



Ein cyf/Our ref - MA-P/DET/0865/19

Dr Carol Bell  
Acting President  
Amgueddfa Cymru – National Museum Wales  
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11 April 2019

Dear Carol

I would like to start by congratulating you on what has been a highly successful year for Amgueddfa Cymru in 2018-19.

The Kizuna exhibition provided an excellent opportunity for international collaboration, establishing close working relationships with Visit Wales and others, attracting new audiences and projecting Wales to the wider world.

The completion of the Making History project at St Fagan, and the inclusive and collaborative way in which it was undertaken is a source of immense pride. The project clearly demonstrates that Wales is an innovative world-leader in the sector and I would like to convey my thanks to all involved in its successful delivery.

Other highlights across the year include the 'Kick the Dust' programme, the 'Who decides?' co-curation project with The Wallich homelessness charity, and the Youth Voice event at St Fagans. It is heartening to see Amgueddfa Cymru reaching out to all sectors of society and striving to ensure that Wales' heritage is both accessible and relevant to all our communities in Wales.

In addition, I am aware Amgueddfa Cymru has offered valuable support in other areas of work, and would like to take this opportunity to acknowledge

- your continuing support and leadership to the local museum sector across Wales

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

- your contribution to the *Fusion: Creating opportunities through culture* programme and leading on the evaluation with the Welsh Government's Knowledge and Analytical Services (KAS)
- your support for the *Cymru'n Cofio* Wales Remembers 1914-1918 programme
- your role in the People's Collection Wales digital heritage programme
- the development of partnership working through Historic Wales

I look forward to seeing these activities continue in the next financial year.

The *Cymru'n Cofio* Wales Remembers 1914-1918 programme will cease to provide funding for partners in 2019-20, and will now focus on capturing a lasting legacy as a result of this extensive period of activity. I would like to see Amgueddfa Cymru continuing to work with the *Cymru'n Cofio* Wales Remembers 1914-1918 team to ensure this can happen.

I have also asked officials to review the People's Collection Wales programme with the aim of streamlining its activity and ensuring it remains aligned to Government priorities. As one of the key delivery partners for this programme, it is important that Amgueddfa Cymru participates fully in this process.

I am delighted that progress against the recommendations made by Dr Simon Thurley has been significant this year. I am pleased to acknowledge the work undertaken to improve relations with staff, trade unions and with other agencies. Looking forward, in addition to Amgueddfa Cymru's core activity, there should be a focus on developing Amgueddfa Cymru's presence in North Wales, and on further developing collaborative partnerships that benefit Wales and the sector. These priorities are outlined in more detail in Annex 1.

Annex 2 confirms the level of Grant-in-Aid funding that the Welsh Government will provide to Amgueddfa Cymru for 2019-20, and indicative figures for 2020-21 (capital only).

The strategic context for our work is unchanged from 2018-19. *Prosperity for All, Light springs through the dark, and the Well-being of Future Generations (Wales) Act* all set out a clear framework for working that should be integrated into your operational plan.

Sponsored bodies are expected to share our values as set out in the Economic Contract which forms part of the Economic Action Plan. The Economic Contract is an important means through which we will deliver public investment with a social purpose and organisations we support should abide by its principles of inclusive growth, fair work, health and skills in the workplace and the management of carbon footprints.

You will be aware that my colleague Eluned Morgan AM, Minister for International Relations and the Welsh Language, is developing a new strategy for International Engagement. It is clear that the culture and heritage sector in Wales has a key role in helping to promote Wales, and in generating new economic and cultural opportunities. I would therefore ask that Amgueddfa Cymru actively engages with the new strategy, further building on the existing emphasis reflected in Annex 1 (1.3).

Maintaining statutory responsibilities and meeting professional standards is key to demonstrating Amgueddfa Cymru is effectively caring for and developing our national collections. I therefore expect Amgueddfa Cymru to maintain Museum Accreditation, to work towards Archive Service Accreditation, and to continue engaging with sector bodies, including the Museums Association and the Welsh Museums Federation, to develop partnership working that will benefit all museums in Wales.

The security of our national collections must be of the highest priority. I therefore wish to see Amgueddfa Cymru preparing a long-term programme for capital maintenance across all sites. This exercise should prioritise the security of, and access to our national collections and also have a focus on decarbonisation and on sustainability.

During the course of 2019-20, I hope to be able to announce my response to the recommendations relating to a national contemporary art gallery and a football museum. Within this context, I wish to see Amgueddfa Cymru leading and contributing to high-level strategic partnerships and to activities that can support working across all areas of my portfolio, including Culture, Tourism, the Arts and Sport.

