
Strategy for Public Programmes

2022-27

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1. Executive Summary

At Amgueddfa Cymru we believe cultural participation is a basic human right. Our collections, museums and digital platforms are public resources to inspire learning and creativity.

Our ambition is that by 2027 Amgueddfa Cymru will be a place where people of all ages and backgrounds can express their own identity, talent and creativity on their own terms. Programmes will be co-produced with people who come together to celebrate Wales's diverse and shared cultural heritage, champion social justice, environmental action and the Welsh language. In a more equal Wales, one with zero tolerance to racism and ableism, our programmes will focus on equality of outcome, ensuring people are fully represented, as decision makers, as creators and as participants.

The Strategy for Public Programmes and associated Action Plan have been developed to support the delivery of Amgueddfa Cymru 2030 and the Widening Engagement Action Plan, our responsibilities towards the Well-being of Future Generations, Cymraeg 2050, the Socio-economic Duty and our Remit Letter.

Amgueddfa Cymru's public programmes include events, exhibitions, school and lifelong learning, publications and volunteering. They also focus upon initiatives to deliver health and well-being and widen engagement with individuals, groups and communities.

Amgueddfa Cymru is the largest provider of learning outside the classroom in Wales, pre-pandemic 200,000 school pupils and students used our services. Our Volunteering Programme is recognised as one of the best in the UK heritage sector and has been awarded Investors in Volunteering status since 2015. We are also home to Wales's largest touring exhibition venue, at National Museum Cardiff. This strategy focuses on developing our position as a leading provider of cultural programmes in Wales, by being bolder, more creative, more connected and collaborative in our work. A network of over 200 local and national partners are currently involved in the development and delivery of our programmes. This strategy focuses on the need to maintain our partnership with other national bodies, public and third sector providers, strengthen our partnerships with grass roots organisations and build on the recent successful partnership with the Federation of Museums and Art Galleries of Wales (the Fed) in co-delivering programmes across Wales.

The impact of Covid-19 has been significant in terms of the needs and expectations of participants, and the methods of engagement. Over the past two years there has been a significant increase in digital participation made possible by the development of new hybrid and digital programmes.

The trends over the past six months, display a regaining of in-person participation alongside continued demand for digital participation. The audit survey conducted on programmes before and during Covid has identified opportunities to reduce some less impactful pre-Covid programmes. It has also confirmed opportunities for the further expansion of hybrid programmes. With the establishment of the Insights Team at Amgueddfa Cymru we are now better positioned to consider future trends, develop our knowledge and understanding of the nature and needs of our users and to measure the impact of our work.

Widening engagement with individuals and communities experiencing disadvantage across Wales is central to our work. The impact of the pandemic has been stark, revealing and deepening inequalities of opportunities for children, young people and adults. As a publicly funded organisation, our focus must be on enabling more people – and a wider range of people – to be involved in our work. As outlined in our [Widening Engagement Action Plan](#)¹, jointly published with Arts Council of Wales, we are committed to developing an approach to culture and heritage that actively engages individuals and communities across Wales in deciding what counts as culture, where it happens and who makes and experiences it.

The benefits of cultural participation far outweigh the benefits of cultural consumption. Our public programmes, using the Welsh Index of Multiple Deprivation, focus in particular on the following inequalities, where we as a museum could have an impact:

- educational
- health and well-being
- access to bilingual services.

The strategy recognises that Amgueddfa Cymru has finite resources and budget for investment. It therefore indicates how and in what areas we will prioritise the delivery of public programmes over the next five years. It provides ambition but notes where additional or re-allocation of resources is required to realise the ambitions.

This strategy builds on the work of past achievements to:

- Regain Amgueddfa Cymru's pre-Covid users and audiences
- Retain and expand Amgueddfa Cymru's reach with new users and audiences engaged during Covid, with a particular focus on intersectionality in terms of young people, individuals and groups who identify as LGBTQ+, culturally and ethnically diverse, economically disadvantaged and D/deaf and disabled

¹Widening Engagement Action Plan | Amgueddfa Cymru

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- Review and expand the network of hyper-local, local, national and international partnerships ensuring improved presence in local authorities where Amgueddfa Cymru museums are not located
 - Build on our bilingual programme delivery model to incorporate a plurilingual approach and adopt BSL as a third delivery language
 - Establish Amgueddfa Cymru's position as a leading provider of cultural programmes in Wales and improve visibility internationally.

The delivery of high-quality public programmes improves Amgueddfa Cymru's brand recognition and profile locally, nationally and internationally. The associated Action Plan provides a direction for public programming at Amgueddfa Cymru over the next five years, see Appendix 7.1.

2. Purpose

The primary purpose of Amgueddfa Cymru's Public Programmes is to directly support the following commitments in Amgueddfa Cymru 2030:

- Make sure that everyone is represented
- Inspire creativity and learning for life.

The Programmes also support the development of the following commitments:

- Help protect and restore nature and our environment
- Support well-being through inspirational spaces and experiences
- Discover and explore the museum digitally
- Build global connections.

Methods of working will support Amgueddfa Cymru's values of responsibility, integrity, creativity, equity and collaboration. The content for public programmes is developed collaboratively with participants and/or partners, and is rooted in the diversity of culture, language and thinking in Wales.

This strategy is aligned with other divisional strategies and is dependent upon the development of new infrastructure and initiatives such as the customer relations management system, new website, improved access and visitor experiences, decolonising and digitising the collections and the continued development of our staff and volunteers.

The Learning & Public Programmes team also support activities detailed in other corporate strategies such as increased digital reach, cultural tourism and income generation.

3. Aims and Impacts

The following aims will be developed as priorities to support the commitments in Amgueddfa Cymru 2030. Intended impacts and a sample of activities have been outlined. Please see Appendix 7.1 for the detailed associated Action Plan and the full list of activities programmed in 2022/23, 2023/24 and 2024-27. The plan has been developed based on current resources. Several programmes are delivered with support from external funders, Trusts and Foundations, see Appendix 7.2 for details. New initiatives are dependent on securing additional funding. The Action Plan provides the detail of where the investment is required in the resources and infrastructure to increase our reach and reputation.

