

Our Operational Plan 2021/22

Mae'r ddogfen hon ar gael yn Gymraeg / This document is also available in Welsh

Strategic Commitment 1: Make sure that everyone is represented

Activity	Director	Operational Plan 2021/22 - Actions	Quarter
The national collection represents and is shared with all of the people of Wales			
A1.01 Deliver the Charter for Decolonising Amgueddfa Cymru collections	Collections & Research	<ul style="list-style-type: none"> Establish cross-departmental group to develop action plan and deliver the charter. Develop criteria for reviewing the collection with our community partners and communities of relevance. Pilot ways of working with communities of relevance and support the development of community action researchers. Facilitate a series of workshops with staff to increase understanding of decolonising process and support anti-racist agenda Undertake provenance research to identify collections that need to be decolonised 	Q2 Q3 Q3-Q4 Q3-Q4 Q3-Q4
A1.02 Develop and deliver a new way of working to facilitate the widespread use of collections across Wales both within the regional museum network and community settings across each of the 22 Local Authorities	Collections & Research	<ul style="list-style-type: none"> Establish working groups across all collection areas. Review strengths and weaknesses of current approach. Undertake a scoping study with the Welsh Federation of Museums and Galleries to establish a clear understanding of sectoral needs. Develop a strategy to include access to collections by community groups and schools 	Q1 Q3 Q2-Q3 Q2-Q3
A1.03	Collections & Research	<ul style="list-style-type: none"> Establish a cross-departmental group to develop collections framework 	Q2

Develop and deliver a new Collections Strategy which drives forward the diversification of the collection and works in collaboration with community partners		<ul style="list-style-type: none"> • Develop criteria for collection with our community partners and communities of relevance • Consult with the network of museums and galleries in Wales to ensure that policies are complementary • Pilot ways of working with communities of relevance to identify priority areas for collection and implement, including with communities who experience inequalities or racism 	Q3-Q4 Q2-Q4 Q3-Q4
A1.04 Work with community partners and local museums to support skills development within collections management and other curatorial areas	Collections & Research	<ul style="list-style-type: none"> • Undertake preliminary research in partnership with the Welsh Federation of Museums and Galleries to develop an accurate understanding of current needs • Pilot projects to improve care and management of collections on loan within Wales and deliver based on findings of consultation • Extend training to community partners as required 	Q2-Q3 Q3 Q4
Play a leadership role in supporting the Welsh Government's Cultural Strategy			
A1.041 Ensure that Amgueddfa Cymru and local museums are represented in the Cultural Strategy	Director General	<ul style="list-style-type: none"> • Support the Welsh Government in developing a Culture Strategy • Consult with local museums and galleries on the partnership and support they want 	Per WG
Exhibitions and events are created, used and enjoyed with communities across Wales and in every local authority area in Wales			
A1.05 Develop an Action and Business Plan with partners to deliver community-based events and exhibitions	Learning & Public Programmes	<ul style="list-style-type: none"> • Conduct audit of current events, exhibitions, and related partnerships. • Draft action plan and business plan • Complete action plan and business plan for 2022-25 	Q2 Q3-Q4 Q4
A1.06 Develop and deliver community-based events programme with partners across Wales to celebrate the talents and contributions of communities who experience inequalities or racism	Learning & Public Programmes	<ul style="list-style-type: none"> • Deliver programme of events with communities and other partners • Develop a forward programme of events with communities 	Q1-Q4 Q3-Q4

