their roles
- Royal Commission on the Ancient and Historical Monuments of Wales will look at the story of U-boats and losses at sea, particularly two boats lost in Welsh waters. Plans to run a summer roadshow to collect personal stories for the People's Collection
- Royal Fusiliers: as the Third Battle of Ypres ended the Third Battle of Gaza began. Planning a travelling exhibition with Wrexham Museum – 'The Road to Damascus'
- Annual Wales Festival of Remembrance – might be themed around Passchendaele

- Laugharne: will be delivering two exhibitions and a new publication, with schools resources available for loan
- Western Front Association, Gwent Branch: HLF bid going in for a project at Newport Cathedral in November 2018, which will involve the local community, schools and the general public.
- Project Zero have secured HLF funding to deliver a project, led by volunteers from the local community, which focuses on the development and role of the dirigible (airship) over Wales

Key anniversaries

Are there any key dates that you will be giving attention to?

- Women's Land Army – January 1917
- America's entry into the war
- Death of Hedd Wynn
- U boat warfare
- Battle of Vimy Ridge, includes Welshmen emigrants to Canada/ North America
- Land tribunals
- Airship deployment
- Messines
- Palestine, Gaza, Jerusalem and the Middle East – 1-2 November, including the loss of many Welshmen from the 53rd (Welsh) Division
- Welsh regiments at Arras, Cambrai
- Third Battle of Ypres – Passchendaele, including the death of Hedd Wyn (31 July)
- Explosion in a military weapons factory in Pembrey, Carmarthenshire where six people were killed, including two teenage girls

Key considerations for marking anniversaries

- Ensure activity is representative, covering all involved and all perspectives
- Mark anniversaries significant to local community groups as well as national commemorations
- Moving away from telling singular stories of only the key battles and not the wider wartime experience

Which audiences would you like to target in 2017?

- Young people – suggestions included the Air and Sea Cadets, youth clubs and schools
 - Digital audiences – advantages of wide reach and encouraging intergenerational engagement
 - Local communities – exploring shared heritage and unexpected connections
 - Aim to reach the 'hard-to-reach' groups
 - Families
 - Bilingual audiences
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- Wales for Peace are in discussion with the photographer Lee Stow on displaying his photographs on the history of female engagement in peace movements in Wales since the First World War.

One of the main commemorative activities of the National Library of Wales in 2017 will be the Fallen Poets: Hedd Wyn and Edward Thomas exhibition, which will be open between 18 February and 2 September. The Library has developed this exhibition in conjunction with Yr Ysgwrn and schools. The Library is also implementing a project on transcribing the Cardiganshire tribunal (Appeals) documents, which were appeals against military conscription during the First World War in the county. People of all ages, especially young people, will be able to gain access to this material on the Hwb and Cymru 1914 websites and education packs will be created of the digital material. The Library is creating an education programme on Hedd Wyn, and a facsimile of his ode will be on view on its stall in the Urdd Eisteddfod, Bridgend in May 2017.

- The People’s Collection Wales continues to publish and re-publish digital resources, as well as creating collections making them easier to be searched and used for research purposes in education. It’s also working on specific projects, for example, with the Royal Commission on the Ancient and Historical Monuments of Wales and Yr Ysgwrn. People are encouraged to create their own collections on the website.

It stands to reason that the re-opening of Yr Ysgwrn will be the main focus of the commemorative activities of the Snowdonia National Park Authority this year. As well as the re-opening (Yr Ysgwrn will be open to the public in the spring), the Park is collaborating with the community of Trawsfynydd on the Lleud Borffor Festival. This will be a week of activities in Trawsfynydd in September to commemorate the centenary of Hedd Wyn, one of its most notable residents winning the chair in the Eisteddfod. The Park is also working with the Friends of Birkenhead Park on the Black Chair Festival in Birkenhead in September. It will include many activities, such as unveiling a commemorative monument for Hedd Wyn. Yr Ysgwrn and the National Library are also working on ‘In Character’ events in schools along the route of the original Black Chair back to Trawsfynydd from Birkenhead in September.

- The British Association for Local History is working with Cymru’n Cofio Wales Remembers 1914-1918 and IWM to promote the activities held during the commemoration through on-line publications. They review the publications to identify patterns in what is being commemorated. The need for images that are not subject to copyright laws which can be used in resources pertaining to the First World War was identified.

b) What are your aims and aspirations for the remainder of the centenary and what barriers might prevent you from achieving them?

Aims	Challenges
To engage schools	To enable younger generations to understand the impact of the First World War as it passes out of living memory and to ensure it remains relevant to them
To encourage local community involvement	To be representative in the stories we tell
To reach new audiences	To attract people who don’t usually engage
To digitise resources to enable wide-spread sharing e.g. using the People’s Collection to get	<ul style="list-style-type: none"> • To ensure that we let audiences know about resources we have produced and that exist in local, regional and national collections.