You will be aware of the Welsh Government's desire to see partnerships with sponsored bodies moving towards a Term of Government remit. Within that context, I would like you to consider this letter as the basis for our relationship until the end of the current Term of Government in 2021.

Your charitable and Royal Charter status and the need for Amgueddfa Cymru to act independently on a day-to-day basis is clear, and it is my intention that our relationship will continue to be based on mutual trust and respect, and on open and honest communication.

I look forward to receiving your operational plan and to hearing more about your work during the coming year.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Elis-Thomas'.

**Yr Arglwydd Elis-Thomas AC/AM**

Y Dirprwy Weinidog Diwylliant, Chwaraeon a Thwristiaeth  
Deputy Minister for Culture, Sport and Tourism

## **Annex 1: Key Deliverables**

### **1.0 United and Connected**

“Our aim is to build a nation where people take pride in their communities, in the Welsh identity and language, and our place in the world.” (Prosperity for All; page 19)

#### **1.1 Prosperity for All Objective: Build resilient communities, culture and language**

Our cultural institutions have the ability to help and empower people from all backgrounds to participate in cultural life in Wales, and to support the creation of cohesive communities.

I would like Amgueddfa Cymru to:

- Strengthen your regional profile. This work should include taking forward the redevelopment plans for the National Slate Museum at Llanberis to a feasibility phase, and supporting the bid to UNESCO to establish the North West Wales Slate Landscape World Heritage Site.
- Take forward your Community Engagement Plan to increase access to Amgueddfa Cymru collections, services and resources
- Continue to implement your Volunteering Scheme
- Support the Government’s work on loneliness and isolation
- Continue to support Cymraeg 2050 – A Million Welsh Speakers
- Complete the evaluation of the redevelopment of St Fagans and share findings, to inform future cultural developments in Wales

#### **1.2 Light Springs objective Increasing participation, inclusion and engagement**

Amgueddfa Cymru can help Wales to become a creatively active nation; providing access to cultural opportunities for people from all backgrounds and reflecting the diversity of our nation.

I would like Amgueddfa Cymru to:

- Continue and develop activities in support of the *Fusion* programme, and work with KAS on the evaluation
- Encourage and increase participation in cultural activities from the broadest range of diverse audiences
- Maintain an active approach to inclusion, including developing your vision of democracy and cultural rights.

#### **1.3 Prosperity for All Objective: Promote and protect Wales’ place in the world**

Amgueddfa Cymru has an important role to play in showcasing Wales’ vibrant culture, heritage and language to an international audience, helping to promote our nation worldwide.

I would like Amgueddfa Cymru to:

- Take a lead role in projecting Wales internationally and supporting the Wales brand
- Continue to collaborate with Visit Wales to promote Wales, including supporting the 'Year of Discovery' in 2019, and planning for future themed years
- Work with Visit Wales to establish St Fagans and the National Slate Museum as high profile tourism hubs that can act as gateways to Wales
- Provide high quality temporary exhibitions for Wales and international audiences
- Provide high quality digital content, services and resources to reach national and international audiences

## **2.0 Ambitious and Learning**

"Our aim is to instil in everyone a passion to learn throughout their lives... (Prosperity for All; page 15)

### **2.1 *Prosperity for All Objective: Support young people to make the most of their potential and build ambition and encourage learning for life***

As the largest provider of learning outside the classroom in Wales, Amgueddfa Cymru can widen people's horizons and lift their aspirations, offering both formal and informal learning opportunities.

I would like Amgueddfa Cymru to:

- Develop and deliver formal learning programmes that meet the new Curriculum for Wales
- Continue to lead on high quality family learning experiences, and further develop informal learning programmes and events
- Attract research funding and work in partnership with higher education institutions
- Maintain IRO status
- Continue the creation of digital learning resources for Hwb in partnership with the National Library, Royal Commission and Cadw

## **3.0 Prosperous and Secure**

"Our aim is a Welsh economy which delivers individual and national prosperity while spreading opportunity and tackling inequality..." (Prosperity for All, page 7)

### **3.1 *Prosperity for All Objective: Support people and businesses to drive prosperity; tackle regional inequality and fair work***

Work with other organisations, staff and recognised trade unions to address skills requirements within the wider cultural heritage sector and to manage industrial relations.

