

**Inspiring people, Changing lives**  
**Proposals for our new Vision for 2015 onwards**



As you may be aware, over the past 12 months, Amgueddfa Cymru – National Museum Wales has been developing a new 10 year Vision.

It is now 10 years since our last Vision was developed and published. We have achieved many aspects of that, including the creation of a National Museum of Art on the whole of the first floor at National Museum Cardiff, increasing the space available for the display of art by 40%, as well as a successful bid to the HLF and Welsh Government for a £25.5m redevelopment project at St Fagans: National History Museum which is well underway.

Ten years on and the world of 2015 is very different. We have worked to create a new Vision that will ensure that our work remains relevant for the decade ahead while recognising and building on our key achievements and enabling us to continue with major projects such as the re-development of St Fagans and the creation of a National Museum of Natural History on the ground floor at National Museum Cardiff.

I am attaching a brief document (also available on our website) that presents our proposed Vision statement, purpose, commitments and Vision Map and would be grateful for your thoughts and comments in relation to the following questions:

1. What do you think of our Vision statement for the next 10 years?
2. Do you think our Purpose statement fully explains Amgueddfa Cymru's role?
3. Are these the commitments that you would expect Amgueddfa Cymru to deliver for Wales over the next decade? Are there any other high level outcomes we should consider?
4. Which of the 'How we will achieve these' and 'How will we change' objectives in our Vision Map, which underpin the delivery of the commitments, could you work with us on and support us in delivering, and how?

We look forward to hearing from you and would really appreciate your support and commitment as we embrace new opportunities to continue the transformation of Amgueddfa Cymru into a sustainable organisation that delivers a range of relevant services and activities for the people of Wales during the next decade and beyond. Your input will help to guide the development of a more detailed Strategic Plan.

Yours sincerely,

David Anderson, Director General

Amgueddfa Cymru – National Museum Wales, Cathays Park, Cardiff. CF10 3NP

[vision@museumwales.ac.uk](mailto:vision@museumwales.ac.uk)

# **Inspiring people, Changing lives**

## **Proposals for our new Vision for 2015 onwards**

### **Vision statement**



Inspiring people, changing lives

### **Purpose statement**

Inspiring people through our museums and collections to find a sense of well-being and identity, to discover, enjoy and learn bilingually, and to understand Wales' place in the wider world.

### **Our commitments**

Over the next 10 years we want to achieve the following five outcomes for our stakeholders, the people of Wales, our visitors and supporters:

Changing lives, by working with local and national organisations to create a, a happier, healthier, and more sustainable Wales, with access to culture for all, and a thriving economy (Making a difference to Wales)

Visitors experience high quality museums, exhibitions and public spaces for enjoyment and learning (Museum experience)

Users experience a connected and accessible digital museum for engagement, creativity and learning (Online experience)

Everyone has a wealth of opportunity to learn, research and create (Learning and Creativity)

Individuals, families and communities throughout Wales and beyond, shape and take part in inclusive and accessible cross-cultural activities (Participation and Inclusion)

### **How will we go about achieving these commitments?**

#### **Making a difference to Wales**

Our work will have impact far beyond our sites, helping to create a thriving economy and a healthier, happier and more sustainable Wales. We will ensure that local, national and international organisations, businesses and individuals can utilise what we do in a multiplicity of exciting and creative ways, many of which we cannot ourselves predict.

Our programmes will be relevant to the experiences of people in Wales, so that we create a nation with a better understanding of its own landscape, resources, biodiversity, art, history and culture, and a place where people want to visit and invest.

Our research will be designed with partners for maximum impact and we will share our knowledge and collections as key components of the nation's science and culture infrastructure that enable it to tackle current needs and issues.

## **Museum Experience**

Over the next ten years we want to turn the museum experience inside out, creating a new culture of public participation, allowing visitors to immerse themselves in our collections, developing inspiring stories and creating a catalyst to change their aspirations for the future. Our collections belong to the people of Wales and we will work with them and all our visitors to create new exciting narratives, engendering an environment of public debate and ensuring that everyone who engages with us are made to feel welcome and leave inspired to learn more about the world around them.

## **Online Experience**

The online experience will provide visitors with a stimulating and engaging visit. Amgueddfa Cymru will use online and social media channels for communication and information provision to new and existing visitors using our collections and information for enjoyment, learning and participation. The online experience will be informed by our visitors, staff and stakeholders using digital technology to improve interpretation, visitor experience and engagement. The online platforms will enable greater access to collections, whilst providing improved opportunity for participation in our activities.

## **Learning and Creativity**

Learning through engaging with culture is the primary role of Amgueddfa Cymru. It will be bi-lingual, research-based and able to respond to and develop with the changing needs of our learners and visitors. Learning will be fun and engaging, experimental and enquiring; social and self-directed; experiential and reflective; hands on and immersive. It will happen throughout our museums and extend beyond the museum walls; it will utilise our diverse collections, contribute to our work and will be informed by the skills and expertise of our diverse staff, our partners and our participants. We will be a catalyst and enabler for bi-lingual public learning and cultural learning research.

## **Participation and Inclusion**

We will create a dynamic, participatory and inclusive museum by expanding the idea of what a museum does through challenging assumptions and opening up our working practices to create social and inclusive museum spaces. We will develop different ways for people to take part and initiate deeper engagement with those who need support to get involved. We will share our ideas, our work and ambitions with existing and new participants: using our shared experiences to inform and develop what we do and better understand our diverse participants.



## inspiring people, changing lives

**Our Purpose:** Inspiring people through our museums and collections to find a sense of well-being and identity, to discover, enjoy and learn bilingually, and to understand Wales' place in the wider world.

### Our commitments:

#### Making a difference to Wales:

Changing lives, by working with local and national organisations to create a happier, healthier and more sustainable Wales, with access to culture for all, and a thriving economy.

**Museum experience:** Visitors experience high quality museums, exhibitions, and public spaces for enjoyment and learning.

**Online experience:** Users experience a connected and accessible digital museum for engagement, creativity and learning.

**Learning and Creativity:** Everyone has a wealth of opportunity to learn, research and create.

**Participation and Inclusion:** Individuals, families and communities throughout Wales and beyond, shape and take part in inclusive and accessible cross-cultural activities for all.

### How we will achieve these:

**Transformational projects:** Plan and deliver projects that transform our services and how we deliver them.

**Advocacy and communication:** Promote and market the valuable and diverse work we undertake regionally, nationally and internationally.

**Connected digital museum:** Improve quality, accessibility and availability of our collections and services online.

**Strategic partnerships:** Develop corporate partnerships to enhance the effectiveness and impact of our work and that of our partners.

**Public programmes:** Plan and deliver inspirational exhibitions, events and activities within and beyond our museums.

**Advancing knowledge:** Extend knowledge of our collections and audiences through novel and independent academic research and analysis that meets public and organisational needs.

**Financial Performance and Governance :** Achieve excellent organisational performance, governance, financial control and improve financial sustainability.

### How we will change:

**Our People:** Develop skills and nurture the talent of our staff and volunteers, to ensure we provide high quality services.

**Our Culture:** Develop a culture of innovation and excellent leadership that promotes public service, communication and continuous improvement at all levels.

**Our Systems:** Develop our systems, processes and technology to improve effectiveness and meet changing expectations of our visitors.

**Our Collections:** Develop and care for the national collections to ensure they remain relevant and accessible today and for future generations.

**Our Infrastructure:** Invest in our infrastructure to ensure a safe, sustainable and secure environment for staff, the public and the collections.