

Valleys Re-told Advocacy Strategy 2021 - 2024 Executive Summary

This document sets out the Advocacy Strategy for the Valleys Re-told Project at Amgueddfa Cymru National Museum Wales in partnership with Cyfarthfa Castle Museum and Art Gallery and Cynon Valley Trust Museum. The aim of the Advocacy Strategy is to ensure the museum's partnership Key Messages are heard across our community and wider communities in the South Wales Valleys.

In common with all museums our Key Messages are:

1. These museums empower people through education and inspiration

2. Collections in our museums help communities to regenerate and forge their identity

Through this strategy for Amgueddfa Cymru National Museum Wales, Cyfarthfa Castle Museum and Art Gallery and Cynon Valley Trust Museum will work together to persuade key stakeholders and decision makers of the importance and value of the museum service to the communities of Wales.

What is Advocacy?

Advocacy is typically undertaken by an individual, group or organisation in order to promote either themselves, their ideals or individual projects. Though there are several different definitions of advocacy, the one that best fits Amgueddfa Cymru National Museum Wales, objectives were developed by the Museum Association which defines advocacy as follows:

“Advocacy is the process whereby an organisation seeks to influence others in order to gain support for its mission, interests or course of action. In order to achieve this, networks of support are developed and used to lend credibility, wield influence and offer third party endorsement. (Museums Association)

Project Context

The Valleys Re-told project takes place at Amgueddfa Cymru National Museum Wales, working in partnership with Cynon Valley Museum, Cyfarthfa Castle Museum and Art Gallery and the surrounding area. The 4 aims of the project are:

1. Identify Amgueddfa Cymru and partner Museums' visual arts collections which have been informed or inspired by the south Wales Valleys.
2. Work with participants in those localities to identify stories and new areas of knowledge linked to those collections.
3. Develop ways of using these collections within both Amgueddfa Cymru and the partner Museums, and in other locations such as local schools and community settings, making them more accessible to a wider range of people.
4. Make this new information better known within its source locality and beyond.

Key Messages

This strategy recognises that Amgueddfa Cymru, National Museum Wales and its partners are involved in many different areas. We believe that the Key Messages it needs to convey are:

1. These museums empower people through education and inspiration
2. Collections in our museums help communities to regenerate and forge their identity

These Key Messages are underpinned by a series of statements about what museums do. This strategy will ensure that these are communicated as part of promoting the Key Messages.

1. Museums collect and preserve the community's heritage
2. Museums make an important contribution to local identity, a sense of place and belonging

Target Audiences

Target Audiences	Ways of delivering Amgueddfa Cymru, National Museum Wales and its partners two key messages
1. Museum Visitors	Websites Social Media Press stories Information from annual report & Spotlight
2. Local Supporters (Friends, Local History Groups)	Lectures Participation in governance Sponsorship Letter writing Participation in Social Networking
3. Funders	Sponsorship Acknowledgements One to One Applications Invitation to develop projects
4 Media	Press Releases Images Quotes and Comments Good news stories Information from annual report & Spotlight

Actions

Amgueddfa Cymru, National Museum Wales and its partners will:

- Share the Key Messages on our websites.
- Share positive museum statistics on our websites.
- Build up a resource of good news/events/successes

Evaluation and Monitoring

Amgueddfa Cymru, National Museum Wales and its partners will identify some key outcomes for use in monitoring and evaluating the success of the strategy. These could include:

- Attendance of decision makers at events
- Interest from decision makers
- Evidence that the value of Amgueddfa Cymru, National Museum Wales and its partners has been recognised within relevant strategies, policies of governing organisation or funders.