<p>A1.07 Develop and deliver community exhibitions and a touring exhibitions programme with partners to celebrate and represent the history and art of communities who experience inequalities or racism and other marginalised communities</p>	<p>Learning & Public Programmes</p>	<ul style="list-style-type: none"> • Deliver programme of exhibitions with communities and other partners. • Develop a forward programme of community exhibitions with partners. 	<p>Q1-Q4 Q3-Q4</p>
<p>Implement a Marketing and Communications Strategy that represents the diversity of communities in Wales</p>			
<p>A1.071 Develop and deliver a Marketing and Communications Strategy that represents the diversity of communities in Wales</p>	<p>Chief Operating Officer Learning & Public Programmes</p>	<ul style="list-style-type: none"> • Develop a draft Marketing and Communications Strategy for key target users • Use Audience Finder to develop better data and bespoke research packages to support marketing and communications for key target users 	<p>Q4 Q4</p>
<p>Users and visitors reflect the diversity of communities in Wales</p>			
<p>A1.09 Develop and co-ordinate a museum wide Community Engagement Plan</p>	<p>Learning & Public Programmes</p>	<ul style="list-style-type: none"> • Complete audit of community engagement activity across Wales. • Review partnership agreements and establish consultee advisory group. • Develop a widening engagement action plan with partners and Welsh Government to establish regular programmes across Wales, with communities who experience inequalities or racism, LGBTQ+ communities, D/deaf and disabled communities, and people experiencing disadvantage due to poverty. 	<p>Q1 Q1-Q2 Q3-Q4</p>
<p>A1.10 Develop and deliver the Fusion widening engagement research with Welsh Government, and collaborative research initiatives with communities across Wales</p>	<p>Learning & Public Programmes</p>	<ul style="list-style-type: none"> • Agree Theory of Change approach with Welsh Government • Deliver Welsh Government's Fusion research and evaluation. • Conduct Hands on Heritage participatory research re widening engagement with young people. • Deliver widening engagement research with Arts Council Wales. 	<p>Q1-Q2 Q1-Q4 Q1-Q4 Q1</p>

Strategic Commitment 2: Inspire Creativity and Learning for Life

Activity	Director	Operational Plan 2021/22 - Actions	Quarter
As a creative organisation, nurture and facilitate creativity for all, and celebrate the creative achievements of Wales.			
A2.01 Develop and implement a 5 Year Creativity Strategy and Plan for the Museum	Director General	<ul style="list-style-type: none"> Conduct literature review for the Creativity Strategy. Identify role of different departments across Amgueddfa Cymru in nurturing creativity of the public 	Q1-Q4 Q4
A2.02 Develop and implement a 5 Year Learning and Public Programme Strategy and Business Plan.	Learning & Public Programmes	<ul style="list-style-type: none"> Conduct internal and external workshops to explore content options for exhibitions, events and learning with feasibility studies. Complete strategy and action plan for Learning and the Public Programme. 	Q1-Q2 Q2-Q4
A2.03 Deliver exhibitions and events to celebrate creativity in collaboration with the partners	Learning & Public Programmes	<ul style="list-style-type: none"> Develop and deliver Events and Exhibitions Programmes to support and celebrate creativity at Amgueddfa Cymru museums and partner venues in Wales 	Q1-Q4
A2.04 Develop new pathways for using our collections as an inspirational resource for makers and creative professionals	Collections & Research	<ul style="list-style-type: none"> Consult with creative professionals to establish the most effective ways to facilitate the use of the collection. Incorporate findings within the revised loans policy. Begin pilot programmes 	Q2-Q3 Q3-Q4
All schools in Wales use Amgueddfa Cymru annually to deliver the national curriculum			
A2.05 Develop and implement a Learning Programme Action Plan and Business Plan for Schools.	Learning & Public Programmes	<ul style="list-style-type: none"> Develop draft action plan to include consideration of the reform of the school day and the school year, the new curriculum and the teaching of black history Undertake full consultation with school and teaching community. 	Q1-Q2 Q1-Q4
A2.06 Develop and deliver blended programmes and resources for schools	Learning & Public Programmes	<ul style="list-style-type: none"> Deliver facilitated activities virtually into schools and face to face in our museums. Deliver teacher and Post Graduate Certificate in Education training. 	Q1-Q4 Q1-Q4

