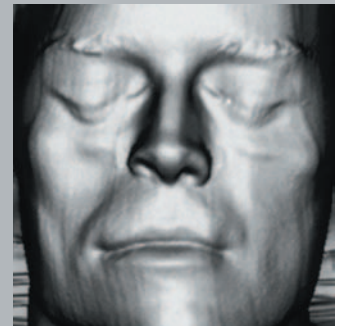













national delivery

National Museums & Galleries of Wales
Annual Report 2002-03



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national and international backing

The President and Council would like to thank the following, and those who wish to remain anonymous, for their generous support of the National Museums & Galleries of Wales in the period from 1 April 2002 to 31 March 2003.



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To find out how you can support NMGW, please contact the Head of Development on (029) 2057 3184 or richard.tynen@nmgw.ac.uk





international ambition



Exhibitions at the National Museum & Gallery included *Star Trek: Federation Science* (above), which explored the science behind the tv series, and *Walking with Dinosaurs* (right), based on the hugely popular BBC series

19th-century ideals...

NMGW was established by Royal Charter in 1907 as the National Museum of Wales. An independent registered charity, NMGW receives its core funding through grant-in-aid from the Welsh Assembly Government as an Assembly Sponsored Public Body. Its core activities involve developing, caring for, studying and sustaining access to its collections for the benefit of society in perpetuity. The Charter states that this is to be achieved:

primarily by the complete illustration of the geology, mineralogy, zoology, botany, ethnography, archaeology, art, history and special industries of Wales by collection, conservation, elucidation, presentation and publication of objects and things.

21st-century aims

- To promote a wide understanding and knowledge of Wales's heritage, culture and role in world development and history.
- To provide Wales with a national museum service which is an international centre of excellence, ensuring the best possible care for our continually expanding collections of national and international renown and importance.
- To encourage research, study and appreciation of the arts, humanities, sciences and technology, through our collections and expertise.
- To inspire an ever-widening audience to visit and enjoy our excellent museums and benefit from their diverse resources and facilities.
- To develop wisely and use creatively and effectively all our resources, ensuring maximum efficiency and value for money.

Strategic thinking

The current Corporate Plan shows how NMGW will address five strategic issues in line with a number of key objectives of the Welsh Assembly Government:

- Gain wider recognition of its relevance to the needs of an inclusive society.

- Make its collections, and the knowledge inherent in them, ever more widely accessible.
- Ensure that it can properly look after the collections and estates entrusted to its care.
- Promote leadership and effective management, and develop an open-minded organizational culture.
- Improve its funding base to enable it to achieve its priorities.

A rich diversity

During 2002-03 NMGW directly operated museums in six locations across Wales:

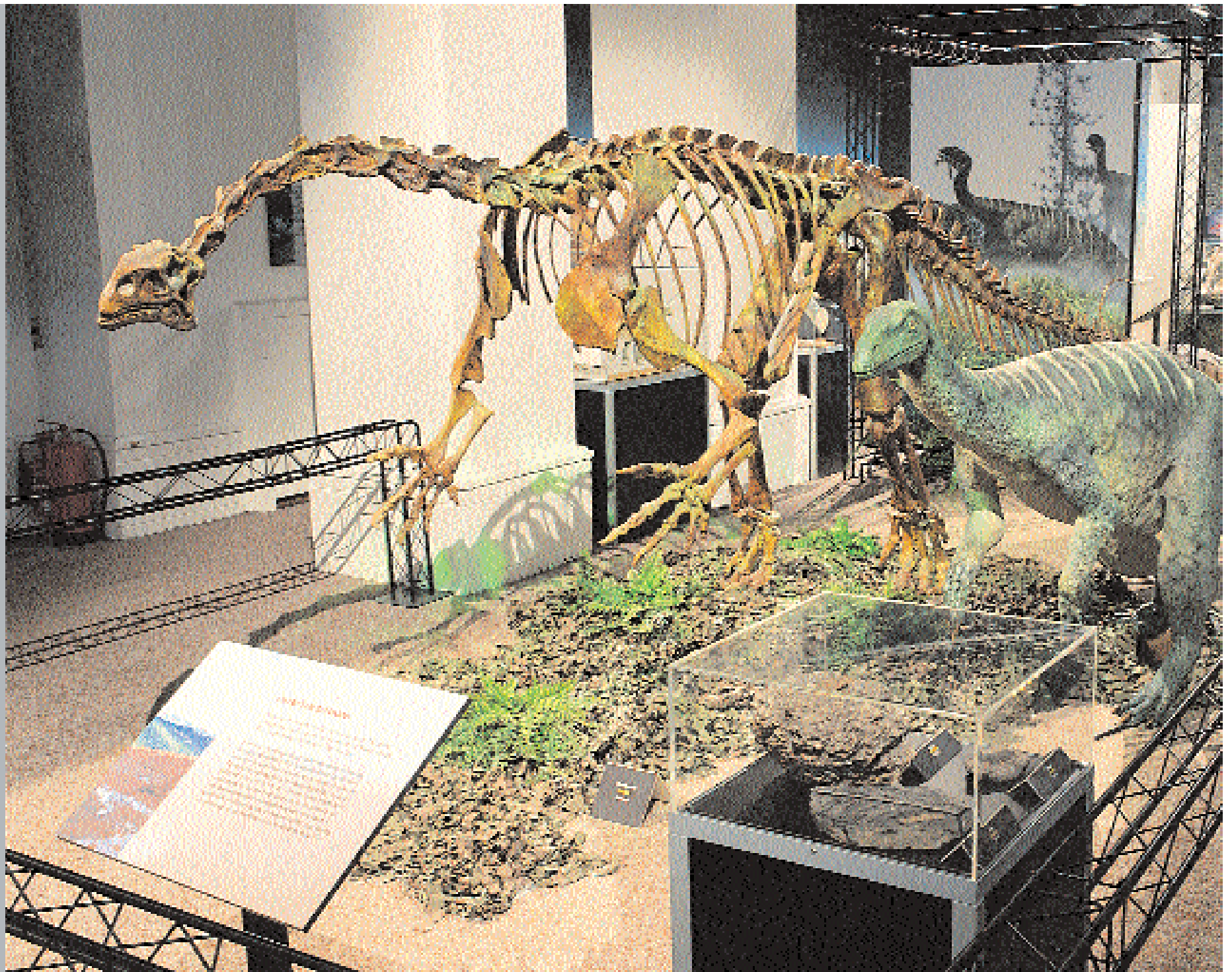
- National Museum & Gallery in Cathays Park, Cardiff
- Museum of Welsh Life in St Fagans, Cardiff
- Roman Legionary Museum in Caerleon, Newport
- Welsh Slate Museum in Llanberis, Gwynedd
- Museum of the Welsh Woollen Industry in Dre-fach Felindre, Carmarthenshire
- Big Pit: The National Mining Museum of Wales in Blaenafon, Torfaen

In addition, we have entered into new partnership arrangements for the management of two other sites:

- Segontium Roman Museum in Caernarfon, Gwynedd
- Turner House Gallery in Penarth, Vale of Glamorgan.