Make sure that everyone is represented



Aim	Examples of Activity	Impact	Measure
<p>Celebrate diversity</p>	<p>Co-design and deliver events, displays and publications with grass-roots community-based organisations to engage with culturally and ethnically diverse individuals to express their creativity, heritage, and identity in collaboration with Amgueddfa Cymru</p> <p>Co-deliver events and exhibitions with people who identify as LGBTQ+, D/deaf and disabled and/or live in areas of economic disadvantage</p>	<p>Programmes are naturally bilingual, inclusive, anti-racist and anti-ableist</p> <p>Communities shape and inform their own cultural experiences and initiate opportunities for collaboration with Amgueddfa Cymru</p> <p>People and events with known historical association to slavery and colonialism are portrayed in an anti-racist way – one that recognises historical injustices</p> <p>Historical narratives in displays and exhibitions truly represent the rich and diverse nature of our shared heritage</p>	<p>Quantitative Measurable increase in partnerships/ engagement with smaller, community-based organisations</p> <p>Qualitative Satisfaction levels Case Studies</p>

<p>Display historical narratives that promote and deliver a balanced, authentic and decolonised account of the past and present in Amgueddfa Cymru exhibitions</p>	<p>Work with communities, young people and creative practitioners with lived experience to deliver a three-year Action Plan focused upon decolonising and reframing our public displays and exhibitions to tell stories through the lens of ethnically and culturally diverse communities, in partnership with Arts Council of Wales (pending funding) Sample co-produced exhibitions:</p> <ul style="list-style-type: none"> ▪ <i>Reframing Picton</i> with the Sub-Sahara Advisory Panel (NMC) 	<p>Improved access to Amgueddfa Cymru experiences for people in all parts of Wales</p> <p>Communities report that the voices of those neglected in the historical narratives of the past and present are amplified and celebrated</p>	<p>Quantitative Measurable increase in partnerships/engagement with smaller, community-based organisations</p> <p>No. visiting exhibitions</p> <p>Qualitative Evaluation Case Studies</p>
<p>Learn about cultural diversity, and recognise and celebrate the rich and diverse cultural mix of our society</p>	<p>Deliver school-based programmes and online resources to celebrate the contribution of culturally and ethnically diverse communities past and present</p> <p>Create new online resources and programmes with schools on Hwb</p>	<p>Public programme content is reported by people to be more sensitive, accessible, equitable and anti-racist</p> <p>Participants/users/audiences are representative of the population of Wales</p>	<p>Quantitative No. of views and downloads of resources</p> <p>Qualitative Satisfaction levels Case Studies</p>
<p>Collaborate with grass-root, local and national organisations including the Fed to deliver partnership programmes</p>	<p>Deliver Valleys Re-told initiative in partnership with Cyfarthfa Castle Museum and Art Gallery and Cynon Valley Museum and Gallery Trust</p> <p>Map activity across Wales and develop a costed plan with partners in local authorities with no national museum presence to include:</p> <ul style="list-style-type: none"> ▪ Business plan for touring exhibitions across Wales ▪ Further develop collaborative models with the Fed ▪ Review rationale and presence at community events and national events 		<p>Quantitative No. engaged</p> <p>Qualitative Partners analysis Case Studies Analysis of reach across Wales</p>
<p>Drive forward the rights of children</p>	<p>Develop Child Poverty Objectives collaboratively with youth forums, Amgueddfa Cymru Producers and partners</p> <p>Explore potential of aligning objectives with other national organisations</p> <p>Establish child-led exhibitions</p>	<p>Children’s cultural rights are enabled</p>	<p>Quantitative No. children participating</p> <p>Qualitative Peer review and partnership analysis of policies Insight surveys to determine impact</p>

Inspire creativity and learning for life



Aim	Examples of Activity	Impact	Measure
<p>Establish Amgueddfa Cymru’s position as a leading provider of cultural programmes in Wales</p>	<p>Deliver exhibitions and pop-up displays to celebrate Wales’s creativity past and present and promote social justice</p> <p>Sample programmes:</p> <ul style="list-style-type: none"> • <i>Artes Mundi 10</i> (NMC) • Festivals (St Fagans, NWMS) • Craft Courses (St Fagans, NWM, NSM, Big Pit) 	<p>Creativity in Wales promoted and celebrated</p> <p>Children, young people and adults inspired and motivated to be creative and develop their creative talents</p> <p>Schools in Wales engage with Amgueddfa Cymru, with over 200,000 users annually</p>	<p>Quantitative No. participating Increased reach nationally 20% and internationally 50%</p> <p>Qualitative Return on investment Case Study Evaluation</p>
<p>Maintain Amgueddfa Cymru’s position as the largest provider of learning outside the classroom in Wales</p>	<p>Deliver National Curriculum for Wales with facilitated hybrid activities</p> <p>Publish resources for teachers and schools with Cadw, National Library, Royal Commission and the Fed</p> <p>Continue to deliver UK wide partnership initiatives with other national museums</p>	<p>Children, young people and adults learn and use the Welsh language</p> <p>Young people and adults gain skills, confidence and experience with progression routes into employment</p> <p>Amgueddfa Cymru gains a reputation for its work with volunteers, children and young people and is trusted as a quality learning provider</p> <p>Amgueddfa Cymru is well networked within the wider Educational and Youth sectors</p> <p>Participants, volunteers and placements are representative of the population</p>	<p>Quantitative No. participating No. schools mapped against total schools Increased reach to 55% by 2024 and 65% by 2027</p> <p>Qualitative Satisfaction surveys Case studies Partnership analysis</p>

<p>Establish adult learning provision</p>	<p>Establish three-year partnership programme with Open University and Adult Learning Wales</p> <p>Develop adult learning course content, ESOL resources and Welsh language learning resources with partners</p>	<p>Children’s cultural rights are enabled</p>	<p>Qualitative Satisfaction surveys Case Studies Partnership analysis</p>
<p>Widen Engagement with young people and support the Young Person’s Guarantee</p>	<p>Deliver Hands on Heritage Action Plan, funded by National Lottery Heritage Fund (NLHF)</p> <p>Embed Amgueddfa Cymru Producers as a model and seek further additional funding to support widening engagement with young people</p>		<p>Quantitative No. participating</p> <p>Qualitative Satisfaction surveys Case Studies Partnership analysis Participatory evaluation</p>
<p>Maintain Investors in Volunteering Standard</p>	<p>Achieve Investors in Volunteering for the fourth time</p> <p>Deliver volunteering opportunities with partners for young people and adults at all museums and on digital platforms</p>		<p>Quantitative No. participating No. hours volunteered Demographic analysis</p> <p>Qualitative Satisfaction surveys Case Studies Partnership analysis</p>

Help protect and restore nature and our environment



Aim	Examples of Activity	Impact	Measure
<p>Raise awareness of the environmental emergency</p>	<p>Embed environmental themes in exhibitions and events and collaborate with environmental campaigners</p> <p>Deliver green garden initiatives:</p> <ul style="list-style-type: none"> • GRAFT as a community garden (NWMS) • Partner-run gardens (St Fagans), rural meadow (NWM), urban meadow (NMC) 	<p>Individuals and groups more aware of climate emergency and actions to reduce impacts on environment</p> <p>Foster positive environmental action</p>	<p>Quantitative No. participating</p> <p>Qualitative Satisfaction surveys Case Studies Partnership analysis Evaluation (selected programmes)</p>

