



# Help Shape the Future of Amgueddfa Cymru – National Museum Wales

Have your say as we develop  
our next 10-year strategy

#AmgueddfaCymru

#YourSay

national  
museum  
wales  
amgueddfa  
cymru

ysbrydoli pobl  
newid bywydau  
inspiring people  
changing lives





# About us

Amgueddfa Cymru is responsible for Wales' seven national museums and collections centre. Since 2001, the national museums have been free to visit, thanks to funding from Welsh Government.

Our vision is Inspiring People, Changing Lives. It has been developed within the framework of the Well-being of Future Generations Act. We are now working on a 10-year strategy and we want as many people as possible to be part of this. We want to encourage and listen to the many diverse voices from communities across Wales.

On behalf of the people of Wales, we hold the nation's collections of art, history and science - the national memory. We believe that everyone in Wales should be able to use our museums for learning, creativity and enjoyment, in both Welsh and English. But we also know that there is more work to do.

We want you to help us shape the future of Amgueddfa Cymru. We need you tell us how we could do things better. What do you think we can do differently so that we can be a museum which has relevance for everyone in Wales? What do you see are the barriers that we need to break down? How would you like to see the museum in your community and how should we reflect that community?

This is your museum. You can help us make it belong to everyone.

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# Our Values



## Creativity

We inspire creativity through our museums, collections and the skills of our staff and volunteers.

## Responsibility

We are responsible towards each other, our visitors, the environment and the Welsh language, caring for each other's well-being as well as the national collections.

## Integrity

We act with integrity at all times, maintaining professional standards by being honest and trustworthy.

## Inclusion

Our museums are inclusive, and we respect the diversity of both our staff and visitors.

## Collaboration

We work collaboratively, with each other, with communities and with local, national and international partners.



# Introduction

**by David Anderson,  
Director General of Amgueddfa Cymru**

It is nearly a hundred years since we opened our doors as Wales' national museum, and the holder of the nation's memory.

For millions of people within and beyond Wales, generation after generation, we have been a place of joy or solace, of shared experiences, of inspiration, and of creativity.

Today, Wales faces a health crisis, but also a social and economic crisis. The pandemic has revealed the reality of contemporary inequality. Disproportionately, the pandemic has attacked the most challenged communities in Wales especially those from Black, Asian and Minority Ethnic communities. It has increased the risk of physical harm to those who are vulnerable and has seriously affected the mental as well as the physical health of the nation. This crisis will leave a legacy of damage that may last far into the future.

Last year, St Fagans National Museum of History, one of our seven national museums, was awarded Art Fund Museum of the Year. When announcing the award, the chair of the judges, Stephen Deuchar, said that "This magical place was made by the people of Wales for people everywhere, and stands as one of the most welcoming and engaging museums anywhere in the UK".

Earlier this year, before the pandemic, we began work on developing Amgueddfa Cymru's strategy for the next ten years, based in part on predictions of likely trends identified by the Welsh Government and the Future Generations Commissioner.

But the world has changed since then. The closure in March 2020 of all our seven museums and our collections centre has challenged us to rethink our role and purpose in Wales, and to develop new ways of working.

We are a vital part of the cultural infrastructure of Wales, crucial for any process of national healing and renewal. We are now moving away from the 20th century model of a museum as a holder of objects that operates only within its own walls, to a new model which ensures that culture is accessible, relevant and engaging in communities across Wales.

But we also know that we, as a museum, have contributed to the structural inequality that prevents Wales from being a fair and just society. Our staff and Board of Trustees are not diverse. We have not sufficiently identified the legacies of colonialism that in the past funded the development of some of our museums. Our collections, galleries and learning programmes do not adequately represent all the histories of Wales.

Everyone in Wales has a fundamental human right to participate in the cultural life of the nation. We as a museum aim to be present and accessible, both physically and digitally, to support you in doing this.

We need your help. In this document, you will see seven proposed goals for Amgueddfa Cymru. We want to hear what you think of them, as well as your general comments and ideas about us. Please respond and help us decide what we should do, over the next ten years, to make Wales a better place in which to grow up, to live and to work.

# 1



## Proposed Goal 1

To ensure our collections represent all the people and communities of Wales, and can be shared, used and enjoyed by them.

Within our seven national museums and our collections centre we care for over 5 million objects which reflect Wales' unique history, natural environment and art. The collection offers a window on many aspects of our lives and our surroundings and is a record of Wales for future generations.

But we know that this is not visible or available to every community in Wales. Not everyone is aware of the collection or has the same opportunity to share, use and enjoy them. The geographical location of the national museums is a barrier for many.