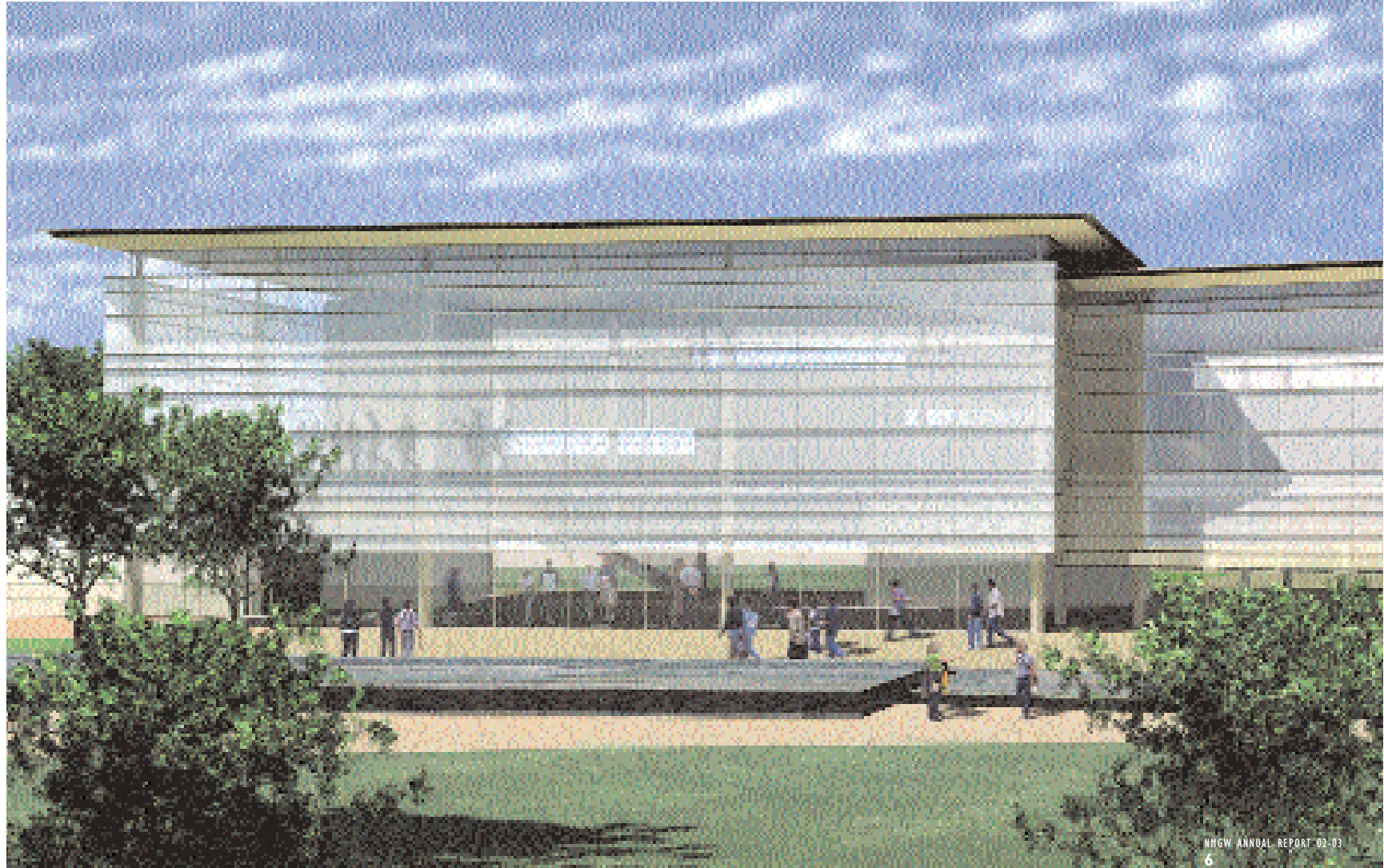
Future goals

Our mission is to 'tell Wales about the world and the world about Wales.' By interpreting and applying NMGW's priorities in contemporary and dynamic ways, we are proving beyond doubt that museums play a central role in society. By helping to deliver the Welsh Assembly Government's flagship strategies, such as the Plan For Wales, Creative Future and Winning Wales, NMGW is helping Wales to become inclusive, sustainable, more equal and knowledgeable; to be a cultured country, in the fullest sense of the word.



wealth of a nation

President's foreword



An artist's impression of the new industrial and maritime museum currently under development at Swansea. The museum will open in 2005

Image: Melon Studios





Above: the roof of the yard at the Museum of the Welsh Woollen Industry is removed. It will be replaced with a modern 'glass lid'

Photograph by Paul Avis

Far right: the looms are brought out of the mill building

Photograph by Paul Avis

wealth of a nation

This is the first Annual Report of the National Museums & Galleries of Wales that I have the pleasure of introducing. The activity and development that it records are very much a tribute to my predecessor as President of the Council, Mathew Prichard, who has given and continues to give such distinguished service to NMGW. He has been ably supported by Roger Thomas, the Vice President, whose term of office also came to an end during the course of the year; and by Treasurer Wyn Howells, who continues in office, providing continuity and ongoing, wise counsel in the management of NMGW's finances and much else. Dr Susan Davies, the incoming Vice President, and I are both fortunate to inherit their legacy, and will be challenged to live up to what they and their forbears have achieved.

The terms of office of Council members Eirlys Pritchard Jones and Dr Nancy Edwards also came to an end. They played very active roles as Chairs of the Museum of Welsh Life and North Wales panels respectively and their contributions are much appreciated. Regrettably, because of business commitments, Dr Eleri Wyn Lewis had to stand down from the Council.

If the Council gives strategic direction and has ultimate responsibility as Trustees of the organisation's charitable status, it is NMGW's staff who must develop and carry through our work with flair and imagination. Anna Southall, who resigned during the year to take up another post, was Director for a relatively short time but she crammed into that time some remarkable achievements. Among them was her support for a more coherent approach to the celebration of our industrial heritage, culminating in the developments at the Museum of the Welsh Woollen Industry at Dre-fach Felindre and at Big Pit, Blaenafon and in particular the National Waterfront Museum, Swansea. This is our new industrial and maritime museum, which is being built in a unique partnership with the City & County of Swansea.

She also initiated a fundamental restructuring of staff grades to reflect more equitably the expertise of NMGW staff and to introduce more equal opportunity. The conclusion of the National Assembly's Quinquennial Review of NMGW's work - that the organisation was well run - is a tribute to Anna's direction, and her Welsh Woman in Culture of the Year award is a tribute to the contribution she has made to Welsh life. We are delighted she continues her association with us through her involvement in our Patrons' Scheme and the close interest she will take in the National Waterfront Museum development in Swansea.

When, perforce, the Chair and Chief Executive of an organisation both change at roughly the same time, problems can arise. That they did not, and that the planned high level of activity and development continued apace, reflects the calm, assured performance of the Deputy Director, Dr Eurwyn Wiliam, who stepped in for over six months as Acting Director. NMGW is greatly indebted to him. He was ably supported by his colleagues on the Directorate and all the staff, to whom we give thanks for their work during the year.

We have been fortunate to secure Michael Houlihan as Anna Southall's successor. He took up the post of Director General in April. He has over thirty years of Museum experience, of which nine have been as a Director, including the last five years as Chief Executive of the Museums & Galleries of Northern Ireland. As a collection of national museums they are the closest parallel to NMGW in the UK. He is highly regarded for his expertise as a museums director and with his quiet, thoughtful yet thought provoking approach, he is well placed to guide us into our next century of existence.

NMGW is an Assembly sponsored public body and we continue to receive strong support from the Assembly for our work. For example, the awarding of an additional £3.5m to enable the first phase of expansion of our collections centre at Nantgarw into the National Conservation & Access Centre was particularly welcome. Jenny Randerson AM was the Ministerial focus for Assembly support during the year. We were pleased to respond to her drive and enthusiasm, not simply on NMGW activities but also in working towards shared purposes with other ASPB's in Cymru'n Creu. We look forward to working with her successor, Alun Pugh AM.

Other Ministers will also have an interest in our activities. Our primary, Charter purpose is the 'advancement of education of the public'. Our expertise in the natural sciences underpins work being undertaken to enhance our biodiversity. We are a major player in the tourism industry. The Assembly Government's free entry policy, which has been a joy to introduce and maintain despite the extra pressures created in some areas, is giving a new cultural experience to previously excluded members of society.

We are also indebted to many other organisations, sponsors and individuals for support, financial and otherwise. It is invidious to single out from so many. Forgive me, therefore, for mentioning the Heritage Lottery Fund, which in July 2002 awarded us a grant of £10.7m for the building of the National Waterfront Museum, the largest single grant awarded to any project in Wales; the HLF has also been enormously supportive on other projects. I would also like to pay tribute to the quiet but essential work and generosity of our Friends and also of our Patrons. Without their ongoing support, NMGW would certainly have to pull in its horns.

Our agenda is very full. We are in the throes of making arrangements to change our governance. Following a recommendation made in the Quinquennial Review of 2001, and after consultation, it has been decided to clarify the Council's responsibility for the affairs of NMGW and that the Court should be replaced by a more effective system to consult with stakeholders. There are issues relating to the appointment of Council members that require further dialogue with the Assembly Government and ultimately the changes will have to find expression in an approach to the Privy Council to amend our Charter. In the meantime, we have already moved to the practice of Council meetings that are open to the public, holding the meetings around Wales, and appointment of Council members in a

fully open manner by advertisement and interview.

We are managing a capital expenditure development programme of some £43.5m and, as is the case with all museums, constantly wrestling with the problems of maintenance of our buildings and refurbishment of our displays. Having conducted a consultation exercise on the display of fine art in Wales and having analysed the results we must now move to present options on how improvements in facilities might be made.

But the agenda is not simply about the buildings we happen to or aspire to have. We are committed to the partnership programme Cyfoeth Cymru Gyfan-Sharing Treasures, which will take elements of the national collections we hold to other venues around Wales. We will seek resources to enable this. Electronic access to the collections will also be improved. We will try to make the knowledge inherent in these collections relevant to the needs of our communities, and look to build on existing initiatives such as On Common Ground, an educational initiative to engage young people's interest in museums and galleries. Accessibility and relevance are key to our approach.

The agenda is challenging, but essential elements of the culture and heritage of Wales are at stake. Knowledge of them will bring pride and benefit to the people of Wales, and enhance our world standing.