Support well-being through inspirational spaces and experiences



Aim	Examples of Activity	Impact	Measure
<p>Be a dementia supportive environment</p>	<p>Launch and deliver year one of Museums Inspiring Memories in partnership with the Alzheimer’s Society and in collaboration with people living with dementia, partners and carers (all museums)</p> <p>Sample programme:</p> <ul style="list-style-type: none"> • Objects of Comfort 	<p>People living with and affected by dementia and their carers engaged and supported</p> <p>People supported to live healthier and happier lives</p> <p>Physical, mental and emotional well-being of participants is improved through socially prescribed activities</p>	<p>Quantitative No. participating Demographic analysis</p> <p>Qualitative Satisfaction surveys Case Studies Partnership analysis Evaluation</p>
<p>Support a well-being programme for Wales in line with Welsh Government’s Social Prescribing Framework</p>	<p>Develop and deliver a social prescribed offer (pending funding)</p>		<p>Quantitative No. participating</p> <p>Qualitative Satisfaction surveys Case Studies Partnership analysis</p>

Discover and explore the museum digitally*



Aim	Examples of Activity	Impact	Measure
Improve digital platforms and web presence for public programmes	Provide structured opportunities for young people to create content for social media platforms building on the success of Bloedd Instagram Launch Changing Museums to publish museological approaches and ways of working	Increased and enhanced digital reach	Quantitative No. views and engagements Qualitative Case Studies Partnership analysis

Build global connections**



Aim	Examples of Activity	Impact	Measure
Develop International Touring Exhibitions	Deliver Gwen John as an international exhibition in 2026 (pending funding) Collaborate with international partners and venues to plan a forward programme (pending funding) Plan a forward international exhibition programme for 2026-30 (pending funding)	Amgueddfa Cymru recognised as a museum of global significance	Quantitative No. participating Income raised Qualitative Satisfaction surveys Partnership analysis

* Digital programmes are hybrid and have been included in Goal 2: Inspire creativity and learning for life

** Digital events and learning programmes also have a global reach. Data and reporting on these programmes form part of Goal 2: Inspire creativity and learning for life

4. Methods of working

In setting and agreeing this strategy and action plan we have taken into account the seven well-being goals and the five ways of working outlined by the Future Generations Commissioner, see Appendix 7.3 for detail. A network of over 200 hyper-local, local, national and international partnerships are involved in the development and delivery of Amgueddfa Cymru programmes.

Partnerships will be reviewed in 2023 and revised partnership agreements established. While partnerships are strong in areas such as learning and events, the recent audit uncovered areas for future opportunity such as with international tours, health initiatives and with organisations focused on raising public awareness of the environmental emergency. Recent joint initiatives with the Fed, such as the Winter of Wellbeing and the Valleys Re-told, provide models for working collaboratively with local and independent museums across Wales.

We recognise the importance of developing ways of working that support the implementation of a carbon management plan. This will lead us to significantly reviewing our exhibitions programme including our touring programme in Wales and plans for touring internationally. It will also lead to a review of all materials and resources used across programmes.

Amgueddfa Cymru's People Strategy provides detail regarding ways to develop and value our highly skilled and talented staff. Within the Division, mentoring, coaching and action learning are used as opportunities for staff to reflect and progress their work. Staff are encouraged to share their work at national and international conferences. We will build on this practice and continue to enter our programmes for awards and peer sharing.

5. Measures and Reporting

The following provides an indication of what and how we will measure our work. As many of our programmes are free of charge, we do not hold accurate and detailed data on those participating. A series of evaluations will be commissioned over the next three years, with input from our Insights Team, to provide more detailed

understanding of the reach and impacts of these programmes. Improved ways of measuring the impact of the programmes will also be developed and opportunities for participatory research particularly focused on health and well-being initiatives will be explored with the Head of Research.

Primary Measures	Secondary Measures
<p>Quantitative Numbers participating in Hybrid Public Programmes to include programmes for schools, public events, exhibitions and volunteering</p>	<p>Quantitative Demographic analysis of selected programmes – geographic, multiple index of deprivation, ethnic diversity etc. Correlation with total visitor numbers in museums and online Retention rates for various programmes</p>
<p>Qualitative Feedback gathered through surveys on public programmes</p>	<p>Qualitative Satisfaction levels</p>
<p>Qualitative Evaluation and/or partnership analysis of selected programmes</p>	<p>Qualitative and Quantitative Return on investment analysis on selected programmes New Economics Foundation (NEF) evidence-based actions for well-being, museum and heritage industry standard measurements and frameworks for assessing the impact of well-being</p>
<p>Qualitative Case Studies provided by programme leads/partners</p>	<p>Qualitative Peer reviewed work</p>

Reporting and monitoring of progress in delivering the Public Programmes Strategy and Action Plan will be discussed quarterly at SET, with a quarterly report to PPRC presented by the Director of Learning & Public Programmes.

6. Assumptions and Challenges

This strategy is based on the need to deliver Amgueddfa Cymru 2030 and the five-year business plan currently in draft. It has been developed based on an assumption of the current resourcing level. Additional resources are required to fully deliver the Action Plan. Where additional external resourcing is required, this has been indicated in the Action Plan. Actions which are not fully funded will not be taken forward until the additional resources required are secured.

Lack of adequate infrastructure affects our ability to develop and grow certain aspects of the public programme, for example the scale and ambition of our public events, exhibitions and digital work. As these are addressed, we will revise our plans.

The strategy has also assumed that the current recovery trajectory will continue, with in-person participation numbers returning to post Covid levels within three years.

7. Appendix

7.1 Action Plan

The plan assumes continuity of current resourcing. Areas which need additional resource to deliver have been indicated in greyscale.

Make sure that everyone is represented



Aims	2022/23 Activities	2023/24 Activities	2024-27 Activities	Impacts	Lead/s	Measures
<p>Celebrate diversity</p> <p>Support society in Wales to embrace and celebrate its diverse cultural heritage while understanding and recognising the right to freedom of cultural expression</p>	<p>Co-design and deliver events and displays with grass-roots community-based organisations to engage with culturally and ethnically diverse individuals to express their creativity, heritage, language, cultural identity and origins on their own terms and in collaboration with Amgueddfa Cymru, Arts Council of Wales and local galleries (pending funding)</p>	<p>Co-design and deliver events and displays with grass-roots community-based organisations to engage with culturally and ethnically diverse individuals to express their creativity, heritage, language, cultural identity and origins on their own terms and in collaboration with Amgueddfa Cymru, Arts Council of Wales and local galleries (pending funding)</p>	<p>Co-design and deliver events and displays with grass-roots community-based organisations to engage with culturally and ethnically diverse individuals to express their creativity, heritage, language, cultural identity and origins on their own terms and in collaboration with Amgueddfa Cymru, Arts Council of Wales and local galleries (pending funding)</p>	<p>Creatives are supported at a grass-roots level both individually and collectively to participate in and initiate opportunities to express their own identity on their own terms</p>	<p>Director of Learning & Public Programmes</p> <p>Head of Events</p> <p>Head of Exhibitions</p>	<p>Quantitative Measurable increase in partnerships/ engagement with smaller, community-based organisations</p> <p>Qualitative Satisfaction levels Case Studies</p>