		<ul style="list-style-type: none"> Develop and publish resources for teachers and schools to support the new curriculum and promote inclusivity and anti-racist practice and principles. 	Q1-Q4
Adults and families across Wales are inspired to learn with Amgueddfa Cymru			
A2.07 Action Plan for developing and delivering Pre-school Learning Programme.	Learning & Public Programmes	<ul style="list-style-type: none"> Develop and deliver resources and activities digitally. Develop plan for delivering physical and virtual programmes with partners, which includes promoting inclusivity and anti-racist practice and principles. 	Q1-Q4 Q3-Q4
A2.08 Action Plan for developing and delivering Programme for Family and Intergenerational Learning.	Learning & Public Programmes	<ul style="list-style-type: none"> Develop and deliver resources and activities digitally. Develop plan for delivering physical and virtual programmes with partners. 	Q1-Q4 Q1-Q4
A2.09 Develop and implement Action Plan and Business Plan for Adult Learning	Learning & Public Programmes	<ul style="list-style-type: none"> Develop and deliver new pilot programmes with partners, which includes promoting inclusivity and anti-racist practice and principles. Review methodologies and develop a plan to scale up and seek additional funding. Develop and deliver a range of virtual courses and curatorial talks. Review current relationships with Further and Higher Education 	Q1-Q4 Q4 Q1-Q4 Q2-Q4
Young people lead and produce innovative and creative programmes and experiences			
A2.10 Core youth programmes / accreditation and skills models established	Learning & Public Programmes	<ul style="list-style-type: none"> Deliver Hands on Heritage Action Plan as part of Kick the Dust Scheme. Develop accreditation and skills models with partners, to support young people facing the greatest disadvantages. Deliver Cultural Ambition programme. 	Q1-Q4 Q4 Q1-Q4
A2.11 Develop and implement Action and Business Plan for widening engagement with young people post Hands on Heritage initiative.	Learning & Public Programmes	<ul style="list-style-type: none"> Reflect on performance against Hands on Heritage Strategy and Action Plan. 	Q3 Q4

		<ul style="list-style-type: none"> Review evaluation of programme and develop action plan for 2022-26. Establish baseline for developing youth engagement post funding. 	Q4
Volunteers, placements and apprenticeships are supported to realize their potential			
A2.12 Revise and implement Policy and Action Plan for volunteering, placements, apprenticeships and mentoring	Learning & Public Programmes	<ul style="list-style-type: none"> Submit Investors in Volunteering application. Undertake audit and evaluation of current offer for placements, interns and apprenticeships. 	Q1 Q3
A2.13 Deliver the established volunteering programme, including digital and E-Volunteering.	Learning & Public Programmes	<ul style="list-style-type: none"> Develop E-Volunteering offer. Support volunteers virtually and via newsletters. Deliver volunteering programmes in line with COVID-19 safeguarding guidelines. Complete volunteering impacts report 	Q1-Q4 Q1-Q4 Q1-Q4 Q4
A2.14 Develop and deliver placements and develop a framework for a structured Apprenticeship Programme	Learning & Public Programmes	<ul style="list-style-type: none"> Deliver Apprenticeship Programme and Placement Programme across Amgueddfa Cymru. 	Q1-Q4

Strategic Commitment 3: Help protect and restore nature and our environment

Activity	Director	Operational Plan 2021/22 - Actions	Quarter
Embed our response to the climate and nature emergency in everything that we do			
A3.01 Develop and implement a Carbon Management Plan to support Welsh	Visitor Experience	<ul style="list-style-type: none"> Engage an external environmental specialist to conduct a carbon audit of all areas of business. 	Q1-Q3 Q1-Q4