Paul Loveluck
President, NMGW



international horizons

Director General's introduction



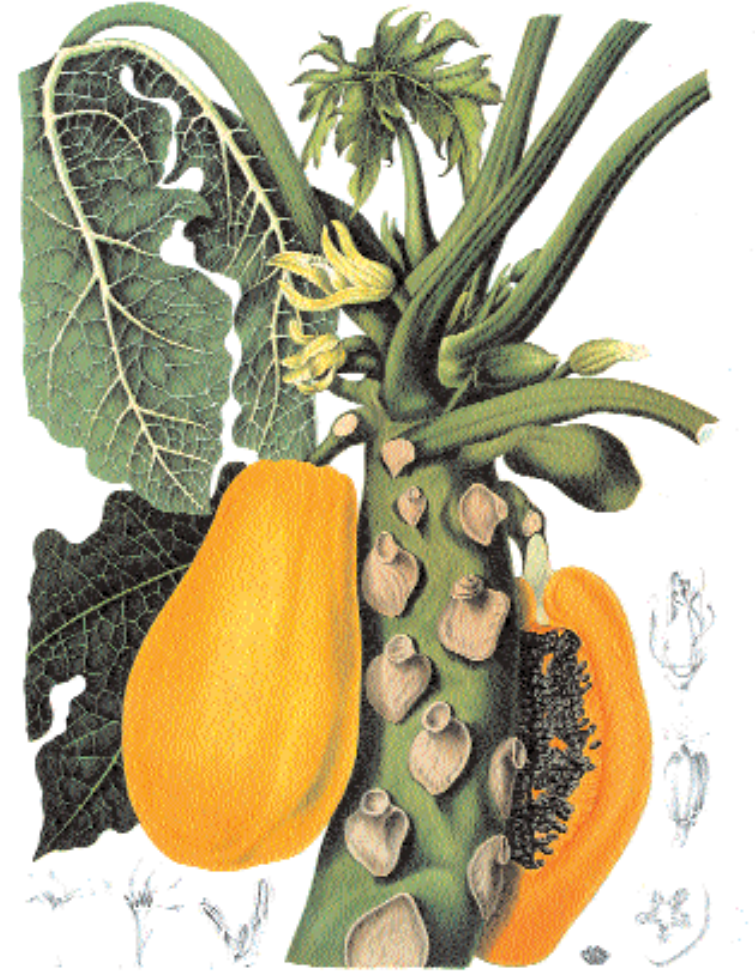
Since joining the National Museums & Galleries of Wales as Director General in April 2003, I have been deeply impressed by the enthusiasm and commitment of the staff, and by how these energies drive the development, care and communication of some of the world's greatest collections.

This annual report is both a record of the achievements made by staff, Directors and Council, and a tribute of esteem to Anna Southall, my predecessor; whose steady and determined leadership has guided the organization from strength to strength. I would also like to extend my personal thanks to Dr Eurwyn Wiliam for taking on the role of Acting Director General for some six months, and who as Deputy Director General continues to bring wisdom and sensitivity to the direction of the National Museums & Galleries of Wales.

This annual report celebrates the past year and the current excitement generated by capital developments, now well underway, that will come to fruition between 2003 and 2005. These include major investments in Big Pit at Blaenafon, the National Woollen Museum at Dre-fach Felindre, the National Conservation and Access Centre at Nantgarw and the National Waterfront Museum at Swansea. It is also a signpost to the future. NMGW is world class, outward looking and inclusive. Key to our future will be learning, access and partnership. The opportunities for reaching new audiences, presented by the Welsh Assembly Government's highly successful policy of free admission to all of our sites, will be built upon. Innovative projects such as the educational initiative, On Common Ground, and the museums partnership programme, Cyfoeth Cymru Gyfan-Sharing Treasures, are providing inclusive access to NMGW's collections throughout Wales. Finally, as NMGW approaches its centenary in 2007, our focus will inevitably shift to envisage the next one hundred years and how we will contribute to shaping the future of our community and nation.

Michael Houlihan
Director General, NMGW

Right: *Carica Papaya* by Berthe Hoola van Nooten, as seen in *Passion for Plants: Botanical Illustration by Women* at the National Museum & Gallery from 5 October 2002 to 5 January 2003



national performance

The enduring success of free entry

In April 2001, the Welsh Assembly Government provided additional funding to enable NMGW to introduce universal free admission for all of its sites, resulting in a dramatic increase in visitor numbers of around 87.8% compared to 2000-01. NMGW sites had attracted over 1.43 million visits by the end of 2001-02, compared with around 765,000 during 2000-01. During 2002-03 a total of 1,278 million visits were made – 67% more visits than in 2000-01, the last year before universal free

entry was introduced. This rate of visits during 2002-03 was 11% above the target of 1.15 million set in conjunction with the Welsh Assembly Government.

Visitor numbers to the formerly charging national museums and galleries in England rose by fewer than 70% after entry charges were abolished in December 2001. English national museums outside London (perhaps a fairer comparison with NMGW) saw visitor numbers rise by an average of only 55% in the first 12 months of free entry in England.

These statistics suggest that the initial impact of free entry in Wales has been greater and has been sustained for a longer period than in England.

VISITS TO NMGW SITES 2002-03

Museum	2002-03		2001-02	2000-01	Variance from target		increase/decrease		increase/decrease	
	actual	target	actual	actual	No.	%	No.	%	No.	%
National Museum & Gallery	321,968	287,000	353,924	226,876	34,968	12.2	-31,956	-9.0	95,092	41.9
Museum of Welsh Life	623,529	590,000	694,899	321,810	33,529	5.7	-71,370	-10.3	301,719	93.8
Roman Legionary Museum	65,495	58,000	70,160	58,997	7,495	12.9	-4,665	-6.6	6,498	11.0
Museum of the Welsh Woollen Industry	0 *	0 *	12,576	9,036	0	0	-12,576	-100.0	-9,036	-100
Segontium Roman Museum	10,149	11,000	12,565	8,810	-851	-7.7	-2,416	-19.2	1339	15.2
Turner House Gallery	10,829	9,000	11,706	10,554	1,829	20.3	-877	-7.5	275	2.6
Welsh Slate Museum	130,201	100,000	144,408	53,890	30,201	30.2	-14,207	-9.8	76,311	141.6
Big Pit	116,278	95,000	130,190	74,626	21,278	22.4	-13,912	-10.7	41652	55.8
TOTAL	1,278,449	1,150,000	1,430,428	764,599	128,449	11.17	-151,979	-10.62	513,850	67.2

* MWWI closed for redevelopment from 1 March 2002

Friday, 4 October 2002 PAPUR CENEDLAETHOL

Big Welsh success story revealed today

Families go museums mad as free entry doubles visits

Amazing success story

KAREN PRICE
Am and Mada
Cwyspennal
karen.price@wales.com

FAMILIES are flocking back to Welsh museums, buoyed by the amazing success of the free entry policy.

More than 800,000 extra visits were made to eight museums – almost double the previous year – reflecting a nation that is rediscovering its cultural heritage.

At the most popular museum, visitor numbers jumped by up to 100%.

Last night the decision to let people in free of charge was hailed a remarkable success by Culture Minister Iwan Rhys Iwan.

But while some committee members say they have benefited from the National Assembly decision, others are concerned that the policy is killing off their markets.

The performance measure was the Museum of Welsh Life at St Fagan, which had more than 600,000 visitors, almost twice the number of the previous year.

The next biggest performance was at the Welsh Slate Museum at Llanwr, which saw visitor numbers jump from just over 20,000 a year to over 140,000.

Families visiting the sites are well advised to bring their cameras, as often reported that they don't have to pay to visit can be full of joy and it never shows the other side of the coin.

Last night the MWWI was the visitor for the Museum of the Welsh Woollen Industry, which saw a 100% increase in visitors to 12,576.

A spokesman for the Welsh Tourist Board said it was delighted with the National Museum and Galleries of Wales visitor figures and welcoming the benefits would accrue to other sites.

from accounts, the assembly has secured in aggregate a number of independent measures so that they can double their income from the NMGW.

"But the national museum's competition would have led to that it wasn't just free entry and a 100% increase in visits."

The National Museum-Centre will be a great success story, as it usually attracts between 70,000 and 80,000 visitors annually, because of its cheap admission.

The policy introduced by the National Museum and Galleries of Wales is set to

10) Turner House Gallery +18.0%
Actual 2002: 10,829
Target 2002: 9,000
Actual 2001: 11,706
Actual 2000: 10,554

11) Roman Legionary Museum +18.0%
Actual 2002: 65,495
Target 2002: 58,000
Actual 2001: 70,160
Actual 2000: 58,997

12) Museum of the Welsh Woollen Industry +93.2%
Actual 2002: 0
Target 2002: 0
Actual 2001: 12,576
Actual 2000: 9,036

13) Segontium Roman Museum +15.2%
Actual 2002: 10,149
Target 2002: 11,000
Actual 2001: 12,565
Actual 2000: 8,810

14) Museum of Welsh Life +93.8%
Actual 2002: 623,529
Target 2002: 590,000
Actual 2001: 694,899
Actual 2000: 321,810

15) Big Pit +55.8%
Actual 2002: 116,278
Target 2002: 95,000
Actual 2001: 130,190
Actual 2000: 74,626

16) National Museum & Gallery Cardiff +41.9%
Actual 2002: 321,968
Target 2002: 287,000
Actual 2001: 353,924
Actual 2000: 226,876

17) Welsh Slate Museum +141.6%
Actual 2002: 130,201
Target 2002: 100,000
Actual 2001: 144,408
Actual 2000: 53,890

18) Turner House Gallery +18.0%
Actual 2002: 10,829
Target 2002: 9,000
Actual 2001: 11,706
Actual 2000: 10,554

19) Roman Legionary Museum +18.0%
Actual 2002: 65,495
Target 2002: 58,000
Actual 2001: 70,160
Actual 2000: 58,997

20) Museum of the Welsh Woollen Industry +93.2%
Actual 2002: 0
Target 2002: 0
Actual 2001: 12,576
Actual 2000: 9,036

21) Segontium Roman Museum +15.2%
Actual 2002: 10,149
Target 2002: 11,000
Actual 2001: 12,565
Actual 2000: 8,810

22) Museum of Welsh Life +93.8%
Actual 2002: 623,529
Target 2002: 590,000
Actual 2001: 694,899
Actual 2000: 321,810

23) Big Pit +55.8%
Actual 2002: 116,278
Target 2002: 95,000
Actual 2001: 130,190
Actual 2000: 74,626

24) National Museum & Gallery Cardiff +41.9%
Actual 2002: 321,968
Target 2002: 287,000
Actual 2001: 353,924
Actual 2000: 226,876

25) Welsh Slate Museum +141.6%
Actual 2002: 130,201
Target 2002: 100,000
Actual 2001: 144,408
Actual 2000: 53,890

Young people from the Alison House Youth Project in Cwmparc, in the Rhondda Fawr Valley, working with NMGW's On Common Ground scheme



From free entry to audience development and social inclusion

NMGW included additional questions in its Exit Survey in 2001 with the aims of assessing awareness of free entry, evaluating the impact of free entry and identifying any resulting changes in NMGW's visitor profile. The 2002 Exit Survey confirms many of the trends and themes identified in the 2001 Survey, and suggests that much of the social impact of free entry has been sustained into the second year of the policy.

