

# CELEBRATING AND REWARDING MARKETING EXCELLENCE IN WELSH LIBRARIES, ARCHIVES AND MUSEUMS

#marketingawards

## MARKETING

## EXCELLENCE

## AWARDS

## 2017

## Entry form

ENTRY FORM FOR CATEGORY 1: DEMONSTRATING MARKETING EXCELLENCE AND CATEGORY 2: JOINT MARKETING PROJECT OF THE YEAR

Please complete this section if you are entering Categories 1 and/or 2 only. Please note these details will be used for all future correspondence regarding this specific entry. All fields are compulsory. This information will be used for publicity, therefore please ensure all sections are completed accurately.

**Title** [ ]  Mrs [ ]  Ms [ ]  Miss [ ]  Mr [ ]  Dr [ ]  Other

|  |  |
| --- | --- |
| First name | Shirley |
| Surname | Williams |
| Job title | Museum Development Manager |
| Organisation name | Royal Welch Fusiliers Museum |
| Organisation address | RWF Museum, Caernarfon Castle |
| Town | Caernarfon,  |
| Postcode | LL55 2AY |
| Email address | rwfmuseum1@btconnect.com |
| Twitter account @ | @rwfmuseum |
| Organisation profile/overview 100 words maximum |
| The Royal Welch Fusiliers Museum is housed in two towers of Caernarfon Castle. In it you will find a wealth of original exhibits, supported by film, sound and models, which tell the story of over 300 years of service by Wales’ oldest infantry regiment, in peacetime and in war, all around the world.The Museum aims to educate the public and members of the regiment in the history and accomplishments of the Royal Welch Fusiliers through presenting a wide range of objects and works of art in an informative and attractive manner to the widest possible audience.  |

CATEGORY ENTERED (please tick):

Category 1 – Demonstrating Marketing Excellence

[ ]  Public libraries [ ]  Further education libraries [ ]  Higher education libraries

[ ]  Health libraries [ ]  Archives [ ]  Museums

Category 2 – Joint Marketing Project of the Year

√ Joint Marketing Project of the Year

The total word count for the section below must not exceed 2500 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file. Alternatively please provide relevant links.

Project title

Enter the title or name of the marketing project – this will be included in all relevant publicity.

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| Memorial Garden Partnership |

Context

Describe the background/reason for this project. What challenges or opportunities were you faced with?

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| Having heard that we at Caernarfon Castle had been successful in our bid to host the Weeping Window poppies installation, we knew that this was going to be huge in helping us to commemorate the Fallen of WW1 and, for us, particularly the Royal Welch Fusiliers. This turned out to be also a great partnership working opportunity.The Weeping Window artist, Paul Cummings and 14-18NOW, had specific guidelines we had to adhere to, and we felt that we wanted to supplement the poppies display to ensure that our visitors could commemorate individual soldiers and remember the lost RWFs. We also wished to take the opportunity to engage the public by highlighting our continuing project to find photos of the RWF lost in the Great War. In addition to this, 2016 was the year we were commemorating the centenary of the Battle of Mametz Wood where almost 4000 Welsh soldiers had been wounded, killed or were missing. We decided on a “small” memorial garden and through negotiations with Cadw, were allocated a piece of the grounds within Caernarfon Castle to enable us to do this. An early discussion with the British Legion Caernarfon poppies coordinator, Keith Jones, enabled us to order in some poppy crosses that we would then let people plant in our garden in return for a donation to the British Legion’s Poppy Appeal. It soon became apparent that the way forward was through partnership working. We also realised we would need to market our project well if the garden was to do justice to the memory of these men. We were very fortunate in how the project developed as the office of the Lord Lieutenant of Gwynedd contacted us. Mr. Bayley became a hugely supportive partner and gave our project the importance it deserved along with bringing with him Gwynedd County Council as a project partner . We contacted the RWF Comrades Association in Caernarfon who undoubtedly became the driving force of the memorial garden – giving up a huge amount of their time and adding a fantastic dimension to the project as they had all been servicemen and visitors from all over the world could talk to them as they took over the roles of ambassadors to the garden, distributing the crosses, taking in the donations and taking part in a Last Post service every afternoon. 10 Comrades shared this responsibility between July 10th 2016 and November 20th 2016. We also had 5 family members of the Comrades who came to lend a hand.We also worked very closely with the British Legion, under Mr.Kevin Forbes the regional poppy coordinator, as the Memorial Garden grew and grew beyond our wildest dreams – leading eventually to over 11,000 poppy crosses being laid and over £57,000 raised for the Poppy Appeal. Our publicity and marketing throughout needed to be managed and planned because if done well it would bring people into the Castle/Museum. The Museum coordinated most of the press releases about the garden while GCC did the ones about the church services to launch and close the garden. We even carried out some specific publicity stunts so that we got the attention of the Press. This was done in partnership with the RWF Comrades Association and included playing the Last Post and planting a cross on the summit of Snowdon; inviting the whole squad of Caernarfon Town FC to lay a poppy cross and contacting MPs and celebrities. One of the organising comrades, Mr. Paul Rees, kept a close eye of the number of poppies planted and collected photos and comments so that he could bring out a book in 2017. We also had a Facebook page dedicated to the Garden, run by Paul, where we are others could share their photos and comments.List of Partners:RWF MuseumLord Lieutenant of Gwynedd, Mr Edward BaileyGwynedd County CouncilBritish Legion Poppy AppealRWF Comrades Association, CaernarfonSt.Mary’s Church, Caernarfon |