We also know that some people think that Amgueddfa Cymru is not for them as they can't see themselves reflected in our museums and collections. We need to ensure that Amgueddfa Cymru is relevant to everyone. This means making the national collection representative of the whole of Wales - including, for example, black and LGBTQIA+ communities. The people of Wales will be central to the creation of current and future collections; we have a responsibility to learn from communities in every corner of Wales and listen to diverse voices.

We have a role to play in driving change, and standing up for human rights and anti-racism, by working with communities

and partner organisations. This will create a more inclusive and welcoming nation for every person in Wales.

Over the next ten years, we want to provide every community in Wales the opportunity to develop new and different relationships with Amgueddfa Cymru - both physically and digitally. We want you to tell us how you want to enjoy the national collection in your community. It is your collection and we would like you to tell us how you want to use it.

### What do you think of this goal?

You may wish to consider in your response:

- If you currently access the national collection, physically or digitally.
- How we could work with you to make sure the national collection reflects you and your community.
- How you would like to be involved with us in the future.

# 2



## Proposed Goal 2

### To safeguard the environment and biodiversity of Wales and our planet

In 2019, Amgueddfa Cymru declared a climate and ecological emergency and we committed to playing our role in securing the future of our planet. Reducing our carbon footprint and becoming as close to carbon neutral as possible is a priority for us, alongside explaining, exploring and highlighting the climate crisis.

Through our collections and our research projects, we are able to monitor how the environment of Wales is changing. Our scientists are involved in a number of projects that can help to protect the environment and diversity of species, both within Wales and within a global context.

Working with our Youth and Sustainability Forums, we have developed events and exhibitions to highlight the environmental crisis. We are also finding ways to encourage and support people to take an active approach to making positive changes in their lives that protect the environment. We have adapted our buildings to make them more energy efficient, and we have also begun to reuse and repurpose exhibition materials.

But we know that there is more that we need to do, so that how we work is much more sustainable. This means that we consider our environmental impact in all decisions that we make.

We can also do more to promote sustainable living to those who engage with the national collection, both online and through our museums.

### What do you think of this goal?

#### You may wish to consider in your response:

- Can we do better when it comes to using our collections to explore, explain and highlight the climate emergency and encourage people to take action.
- Examples from your own community or other organisations you're a part of, which we could learn from.

# 3



## Proposed Goal 3

### To inspire creativity and learning for life

We are the largest provider of learning outside the classroom in Wales. Every year, we engage 200,000 school pupils and students and over 400,000 families, young people and adults through our programmes and services. Our bilingual programmes are developed with a range of partners and include exhibitions, events, performances, workshops, courses, tours and digital resources.

Our aim is to inspire learning at every stage in life. Education is a basic human right and we want to promote positive change through our programmes and inspire greater understanding of Wales' history, natural environment and the art collections of Amgueddfa Cymru. We want to reflect the diversity of our communities and support a wider range of people to be creative and enjoy learning.

We would like to engage with every pupil in Wales before they leave school. There is more we can do to inspire new ways of learning across the generations through the arts, sciences and humanities.

During the COVID-19 pandemic we have learnt that we need to improve and invest in our bilingual digital provision. By working with partners, we could expand our virtual and digital experiences.

### What do you think of this goal?

#### You may wish to consider in your response:

- Ways in which you have used or been involved in Amgueddfa Cymru's learning programmes.
- Examples from your own community or other organisations, which we could learn from.
- Your ideas on how we could improve this work for the future.

# 4



## Proposed Goal 4

To support people to live well, by developing our health and well-being programmes

Across the world, museums are demonstrating that they have a powerful contribution to make to health and well-being. Engaging in creative activities can help reduce isolation and loneliness and increase quality of life for many people, as well as bringing joy. If we understand the past and our own place in the world, we are more likely to participate in our community and become active citizens.

Over the past five years, we have worked with mental health services, supported people living with dementia and developed community gardens to enhance well-being. We have also developed health and well-being programmes to support our volunteers, staff and visitors.

During the COVID-19 pandemic we are working sensitively to capture people's lived experiences and are collaborating with health boards to provide artworks in field hospitals. As we plan for a future after COVID-19, our museums and the national collection can provide space for reflection and healing.

Wales is developing health and well-being services focused on being preventative rather than reactive. By working with partner organisations, our museums and programmes could be developed further to support the health and well-being of people across Wales.

### What do you think of this goal?

You may wish to consider in your response:

- Your experience of engaging in creative activities to support your own or other people's health and well-being.
- Ways in which you may have used or been involved in Amgueddfa Cymru's health and well-being programmes or activities.
- Examples from your own community or other organisations, which we could learn from.
- Your ideas on how we could improve this work for the future.

# 5



## Proposed Goal 5

### To add value for Wales

Our museums are national and international visitor attractions for Wales. They offer unique experiences to people of all ages, and our museum buildings and industrial sites are part of Wales' national collection.