In particular, the 20% increase in the proportion of those classed as C2DE across all the sites (from 31% to 37% of all visitors) was maintained in the second year of free entry. Free entry has removed one major access barrier, and the 2002 Exit Survey findings suggest that it has continued to make a modest but measurable contribution to addressing the social inclusion agenda.

Until 2002-03, however, NMGW had never undertaken comprehensive research into non-visitors. The re-introduction of free entry provided added impetus to this research; admission charges had been lifted, but what are the other barriers to visiting and using museum services in Wales?

To help us answer this question, the Research Centre for Museums and Galleries (RCMG) at Leicester University was commissioned to undertake community

research, which began in March 2002. A three-phase approach included a desktop survey of existing available research, a series of focus groups in three areas, pan-Wales, and interviews with key community workers. The outcomes of the research are designed to:

- develop new audiences
- inform the social inclusion agenda
- improve and inform marketing and communication strategies
- improve and inform the products and services offered to visitors
- create sustainable partnerships and networks.

An Action Plan for NMGW's response to the findings was presented to the NMGW Council on 27 March 2003 and will be implemented during 2003-04 and beyond, including the reviewing and strengthening of NMGW's Access Policy, Education Policy, Marketing Strategy, Visitor Services Strategy and the Events Strategy.

It is widely acknowledged that the processes of audience development and social inclusion are long-term initiatives: we have confined ourselves to realistic and achievable goals for the year 2003-04.

In future years, NMGW plans to build on these steps of information-gathering and awareness-raising to analyse, evaluate, further develop and implement socially inclusive measures.

'Yes, Wales still has mountains to climb in respect of its public services, jobs, economic regeneration and education. But these issues, however significant, should not detract from the amazing success of the Assembly's free entry policy for the national museums and galleries of Wales.'

Western Mail,
October 2002

HEADLINE FIGURES 2002-03

Performance indicator	2001-02 actual	2001-02 target	2002-03 actual
total number of visitors	1,430,428	1,150,000	1,278,449
number of visitors in Education-related parties			
<i>formal education</i>	228,114	238,000	205,956
<i>informal education</i>	141,187	110,000	158,601
% of general visitors from socially disadvantaged groups	37	38	37
number of website visits	481,193	600,000	541,265
number of website visits over 10 minutes	34,742	38,000	42,970
number of web pages viewed	1,831,221	2,000,000	1,995,973
number of collection enquiries	17,594	18,000	23,334
number of research projects	<i>new indicator</i>	50	63
number of participants in off-site activities e.g. lectures	122,315*	170,000	153,184
number of venues to which loans have been made	272	300	355

* this figure reflects cancellation of Royal Welsh Agricultural Show and Urdd Eisteddfod due to Foot and Mouth crisis

‘These are not simply people wandering aimlessly around exhibits killing a few hours on a rainy afternoon — these are schoolchildren, pensioners, housewives, teenagers, and working mums and dads investing in Wales’s proud history. They are learning precious details about >

Delivering the Welsh Assembly Government agenda

“Developing the learning country”

“A modern economy”

NMGW shares a broad common vision with the Welsh Assembly Government, our sponsoring body, which is to work to create a confident, outward-looking Wales. In achieving this, encouraging sustainable development, tackling social disadvantage and promoting equal opportunities have been identified as priority areas for action in the Assembly’s strategic plan – Plan for Wales 2001. Through our collections and expertise, and by promoting learning as an everyday part of museum visiting, we have a vital role to play in providing the opportunities for lifelong learning that are needed to support the delivery of this agenda. Examples of how we have supported the main themes in the Welsh Assembly Government’s Plan for Wales in 2002-03 are:

We completed a community-based project – On Common Ground – which aimed to equip young adults outside formal education with key skills. The project, largely funded by the Museums & Galleries Access Fund (MGAF), explored new approaches to museum and heritage work with young people in disadvantaged circumstances in four communities across Wales.

We commissioned the Research Centre for Museums and Galleries (RCMG) at Leicester University to undertake a substantial research project into non-visitors. This has provided valuable guidance on removing barriers to visiting and learning, highlighting priorities for audience development work, and enabled us to produce a Social Inclusion Action Plan by March 2003.

With our partners we started work on the construction of the £30m National Waterfront Museum in Swansea. The project will generate sixty permanent jobs at the Museum when it opens in 2005.

We started work on the £7m redevelopment of Big Pit, securing fifty-five jobs as a result of the largest single contribution to the regeneration of Blaenafon as a UNESCO World Heritage Site.

We are continuing our work on a £2m project to redevelop the Museum of the Welsh Woollen Industry at Dre-fach Felindre, thereby creating or securing up to twenty-five jobs. The project will also help support the contemporary Welsh woollen industry through the establishment of a national design database and by bringing the only complete textile finishing plant in Wales back into operation. All three projects are in Objective One areas of Wales.

The Museum of Welsh Life – by far and away the most popular visitor attraction in Wales with over 650,000 visits during 2001-02 – won the ‘Wow’ Factor-Best Visitor Experience category at the Wales Tourist Board’s (WTB) prestigious Wales Tourism Awards 2002. The Welsh Slate Museum – which saw an increase in visits of 168% during 2001-02 – won the Sense of Place category for creating a distinctive Welsh ambience.

“Where we live”

We already have over 3,000 objects on loan to over 100 public venues across Wales. Cyfoeth Cymru Gyfan-Sharing Treasures was launched as a flagship partnership scheme to develop displays, exhibitions and educational activity and outreach that draw on NMGW's collections and expertise. Pilot schemes were launched in Llangefni and Wrexham. Follow-up work is going on to boost awareness of our work in reaching audiences in other parts of Wales.

“Identity”

During 2002-03 over 1.278 million visits were made, 11% above the target of 1.15m set in conjunction with the Welsh Assembly Government. This figure represents 62% more visits than in 2000-01, the last year before universal free entry was introduced in April 2001.

English national museums outside London (a fairer comparison with NMGW) have seen visitor numbers rise by an average of only 55% in the first twelve months of free entry in England. This clearly demonstrates that the impact of the policy of providing universal free access to the nation's flagship heritage, arts and culture collections has been greater in Wales and that it has been sustained for a longer period. The Museum of Welsh Life has embarked on a project to create a new introductory History of Wales gallery to enable visitors to better use the Museum and its collections to explore and gain a fuller understanding of Welsh history, culture and national identity.

“Modern government”

We continued to address the recommendations of the 2001 Quinquennial Review, and the Action Plan agreed with the Welsh Assembly Government ensured that all the agreed timescales were met. We put proposals to the Welsh Assembly Government that identified possible changes to governance which, if implemented, will modernize decision making within the institution whilst still maintaining the interest of the wide range of stakeholder groups. These proposals will be developed over the next year in conjunction with the Welsh Assembly Government.

“Promoting ICT”

We continued to support Gathering the Jewels, a pan-Wales ICT digitization project, by providing access to collection information and professional advice on project development. We also contributed significantly to the establishment of Culturenet Cymru, a project which will continue to build on the expertise and standards developed by the Gathering the Jewels project.

Culturenet Cymru's primary objectives are to:

- build capacity among Cymru'n Creu members to enable them to exploit online technologies in the services and facilities they offer
- reach new audiences by converting latent use into active use
- stimulate the creation and maintenance of digital content
- demonstrate economies of scale through effective partnership working.

< our culture and
past that they will
pass on to others
and ensure that the
nations' roots are
not forgotten as we
carve out new
chapters in the
evolving future of
Wales?

Western Mail,
October 2002

national performance

national diversity

NMGW's rich and enriching variety of collections, research, sites and activities

Cycle of nature (1944),
Ceri Richards (1903-1971).
*Ceri Richards: Themes and
Variations* was at the National
Museum & Gallery from
27 July to 27 October 2002

'A wonderful
museum with a
variety of
exhibitions that are
enjoyable for both
adults & children.'

Ms R. Yagi,
Norwich, June 2002



National Museum & Gallery

The National Museum & Gallery, Cardiff, is unique amongst national museums in the UK in its range of arts and science displays. It houses the National Art Gallery alongside other curatorial departments that are internationally renowned for their work in the spheres of Archaeology & Numismatics, Biodiversity & Systematic Biology and Geology.

Much work goes into making the NMG a busy, welcoming and stimulating place to visit. Events and outreach initiatives create opportunities to enjoy a host of artistic, scientific, cultural, historical and community-oriented activities, which make it a place for people of many backgrounds to enjoy.

