



**AMGUEDDFA  
CYMRU**

**Museums Inspiring  
Memories**

**A Baseline report: Executive  
Summary**



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## Purpose of report

Museums Inspiring Memories, funded by the National Lottery Community Fund is a 3-year partnership project between Amgueddfa Cymru and Alzheimer's Society Cymru, looking at how we can best use our museums, collections and resources to improve the health and wellbeing of those affected by dementia.

This document is a summary of the Baseline Evaluation report that we produced between August and November 2022, to show where we are now in terms of creating a supportive environment for people affected by dementia. We used evidence gathered at previous site accessibility audits and recent conversations and engagements with people living with dementia, unpaid carers, care sector staff, heritage sector staff and volunteers and representative organisations.



## Evidence gathered

Across a number of different methods, those conversations and engagements focused on:

- experiences of accessing and engaging with Amgueddfa Cymru museums and collections
- the level of carer confidence in using museum resources with those they care for – both paid and unpaid carers
- the levels of awareness of existing museum resources and whether museums were seen as places that could benefit health and wellbeing

Importantly, we also asked how Amgueddfa Cymru could support those partners in their supportive roles for people living with dementia.

The areas identified for improvement, as well as recognitions of successes can be divided across four broad themes:

- The physical environment
- Access to information
- Museum staff
- Sessions/activities

Considering that some of the evidence was collected as far back as 2015, we have made some progress in these focus areas, including signage changes, awareness raising amongst staff and the development of resources and opportunities. Whilst there has been good progress, Museums Inspiring Memories now provides an opportunity to continue and build upon the work.

## Relationships and partnerships

To understand our current level of reach into the community, Amgueddfa Cymru's existing partners in developing the agenda have been mapped, ranging from local, regional and national. This list of organisations, networks and groups both shows the diversity in our partnerships, as well as the gaps that need addressing.



## Recommendations

Following the evidence gathered in recent months and past years, we have identified a series of recommendations that will be considered as the project develops. These range greatly, and have been collected under five broad themes:

- Museum sites and collections: lighting, guidance, access to information, physical spaces, awareness and outreach
- Active participation and facilitation: providing varied and accessible opportunities for people to get involved
- Relationships: the importance of building strong and meaningful relationships with communities
- Raising awareness: to promote the work where possible and provide regular updates of its development
- A role in the community: for staff 'Dementia Friends Champions' to provide Dementia Friends sessions to the wider community and to support local efforts that are unable to meet demand

## Opportunities

During our conversations and engagements with people living with dementia, unpaid carers, care sector staff, heritage sector staff and volunteers and representative organisations, there was an overwhelmingly positive response to the project's potential impact.

In recognition of this, a number of opportunities for support and publicity were given to us by partners across Wales, including invitations to joining networks of care staff, the use of spaces for delivering/hosting activities and invitations to speaking at future conferences.

**We look forward to continuing our work with our partners, building strong working relationships and acting on the recommendations made and opportunities given.**



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