Governments target for Net Zero Carbon by 2030	Corporate Resources	<ul style="list-style-type: none"> • Scope and implement viable energy saving and carbon reducing capital projects. • Begin rollout of accredited carbon literacy training for Amgueddfa Cymru staff to help embed awareness and create green champions • Strengthen and develop active travel initiatives 	Q1-Q4 Q4
A3.02 Annually review our Environment Policy and action plan to achieve continuous improvement, and retain our accredited compliance status (including energy consumption and waste management)	Visitor Experience Corporate Resources	<ul style="list-style-type: none"> • Deliver the action plan including work towards retaining our BS8555 Seren Scheme level of accreditation. • Work with national bodies and adopt a circular economy approach to embed 'The 7 Rs of Recycling' in our work • Work towards implementation of binless office 	Q1-Q4 Q1-Q4 Q4
A3.03 Develop a green land management plan for biodiversity and restoration for each of our museum sites	Visitor Experience	<ul style="list-style-type: none"> • Conduct a programme of biodiversity audits across all museums • Work with partners to deliver the Green Recovery Wales projects 'Natur am byth' and the development of the proposed National Nature Service for Wales 	Q2-Q4 Q1-Q4
A3.031 Develop and strengthen our existing procurement processes to help support local supply chains	Corporate Resources	<ul style="list-style-type: none"> • Follow Welsh Government guidelines to openly advertise our tenders as suitable for SMEs whenever possible. • Request information on local subcontractors / supply chains in tenders • Provide advice and guidance to staff for lower value purchases, encouraging the use of local suppliers where possible. • Report on percentage of spend by local SME as a measuring metric / KPI 	Q4 Q4 Q4 Q4
Raise public awareness of the environmental emergency and inspire action			
A3.04 Develop and implement action plan and business plan for an annual events programme to raise awareness of the	Learning & Public Programmes	<ul style="list-style-type: none"> • Deliver events in partnership which focus on the environmental emergency. 	Q1-Q4

environmental emergency across Amgueddfa Cymru museums and online.			
A3.05 Develop and implement action plan and business plan for an exhibition programme to raise awareness of the environmental emergency across Amgueddfa Cymru museums and online.	Learning & Public Programmes	<ul style="list-style-type: none"> • Develop exhibitions which focus on the environmental emergency in conjunction with partner venues in Wales, and develop plans with Natural History Museum to bring 'Wildlife Photographer of the Year' to National Museum Cardiff in summer 2022. • Explore methods of developing environmentally friendly exhibitions. 	Q1-Q4 Q4
A3.06 Establish partnerships for delivering a national public programme to raise awareness of the environmental emergency	Learning & Public Programmes	<ul style="list-style-type: none"> • Review partnership agreements and discuss and agree plans with partners. • Agree partnership working for 2022-24. 	Q3-Q4 Q4
Research focused on biodiversity and environmental change in Wales or of benefit to Wales			
A3.07 Develop new focussed 5-year programme of research	Collections & Research	<ul style="list-style-type: none"> • Launch 3 new funded projects with partners and monitor progress on a quarterly basis. • Disseminate research findings on a range of platforms, with at least one of the projects being directly related to restoring natural habitats. • Support the delivery of Amgueddfa Cymru biodiversity plan. 	Q3 Q1-Q4 Q1-Q4
A3.08 Establish and maintain a new partnership network both in Wales and internationally.	Collections & Research	<ul style="list-style-type: none"> • Review current partnerships and MOUs and revise and renew where appropriate. • Develop and support research capability within staff teams. Strengthen relationships with university partners in Wales and develop new collaborative projects 	Q2-Q4 Q1-Q4
A3.081 Identify and showcase collaboration with ethnically and culturally diverse, minoritized researchers and communities in extending public understanding of the natural world and the environment	Collections & Research	<ul style="list-style-type: none"> • Develop and deliver international projects with diverse researchers • Ensure better representation within the Research Fellows programme by recruiting people from minoritised backgrounds. • Seek funding for Hidden Histories project • Offer training opportunities through Nuffield Research Placements and PTY Students. 	Q3-Q4 Q4 Q2 Q3-Q4

Strategic Commitment 4: Support well-being through inspirational spaces and experiences