Over the last year, work has continued on the response to the report *Views of the Future*. This was a wide consultation on the future display of the national art collection. Follow-up work, however, is also setting the issues generated by our 'National Gallery' role alongside the other opportunities and needs for better presentation and interpretation across the disciplines on the site. Much of this work goes on in parallel to the development of partnerships within Wales and internationally, ensuring that the collections and expertise based in Wales' capital city reach well beyond it.

Art

During 2002-03, a two-year conservation survey of all NMGW's oil paintings attributed to the 18th-century landscape painter Richard Wilson (1714-1782) was completed. Entirely funded by the Getty Program, this has produced much new information on the artist's working methods. The Art Department also researched a major exhibition, and edited a comprehensive accompanying catalogue, on the renowned Welsh painter Thomas Jones (1742-1803). The exhibition opened at NMG in May.

Acquisitions during 2002-03 focused particularly on modern and contemporary art, and included major works by two leading British artists - *From Willesden Green*,

Autumn (1991) by Leon Kossoff (b.1926), and a plaster and polystyrene sculpture, *Untitled (History)* (2002) by Rachel Whiteread (b. 1963). Both were supported by the Cardiff-based charity the Derek Williams Trust. The Whiteread also received a generous grant from the National Art Collections Fund.

The Arts Council of Wales transferred 450 paintings, drawings, prints, sculptures, and craft works to NMGW, a substantial part of its outstanding collection of modern art from between the 1950s and the 1980s. This acquisition confirms NMGW's role as the principal collection of Welsh art of the second half of the 20th century.

We were delighted to acquire a major painting by Adam Pynacker (c.1620-1673), as the historic collections are rich in landscapes by British artists of the 18th century, who took much from their French and Dutch predecessors of a hundred years earlier. Pynacker travelled to Rome during the 1640s, responding to the Italian landscape and the warm light of the Roman Campagna. *Landscape with Arched Gateway* was purchased in partnership with the National Trust (Wales), also with help from the National Art Collections Fund. It formed part of the outstanding collection of Old Master paintings assembled by the slate magnate, Edward Douglas-Pennant, 1st Lord Penrhyn, in the mid-19th century, and will be shown in rotation in north and south Wales.

A new paintings store was created at the Collections Centre at Nantgarw, providing significantly improved conditions and better access to that part of the reserve collection of oil paintings stored off-site rather than at the National Museum & Gallery.

During the year, the Department's entire collection of oil paintings and sculptures went online, listing some 2,200 works, together with digital images and interpretive text on 450 of these. Already proving popular with users, this part of the website also indicates which works are on display at any time.

Exhibitions curated and hosted by the Art Department play a central role in the National Museum & Gallery's programme of public events and activities, which is detailed below in **Public events and activities** (page 24).

National Museum & Gallery

Cathays Park,
Cardiff CF10 3NP
(029) 2039 7951

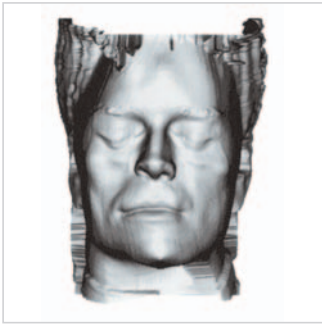
Open Tues-Sun and Bank Holiday
Mondays 10am-5pm

Visits

2000-01 - 226,876
(pre-free entry)
2001-02 - 353,924
2002-03 - 321,968

'Cardiff has an
art collection to
rival Paris!'

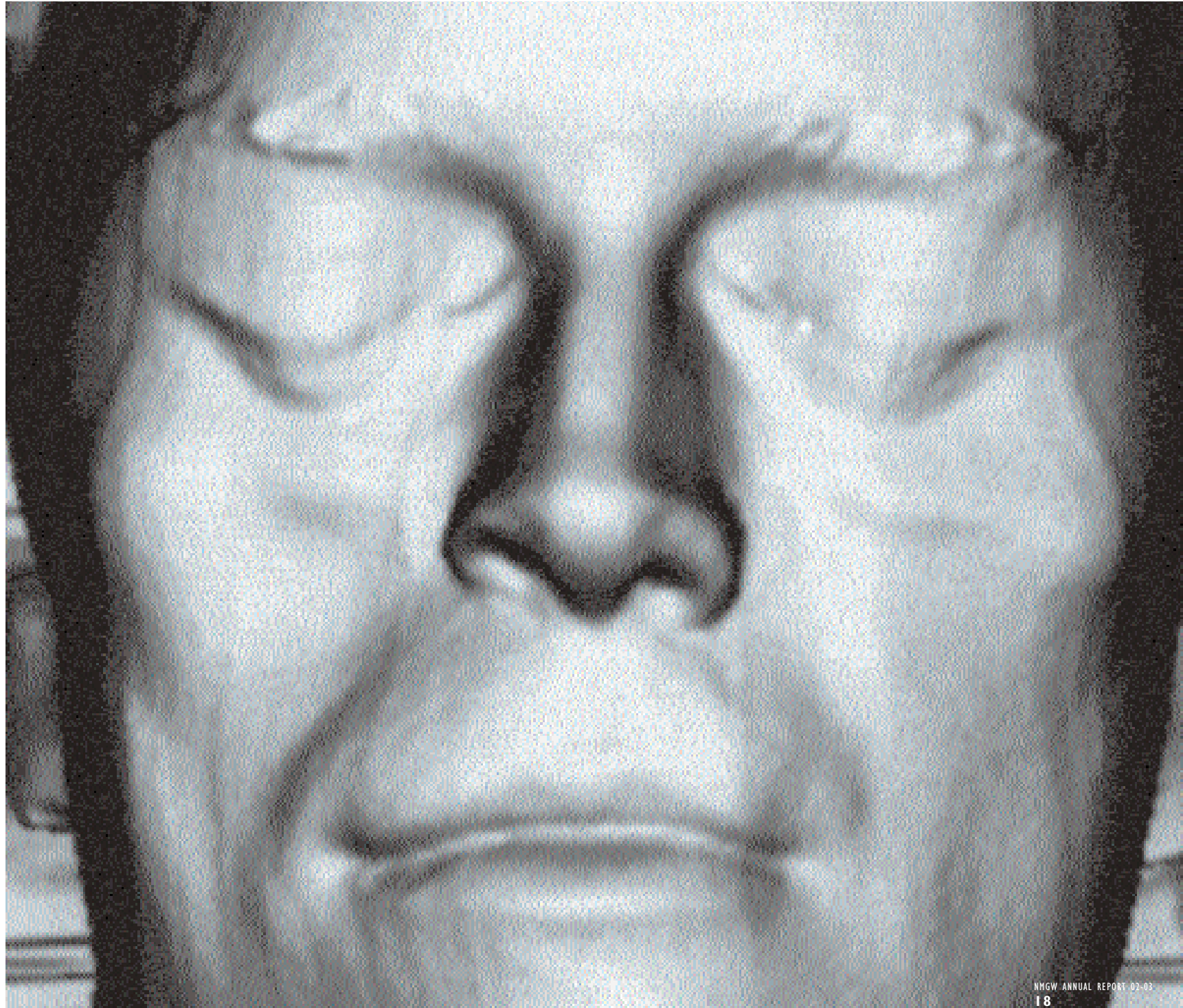
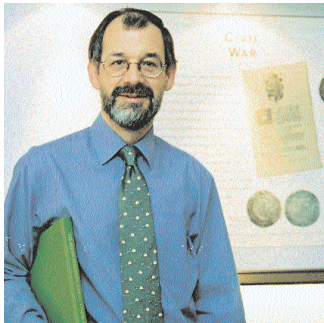
San Diego Union
Tribune, June 2002



Above and right: a digital image based on a skull discovered at a burial chamber in Penywyrld, Powys, and featured in the exhibition *Re-Creations: Visualizing our Past*

Image: Past Forward Ltd, York Archaeological Trust

Below: Edward Besly, Keeper of Numismatics, was awarded the British Numismatic Society's John Sanford Saltus Medal



Archaeology & Numismatics

The high standard of work of the Department was recognized with the presentation of a number of prestigious awards. Edward Besly received the British Numismatic Society's John Sanford Saltus Medal and *Vikings in Wales: an Archaeological Quest* by Dr Mark Redknap won the Ancient & Medieval History Book Club's Archaeological Book Award at the British Archaeological Awards 2002. Further details of these accolades can be found in the Awards section of this Report.

The exhibition *Re-Creations: Visualizing Our Past* (National Museum & Gallery, April - September 2002), which was developed in collaboration with Cadw, explored how the art of historical reconstruction has developed through time, revealing the collaboration between artist, historian, archaeologist, anthropologist, forensic scientist and ecologist. After a very successful run, the exhibition then toured to Oriel Ynys Môn, Llangefni, under the Assembly-funded scheme Cyfoeth Cymru Gyfan-Sharing Treasures, where it remained from 7 March until 7 April 2003. A richly illustrated book that expanded on the theme of the exhibition, and shared its title, was jointly published by NMGW and Cadw, and launched at the opening of the exhibition in Llangefni.

Looking after the collections entrusted to our care is a high priority for NMGW. Curation and documentation also facilitate greater access to the collections. The Department made excellent progress in 2002-03, with a further 30,904 artefacts being documented and repackaged. At least 68.7% of the archaeological collection held in the National Museum & Gallery has now been documented to inventory level or above, and 72.4% of the coins and medals collection has now been documented.