	<p>Co-deliver events and exhibitions with people who identify as LGBTQ+, and/or live in areas of economic disadvantage</p> <p>Establish ring-fenced resources and provide settings to support culturally and ethnically diverse grassroots communities to co-design and deliver programmes as detailed in the Widening Engagement Action Plan</p> <p>Sample programmes include:</p> <ul style="list-style-type: none"> Black History 365 events Pride and Glitter History Month 	<p>Co-deliver events and exhibitions with people who identify as LGBTQ+, and/or live in areas of economic disadvantage</p> <p>Provide resources and settings to support culturally and ethnically diverse grassroots communities</p>	<p>Co-deliver events and exhibitions with people who identify as LGBTQ+, D/deaf and disabled and/or live in areas of economic disadvantage</p> <p>Provide ring-fenced resources to support culturally and ethnically diverse grassroots communities</p>	<p>Programmes are naturally bilingual, inclusive, anti-racist and anti-ableist</p> <p>Communities shape and inform their own cultural experiences and initiate opportunities for collaboration with Amgueddfa Cymru</p> <p>People and events with known historical association to slavery and colonialism are portrayed in an anti-racist way – one that recognises historical injustices</p>	<p>Director of Learning & Public Programmes</p> <p>Head of Events</p> <p>Head of Exhibitions</p>	<p>Quantitative Measurable increase in partnerships/engagement with smaller, community-based organisations</p> <p>Qualitative Satisfaction levels Case Studies</p>
<p>Display historical narratives that promote a balanced, authentic and decolonised account of the past</p>	<p>Work with communities, young people and creative practitioners with lived experience to develop a three-year Action Plan focused upon decolonising and reframing public displays and exhibitions to tell stories through the lens of ethnically and culturally diverse communities, in partnership with Arts Council of Wales (pending funding)</p> <p>Sample co-produced exhibitions:</p> <ul style="list-style-type: none"> <i>Reframing Picton</i> with the Sub-Sahara Advisory Panel (NMC) 	<p>Work with communities, young people and creative practitioners with lived experience to undertake year two of the Action Plan to decolonise public displays and develop new exhibitions to tell stories through the lens of ethnically and culturally diverse communities, in partnership with Arts Council of Wales (pending funding)</p>	<p>Implement year three of the Action Plan and launch displays and exhibitions which tell stories through the lens of ethnically and culturally diverse communities (pending funding)</p> <p>Establish a plan with partners to embed community exhibitions into forward programming for all museums</p>	<p>Historical narratives in displays and exhibitions truly represent the rich and diverse nature of our shared heritage</p> <p>Communities report that voices of those neglected in historical narratives are amplified and celebrated</p>	<p>Director of Learning & Public Programmes</p> <p>Head of Exhibitions</p> <p>Heads of Collections</p>	<p>Quantitative Measurable increase in partnerships/engagement with smaller, community-based organisations No. visiting exhibitions</p> <p>Qualitative Evaluation Case Studies</p>

<p>Learn about cultural diversity, and recognise and celebrate the rich and diverse cultural mix of our society</p>	<p>Work with culturally and ethnically diverse groups and individuals to review online learning resources and in-person workshops to support the National Curriculum in Wales</p> <p>Create new online resources and pilot programmes with schools on Hwb</p> <p>Build on and further link stories, through the lens of ethnically and culturally diverse communities, within existing cultural programmes such as Fusion and cultural resources on Hwb</p>	<p>Deliver school-based programmes and online resources to celebrate the contribution of culturally and ethnically diverse communities past and present</p> <p>Promote equality through delivery of cultural programmes such as Fusion and cultural resources on Hwb</p>	<p>Deliver school-based programmes and resources to celebrate the contribution of culturally and ethnically diverse communities past and present</p> <p>Promote equality through delivery of cultural programmes such as Fusion and cultural resources on Hwb</p>	<p>Improved access to Amgueddfa Cymru experiences for people in all parts of Wales</p> <p>Public programme content reported by people to be more sensitive, accessible, equitable and anti-racist</p> <p>Participants/ users/audiences representative of the population of Wales</p>	<p>Director of Learning & Public Programmes</p> <p>Head of Learning</p>	<p>Quantitative No. views and downloads of resources</p> <p>Qualitative Satisfaction levels Case Studies</p>
	<p>Explore with Arts Council of Wales opportunities to expand delivery of Cynefin into museum settings (pending funding)</p>	<p>Pilot, with Arts Council of Wales, opportunities to expand delivery of Cynefin into museum settings (pending funding)</p>	<p>Deliver Cynefin with Arts Council of Wales at museum settings (pending funding)</p>			
<p>Collaborate with grass-root, local and national organisations including the Fed to deliver partnership programmes</p>	<p>Develop and deliver community exhibitions</p>	<p>Establish partnership plan for working in local authorities with no national museums presence to include:</p> <ul style="list-style-type: none"> Plan and rationale for touring exhibitions across Wales Plan and rationale for presence at community events Business plan to widen presence at national events 2024-27 	<p>Develop and deliver co-produced touring exhibitions with communities</p> <p>Be present at national events including Eisteddfodau, Pride and Royal Welsh</p> <p>Explore use of pop-up touring kit in other community settings, including schools</p>		<p>Head of Exhibitions</p> <p>Head of Events</p> <p>Head of Learning</p>	<p>Quantitative No. engaged</p> <p>Qualitative Partners analysis Case Studies Analysis of reach across Wales</p>

	<p>Deliver projects with local venues and museums:</p> <ul style="list-style-type: none"> Valleys Re-told with Cyfarthfa Castle Museum and Art Gallery and Cynon Valley Museum and Gallery Trust <p>Deliver a presence at the national events:</p> <ul style="list-style-type: none"> Eisteddfod yr Urdd Eisteddfod Genedlaethol Pride <p>Develop and pilot a pop-up touring kit to deliver exhibition content, and collection narratives at community settings and national events</p>	<p>Deliver third year of the Valleys Re-told initiative in partnership with Cyfarthfa Castle Museum and Art Gallery and Cynon Valley Museum and Gallery Trust</p> <p>Deliver community and national events using community pop-up touring kit:</p> <ul style="list-style-type: none"> Eisteddfod yr Urdd Eisteddfod Genedlaethol Pride Royal Welsh 			<p>Head of Exhibitions</p> <p>Head of Events</p> <p>Head of Learning</p>	<p>Quantitative No. engaged</p> <p>Qualitative Partners analysis Case Studies Analysis of reach across Wales</p>
<p>Support Fusion initiative with grass-root organisations to provide skills and experiences in areas facing economic disadvantages</p>	<p><i>Pending review of Welsh Government's Fusion initiative and future funding</i></p> <p>Continue to support Fusion network established through the Welsh Government Fusion (community cultural programme) with local authorities across Wales</p> <p>Deliver programmes to support Fusion e.g. the Cultural Ambition placement programme with Creative and Cultural Skills</p>	<p>Revise plan in line with recommendations made following Welsh Government's evaluation of Fusion programme</p> <p>Continue to support Welsh Government as required on plans and strategy for 2023+</p>			<p>Head of Engagement & Volunteering</p>	