I would like Amgueddfa Cymru to:

- Collaborate with Historic Wales Strategic Partnership to deliver the recommendations in the skills report presented in December 2018
- Work in partnership with staff and recognised trade unions to progress towards IIP40 accreditation
- Continue to address the recommendations of the Thurley Review in partnership with the Welsh Government, recognised trade unions and other relevant bodies

### **3.2 Prosperity for All Objective: Drive sustainable growth and combat climate change**

Amgueddfa Cymru is a named body under the Wellbeing of Future Generations (Wales) Act. Principles of sustainability, long term thinking and the five ways of working should underpin your organisational planning.

I would like Amgueddfa Cymru to:

- Continue to deliver Welsh Government funded maintenance work and building improvement at Amgueddfa Cymru effectively and efficiently
- Undertake long-term planning for capital maintenance work, with a focus on sustainability and on the security of, and access to, the national collections
- Use Amgueddfa Cymru's collections and research activity to support combatting climate change
- Deliver carbon literacy training across Amgueddfa Cymru
- Continue work to increase funding from external sources to increase non Grant-in-Aid funding

### **4.0 Healthy and Active**

"Our aim is to improve health and wellbeing in Wales, for individuals, families and communities... good health is seen as a natural asset for everyone. (Prosperity for All; page 11)

#### **4.1 Prosperity for All Objective: Promote good health and well-being for everyone; and build healthier communities and better environments**

Our cultural heritage institutions can support wider efforts to create the right conditions for better health, well-being and greater physical activity and increase social inclusion by offering opportunities for older people and people with physical and mental health conditions to engage in cultural activities.

I would like Amgueddfa Cymru to:

- Continue to offer health and well-being programmes, in collaboration with relevant agencies, to support our communities, and for example people living with dementia organisations.
- Develop a Health and Wellbeing report and action plan to drive future programmes in this area
- Collaborate with Aging Well in Wales, Age Cymru and Arts Council Wales to facilitate the Age Friendly Culture Network for Wales

## Annex 2: Financial support

The Welsh Government will provide the following Grant-in-Aid funding to Amgueddfa Cymru in 2019-20 to deliver the priorities outlined in this letter. Planned figures are also provided for 2020-21 (capital only). Funding levels for future years will be confirmed during the Welsh Government's usual annual Budget process.

<b>Revenue</b>	<b>Budget 2019-20 £000</b>
Revenue (gross)	23,154
Less: Museum generated income	
Gross income	5,505
Less expenditure	(4,191)
NET income	(1,314)
<b>Total Revenue- net</b>	<b>21,840</b>

<b>Non Cash</b>	<b>Budget 2019-20 £000</b>
Depreciation*	1,120

*\*Depreciation is a non-cash item and is not available for drawdown in the course of the year*

<b>Capital</b>	<b>Budget 2019-20 £000</b>	<b>Plans 2020-21 £'000</b>
Specimen Purchase Grant	269	269
Capital Maintenance	817	428
<b>Total Capital</b>	<b>1,086</b>	<b>697</b>

Additional non Grant-in-Aid funding which has already been earmarked to support specific activities:

<b>Invest to Save</b>	<b>Budget 2019-20 £000</b>	<b>Plans 2020-21 £000</b>
<b>Revenue:</b>		
Invest to Save: energy efficiency (revenue repayment)	(56)	(56)
Invest to Save: voluntary redundancies (revenue repayment)	(1,250)	0
Invest to Save: income generation (revenue)	(36.2)	(36.2)
<b>Total Revenue</b>	<b>(1,342.2)</b>	<b>(92.2)</b>

	<b>Budget 2019-20 £000</b>
People's Collection Wales programme	TBC
Fusion: Creating opportunities through culture	30

**Terms and Conditions of Grant-in-Aid funding:**

Amgueddfa Cymru's funding agreement with the Welsh Government (the Framework Document) sets out the details of the sponsorship relationship and the terms and conditions under which the Welsh Government provides Grant-in-Aid funding to Amgueddfa Cymru as a Welsh Government Sponsored Body. Grant-in-Aid funding is provided to Amgueddfa Cymru under Section 61 of the Government of Wales Act 2006.

The Framework Document also sets out various operational requirements and refers to government guidance and policies with which Amgueddfa Cymru needs to comply, in addition to its own duties as responsibilities as a Charter body, Registered Charity and public institution in Wales. As stated in the Framework Document, the Welsh Government's Museums, Archives and Libraries Division (MALD) is the sponsor division for Amgueddfa Cymru and monitors Amgueddfa Cymru's progress against key targets and milestones through quarterly meetings.