NMGW plays a vital role in the operation of the Treasure Act, providing coroners with expert advice. Eleven discoveries were declared treasure during 2002-03, including a spectacular hoard of silver pennies found near Abergavenny, Monmouthshire. The hoard, comprising 199 silver pennies of the Anglo-Saxon king

Edward the Confessor (1042-1066) and William the Conqueror (1066-1087), was buried or lost after about AD 1080, and is the first significant early Norman hoard to be recorded from Wales. Visitors also had the opportunity to view The Monknash Treasure as a temporary display in the Coins and Medals gallery at NMG. This second-century AD hoard of Roman silver denarii was declared treasure in 2001, and featured in the television series *Treasure House* (see below). The Portable Antiquities Scheme in Wales, which encourages the voluntary reporting of archaeological objects found by metal detectorists and other members of the public, is contributing significantly to our understanding of Wales's past. There have been a number of notable discoveries, including a remarkable amount of Late Bronze Age metalwork recovered from south-east Wales. During the year, five hoards were recovered from the Vale of Glamorgan, while two others came from Torfaen and Monmouthshire. The bulk of this metalwork was deposited during the Ewart Park phase of the Late Bronze Age (c. 950-750 BC). The assemblages total nearly 250 pieces of metalwork and are being studied in detail in order to produce a regional synthesis of Late Bronze Age metalwork and deposition.

The Department also had a high media profile during the year and featured in the behind-the-scenes documentary series *Treasure House* broadcast on BBC 2 Wales. Staff also contributed to the popular series *Reading the Ruins*, an archaeological history of Wales, on BBC 1 Wales and *Talking Stones*, shown on ITV Wales, which looked at some of the fascinating stories behind gravestones.



A recreation of the human remains discovered at Llanbedrgoch, Anglesey. This drawing was part of the exhibition and accompanying book *Re-Creations: Visualizing our Past*

Drawing by Tony Daly

national diversity



The Snowdon Hawkweed, one of the rarest plants in the world, was last seen nearly fifty years ago. It was rediscovered in Snowdonia and its seeds will be collected and cultivated at the National Botanic Garden of Wales

Biodiversity & Systematic Biology

The Department of Biodiversity & Systematic Biology (more commonly known as 'BioSyB') holds diverse natural history collections, ranging from mosses and ferns to snail shells, insects and marine worms, to name but a few groups. Each year it receives a wide range of enquiries from the general public, specialist researchers around the world, and commercial or public health bodies. Telephone or postal enquiries can bring flattened insects for hopeful identification, maggots or beetle remains from foodstuffs, requests for biodiversity surveys or to appear as expert witnesses in court cases.

Our collections may be the basis on which we work but it is the staff expertise using the collections for research and enquiry that is so important as a resource. In Museum terms, we have in NMGW the largest concentration of systematic biologists anywhere in the UK outside of the Natural History Museum in London. Such expertise, however, is becoming scarcer across the UK, and as people retire important knowledge becomes less accessible. At the same time, nature conservation increasingly requires factual evidence of species distribution and occurrence on which to base action plans. Against this background it is both our duty and responsibility to pass on specialist knowledge to others and to train a new generation of recorders and taxonomists. The training of ecologists and Biodiversity Action Plan officers to be able to recognize rare or critical species, or local recorders to be able to identify 'new' groups and extend their knowledge of the identification of critical species, is becoming increasingly important to the Department.

We were grateful that in 2002-03 the Welsh Assembly Government granted NMGW an additional £20,000 to facilitate the training by BioSyB staff of local government ecologists and others, to recognize rare plant and animal species in Wales that are listed under the Countryside Rights of Way Act.

Besides training, another activity area involves the production of specialist identification guides, and this year the Department has completed guides to

taxonomically 'difficult' freshwater pea mussels in the UK and marine bivalve molluscs in the North Sea. To accompany the Assembly-sponsored training, we will be producing a comprehensive two-volume compendium of data sheets on critical species.

Partnerships and collaborative projects continue to be an important feature of the work of BioSyB. Work this year in collaboration with the Countryside Council for Wales and Middleton has led to the rediscovery of the Snowdonia Hawkweed, last seen in Snowdonia nearly fifty years ago and one of the world's rarest plants. In partnership with County Borough Councils and the Environment Agency, the Department has continued to provide information on ponds in south Wales. We have also identified over 20,000 individual flies for the Environment Agency, have been involved in invertebrate surveys of ditches as part of water quality measurement, and commenced a partnership with the Wye Foundation to study the effects of correctional liming on the Wye and its tributaries.

Further afield we have continued to assist in supporting the development of collections and local expertise in Galapagos, Tanzania and Papua New Guinea, as well as carrying out research fieldwork in these countries.

All of these projects demonstrate that the organization has the specialist skills and knowledge that makes it ideally equipped to influence biodiversity policy and practice within Wales, and to support the UK's commitment to biodiversity capacity building in the developing world.





Geology

In April 2002, with the Countryside Council for Wales and Cadw, the Department of Geology hosted a major seminar to address the building and engineering uses of Stone in Wales. Over 120 delegates from the UK and abroad attended, with a final session being addressed by the Welsh Assembly Government's Environment Minister, Sue Essex AM.

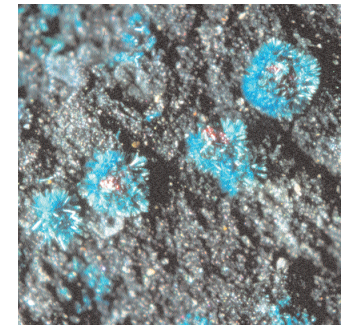
One outcome is the establishment of a Welsh Stone Forum to monitor and coordinate future issues, including substantial involvement of NMGW staff in seeking 'to promote understanding of the use of natural stone as a suitable material in the Welsh environment'. Plans to build our present collections of such materials will result in the Department becoming a growing consultative archive for the assessment of natural stone in building projects.

A second substantial initiative involved the publication of a series of case histories and remedial procedures entitled *Landslides and Landslide Management in North Wales*. This programme was funded and sponsored by a consortium of geo-engineering companies and organizations involved in this type of work in the region. The book was launched at a dedicated seminar in Abergele in September 2002.

In our more traditional collections and research-based programmes, two particular items deserve individual note. First was the publication of a major NMGW publication containing a comprehensive comparison of lower Silurian (Telychian, Llandovery Series) rock successions and fossil faunas throughout the British Isles and the Yangtze Platform of south China.

This is an especially illustrative example of the importance of Lower Palaeozoic geological sequences defined originally in Wales, and of the international dimensions of such work within NMGW. The Royal Society of London and the Chinese National Academy of Sciences funded it originally for a team of UK and Chinese geologists in a cooperative study.

The acquisition of the J.S. Mason mineral collection, comprising almost 700 specimens mostly of Welsh origin, was another highlight. Mr Mason had previously made significant contributions to the work of the Geology Department in carrying out the main survey work for our Minescan Project, and the acquisition of his private collection now further enhances our holdings in maintaining them as the premier resource of Welsh minerals.



Above: minute blue crystals of the mineral connellite, encrusting red cuprite crystals, from Lodge Park, mid-Wales. Connellite is a relatively rare mineral in Wales.

Left: minute but beautifully formed hexagonal crystal of the mineral susannite. This mineral, from Frongoch Mine, mid-Wales, was formed by the oxidation of galena, the major ore of lead.

These specimens featured in the successful NMGW booklet *Mineralogy of Wales*, and were recently acquired from J.S. Mason

national diversity



Lychees, by Dale Evans, as seen in *Passion for Plants*, an exhibition of botanical illustration by women

Public events and activities

The 2002-03 temporary exhibition programme attracted over 175,000 visitors; these ranged from family orientated touring exhibitions – such as *Walking with Dinosaurs* from the BBC and *Star Trek: Federation Science* – to projects curated and produced by NMGW such as *Ceri Richards: Themes & Variations*, *Passion for Plants: Botanical Illustration* and *Cedric Morris & Lett Haines: Teaching, Art and Life*. Ceri Richards continues to influence artists today: *Themes and Variations* was accompanied by *À Propos Ceri Richards*, an exhibition of work by the Ysbryd/Spirit group of painters, comprising contemporary responses to his art.

Many of our projects are the fruit of collaboration with partners. *Recreations: Visualizing our Past* generated an exciting collaboration with the British Museum and Cadw, the first of our new 'partnership' relationship with the BM, but one of many projects in which we work with Cadw. *Art in Exile: Flanders, Wales and the First World War* created new partnership opportunities with colleagues at the Museum of Fine Arts in Ghent and Hannema de Stuers Foundation in Heino. *Art in Exile* told the story of a group of Belgian artists who took refuge in Wales during the First World War; where they were supported by the Davies Sisters, Gwendoline and Margaret. Shown in Belgium and Holland as well as the National Museum & Gallery, a groundbreaking catalogue accompanied the exhibition, which was short-listed for the William Berger Prize for excellence in British Art History. Over a hundred public events were mounted over the year; from talks on the reconstruction of an iron age chariot to fossil collecting fieldtrips; from botanical illustration workshops to half-term family fun in the planetarium. The year saw the welcome reintroduction of professional chamber music to the Reardon Smith Theatre in partnership with Cwpan Aur. Other musical partnerships such as the Art Gallery Concerts by leading ensembles from the Royal College of Music & Drama and Monthly Organ Recitals by Cardiff Organ Events continue to prove popular. The National Museum & Gallery also embraced UK initiatives such as National Science Week, National Archaeology Weekend, Museums & Galleries Month and The Big Draw.