Aims and Objectives

State the aims and objectives that were set for this project – where possible these should be SMART objectives – for example, how many new users or people attending the event were you hoping for?
If possible, include budget and timescale information.

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| • To devise a marketing strategy to get our project into the public eye through publicity stunts, press releases, posters, social media, reenactments, emails and forum postings by (no cost) by July 2016• To purchase red rope and metal posts to mark garden boundary by July 2016 (£188)• To create information panels about the Battle of Mametz Wood for July 2016 (£1086)• To liaise with the British Legion re poppy crosses by June 2016 (no cost)• To recruit RWF Comrades as volunteers by July 10th 2016 (no cost)• To book reenactors plus volunteers and plan a 4 day event to commemorate centenary of Mametz Wood (£2600).• To attend monthly meetings with Gwynedd County Council, the Lord Lieutenant of Gwynedd, the Reverend Canon R.F.Donaldson regarding centenary commemoration of Mametz Wood, the official opening and blessing of the Memorial Garden with a church service at St.Mary’s Church (garrison church), Caernarfon (April to July 2016) (no cost) |



Strategy & Planning

Outline the strategy taken to achieve your objectives and justify your marketing approach – did you undertake any research for example; have your developed new or existing partnerships; did you target a new audience or try a new approach to promoting your services?

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| Our marketing strategy depended hugely on working with our new partners who were integral to the success of the project. This was very successful and helped us to get the Memorial Garden into the public eye. This was done by direct emailing and regular press releases, but also through the use of our social media pages. The target audience was anybody and everybody! We wanted the capture the visitors who were coming to the Castle to see the Weeping Window, we wanted to appeal to our social media followers, we wanted local schools and community groups. They came in their thousands. The Comrades were engaged constantly and Paul recorded that people from 53 countries from around the world placed a poppy cross in our garden. This reflected people from all the major religions as we had different poppy crosses for different beliefs. We had Christians, Muslims, Sheiks, Jews and Hindus. One of his best memories was of a group of Christians, Muslims, Sikhs and Jews attended the Garden at the same time. After chatting to each other by the garden they decided to all go for a coffee together. If only World Leaders could do the same!  |

**Tactics** and Implementation

Set out the plan of activities undertaken to implement the strategy and evidence these over time and against budget. Include examples if appropriate – you may append or link to two additional pieces of supporting evidence – if internet links are included please ensure these will remain live until March 2017. What promotional activity did you undertake; did you use social media and/or traditional media?

