

Alun Ffred Jones AC/AM
Y Gweinidog dros Dreftadaeth
Minister for Heritage



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Paul Loveluck CBE JP
President
Amgueddfa Cymru - National Museum Wales
Cathays Park
Cardiff
CF10 3NP

Dear Paul,

14 February 2011

Amgueddfa Cymru – National Museum Wales: Remit Letter 2011-12

I am pleased to issue this Remit Letter for 2011-12 to Amgueddfa Cymru – National Museum Wales (the Museum).

The role of the Museum is the advancement of the education of the public, as stated in the objects in its Royal Charter.

The Museum continues to make a very important contribution to a number of priorities outlined in the *One Wales* document, especially:

- A rich and diverse culture
- Learning for life
- A prosperous society

The provision of open and accessible services for the citizens of Wales underpins both the delivery of *One Wales* and the Museum's *Vision*. In the current economic climate, which has set particular challenges for the public sector as a whole, the role of the Museum in offering a free, high quality cultural learning experience to the citizens of Wales, in improving wellbeing and quality of life, and supporting the tourism agenda, is much valued.

Building on the Culture Summit held in July 2010, I want to see greater joint working between and across cultural institutions. Our aim should be to maximise the public benefits we can achieve through working in partnership. My intention is that new or strengthened creative partnerships should emerge to take this work forward.

In addition to the Museum's core work as laid out in its Charter, my priority areas for Amgueddfa Cymru – National Museum Wales in the coming year are:

To deliver the capital projects, and programmes of events and activities, that have been identified as priorities within the Museum's *Vision* for the future, and to identify additional funding streams for their delivery, to include:

Bae Caerdydd • Cardiff Bay
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CF99 1NA

English Enquiry Line 0845 010 3300
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- Completing the National Museum of Art project at the National Museum Cardiff by opening the Upper West Wing for modern and contemporary art;
- Progressing with key infrastructural works at St Fagans: National History Museum and continuing with the conceptual, fundraising and advocacy work for the wider re-development of the site; and
- Continuing with scoping work on the transformation of the ground floor of the National Museum Cardiff into a space dedicated to Natural History.

To deliver an expanded programme of partnership activities, including with the other AGSBs in the Heritage Portfolio, in order to make the Museum's collections more widely accessible throughout Wales and to contribute to the delivery of a more joined-up heritage and culture service, to include:

- Developing the *Cyfoeth Cymru Cyfan – Sharing Treasures* and *Celf Cymru Cyfan – Artshare Wales* schemes;
- Continuing to play a lead role in delivering *Casgliad y Werin Cymru / People's Collection Wales* as an operational service;
- Supporting CyMAL in the implementation of the Welsh Assembly Government's *Museum Strategy for Wales* by leading and supporting on key action points aimed at supporting and developing the wider museum sector; and
- Developing sustainable and long-term strategic relationships, aimed at both improving services to users and to reduce future revenue commitments, with a range of other cultural bodies including the National Botanic Garden of Wales, the National Library of Wales, and the Arts Council Wales, and to provide regular updates on progress achieved.

To develop the national, UK and international profile of the Museum's collections and research activities, to include:

- Promoting Wales on the world stage through a range of programmes and activities.

To enable and promote access to the Museum's collections and services throughout Wales by all members of society, paying particular attention to the needs of disadvantaged communities and minority groups, by

- Continuing with the policy of free entry for all visitors to all sites;
- Maximising inclusive access to all sites, events and activities to meet the needs of all groups in society; and
- Carrying out research to assess the Museum's work in widening access to its sites and collections to all in society, particularly considering the impact of free entry.

To enhance and manage the Museum's collections, estates and resources effectively; by

- Continuing to identify and exploit appropriate opportunities to increase income to support the Museum's long-term aims, through revenue generation at sites and through fundraising with trusts, companies and individuals;
- Continuing to identify and implement appropriate efficiency savings;
- Continuing to take appropriate steps to ensure the long-term sustainability of the Museum Pension Scheme;
- Continuing to use the Museum's resources and activities to raise awareness of environmental issues and support the Welsh Assembly Government's Sustainability Strategy; and

- Developing the Museum's collections in fulfilment of its Charter purpose.

The Museum's Grant-in-Aid allocation to underpin this work is detailed in the following tables.

REVENUE £000s

	2011-12	2012-13	2013-14
Gross Running Costs	24,541	24,051	24,040
Receipts	(1,604)	(1,604)	(1,604)
Depreciation	1,120	1,120	1,120
Net Running Costs	24,057	23,567	23,556

CAPITAL £000s


	2011-12	2012-13	2013-14
Capital Maintenance Grant	600	600	600
Specimen Purchase Grant	538	538	538

In addition, a total of £3.98 million additional capital funding has been allocated for the St Fagans redevelopment project across the three years 2011-12 to 2013-14. Year-by-year allocations will be confirmed in due course.

Payment of grant is subject to compliance with the Museum's Management Statement and Financial Memorandum. As with all budget planning rounds, years 2 and 3 are indicative only at this stage and are shown for planning purposes only.

The Museum's Operational Plan sets out how you will deliver these targets and objectives for the year. You will need to submit your draft Operational Plan for 2011-12 by 28 February 2011. This will allow sufficient time for the plan to be discussed with your sponsor division for final approval and sign off by your Board of Trustees on 7 April 2011 and myself shortly afterwards. Further information on the requirements for the Museum's Operational Plan is set out in Annex 2.