<p>Enable community agency and co-production</p>	<p>Establish Race Equality Task Force and D/deaf and Disabled Task and Finish groups with Arts Council of Wales to monitor delivery of Widening Engagement Action Plan</p> <p>Co-ordinate Hands on Heritage Partnership Board with young people, partners, staff and trustees to increase representation of young people in policy development and decision-making</p> <p>Review and revise contract and payment structure for Amgueddfa Cymru Producers and establish model for youth led co-production</p> <p>Review and revise Community Payment Policy, Service Level Agreements and frameworks to contract community organisations to lead and co-produce programmes</p>	<p>Explore frameworks for developing community-led advisory boards and youth panels for initiatives at a local level</p> <p>Frameworks for consensual working in place, reciprocity and inequalities of power articulated</p> <p>Review Race Equality Task Force and D/deaf and disabled Task and Finish Groups with Arts Council of Wales and partners and adapt as required</p> <p>Revise Hands on Heritage Partnership Board post lottery funding</p>	<p>Take forward frameworks for delivering community-led advisory boards, Amgueddfa Cymru Producers network and youth panels</p>		<p>Director Learning & Public Programmes</p> <p>Head of Engagement & Volunteering</p>	<p>Quantitative Retention rate</p> <p>Qualitative Partners analysis</p>
<p>Drive forward the rights of children</p>	<p>Develop Child Poverty Objectives with input from youth forums, Amgueddfa Cymru Producers and partners</p> <p>Discuss and explore potential of aligning objectives with other national sponsored bodies</p>	<p>Embed Child Poverty Objectives in organisational corporate plan</p> <p>Establish plan for child-led exhibitions</p>	<p>Review Child Poverty Objectives for 2025+</p> <p>Establish child-led exhibitions</p>	<p>Children's cultural rights are enabled</p>	<p>Director of Learning & Public Programmes</p>	<p>Quantitative No. children participating</p> <p>Qualitative Insight surveys Peer review and partnership analysis</p>

Inspire creativity and learning for life



Aims	2022/23 Activities	2023/24 Activities	2024-27 Activities	Impacts	Lead/s	Measures
<p>Establish Amgueddfa Cymru’s position as a leading provider of cultural programmes in Wales</p>	<p>Deliver exhibitions, events and publications to celebrate Wales’s creativity past and present</p> <p>Exhibitions:</p> <ul style="list-style-type: none"> • Touring exhibitions: <i>Celf / Art 100</i> (Aberystwyth Arts Centre and Y Gaer Brecon) • Major exhibitions: 100 Years of the BBC in Wales (NMC) <p>Events:</p> <ul style="list-style-type: none"> • Courses with craftspeople and craft organisations (NSM, NWMS and St Fagans) • Festivals e.g. Food Festival (St Fagans) and Swansea Science Festival (NWMS) • Sleepover from Home (digital) • Museum Talks (digital) • In Conversation programme (hybrid) • Seasonal Trails (all museums) <p>Publications:</p> <ul style="list-style-type: none"> • Launch <i>Flourish: A Golden Age for Ceramics in Wales</i> • Develop Publishing Programme for 2023-25 	<p>Deliver exhibitions, events and publications to celebrate Wales’s creativity past and present</p> <p>Exhibitions:</p> <ul style="list-style-type: none"> • Touring exhibitions: <i>Celf / Art 100</i> (Oriol Ynys Môn); <i>Geiriau Diflanedig/ Lost Words</i> (national parks) • Major exhibitions: <i>Artes Mundi 10</i> (NMC) <p>Events:</p> <ul style="list-style-type: none"> • Courses (NSM, NWMS, St Fagans, Big Pit) • Festivals (St Fagans, NWMS, NMC) • Sleepover from Home (digital), explore options for Grown-up Sleepovers • Museum Talks (NMC/ digital) • In Conversation programme (NMC/ digital) • Seasonal Trails (all museums) • Pilot Tours (NMC) <p>Publications:</p> <ul style="list-style-type: none"> • Develop business plan and content for a major Gwen John co-publication 	<p>Deliver exhibitions, events and publications to celebrate Wales’s creativity past and present</p> <p>Exhibitions:</p> <ul style="list-style-type: none"> • Develop exhibition programme to tour Wales (pending funding) • Creativity, strikes and protest in Wales to mark the Miners Strike in 2024 (all museums) <p>Events:</p> <ul style="list-style-type: none"> • Courses, Festivals, Sleepovers, Talks, Lates and Trails • Launch Tours packages (NMC, St Fagans) <p>Publications:</p> <ul style="list-style-type: none"> • Launch major Gwen John co-publication <p>Develop business case for establishing an Amgueddfa Cymru wide Crafts for Wales programme with Visitor Experiences and Enterprises Teams</p>	<p>Creativity in Wales promoted and celebrated</p> <p>Children, young people and adults inspired and motivated to be creative and develop their creative talents</p> <p>Welsh creative talent, past and present, showcased contributing to cultural tourism in Wales</p>	<p>Director of Learning & Public Programmes</p> <p>Head of Exhibitions</p> <p>Head of Events</p> <p>Head of Publishing</p>	<p>Quantitative</p> <p>No. participating Increased reach nationally by 20% and internationally by 50%</p> <p>Qualitative</p> <p>Return on investment Case Study Evaluation</p>

