

Amgueddfa Cymru – National Museum Wales

a world-class museum of learning

our vision for the next ten years

national
wool
museum
amgueddfa
wlan
cymru

national
museum
amgueddfa
genedlaethol
cardiff
caerdydd

st fagans
national
history
museum
amgueddfa
sain fagan
werin
cymru

big pit
national
coal
museum
amgueddfa
lofaol
cymru

national
slate
museum
amgueddfa
lechri
cymru

national
roman legion
museum
amgueddfa
lleng rufeinig
cymru



Amgueddfa
Genedlaethol
y Glannau

National
Waterfront
Museum

Through our outstanding collections, curatorial excellence and learning expertise, Amgueddfa Cymru – National Museum Wales is ideally placed to strengthen tolerance, citizenship and mutual respect for the diverse communities of Wales and the world.

Our Vision has emerged from a period of external consultation and internal development. Find out more about us at www.museumwales.ac.uk.

Amgueddfa Cymru – National Museum Wales shares broad ambitions with our sponsoring body, the Welsh Assembly Government, including a commitment to 'strengthening Wales's cultural identity and helping to create a bilingual country', as outlined in the Government's strategic plan *Wales: A Better Country*.

our vision is to create a World-Class Museum of Learning

To achieve this, we need to combine

- > *excellence* in the way we *share* the knowledge inherent in the national collections with
- > our own development as an organization that is itself continually learning.

What will this World-Class Museum of Learning be like?

- > Learning is a catalyst for change – so things will look and feel different...
- > our existing visitors will find new experiences at their national museums...
- > and, because things are changing, a whole new group of people will discover what our work means to them for the first time.

Reflecting this, our main priorities over the next ten years will be:

creating living museums...

...where the collections tell their stories more clearly, and visitors experience life in the past and present and explore a variety of possible futures.

We will do this by:

- > creating new displays at National Museum Cardiff to show contemporary art and present historical and recent art in a different way, allowing the art collections to tell a greater range of stories
- > creating spaces at National Museum Cardiff where we share our scientific research and use our natural science collections, to help our visitors understand our shared environment
- > re-displaying the archaeology collections at National Museum Cardiff and developing dialogues between them and the social history collections at St Fagans: National History Museum, so that new stories emerge
- > increasing the range of interpretation at St Fagans, to give a clear historical timeline and opportunities to explore the complex layers of personal experiences that formed the societies and individuals who live in Wales today. This will be the first phase of the creation of a national museum of archaeology and history at St Fagans.

In all of these areas we will concentrate our interpretative work around the themes of:

- + Belonging
- + Origins
- + Futures
- + Creativity
- + Life



Glanely Gallery at National Museum Cardiff is where visitors of all ages come to experience the collections 'hands-on'.
Photo: Kiran Ridley



St Teilo's medieval church is being painstakingly re-erected at St Fagans National History Museum.
Photo: Wales News Service

developing flourishing collections...

...that are well-used, sustained and growing.

We will do this by:

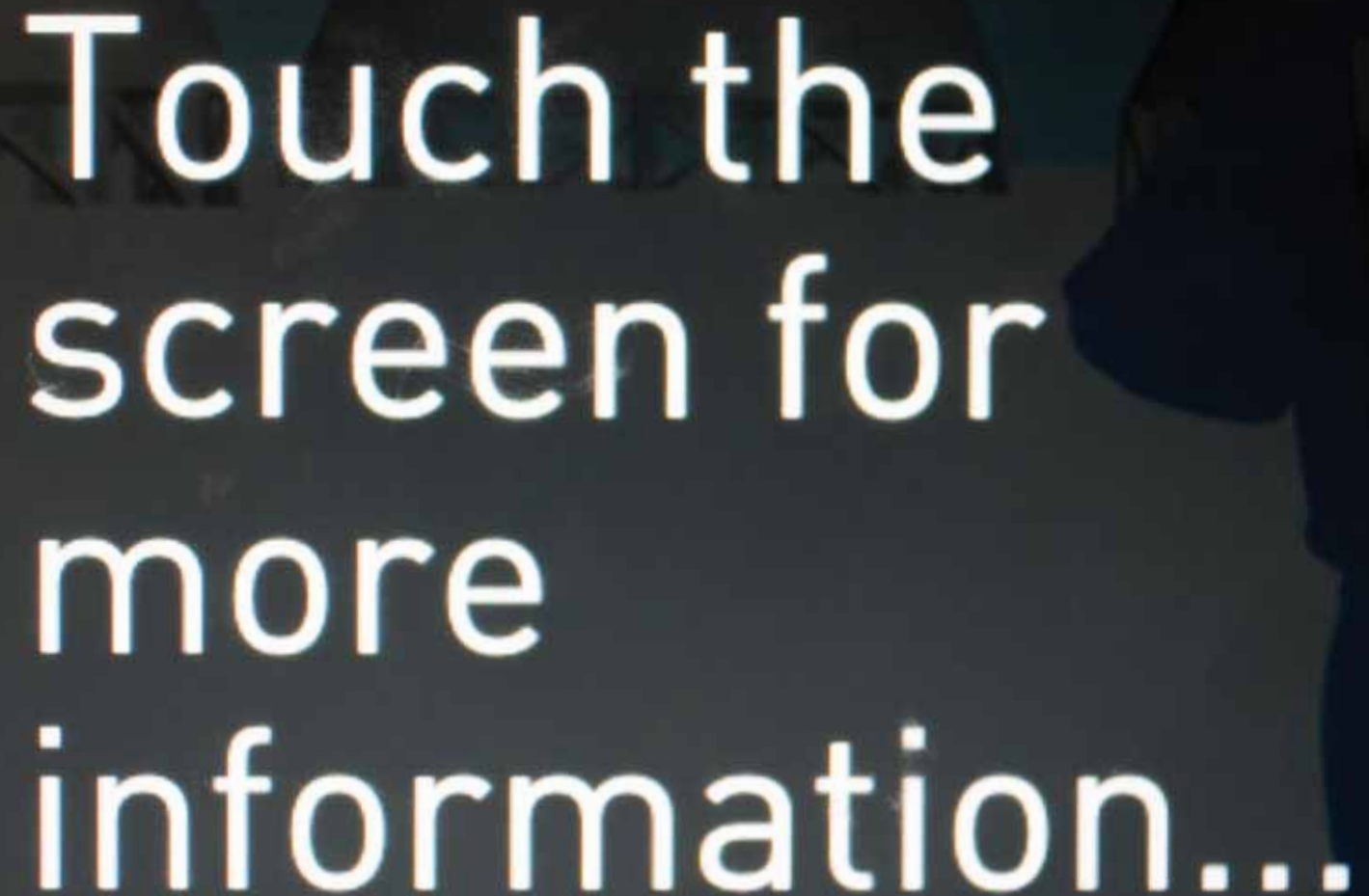
- > adding to the collections in ways that are relevant to the needs of today and the future; working with relevant stakeholder and visitor groups, to ensure that the collections are meaningful to the diverse peoples and cultures of Wales
- > implementing physical improvements at our museums, so that visitors experience the collections in accessible, safe and well-maintained environments
- > maintaining internationally approved standards of care for the collections, so that they are safe for future generations
- > making collections-based study spaces and improving the dissemination of the results and findings of our collections-based research, to increase physical and intellectual access to our reference collections.

finding paths to make sense of the world...

...using a variety of media suitable for diverse learning styles, to create equality of access to the collections.

We will do this by:

- > learning from our visitors, so that together we are able to use the collections for enriching and enjoyable learning experiences that reflect the diverse educational needs of all our visitors
- > using new technologies to create a 'Virtual Museum of Wales' that is both local and global in reach, to bring new opportunities for learning in diverse ways and environments
- > continuing to implement our Welsh Language Mainstreaming Strategy and ensuring that our interpretive materials are produced bilingually in Welsh and English, and developing the provision of materials in a selection of other languages, both European and from the diverse cultures of Wales
- > ensuring that our research programmes meet the requirements of our visitors and users as well as of the collections; identifying learning objectives and target audiences in all our projects, to create a user-centred museum.



Touch the screen for more information...