Activity	Director	Operational Plan 2021/22 - Actions	Quarter
Our Museums will be spaces that support wellbeing			
A4.01 Redevelopment of National Slate Museum with partners and local communities to develop a world leading museum for our visitors and communities	Collections & Research	<ul style="list-style-type: none"> Develop and deliver concept and feasibility planning with communities and partners 	Q1-Q4
A4.02 Deliver the National Museum Cardiff master planning project, through a participatory methodology, in conjunction with the specialist design team.	Visitor Experience	<ul style="list-style-type: none"> Commence 15-month NMC programme in April 2021. Complete phase 1 and begin phase 2 with associated deliverables 	Q1-Q4 Q1-Q4
A4.03 Improve physical access to all Museum sites	Visitor Experience	<ul style="list-style-type: none"> Undertake initial scoping and planning. Commission a programme of regular inclusive access audits for all sites. 	Q2-Q4 Q3-Q4
People supported to live healthier and happier lives as part of a well-being programme for Wales.			
A4.04 Develop and establish action plan and business plan for a wellbeing programme across Amgueddfa Cymru museums and online.	Learning & Public Programmes	<ul style="list-style-type: none"> Draft action plan and business plan focused on supporting people facing the greatest disadvantages, including marginalized and racialized communities Complete action plan and business plan 	Q3 Q4

A4.05 Deliver collaborative wellbeing programmes with other sectors and providers	Learning & Public Programmes	<ul style="list-style-type: none"> Develop and deliver programmes with partners, including Objects of Comfort. 	Q1-Q4
	Collections & Research	<ul style="list-style-type: none"> Deliver the Art in Hospitals project with two new projects in partnership with health boards 	Q2-Q4
	Learning & Public Programmes	<ul style="list-style-type: none"> Develop and deliver initiatives to support people living with Dementia Participate in Welsh Government's round table discussions re developing a framework for social prescribing as required by Welsh Government 	Q1-Q4 Q4
Support public enjoyment and wellbeing through visitor experience to the national museums			
A4.06 Develop Visitor Experience Action Plan to support enjoyment and wellbeing	Visitor Experience	<ul style="list-style-type: none"> Review and develop Visitor Experience Action Plan and business plan to support visitor enjoyment and wellbeing and to support people with disabilities and other priority groups 	Q3-Q4
A4.07 Develop self-directed engaged experiences for visitors in our museums	Visitor Experience	<ul style="list-style-type: none"> Develop the role of the Museum Assistant to support self-directed engagement 	Q4
A4.08 Work in partnership with Historic Wales Partnership to develop sector leading visitor experiences, customer care training and customer service provision.	Visitor Experience	<ul style="list-style-type: none"> Incorporate customer care training into Visitor Experience Action Plan for 2021/22 - 2023/24. Complete pilot sessions for customer care training programme. 	Q4 Q3-Q4

Strategic Commitment 5: Discover and explore the museum digitally

Activity	Director	Operational Plan 2021/22 - Actions	Quarter
Improve digital services and infrastructure to grow and enhance digital reach and engagement as an integral part of our user experience and creativity			
A5.01 Development and delivery of a digital strategy to set out our ambition and align with our strategy Amgueddfa Cymru 2030	Chief Operating Officer	<ul style="list-style-type: none"> • Develop discovery phase of Digital Strategy in consultation with partners and users • Develop social media and digital content plans and policies to align with organisation strategy and commitments 	Q4 Q4
A5.02 Develop a new website and intranet to reflect the needs of our participants and new strategy and brand	Chief Operating Officer	<ul style="list-style-type: none"> • Commission a discovery phase to review the website its design, content and architecture. • Review and refresh intranet to support staff and facilitate communication and information flow 	Q2 Q3-Q4
A5.03 Develop and implement a digital infrastructure fit for purpose.	Chief Operating Officer	<ul style="list-style-type: none"> • Upgrade and enhance core network and server infrastructure and user equipment to facilitate delivery, engagement and access to collections and services • Implement cloud based new solutions across the entire Amgueddfa Cymru network and estates 	Q2-Q4 Q3-Q4
A5.04 Deliver and further develop ERM/CRM platforms and associated systems and processes	Chief Operating Officer	<ul style="list-style-type: none"> • Deliver Phase 1 of ERM/CRM programme • Plan and procure Phase 2 of ERM/CRM - the ticketing and booking system elements 	Q1-Q3 Q4
A5.05 Ensure the integrity and security of our data and networks, including GDPR.	Chief Operating Officer	<ul style="list-style-type: none"> • Implement best of breed solutions to monitor our digital assets to ensure any breaches or security events are quickly identified and blocked. 	Q2-Q3
People can create their own content, experiences, and products by engaging online			