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| We had no budget before the project, but were lucky enough to secure a few local grants – which helped us pay for the information panels and reenactors which formed part of the bigger project.The RWF Comrades shared the responsibility of coming to the Castle every day for the duration and most days there were three or four of them present. Our progress was posted on social media at regular intervals and through press releases by us and by Gwynedd County Council. We were featured in the Daily Post, BBC radio and TV. We were visited by Carwyn Jones, First Minister of Wales. <http://www.dailypost.co.uk/news/north-wales-news/thousands-welsh-soldiers-caernarfon-castle-11887760><http://www.dailypost.co.uk/news/north-wales-news/caernarfons-great-war-memorial-garden-12198750><http://www.bbc.co.uk/news/uk-wales-36735044><http://www.dailypost.co.uk/news/north-wales-news/caernarfon-town-fc-lay-poppies-12066377><http://royalwelchfusiliersmuseum.blogspot.co.uk/search?q=summit+snowdon>The Lord Lieutenant officiated at the opening and closing of the garden and also got students from Coleg Meirion/Dwyfor to create a large metal dragon statue mounted on an Oak plinth which stood in the centre of the garden. He and GCC kept in regular contact one the garden was up and running and helped by sourcing some artificial grass type matting when the ground underfoot became muddy and slippery for our visitors. He, GCC and Canon Donaldson also took part in our Remembrance Day projection of Fallen RWF on Castle Square on 11/11/16.  |

Results/Measurements/Outcomes

Present the results of the project, state whether your aims and objectives were achieved and if they were delivered on time and within budget. Evaluate the project using measurements where possible, such as number of new members/visitors, added value to the organisation and digital marketing metrics where applicable (Google Analytics, Facebook insights, Tweetreach). Reflect on what could have been done better; is the project sustainable, could it be rolled out to other user groups or organisations?

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| The result of our joint project was that over 11,000 poppy crosses were laid and the final figure raised was £57,084.47 for the Poppy Appeal which was amazing. The Garden became just as important a “must-see” attraction as the Weeping Window as the word spread so that more and more people visited.For us, the project showed us the power of partnership working – making the whole much better that it could have been if attempted alone. Everybody brought in their strengths and everybody was enthusiastic about the Memorial Garden and that the soldiers should be remembered.We dismantled the garden on 23rd November 2016. We loaned 6 wheelie bins through our partners Gwynedd County Council and all the poppy crosses are now in storage by Gwynedd. Our intention is to burn the poppies in 2018 and scatter the ashes where the memorial garden stood as part of the commemorations of the ending of World War One. |



Date of Project

Provide the start and (if appropriate) finish dates of the project.

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| --- |
| 10/7/16-20/11/16 |

Summary

Provide a brief summary of your project (approx. 150 words) to be used for promotional purposes on the website, social media, etc.

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| Memorial Garden PartnershipThe Royal Welch Fusiliers joined up with the British Legion, Caernarfon’s branch of the RWF Comrades Association, Gwynedd County Council, St.Mary’s Church and the Lord Lieutenant of Gwynedd to establish and run a memorial garden for the fallen of WW1. The garden was launched by the Lord Lieutenant on 10/7/16 as part of our centenary commemorations for Mametz Wood and continued until 20/7/16 taking in the Weeping Window poppies installation was at Caernarfon Castle. Through close partnership working and joint marketing strategies, the garden had over 11,000 poppy crosses laid during that period and raised £57,084.47 for the Poppy Appeal. |

ENTRY FORM FOR CATEGORY 3 – MARKETING CHAMPION OF THE YEAR

Please complete this section if you are entering Category 3. Entries must be nominated by a manager or equivalent – you cannot self-nominate. The nominee must give consent to be nominated.

# Please tick the relevant box below

# [ ]  Library Marketing Champion

# [ ]  Archives Marketing Champion

# [ ]  Museum Marketing Champion

|  |  |
| --- | --- |
| Name of nominator |  |
| Job title |  |
| Organisation name |  |
| Organisation address |  |
| Town |  |
| Postcode |  |
| Email address |  |
| Twitter account @ |  |



Why are you nominating this person?

The total word count for the section below must not exceed 1000 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file.

Alternatively please provide relevant links.

# [ ]  Notable achievements [ ]  Challenges and barriers overcome

# [ ]  Differences made to the service [ ]  New partnerships

# [ ]  Examples of innovative or creative working [ ]  Examples of engaging colleagues in marketing

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|  |

Contact details of nominee

|  |  |
| --- | --- |
| Name of nominee |  |
| Job title |  |
| Organisation name |  |
| Organisation address |  |
| Town |  |
| Postcode |  |
| Email address |  |
| Twitter account @ |  |

Please submit the entry form and any additional documents to jane.purdie@wrexham.gov.uk by 20th January 2017.

Thanks for entering the Marketing Excellence Awards 2017.

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