The National Waterfront Museum in Swansea uses cutting-edge interpretation to bring Wales's industrial history to life. New developments at National Museum Cardiff and St Fagans will build on this.
Photo: Steve Benbow



Our museums will become ever more welcoming places where visitors will share our work and contribute to its development.

Photo: Steve Benbow

learning through sharing...

...our plans with visitors and jointly developing the ways in which we work, to provide meaningful access to the collections for the diversity of peoples who have made Wales their home.

We will do this by:

- > finding ways to welcome and engage with people who don't currently visit our museums, and asking how we can make our events, exhibitions and the national collections more relevant to the diversity of lifestyles in today's Wales
- > reaching out to and learning from partners in the diverse communities of Wales, so that the scope of our work is enriched and develops along new learning pathways
- > actively pursuing race equality and placing a commitment to the values inherent in an open and diverse society at the heart of all our work, to help us develop a tolerant, multi-cultural organization
- > developing our learning agenda, so we become known as an organization where open discussion of contemporary issues takes place in a non-prejudicial and inclusive environment.

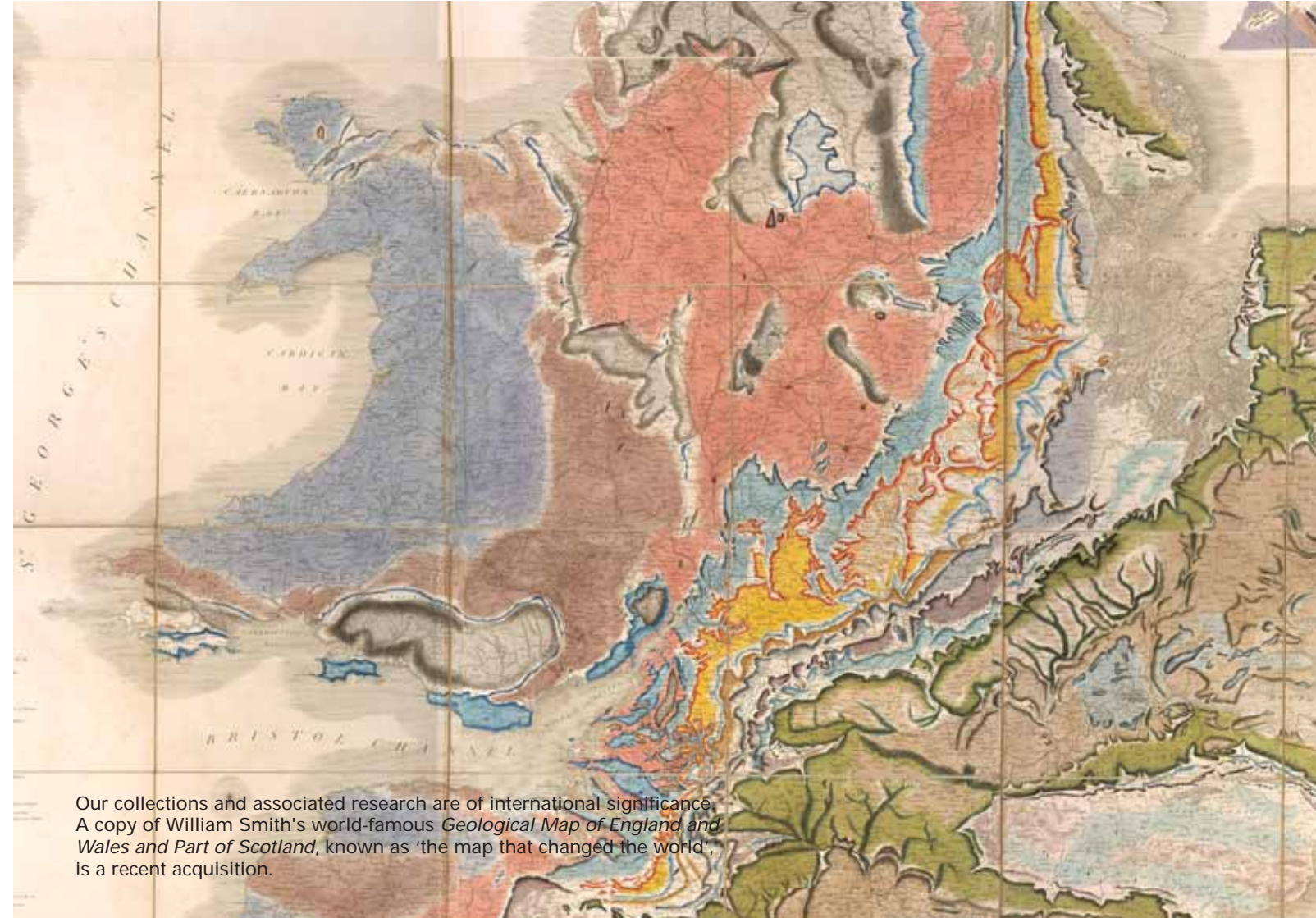
communicating

...so that Amgueddfa Cymru – National Museum Wales becomes known worldwide as a centre of learning of international quality.

We will do this by:

- > developing our public programmes and using the results of our research and the knowledge inherent in the collections to generate discussion, to enable our museums to be recognized centres for debate on issues of public concern
- > engaging in research activities to internationally recognized standards and forming partnerships with the higher education sector, so our museums are known and trusted worldwide as sources of authoritative collection-specific data and knowledge
- > providing greater access and increasing the local profile of the national collections through our work with partner organizations, resulting in the display and interpretation of objects in a variety of communities across Wales
- > loaning objects and exhibitions to venues around the world, to promote the collections and international awareness of our ability to communicate the stories in the collections, and so contribute to the sum of human knowledge.

Our collections and associated research are of international significance. A copy of William Smith's world-famous *Geological Map of England and Wales and Part of Scotland*, known as 'the map that changed the world', is a recent acquisition.





One of our most unique resources – the guides at Big Pit National Coal Museum are ex-miners, whose vivid recollections form an integral part of the visitors' experience.
Photo: Wales News Service

growing through learning...

...by embedding and celebrating learning skills at the very heart of all our work.