A number of the most important developments, however; happen with less fanfare but nevertheless make a big impression. NMGW's interpretation of temporary exhibitions continues to thrive by the expansion and development of the role of many Museum Assistants to that of explainer/facilitator. These Assistants now provide increasingly active and welcoming approaches to public activities and exhibitions, alongside the equally valuable security role that must be maintained.





Museum of Welsh Life

Museum of Welsh Life

St Fagans
Cardiff CF5 6XB
(029) 2057 3500

Open daily 10am-5pm

Visits

2000-01 - 321,810
(pre-free entry)
2001-02 - 694,899
2002-03 - 623,529

national diversity

One of Europe's leading open-air museums, the Museum of Welsh Life is part of the group of four Social & Industrial History Museums run by NMGW and is home to the largest curatorial department, Social & Cultural History. From the re-creation of an ancient Celtic village to the erection of a brand new House for the Future, visitors can explore and enjoy over 2,000 years of history in over forty re-erected period buildings that have been collected from all over Wales.

In 2002-03 work continued on the re-erection of the Llandeilo Tal-y-bont Church, with the stone work and sections of the roof now completed. One direct consequence of the policy of demonstrating building processes to the public combined with the remarkable increase in visitor numbers is that the time taken in interpretation slows down progress on the building work considerably.

This is a price worth paying, however, with considerable educational benefits and an extremely positive public reaction to the interpretative activities. St Teilo's Day (9 February 2003) was celebrated with a number of activities focussing on the re-building process, with guided tours of the building, demonstrations and a poetry workshop for schools led by the Welsh poets Myrddin ap Dafydd and Iwan Llwyd and sponsored by Academi, the Welsh literature development agency.

A most welcome and totally unexpected development was the donation to the Museum of a small mountain-boulder-built cowshed from Cae Adda, Waunfawr, Gwynedd, similar to the building that once stood alongside Llainfadyn, the cottage originally from nearby Rhostryfan. Significantly, this is the first time that the Museum has been offered a farm building suitable for re-erection alongside one of our existing houses. This enables us to present a more complete picture of the agricultural life of the period.

The building was dismantled during the autumn. The project provided an excellent example of community involvement, with the work being closely followed by pupils from the local primary school as well as the staff of Antur Waunfawr, the ground-breaking company which offers training and employment opportunities for individuals with learning difficulties. Re-erection is scheduled for completion during summer 2003.





'Very interesting! I like the costume and art section best. There is so much to do we need more than a day!'

Tamara-Jade Kaz,
Talbot Heath School,
Bournemouth,
July 2002

The Cae Adda byre, which was dismantled and re-erected at MWL by staff from both MWL and WSM



Above: the newly restored Italian Garden

Right: the Boat House and Net House were redesigned and re-opened with brand new displays





Work also began on the restoration of the Italian Garden, a section of the Castle Gardens that had not been part of the original gift from the Earl of Plymouth. Originally laid out in the early years of the 20th century, the garden had lain derelict for over 60 years and was overgrown and in ruins when it was acquired by the Museum in the mid-1980s. The early part of the project focused on the hard landscaping work with the final planting and official opening perforce being delayed until spring 2003. The project, which was supported by Barclays, was documented in the BBC 2 series *Hidden Gardens* broadcast in November 2002. It is also featured in the book accompanying the series.

The House for the Future had further success during the year, winning the Royal Society of Architects in Wales's inaugural Welsh Building Design Award. (see p.50) Work also got underway on the re-interpretation of the interior; emphasising the structure and performance elements of the house rather than recreating a furnished interior. Much of this work was supported by the Ernest Cook Foundation. Ultimately the House will become an educational facility examining issues of sustainability and environmental education.

Visitor numbers remained at a remarkably high level throughout the year; with a record-breaking 126,000 visitors during the month of August alone, an average of over 4,000 people every single day. The outstanding success of free admission has prompted a change to the Museum's events strategy with a switch in emphasis from large scale events such as the May Fair; which attracted an unmanageable number of visitors, to a focus on a greater number of small scale events.

Daily activities are now geared towards redistributing visitors towards the quieter months and diverting them away from the most popular buildings at peak periods. Newer events such as *Dydd Santes Dwynwen* (the Welsh patron saint of lovers), and *St David's Day* celebrations proved very successful in this regard attracting over 2,000 and 3,000 visitors respectively during the normally quiet months of January and March. The environmental festival, *Ecofun*, was held in June and attracted almost 8,000 visitors whilst the two charging events, *Halloween* and the *Christmas Fair*; remained as popular as ever

April 2002 saw the reopening of *The Net House* and *Boat House* following the catastrophic flood of the previous winter; with totally new displays of the fishing collections. A number of temporary exhibitions were also held during the year including a photographic exhibition, *Koyo Hosoe: The Unknown Japan*, an exchange exhibition organized by our partner museum in Gifu Prefecture, Japan. This was followed by two textile exhibitions, *Fibre, Weave & Blanket* by the Contemporary Textile Practice students at the University of Wales Institute Cardiff (UWIC) and *Welsh Quilts from the Jen Jones Collection*.

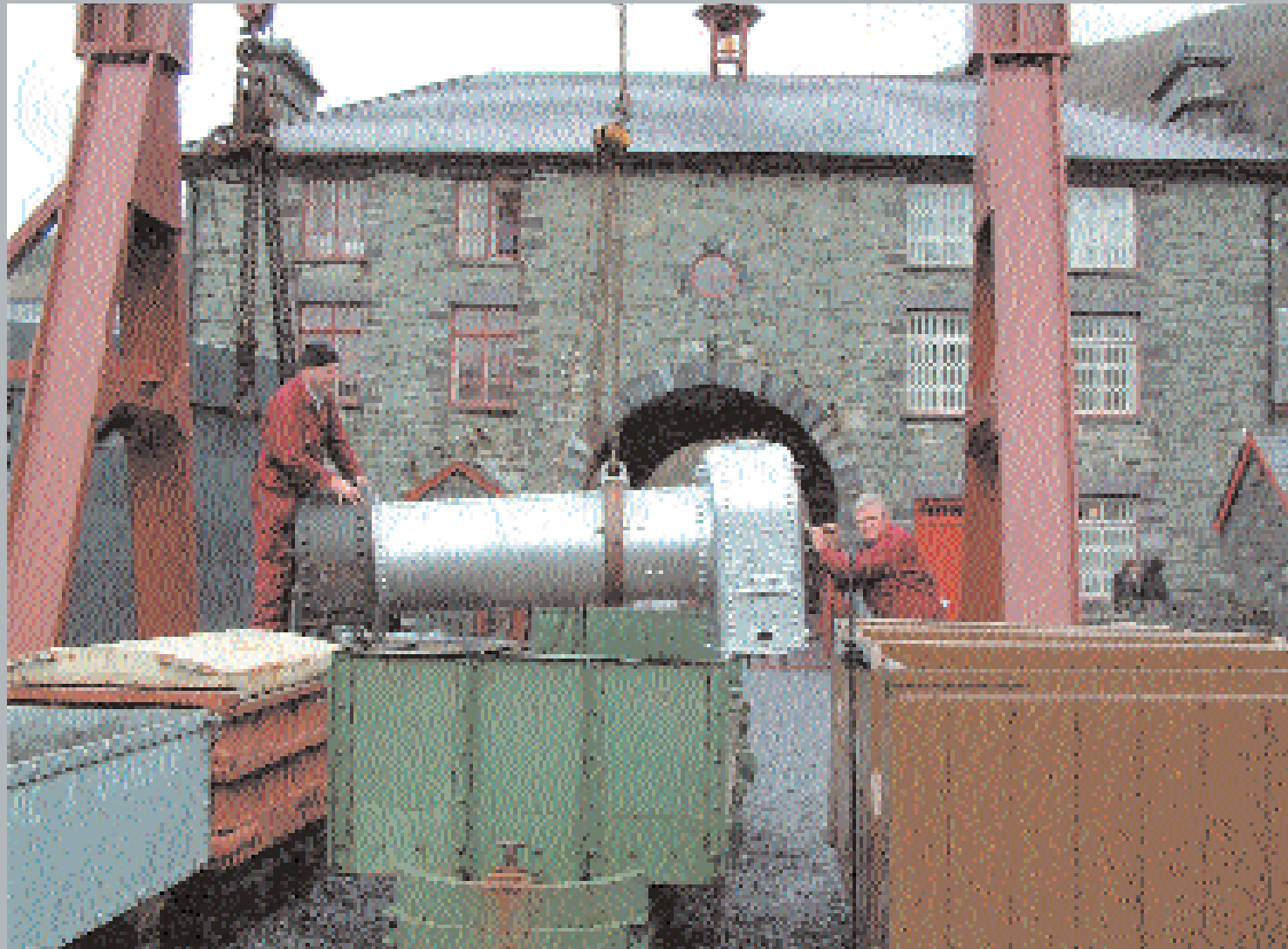
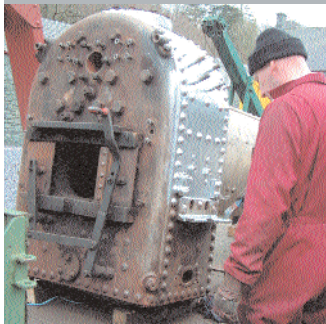


Oranges grow once again in the Italian Garden



Dafydd Wigley AM visited WSM on its 30th birthday in May

Restoration work on Una, WSM's very own steam locomotive



Welsh Slate Museum

At Llanberis the story of slate unfolds for visitors, whether through watching skilled craftsmen as they deftly split and dress the slate by hand, or through viewing the largest working waterwheel on mainland Britain. The Museum also offers a unique glimpse into the lives of the quarrymen and their families at No's 1-4 Fron Haul – a terrace of cottages which has been moved to the Museum from its original site in Tanygrisiau and furnished in three different historical periods.