A5.06 Work with Welsh Government and partners to deliver the objectives of the new 3 year strategy for Peoples Collection Wales .	Chief Operating Officer	<ul style="list-style-type: none"> • Delivery of Peoples Collection Wales three year Business Plan 	Q1-Q4
A5.08 Deliver the Contemporary Art Digitisation Project to extend the availability of the national collection for display at galleries and museums throughout Wales	Collections & Research	<ul style="list-style-type: none"> • Undertake consultation with a wide range of user groups across Wales. • Incorporate responses within the methodology for the on-line platform 	Q2-Q4 Q4
A5.09 Improve online presence to ensure digital experiences, services, and content will celebrate and represent the rich diversity of thinking, creativity and practice in Wales.	Collections & Research	<ul style="list-style-type: none"> • Identify priority communities, including marginalised and racialised communities, to be represented online in relation to contemporary art • Identify priority languages to be represented online, including Welsh, English and BSL • Review existing provision • Create digitisation and collection access strategy and plan, in relation to contemporary art • Conduct Wales-wide consultation with a wide range of user groups and incorporate responses in relation to contemporary art • Update and enhance the Digital Asset Library to facilitate collections access and usage • Review commissioning of content and develop plan, which prioritises marginalised and racialised communities to widen commissioning and content development 	Q3-Q4 Q3-Q4 Q2-Q4 Q2-Q4 Q3-Q4 Q1-Q4 Q2-Q4
Digital will enhance the physical visit to the national museums creating memorable experiences			
A5.07 Develop and deliver digital experiences	Chief Operating Officer	<ul style="list-style-type: none"> • Review existing digital provision and Wi-Fi across Amgueddfa Cymru Estate. • Develop plan to improve infrastructure to deliver better digital connectivity in public spaces • Commission a feasibility study for installation of internal and external visitor information screens across Amgueddfa Cymru. 	Q3-Q4 Q2-Q4 Q3

Strategic Commitment 6: Build global connections

Activity	Director	Operational Plan 2021/22 - Actions	Quarter
Amgueddfa Cymru will be recognised as a museum of global significance			
A6.01 Support the Welsh Government's International Strategy by developing and delivering an Amgueddfa Cymru International Strategy to increase recognition across the globe	Director General	<ul style="list-style-type: none"> Commence development of an Amgueddfa Cymru International Strategy 	Q3
A6.02 Develop and implement an International Communications and Marketing Action Plan.	Chief Operating Officer	<ul style="list-style-type: none"> Develop an Amgueddfa Cymru International Communications and Marketing Action Plan. 	Q4
A6.03 Develop and manage international partnerships with governments and museums and other strategic partners	Director General	<ul style="list-style-type: none"> Develop research projects with international partners 	Q4
A6.04 Develop and implement an International Touring Action Plan for Amgueddfa Cymru Exhibitions	Learning & Public Programmes	<ul style="list-style-type: none"> Develop an International Touring Action Plan for Amgueddfa Cymru Exhibitions. Develop options for potential touring exhibitions to inform a business case 	Q3-Q4 Q4
Global partnerships developed with organisations that share our commitment to social justice, and recognize the value of diversity of indigenous and contemporary knowledge and practice			

A6.05 Forge links and deepen relationships with other countries through shared values	Director General	<ul style="list-style-type: none"> Collaborate with international organisations to develop and deliver cultural rights and cultural democracy programme. Develop partnerships with international organisations, researchers and practitioners with expertise in cultural rights, and sustaining the cultures of smaller and indigenous nations 	Q1-Q4 Q4
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Strategic Enablers:

Activity	Director	Operational Plan 2021/22 - Actions	Quarter
Sustainability achieved through strong financial governance and management			
B1.01 Maintain robust finance/procurement systems, processes and controls, which meet operational and legislative requirements efficiently	Corporate Resources	<ul style="list-style-type: none"> Prepare draft Budgets for approval by Board. Produce monthly management accounts for Strategic Executive Team, and quarterly reports for Board, Planning Performance and Resources Committee, and Welsh Government 	Q1-Q4 Q1-Q4
Increase income generation to support delivery of Amgueddfa Cymru 2030 strategy			
B1.02 Develop Amgueddfa Cymru Income Generation Strategy aligned to organisational strategy	Business Development	<ul style="list-style-type: none"> Develop the strategy and begin delivery Develop and begin delivery of the 3-year Enterprises Plan 	Q3 Q2-Q3
	Collections & Research	<ul style="list-style-type: none"> Develop and begin delivery of a 5-year Collections & Research Income plan 	Q2-Q3
	Business Development	<ul style="list-style-type: none"> Deliver the 3 year Development (Fundraising) Plan 	Q2-Q3

	Learning & Public Programmes	<ul style="list-style-type: none"> Develop and deliver a Learning and Public Programmes Income Plan. 	Q1-Q4
A comprehensive programme of research and evaluation will inform and develop all areas of our work			
B1.03 Develop and implement a Research Programme which clearly aligns with the delivery of the strategy and the delivery of the Commitments	Collections & Research	<ul style="list-style-type: none"> Complete all long-standing live projects. Develop a new cross-divisional 5-year strategy which clearly identifies funding opportunities and partners. Develop and implement a clear methodology for monitoring projects. Establish and strengthen partnerships with major research funders UKRI/AHRC/NERC and seek new funding opportunities. Strengthen and develop projects with international partners 	Q1-Q4 Q3-Q4 Q3-Q4 Q2-Q4 Q3-Q4
B1.031 Develop and implement a plan for Participatory Action Research which offers opportunities for individuals and community partners	Collections & Research	<ul style="list-style-type: none"> Review current activity within existing programmes Work with partners to establish future requirements Incorporate opportunities for PAR within revised Research Fellow programme 	Q3-Q4 Q3-Q4 Q4
B1.05 Establish a research and evaluation programme to support visitor self directed engagement in our museum spaces	Visitor Experience	<ul style="list-style-type: none"> Carry out literature review of self directed engagement for best practice and case studies 	Q4
B1.06 Raise the external profile of research capability both in terms of specialist expertise and resources available for researchers. Work with community partners to develop new methodologies for participatory research	Collections & Research	<ul style="list-style-type: none"> Improve digital profile with an initial focus on Amgueddfa Cymru website. Develop a series of digital conference events to share research and develop global network. Develop new relationships with community partners and support activist research 	Q2-Q4 Q2-Q4 Q2-Q4

<p>B1.07 Enable and support project delivery, including the archiving of project information to allow lessons learned to be carried through to future projects.</p>	<p>Corporate Resources</p>	<ul style="list-style-type: none"> • Complete the development of a suite of project templates that can be used by project managers across the organisation for defined projects. • Produce a projects register to facilitate the monitoring of projects. 	<p>Q2-Q3 Q2-Q3</p>
<p>Support and develop our people, trustees and volunteers to embed trust, respect and inclusion</p>			
<p>B1.08 Develop and implement HR and People Strategy</p>	<p>Corporate Resources</p>	<ul style="list-style-type: none"> • Deliver change to human resources delivery model to include transition to HR Business Partners • Develop and deliver human resources and people strategies. • Continued focus of staff health and well-being and inclusion. Continue to train and develop mental health first aiders. • Undertake skills audits and succession planning for key roles • Launch annual Staff Survey. • Promote flexible working, flexible retirement opportunities and pilot blended working • Engage with the network of Disabled People’s Employment Champions to help identify and implement opportunities • Implement training programmes for disability awareness, deaf awareness, and hidden disabilities. • Develop training to raise awareness of racism • Develop inward and outward secondment policy 	<p>Q2-Q4 Q1-Q4 Q1-Q4 Q1-Q4 Q3 Q3-Q4 Q4 Q4 Q4 Q3</p>
<p>Exemplar governance of organisation ensuring the people of Wales are part of our decision-making processes</p>			
<p>B1.12 Organisational performance and planning reported to Board of Trustees and Welsh Government</p>	<p>Chief Operating Officer Corporate Resources</p>	<ul style="list-style-type: none"> • Produce quarterly performance monitoring reports to facilitate decision making by Board of Trustees and Welsh Government • Produce the Annual Report and Accounts and attain a clean audit report 	<p>Q1-Q4 Q3</p>