We will do this by:

- > nurturing and sustaining talent and commitment in our staff, advisors and volunteers, and ensuring that they are adequately trained and have opportunities for professional development
- > improving our internal communication and putting suitable channels for input and dialogue in place, so that all our staff, advisors and volunteers are aware of our objectives, priorities and operational developments
- > developing new systems of performance measurement based on qualitative data produced through continual self-evaluation, to help us find meaningful measurements of our success
- > engaging in dialogue and benchmarking activities with our partners, stakeholders and peer groups, to further develop our own professional practice and improve the quality of our museums as places to work and visit.

building our resources...

...so that we have a strong and solid base,
from which we will be able to deliver our
Vision for the next decade and beyond.

We will do this by:

- > working together with the Welsh Assembly Government, other Assembly Sponsored Public Bodies and public agencies, to support and deliver arts, culture, environment and tourism strategies for the benefit of the peoples of and visitors to Wales, and contribute to international agendas in these fields
- > maximising income generation from a range of sources, to deliver our short and medium-term priority projects and build the capacity to deliver our long-term objectives, including developing St Fagans, a National Museum of Art and a National Museum of Natural History
- > delivering effective resource planning, management and reporting, and fulfilling our commitment to support the Welsh Assembly Government's *Making the Connections* agenda, to increase efficiencies in our business operations
- > continuing in our commitment to introduce and develop sustainable practices in all our museums, in order to continue to reduce our environmental impact and make a positive contribution to the local communities in which our museums are located.




The Ty Gwyrdd – 'green house' – at St Fagans explores ideas about how we might experience sustainable living in Wales over the next fifty years.
Photo: Kiran Ridley

moving forward together

- > Amgueddfa Cymru – National Museum Wales has a clear vision for the start of our second century – to create a world-class museum of learning. A place where you can imagine, discover and remember; where you will be able to connect with Wales's past, the creative richness of the arts and languages and the incredible diversity of our natural environment.

Our job will be to connect the collections and ideas that are relevant to you, so that you can make better informed decisions about the future.



Michael Houlihan, Director General
Amgueddfa Cymru – National Museum Wales

For more information about our Vision, our work, or how you could join us in achieving our goals, please contact Arabella Smith at the Corporate Planning & Policy Unit on + 44 (0)29 2057 3268 or vision@museumwales.ac.uk