I am extremely grateful for the energy and commitment shown by you, your fellow Trustees and officers of the Museum in the past year in demonstrating the continuing value of investment in culture and heritage, and I look forward to working with Amgueddfa Cymru – National Museum Wales on this progressive agenda for 2011-12.

Sincerely


Alun Ffred Jones AC/AM

Y Gweinidog dros Dreftadaeth/Minister for Heritage

Annex 1: Background to the Remit Letter

Relationship with the Welsh Assembly Government

As well as being a Royal Charter body and Registered Charity, the Museum is also an Assembly Government Sponsored Body (AGSB) receiving funding from the Welsh Assembly Government. CyMAL: Museums Archives and Libraries Wales is the sponsor division for the Museum. The details of the Museum's relationship with the Welsh Assembly Government are set out in the Management Statement and Financial Memorandum (MS/FM).

The Strategic Agenda

The Welsh Assembly Government's strategic agenda for 2007-11 is embodied in the document *One Wales: A progressive agenda for the government of Wales*. The ambition of *One Wales* is "no less than to transform Wales into a self-confident, prosperous, healthy nation and society, which is fair to all".

All AGSBs are expected to acknowledge and act in accordance with the Welsh Assembly Government's strategic agenda.

AGSB Governance Reviews

In 2010-11 we advised you of the programme of governance reviews of public services in Wales. It is our intention to undertake a Governance Review of the Museum during 2011-12 and we will be in contact to discuss the timing of this Review in due course.

Strategic and Operational Planning

The Museum produces an annual Operational Plan which outlines in more detail how the Museum will deliver the priorities and objectives agreed for the museum for 2011-12 in this Remit letter, together with achieving its strategic aims as identified in the Museum's *Vision Map*.

Efficiency

Improving the efficiency of public services in Wales and maximising the value for money of public investment is vital to ensuring delivery of the best possible service for the available resources. Collation of information relating to efficiencies is undertaken with all public sector bodies in Wales.

Annex 2: Operational Plan Guidance

You will need to submit your draft Operational Plan for 2011-12 by 28 February 2011. This will allow sufficient time for the plan to be discussed with your sponsor division for final approval and sign off by your Board of Trustees on 7 April 2011 and myself shortly afterwards.

Performance Indicators

You will agree targets for performance with your sponsor division which shall include the following core targets monitored by the Heritage Department:

- Total number of visits
- Number of participants in formal learning activities
- Number of participants in informal learning activities
- Number of website visits
- Number of venues to which loans have been made

Delivery

Your Operational Plan should identify how the Museum will:

- Deliver and evaluate work programmes, including allocation of resources, milestone targets and risks;
- Set targets for income generation and efficiency savings. I will be commissioning a report on AGSB progress in these areas to be submitted by December 2011;
- Contribute to other public bodies' work, noting any proposals to work in partnership with other AGSBs and other partners to help deliver key outcomes that inherently go wider than any one body;
- Communicate, engage and work closely with the Voluntary and Private Sectors;
- Support implementation of the Wales Spatial Plan and the delivery of local authorities' Community Strategies, where possible;
- Support implementation of the Sustainable Development Action Plan;
- Engage meaningfully with the public through your ongoing consultation exercises;
- Mainstream sustainable development¹, equality², partnership working³, and promoting the Welsh language⁴ into the way you do your business (including through your estate management, procurement processes and programme activities) and comply with applicable statutory duties;
- Assess the implications of its budgetary decisions on equalities issues;
- Demonstrate your commitment to tackling child poverty in Wales⁵; and
- We would welcome the Museum's continued involvement with the Communities First initiative, targeting services, where appropriate, at the most deprived areas of Wales. We would welcome the inclusion of the work carried out in Communities First areas, and in particular with Communities First Partnerships, in quarterly and annual reports.

¹ Section 79 of the Government of Wales Act 2006.

² Section 77 of the Government of Wales Act 2006, and additional public sector duties created by the Race Relations (Amendment) Act 2000, Disability Discrimination Act 2005 and Sex Discrimination Act 1975 (Public Authorities) (Statutory Duties) Order 2006.

³ The Assembly Government has a duty under sections 73, 74 and 75 of the Government of Wales Act 2006 to promote the interests of Local Government, the Voluntary Sector and Business sector.

⁴ As set out in section 78 of the Government of Wales Act 2006, and the Welsh Language Act 1993.

⁵ The Children and Families (Wales) Measure 2010 places a duty on Welsh authorities to produce their own child poverty strategy.

Communication

The Museum's Communications Plan should be shared with the Welsh Assembly Government, and include arrangements for measuring and reporting effectiveness in engaging stakeholders and in communicating progress.

Ideally, your Plan should also lay out how, in your position as leaders in the sector in Wales, you can further develop mechanisms and networks to share best practice and messages amongst stakeholders and deliverers across the sector, and how you can work with the Welsh Assembly Government to explain our commitment to providing opportunities for all to access our rich and diverse heritage, and to ensuring Wales' position as a strong and confident nation on the world stage.

I do not propose to reiterate previous guidance in areas such as Procurement, Data Security, Business Continuity and European Funding, but needless to say these continue to be relevant and should be borne in mind during the normal course of your business.