<p>Maintain Amgueddfa Cymru's position as the largest provider of learning outside the classroom in Wales</p>	<p>Deliver National Curriculum for Wales facilitating hybrid activities virtually and in museums</p> <p>Streamline the current programmes to reflect the Curriculum for Wales (incorporating Cynefin, Welsh language learning, diversity as a cross cutting theme and teaching the history of Wales)</p> <p>Develop Fed collaboration to deliver resources for schools</p> <p>Build on collaborations with national organisations in Wales including: Cadw, National Library of Wales and Royal Commission to publish resources for schools</p> <p>Continue to collaborate with other national museums to deliver programmes for schools e.g. Explore: Urban Nature partnership with Natural History Museum</p> <p>Develop hybrid programme for trainee teachers and qualified teachers</p> <p>Pilot new brand and revisit marketing and website to make it easier to navigate</p>	<p>Deliver National Curriculum for Wales facilitating hybrid activities virtually and in museums</p> <p>Develop and publish resources for teachers and schools to support the new curriculum and promote Welsh language learning, inclusivity and anti-racist practice</p> <p>Develop the secondary school programme</p> <p>Publish resources for schools with Cadw, National Library, Royal Commission and Fed</p> <p>Recruit and train external freelance actors and artists to facilitate elements of the schools programme</p>	<p>Deliver National Curriculum for Wales facilitating hybrid activities virtually and in museums</p> <p>Evaluate revisions made to the programme and respond to the findings</p> <p>Publish resources for teachers and schools with Cadw, National Library, Royal Commission and Fed</p> <p>Continue to build the secondary school programme in line with the expansion of the Curriculum for Wales</p>	<p>Schools in Wales engage with Amgueddfa Cymru, with over 200,000 users annually to deliver the Curriculum for Wales</p> <p>Children, young people, adults and partners are empowered to co-produce their own cultural learning experiences</p> <p>Children, young people and adults are inspired and motivated to learn and share their learning</p> <p>Children, young people and adults learn and use the Welsh language</p>	<p>Head of Learning</p> <p>Strategic Lead for Formal Learning</p>	<p>Quantitative No. participating, No. schools mapped against total schools Increased reach by 2024</p> <p>Qualitative Satisfaction surveys Case Studies</p>
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<p>Develop new models to deliver pre-school engagement</p>	<p>Work with early learning providers to develop a planned activity for partners to deliver provision for pre-school children and their carers/ families within museum settings, and identify training needs</p>	<p>Pilot new ways of hosting external learning providers (NMC, St Fagans, NWMS and Big Pit)</p>	<p>Review new ways of working and implement changes</p>	<p>Young people and adults gain skills, confidence and experience with progression routes into employment</p>	<p>Head of Learning Strategic Lead for Families & Early Years Learning</p>	<p>Qualitative Satisfaction surveys Partnership analysis</p>
<p>Faciliate Family Learning Programme to include looked after children and individuals facing the greatest disadvantages</p>	<p>Work with families and partners to develop and deliver:</p> <ul style="list-style-type: none"> Resources and hybrid activities which promote inclusivity and anti-racism Welsh language learning and English as a second language (ESOL) learning Plan to support looked after children 	<p>Host and deliver intergenerational family offer and programmes for looked after children</p> <p>Provide input to Visitor Experience teams on auditing family experiences at each museum and plan for self-led learning experiences</p>	<p>Host and deliver intergenerational family offer and programmes for looked after children</p> <p>Review self-led learning experiences with Visitor Experience teams</p>	<p>Amgueddfa Cymru gains a reputation for its work with volunteers, children and young people and is trusted as a quality learning provider</p> <p>Amgueddfa Cymru is well networked within the wider Educational and Youth sectors</p>	<p>Head of Learning Strategic Lead for Families & Early Years Learning</p>	<p>Qualitative Satisfaction surveys Case Studies Partnership analysis</p>
<p>Establish adult learning provision</p>	<p>Complete the MoU with Adult Learning Wales and launch partnership</p> <p>Establish three-year partnership programme with Open University and Adult Learning Wales</p> <p>Develop and deliver new pilot programmes with partners (St Fagans)</p> <p>Develop ESOL resources and programmes with partners</p>	<p>Develop adult learning course content with partners Open University and Adult Learning Wales (NMC, St Fagans, NWMS), and revised Welsh language resources with National Centre for Learning Welsh (all museums)</p> <p>Review current relationships with Further and Higher Education with curatorial departments</p>	<p>Collaborate with Open University to further develop and expand learning resources using platforms such as OpenLearn (pending funding)</p> <p>Embed adult learning partnership working across all museums (pending funding)</p>	<p>Participants, volunteers and placements are representative of the population</p>	<p>Head of Learning Strategic Lead for Adult Learning</p>	<p>Qualitative Satisfaction surveys Case Studies Partnership analysis</p>

<p>Widen Engagement with young people (14-16, 17-18, 18-24) and support the Young Person's Guarantee</p>	<p>Deliver Hands on Heritage Action Plan, funded by NLHF to include:</p> <ul style="list-style-type: none"> • Review of Amgueddfa Cymru Producers model • Skills models with partners, to support creativity and Welsh language learning <p>Complete evaluation, and plan for delivery model, post NLHF funding</p> <p>Deliver Summer of Fun in collaboration with Fed and explore future collaboration</p>	<p>Establish core youth initiatives, accreditation and skills models and embed Amgueddfa Cymru Producers as part of core work</p> <p>Develop Business Plan for widening engagement with young people post Hands on Heritage initiative (pending funding)</p> <p>Seek further additional funding to support widening engagement with young people</p>	<p>Implement Business Plan for widening engagement with young people post Hands on Heritage initiative (pending funding)</p>		<p>Head of Engagement & Volunteering</p>	<p>Quantitative No. participating</p> <p>Qualitative Satisfaction surveys Case Studies Partnership analysis Participatory evaluation</p>
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<p>Maintain Investors in Volunteering Standard</p>	<p>Review policies and plan for volunteers and placements with partners and volunteers in line with Investors in Volunteering, for 2023-25</p> <p>Volunteering:</p> <ul style="list-style-type: none"> • Maintain and facilitate current opportunities (St Fagans, NMC, NWMS, NWM) • Deliver new opportunities (NSM, Big Pit, Collections Centre) • Develop opportunities with ethnically and culturally diverse individuals and groups • Develop Welsh language opportunities • Trial a buddy scheme • Develop infrastructure for digital and e-volunteering <p>Placements:</p> <ul style="list-style-type: none"> • Standardise framework for students and funded placements • Expand NMC Skills Development Placements (NWMS, St Fagans) • Develop opportunities through the Welsh language 	<p>Review and revise Action Plan and funding requirements for 2025+ with partners and volunteers</p> <p>Deliver detailed Action Plan for 2023-25 to include:</p> <ul style="list-style-type: none"> • E-volunteering • New in-person volunteering opportunities with partners <p>Review diversity of placement-holders and make effective change to increase diversity</p> <p>Revise funded placements and suggest a best practice model</p>	<p>Achieve Investors in Volunteering for the fourth time</p> <p>Review and revise e-volunteering and in person volunteering opportunities</p> <p>Review and revise placement opportunities</p>		<p>Head of Engagement & Volunteering</p> <p>Volunteering and Placement Manager</p>	<p>Quantitative</p> <p>No. participating No. hours volunteered Demographic analysis of geographic, ethnic diversity etc.</p> <p>Qualitative</p> <p>Satisfaction surveys Case Studies Partnership analysis</p>
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<p>Adopt BSL and a plurilingual approach to Welsh</p>	<p>Establish a BSL offer for online events programme</p> <p>Establish a plurilingual approach to the Welsh language in the programme for schools</p> <p>Work with D/deaf and disabled people in partnership with Arts Council of Wales to develop access standards and guidelines for programmes in line with the Widening Engagement Action Plan</p>	<p>Embed BSL across Events programme</p> <p>Establish a plurilingual approach to Welsh language use in learning programme and pilot in exhibitions</p> <p>Work with D/deaf and disabled people and partnerships to deliver plans for embedding recommendations made by communities working with Richie Turner Associates and from Audits undertaken by Direct Access</p>	<p>Mainstream BSL offer throughout events programme</p> <p>Plan to embed BSL in exhibitions and pilot in learning programme (pending funding)</p> <p>Establish a plurilingual approach to Welsh language interpretation in exhibitions</p>	<p>Programmes are naturally bilingual and inclusive</p>	<p>Head of Learning</p> <p>Head of Events</p> <p>Head of Exhibitions</p> <p>Welsh Language Co-ordinator</p>	<p>Qualitative</p> <p>Satisfaction surveys</p> <p>Case Studies</p> <p>Partnership analysis</p>
<p>Meet income and fundraising target as outlined in the Income Generation Strategy</p>	<p>Deliver against targets as detailed in plan</p> <p>Provide report to Development Department for funders including the Paul Hamlyn Foundation, PPL, Clore Duffield Foundation, National Lottery etc</p> <p>Develop funding applications for widening engagement with young people and other public programmes</p>	<p>Deliver against targets and deliver funding applications as detailed in plan</p> <p>Develop income generation plan for 2025+</p> <p>Provide report to Development Department for funders</p>	<p>Deliver against targets and deliver funding applications as detailed in plan</p> <p>Provide report to Development Department for funders</p>	<p>Support Amgueddfa Cymru's Income Generation Strategy</p>	<p>Director of Learning & Public Programmes</p> <p>Head of Learning</p> <p>Head of Exhibitions</p> <p>Head of Events</p> <p>Head of Publishing</p>	<p>Quantitative</p> <p>Income target met</p> <p>Qualitative</p> <p>Feedback from funders</p>