As well as being special places to visit and explore, museums are free, public spaces where people come to meet, socialise and learn. However, we know some people don't feel museums are for them. We want to do more to make the visitor experience more inclusive and our museums more dynamic civic and creative spaces.

We are primarily funded by the people of Wales through a grant we get each year from the Welsh Government. For every pound we receive, we generate five times as much money for Wales. We achieve this by attracting tourists from beyond Wales to our museums, winning grants from UK funding bodies, funding for our research work, and providing contracts and employment to Welsh businesses.

But Wales' real wealth is its people, and we want to ensure that we invest in the skills Wales needs for the future by investing in our staff and creating more apprenticeships and traineeships. This includes diversifying our workforce, and supporting a happy, healthy and creative workforce.

Our volunteers are also an integral part of Amgueddfa Cymru. We will continue to support volunteer opportunities and roles across Wales, for all ages and backgrounds.

The Creative Industries are a vital component of Wales' economy. We believe that we can play a stronger role in supporting creative talent, by providing better access to our resources and offering a national platform to showcase innovation.

Where we can, we procure local products for our shops and cafes and we require Welsh firms we work with to employ local workers and deliver community benefit plans whenever possible.

## What do you think of this goal?

### You may wish to consider in your response:

- Your experience of visiting an Amgueddfa Cymru museum
- If you have volunteered with Amgueddfa Cymru, or if this would be of interest to you
- Ways in which our workforce could become more diverse, including any current barriers.
- How we can do more to support the local economy in your area.

# 6



## Proposed Goal 6

### To create a Digital National Museum for Wales

The closure of our national museums as a result of COVID-19 meant rethinking how we engage with, and support, the people of Wales, and how we can best promote Wales internationally. It has also changed how people learn and work, as well as how they enjoy themselves.

During this period, we have worked beyond our buildings to support people digitally through engaging and inspiring content, activities and online programmes.

So that the people of Wales and beyond can access and make use of the rich cultural resources we hold, we will improve our digital offer and ensure that our online presence becomes our eighth National Museum. We will create this in partnership with the people of Wales, so that it can be enjoyed by people everywhere in the world.

We know that not everybody in Wales has access to digital devices at present, and that others will continue to prefer to access our services in person. But by creating a Digital National Museum of Wales, we can enable more people to take part in our online programmes, courses and events without having to visit a physical site.

We will also continue to invest in our digital infrastructure and work with our partners to support our staff, volunteers and visitors in developing their digital skills.

### What do you think of this goal?

#### You may wish to consider in your response:

- If you have engaged with any of our digital content or digital programmes, either in the past or during the COVID-19 pandemic.
- Any barriers you may have encountered when trying to access our services or national collection digitally.
- How you would like to engage with the national collection or our museums digitally.
- Any good examples from other organisations that you'd like to share with us.

# 7



## Proposed Goal 7

### To build global connections and promote Wales to the World

Amgueddfa Cymru plays a significant role in promoting Wales to the world, as well as the world to Wales and supporting the Welsh Government's International Strategy.

The National Waterfront Museum works closely with refugees in Swansea and was the first museum in Wales to become a museum of sanctuary. We want to deepen and extend our work with all communities that have made Wales their home.

With others, we carry the flag for Wales abroad. In recent years we have taken internationally significant art exhibitions to major cities in the United States and Japan, and an exhibition on Welsh industry and culture to China. In 2018, with the support of the Japanese Embassy, we staged the hugely successful Kizuna exhibition at National Museum Cardiff, which focused on the four hundred year relationship between Wales and Japan. We have also developed strategic partnerships with museums in Ireland.

Our work helps support the promotion of Wales as a welcoming nation. We hold annual events such as Diwali and Chinese New Year at our museums, as well as events to celebrate the contribution made by the Muslim, Jewish, Somali and other communities.

Wales is a global leader in cultural innovation. In a post Brexit and post COVID-19 Wales, museums can build bridges and connections between peoples and nations, both physically and digitally. Our democratic model of culture, which was at the core of the redevelopment of St Fagans National Museum of History, is attracting huge international interest and will be the foundation of our work over the next decade.

## What do you think of this goal?

### You may wish to consider in your response:

- If you have visited or taken part in any of our events to celebrate international communities in Wales.
- The countries which you would be interested in seeing us work with.
- What is most important that the world should know about Wales.

# Have your say!

Every opinion and idea will help us create our plans and be there for Wales in the future. You can email us, fill in a survey, or get creative!

You can access the survey on our website [museum.wales/yoursay](https://museum.wales/yoursay), or via hard copies which can be posted. If you would like a printed version of the survey and/or creative activities please let us know.

The consultation document and survey are also available as an easy read and a recorded version.

Deadline for responses is **30 September 2020**.

## You can contact us on:

### Email

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### Post

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