	Chief Operating Officer	<ul style="list-style-type: none"> Develop the annual Operational Plan and deliver the Annual Review 	Q4
The Welsh language is an integral part of all aspects of our work			
B1.13 Revised Welsh Language Policy and Action Plan	Learning & Public Programmes	<ul style="list-style-type: none"> Develop Welsh Language Action Plan. Publish Annual Report Draft Action Plan for 2023-2025, which goes beyond the Standards in support of Cymraeg 2050 	Q1 Q2 Q4
B1.14 Welsh language learning supported in partnership with the National Centre for Learning Welsh	Learning & Public Programmes	<ul style="list-style-type: none"> Deliver Cymraeg Gwaith and other learning initiatives. Welsh language learning encouraged for staff, volunteers and public and consideration given to implementing courtesy level Welsh for new employees 	Q1-Q4 Q4
B1.15 Welsh language experiences and services provided	Learning & Public Programmes	<ul style="list-style-type: none"> Deliver visitor experiences and public programmes through the medium of Welsh across Wales and online, including use of plurilingual approach to help normalize the language 	Q1-Q4
Amgueddfa Cymru will be trusted and recognised by everybody in Wales			
B1.16 Rollout of the new Amgueddfa Cymru brand	Chief Operating Officer	<ul style="list-style-type: none"> Complete brand development project including Brand Strategy and Brand Creative - launch internally and externally. 	Q1-Q3
B1.17 Develop and deliver Marketing and Communications Strategy to deliver stories and inspire creativity	Chief Operating Officer	<ul style="list-style-type: none"> Develop and deliver Marketing and Communications Strategy and work with colleagues and partners to develop key messages, stories and media opportunities which convey our strategy. 	Q1-Q4
B1.18 Develop Advocacy and Public Affairs Action Plan as part of Marketing and Communications Strategy	Chief Operating Officer	<ul style="list-style-type: none"> Engage members of the 6th Senedd as a priority for 2021-22 	Q2-Q3

B1.19 Develop and implement corporate and participant priorities	Chief Operating Officer	<ul style="list-style-type: none"> • Develop corporate participant priorities and apply to all public facing work • Develop action plan to deliver recommendations of review of our social and digital platforms. 	Q2-Q4 Q3
Physical infrastructure is fit for purpose			
B1.20 Develop and deliver a 5 year Estates Management Strategy and associated plans	Corporate Resources	<ul style="list-style-type: none"> • Develop and begin delivery of the 5-Year Estates Management Strategy • Develop and deliver annual Estates Plan • Procure and commission updated condition survey and review and revise priorities and capital plans. • Procure and commission professional services framework to support delivery of capital projects. 	Q2-Q3 Q1 Q2 Q2
B1.201 Develop and deliver a comprehensive storage strategy	Collections & Research	<ul style="list-style-type: none"> • Undertake a review of storage requirements across all sites • Identify opportunities for rationalizing collections where appropriate • Consult with local museum partners/local authorities to identify options for shared facilities • Draft storage strategy 	Q4 Q4 Q3-Q4 Q3-Q4
Our museums and working practices are safe, secure and compliant with Health & Safety and security regulations			
B1.21 Ensure the health, safety and welfare of staff and visitors	Visitor Experience	<ul style="list-style-type: none"> • Monitor and maintain health & safety across all sites and methods of working. • Maintain Covid secure requirements and safe methods of working as required. Plan for post Covid health & safety. 	Q1-Q4 Q1-Q4