Help protect and restore nature and our environment



Aims	2022/23 Activities	2023/24 Activities	2024-27 Activities	Impacts	Lead/s	Measures
<p>Raise awareness of the environmental emergency</p>	<p>Deliver events and exhibitions:</p> <ul style="list-style-type: none"> • <i>Wildlife Photographer of the Year</i> exhibition and programme of events including Lates and Sleepover@Home: Natural World • Earth Hour events to support global campaign during COP27 <p>Deliver volunteering and green garden initiatives:</p> <ul style="list-style-type: none"> • GRAFT as a community garden (NWMS) • Partner-led gardens (St Fagans) • Rural meadow (NWM) • Urban meadow (NMC) 	<p>Deliver events and exhibitions:</p> <ul style="list-style-type: none"> • <i>Mining for Mobiles</i> exhibition (NMC) • <i>Lost Words/Geiriau Diflanedig</i> exhibition with Oriel y Parc (National Parks) • In Conversation events <p>Deliver volunteering and green garden initiatives:</p> <ul style="list-style-type: none"> • GRAFT as a community garden (NWMS) • Partner-run gardens (St Fagans) • Rural meadow (NWM) • Urban meadow (NMC) 	<p>Embed environmental themes in delivery of exhibitions and events</p> <p>Continue to plan and deliver exhibitions providing an environmental emergency focus</p> <p>Continue to plan and deliver volunteering and green garden initiatives (NWMS, St Fagans, NWM, NMC), review opportunities at other museums (Big Pit, NRLM)</p>	<p>Individuals and groups are more aware of the climate emergency and actions to reduce impacts on the environment</p> <p>Foster positive environmental action</p> <p>Ensure environmental and sustainable legacies for public programmes</p>	<p>Head of Exhibitions</p> <p>Head of Events</p> <p>Head of Engagement & Volunteering</p>	<p>Quantitative No. participating</p> <p>Qualitative Satisfaction surveys Case Studies Partnership analysis Evaluation (selected programmes)</p>
<p>Ensure environmental and sustainable legacies for public programmes</p>	<p>Develop methods of working that reduce carbon and embed sustainability practices in the production and delivery of public programmes:</p> <ul style="list-style-type: none"> • Consider legacy of exhibitions to reduce waste • Prioritise use of sustainable materials within exhibition build and graphics production, events and learning programme • Develop and strengthen existing procurement processes to help support local supply chains 	<p>Develop sustainability policy and guidance for best practice in public programme development</p> <p>Respond to recommendations provided by Sustainable Development Co-ordinator and Committee</p>	<p>Roll out new sustainability policy and guidance for best practice in public programmes development</p> <p>Apply for awards e.g. Greener Festival award for Food Festival</p>		<p>Director Learning & Public Programmes</p> <p>Head of Publishing</p> <p>Head of Events</p> <p>Head of Exhibitions</p> <p>Head of Learning</p>	<p>Quantitative % carbon reduction, as part of corporate target</p> <p>Qualitative Partnership analysis</p>

Support well-being through inspirational spaces and experiences



Aims	2022/23 Activities	2023/24 Activities	2024-27 Activities	Impacts	Lead/s	Measures
<p>Be a dementia supportive environment</p>	<p>Launch and deliver year one of Museums Inspiring Memories in partnership with the Alzheimer’s Society and in collaboration with people living with dementia, partners and carers (all museums)</p> <p>Collaborate with National Museums Liverpool on House of Memories initiative</p>	<p>Develop and deliver year two of Museums Inspiring Memories in partnership with the Alzheimer’s Society</p> <p>Collaborate with National Museums Liverpool on House of Memories initiative</p> <p>Sample programme:</p> <ul style="list-style-type: none"> • Objects of Comfort 	<p>Develop and deliver year three of Museums Inspiring Memories in partnership with the Alzheimer’s Society</p>	<p>People living with and affected by dementia and their carers engaged and supported</p> <p>People supported to live healthier and happier lives as part of a well-being programme for Wales</p> <p>Physical, mental and emotional well-being of participants improved through social prescribing</p>	<p>Head of Learning</p> <p>Strategic Lead for Health & Well-being</p>	<p>Quantitative</p> <p>No. participating Demographic analysis of geographic, ethnic diversity etc</p> <p>Qualitative</p> <p>Satisfaction surveys Case Studies Partnership analysis Evaluation</p>
<p>Support a well-being programme for Wales in line with Welsh Government’s Social Prescribing Framework</p>	<p>Identify what a social prescribed offer could be across Amgueddfa Cymru, focusing initially on three museums</p>	<p>Pilot delivery of a social prescribed offer at three of our museums (pending funding)</p> <p>Establish partners and pilot museum-based programme for people experiencing problems associated with mental health (pending funding)</p>	<p>Deliver and further develop our social prescribed offer (pending funding)</p>	<p>Physical, mental and emotional well-being of participants improved through social prescribing</p>	<p>Director of Learning & Public Programmes</p> <p>Strategic Lead for Health & Well-being</p>	<p>Quantitative</p> <p>No. participating</p> <p>Qualitative</p> <p>Satisfaction surveys Case Studies Partnership analysis</p>

Discover and explore the museum digitally*



Aims	2022/23 Activities	2023/24 Activities	2024-27 Activities	Impacts	Lead/s	Measures
<p>Improve digital platforms and web presence for public programmes</p>	<p>Provide input as required to the development and delivery of a digital strategy</p> <p>Pilot ticketing for events and exhibitions through ERM/ CRM platforms and associated systems</p> <p>Create a digital space for health and well-being resources such as Objects of Comfort</p> <p>Review digital space for community programmes and volunteering</p> <p>Embed new brand with the learning programme and revisit marketing and website to improve navigation</p> <p>Work with digital and ICT colleagues to develop infrastructure to enable the delivery of e-volunteering programmes</p> <p>Provide structured opportunities for young people to create content for our social media platforms building on the success of Bloedd Instagram</p>	<p>Support implementation of the discovery phase of digital strategy with partners and users</p> <p>Develop plan for incorporating school booking system into CRM</p> <p>Create improved digital space for community programmes and volunteering</p>	<p>Support implementation of the digital strategy with partners and users</p> <p>Provide input into the development of new plans for digital content as digital technology and user requirements develop and evolve</p>	<p>Increased and enhanced digital reach with improved user navigation and access</p>	<p>Head of Learning</p> <p>Head of Exhibitions</p> <p>Head of Events</p> <p>Head of Engagement & Volunteering</p>	<p>Quantitative No. engagements</p> <p>Qualitative Partnership analysis</p>