more items into the national collection	<ul style="list-style-type: none"> • Keeping abreast of new digital technologies and ensuring our staff and volunteers are trained in their use. • Continued support and training from the People's Collection staff to enable as many groups as possible to contribute.
To sustain public engagement with projects	To find new angles and new content and prevent community groups from feeling that they have explored all local stories
To continue exploring different ways of working	To be flexible, dynamic and responsive to public interests
To form new partnerships	To recognise our organisational weaknesses and use new partnerships to strengthen our programming
To tell the stories of all those who served in the war; not just the men who died, but survivors and their families too	<ul style="list-style-type: none"> • To carry out the research necessary to tell these stories • To fill the gaps in our collections
To begin planning for 2018 and to ensure activity from the commemorative period 2014-18 has an appropriate legacy	<ul style="list-style-type: none"> • To use lessons learnt so far to inform future plans. • To bring projects to a suitable close. • To ensure we record activity properly • To figure out how activity from 2014-18 will be captured and what the legacy will look like: <ul style="list-style-type: none"> - e.g. digital archives? - e.g. compendium of activity?
To exploit the current momentum and public interest in remembrance to sustain and encourage this in the post-centenary period.	<ul style="list-style-type: none"> • Will the level of interest sustain itself? • What can we do to keep public interest alive? <ul style="list-style-type: none"> - e.g. RBL's 'Rethink Remembrance' incorporates the remembrance of soldiers involved in contemporary conflicts to raise awareness amongst younger generations, to make remembrance relevant and to give it currency, and ultimately to encourage remembrance beyond the First World War centenary period.
To continue programming activity post 2018 that will raise awareness of the impact of the war and the inter-war period	<ul style="list-style-type: none"> • To figure out ways in which we can facilitate ongoing conversations about the First World War post 2018. • To counter the assumption that everything finishes in 2018. • To obtain funding • To find capacity to continue when funded posts end in 2018 • To ensure opportunities for networking and partnership working are preserved and sustained.
To record lessons learnt during this period to inform future commemorations, e.g. the Second World War	To avoid moving straight 'on to the next thing'

To keep the interest alive	<ul style="list-style-type: none"> • Varied • Identifiable • Personal experience • Current/ongoing
To spread the work produced	<ul style="list-style-type: none"> • Who? • Where? • Where does the research go? • Communication
To extend the Welsh experience/continue to have a cross section of aspects -The role of girls -The role of Lloyd George	<ul style="list-style-type: none"> • Resources available? • Funds? • Welsh model?
History of the Sea	<ul style="list-style-type: none"> • Interest in Commemorating? • When? • Social/community element?

What have we learnt?

- Thorough planning beforehand
- Time factor to work with a variety/range of partners (12 partners)
- Flexible framework structure

Monitoring

- Immediate reaction – working well e.g Poppies in Caernarfon
- Response over time – evaluate further

Feedback

- Individual stories/tales e.g Gallipoli
- Local element – rather than the National element each time
- To maintain the roots of the project locally from the outset
- Help to understand the intelligence with regard to the figures lost
- The loss of Wales as a Nation
- More rich and powerful to those with an interest
 - Wales 1914
 - Cyw
 - Book of Remembering – Narberth

Organisation Feedback

- The role of girls – contact schools
- Expand
- Relevant stories to the First World War

Help

- More retweets
- Communication
- Social Media/spread the word

Generally

- Need to look closer to home – only on the Western Front e.g Gallipoli
- Context – the effects of the war
 - Home
 - Living

- Taking care of the injured
- The need to work together
- Take advantage of local knowledge
 - Take note
 - Understand the importance

Monitoring

- To complete further work after monitoring
- Evaluation form
- Orally interpret statistics
- Paper version

Audience Feedback (e.g Yr Ysgwrn)

- The role of girls locally/outside the local area
- Hedd Wyn
- Initial audience dialogue
- Pilot group consultation
- Volunteer interest may lead to other projects

Help

- Add value to the resources already available (e.g HWB Cyw)
- Communication
- Evaluation toolkit
- Share the evaluated information
 - With partners
 - Further

Five Main Aims and Aspirations

- Keeping the interest alive – ongoing, personal experience, identify
 - Extent of the value of what we have achieved
 - -e.g After 2017 for MW
 - -Sustainability

- Commemorating the role of girls
 - The effect of the War on their homes and community
 - Continue to have a cross section of interesting aspects
 - Research – Who? Where?
 - Continue the narrative – Communication, Where does the research go?

- Extend the Welsh experience of the FWW
 - Recount – are people aware?
 - Funds
 - Welsh model

- Commemorate the role of Lloyd George
 - Time observation
 - Choose which aspect of his life

- History of the Sea
 - Expand on the year of the Sea
 - Interest in commemorating?
 - Other elements and aspects to commemorate at the same time

- Educational
 - More input / Collaboration
 - Primary schools
 - Access, Transport
 - Pressure?
 - Need to adjust the Curriculum?
 - School's time is limited
 - Difficult to liaise

Five main aims and difficulties

Aims	Difficulties
Expand from the Western front	Natural choice
Legacy/ Heritage – we need to think now	Adequate time? Time when projects are underway Tie in with varied digital output Provide technical package Wales' experience of the War
Eliminate the word Victory	Peoples opinions How to deal with the tone
Narrative – life during the period of the First World War (e.g Diary of life at home/farm, quality of life; travel; letters; with soldiers	How much material is available? Quality of Metadata Work time
Model for Projects/Programmes - Flexible framework structure - Learn through experiences - Focus on the subject	- Flexibility - Prioritise - Funds - Staff time - Institutions/Government - Audience interests/tastes