* Digital programmes are hybrid and have been included in Goal 2: Inspire creativity and learning for life

<p>Support development of virtual experiences</p>	<p>Provide input as required to the development and delivery of online and virtual experiences including augmented</p> <p>Launch Changing Museums webpages to publish Amgueddfa Cymru’s museological approaches and ways of working</p>	<p>Provide input as required to the development and delivery of online and virtual experiences including augmented</p> <p>Explore opportunities to re-purpose programme content online and factor into the planning phase of future programmes</p> <p>Continue development of Changing Museums, to include commissioned content from international partners</p>	<p>Explore new opportunities for developing digital experiences (pending funding)</p> <p>Continue development of Changing Museums, to include commissioned content from international partners</p>		<p>Head of Exhibitions</p> <p>Head of Engagement & Volunteering</p> <p>Head of Publishing</p>	<p>Quantitative No. views and engagements</p> <p>Qualitative Partnership analysis Case Studies</p>
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Build global connections*



Aims	2022/23 Activities	2023/24 Activities	2024-27 Activities	Impacts	Lead/s	Measures
<p>Develop International Touring Action Plan for Amgueddfa Cymru Exhibitions</p>	<p>Develop an International Touring business case</p>	<p>Develop a UK and US international tour focusing on Gwen John, showcasing Amgueddfa Cymru collections with partners in the USA and Scotland (pending funding)</p> <p>Launch brochure of Amgueddfa Cymru international touring exhibitions (pending funding)</p>	<p>Deliver Gwen John as an international exhibition in 2026 (pending funding)</p> <p>Collaborate with international partners and venues to plan a forward programme (pending funding)</p> <p>Plan a forward international exhibition programme for 2026-30 (pending funding)</p>	<p>Amgueddfa Cymru recognised as a museum of global significance</p>	<p>Director of Learning & Public Programmes</p> <p>Head of Exhibitions</p>	<p>Quantitative No. participating Income raised</p> <p>Qualitative Satisfaction surveys Partnership analysis</p>

* Digital events and learning programmes also have a global reach. Data and reporting on these will form part of Goal 2: Inspire creativity and learning for life

7.2. Resources

An annual operating budget toward the delivery of the public programme is allocated across the programmes: Events, Exhibitions, Learning, Engagement and Volunteering and Publications.






Successful collaboration with Development over the past five years has secured external funding to support the delivery of public programmes including the Paul Hamlyn Foundation, National Lottery Heritage Funding, National Lottery Community Fund, Garfield Weston Foundation, Museum Association Collections Fund, Clore Duffield Foundation, WCVA Landfill Tax.

Smaller project support has also been received from for example the Waterloo Foundation (Learning), Ashley Family Foundation (Exhibitions) and Austin and Hope Pilkington Trust (Learning).






Where additional funding is required to deliver programmes this has been noted in the Activity Plan. To note in particular additional funding is required to deliver International Exhibitions, health and well-being programmes including social prescribing and to take forward our work widening engagement with young people.

7.3. Well-being of Future Generations

Our plan sits within the framework of the Well-being of Future Generations (Wales) Act 2015 (FGA). In setting and agreeing the actions in this plan we have taken into account the seven well-being goals of the act and the five ways of working. In reviewing and monitoring our progress with this plan we will measure the actions against each of the seven goals.

7 Well-being Goals		Well-being of Future Generations Act
	A Prosperous Wales	<ul style="list-style-type: none"> Contribute to a well-educated population through widening access to culture and heritage Create pathways to employment through paid opportunities for young people (Amgueddfa Cymru Producers), internships, and placements for individuals Plans for zero carbon and wider environmental impacts built into the design and delivery of programmes
	A Resilient Wales	<ul style="list-style-type: none"> Individuals and groups more aware of the climate emergency and actions to reduce impacts on the environment Positive environmental actions fostered
	A More Equal Wales	<ul style="list-style-type: none"> Inequity of access to Amgueddfa Cymru experiences for people in all parts of Wales is reflected in decisions taken Wider engagement with individuals and groups, reflecting people's experiences and identities through culture and heritage Culturally and ethnically diverse communities, D/deaf and disabled people, people experiencing socio-economic disadvantage, people who identify as LGBTQ+, and others genuinely involved in developing Amgueddfa Cymru's work Necessary structures and support mechanisms to enable this to happen, both internally and externally created
	A Healthier Wales	<ul style="list-style-type: none"> Well-being benefits offered by engagement with culture and heritage extended to individuals and social groups Individuals and groups directly involved in developing and delivering programmes with increased sense of public ownership
	A Wales of Cohesive Communities	<ul style="list-style-type: none"> Participants collaborate as creators, decision makers and enablers Seldom heard voices and communities inform programme content, development, and delivery Community agency valued and respected Frameworks for consensual working in place, reciprocity and inequalities of power articulated

	<p>A Wales of Vibrant Culture and Thriving Welsh Language</p>	<ul style="list-style-type: none"> • Opportunities for people to engage in culture and heritage • Opportunities to engage with and create culture through the medium of Welsh • Opportunities to use and learn Welsh, and a plurilingual approach embedded • Opportunities to engage through BSL and a range of community languages
	<p>A Globally Responsible Wales</p>	<ul style="list-style-type: none"> • Wales's culture and heritage and global significance recognised and celebrated internationally

Ways of working	How this has been applied	
	<p>Prevention</p>	<ul style="list-style-type: none"> • Aims and activities have been informed by staff and partners • Aims address inequality of access and remove barriers which prevent engagement by specific individuals and groups • Audits and evaluation of past programmes have informed current programmes • Evaluation and research of current youth engagement and health and well-being programmes will inform future planning
	<p>Long term</p>	<ul style="list-style-type: none"> • Plan is over five years and recognises the long-term resourcing commitment required
	<p>Collaboration</p>	<ul style="list-style-type: none"> • Strategy and plan informed by a range of partners • Collaborative partnerships with a range of different organisations already exist and these will be developed further • Anticipate new partnerships and collaborations forming as work progresses
	<p>Integration</p>	<ul style="list-style-type: none"> • Strategy and plan informed through collaborative working and align with Amgueddfa Cymru 2030, the Widening Engagement Action Plan, the Remit Letter, Welsh Government Anti-racist Wales Action Plan, Cymraeg 2050, the new Curriculum for Wales and a fairer society (Equality Act, 2010) • Application of the five ways of working has supported integration across duties
	<p>Involvement</p>	<ul style="list-style-type: none"> • Commitment to further public engagement in delivery of the plan and design of projects, programmes and services that drive the objectives forward