The Museum's remarkable visitor figure performance during 2001-02 was sustained during 2002-03 with the Museum proving that its popularity and appeal is soundly based. It has been especially encouraging to see how visitor numbers have grown during what were, at one time, considered to be quiet, off-peak months such as October and February.

The benefit derived from this is significant – not only to the Museum itself, but more widely within the economic infrastructure of Llanberis. Reducing the seasonality of the local tourism industry means that more are employed all year round, while neighbouring businesses are able to extend their operating seasons, invest in improvements and market a range of out-of-season activities. The Llanberis Partnership tourism and community development consortium meets regularly at the Museum and its secretariat is provided by WSM staff.

Within the Welsh Slate Museum, staff have continued to improve and refine the product available. The Museum celebrated its thirtieth birthday in May 2002, with local Welsh Assembly Government member, the Rt Hon. Dafydd Wigley AM, launching two new CD-ROM presentations. The first contrasts modern slate quarry operating techniques with those more traditionally associated with the industry, and the second uses computer-generated animations to explain how slate is formed.

School and other educational groups are an important visitor sector, and now have their own dedicated area for eating packed lunches, storing bags and so on. The Museum's steam locomotive, Una, was returned to service, having been thoroughly overhauled.

Developing partnerships has, of course, been a fundamental corporate theme during the year. Staff at WSM have supported and nurtured those aspects which are appropriate to the north of Wales. Education and Marketing staff at WSM have worked with their counterparts at Oriol Ynys Môn, Llangefni, while administrative staff have serviced the detailed negotiations underpinning the establishment of a locally based company – Segontium Cyf. – which now operates the Segontium Roman Museum at Caernarfon.

Autumn 2002 saw the translocation of a byre from Cae Adda, Waunfawr, to the Museum of Welsh Life (see p.26). Technical staff at WSM co-operated with colleagues from St Fagans to ensure that this task was completed smoothly and successfully – no mean feat when the footings were discovered to include a seven-ton boulder! Publicity and media management was also handled from WSM, with the BBC's arts unit profiling the translocation as part of their extended series on NMGW's work.

Welsh Slate Museum

Gilfach Ddu, Llanberis,
Gwynedd, LL55 4TY
(01286) 870630

Open Easter-Oct daily 10am-
5pm, Nov-Easter Sun-Fri 10am-
4pm, closed Sat

Visits

2000-01 - 53,890
(pre-free entry)
2001-02 - 144,408
2002-03 - 130,201

'Staff very helpful. The video, the workshops the café - superb.

We will come again with more time.'

R. Bareham, West Yorks, August 2002

Big Pit: The National Mining Museum

Big Pit: The National Mining Museum

Blaenafon, Torfaen NP4 9XP
(01495) 790311

Open 13 Feb-30 Nov daily
9.30-5pm

Visits

2000-01 - 73,914
(pre-free entry)
2001-02 - 130,037
2002-03 - 116,278



The experience offered to visitors at Big Pit is unique in the UK. Visitors are kitted up in a cap and lamp and taken 300ft underground to explore the workings of one of the last coalmines in south Wales. Big Pit is set within the Blaenafon Industrial Landscape, Wales's first industrial World Heritage Site, which in itself is unrivalled as an example of an early industrial town in the first industrialized nation. April 2003 saw the twentieth anniversary of Big Pit opening as a tourist attraction, and this year has probably seen the greatest change in appearance for the site in that twenty-year history.

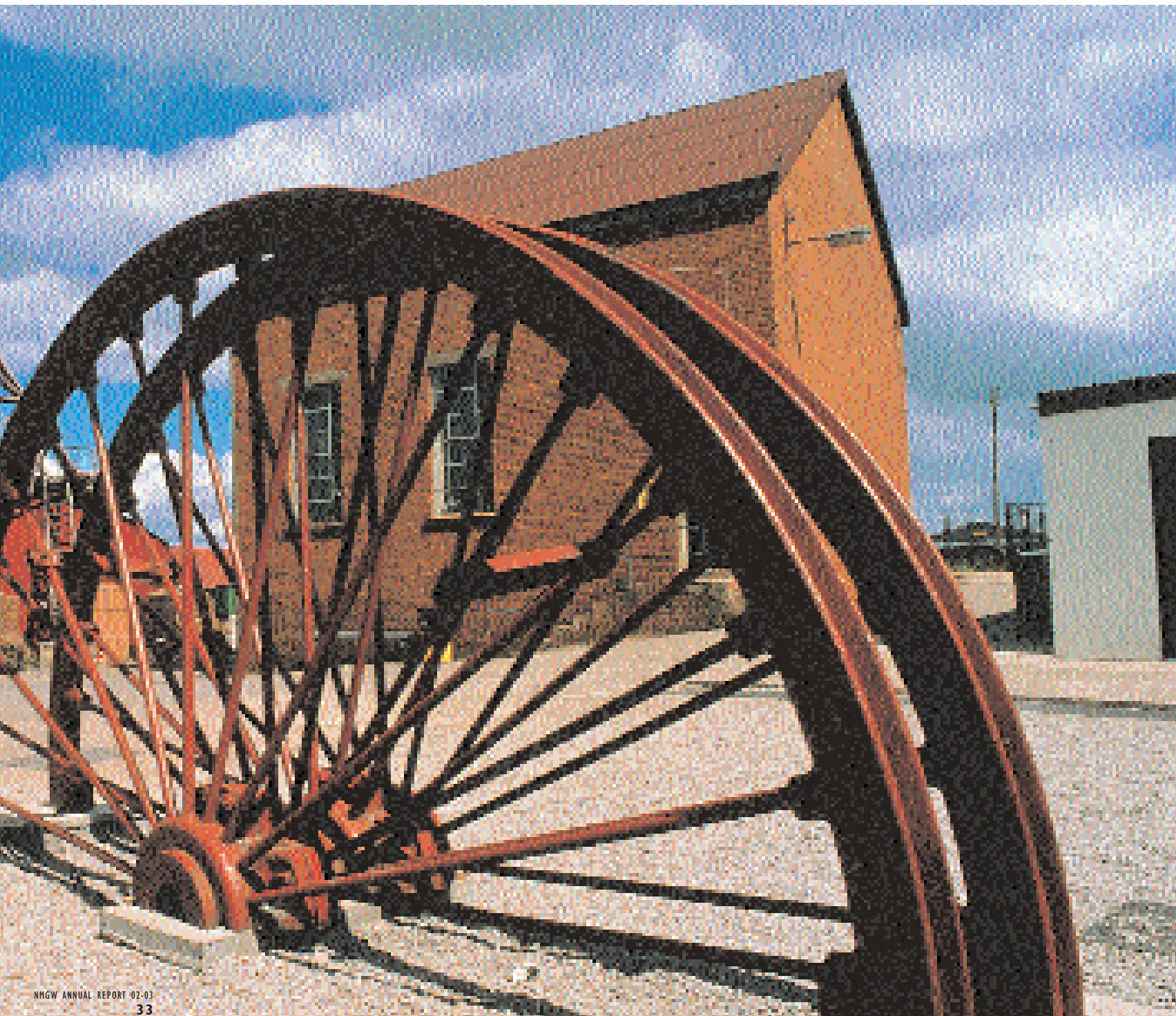
The completion of a £7m capital development of Big Pit is planned for early autumn, with an official launch in spring 2004. The development work covers the whole site and will provide a range of new facilities for visitors. The result of this work will be a museum that will be a jewel in the crown of Wales's rich industrial heritage for years to come.

Big Pit has remained open to the public throughout the capital developments, and visitor figures have been surprisingly high, with the 2002 summer season having the third highest visitor figures on record for Big Pit. This bodes very well for forthcoming years, when Big Pit will be able to offer a far more fulfilling experience to visitors, as they enjoy all the new facilities made available through the recent investment, as well as the now world-famous 'real underground experience'.

The education department at Big Pit has also been busy working on a new web resource for children aged 7 to 11 and their teachers. The project, Children of the Revolution, has been developed to aid the teaching of history within the National Curriculum and is supported by two videos called Iron Town, which look at various aspects of life in industrial south Wales in the mid-nineteenth century. We are grateful to the Lloyds TSB Foundation for the continued support of our educational programme.

Until February 2001 Big Pit had operated as an independent Charitable Trust and Limited Company. During 2001-02, it had to adapt to being a national museum within a national institution that is also an Assembly Sponsored Public Body. This transformation coincided with the start of the current capital investment. Progress on the redevelopment during 2002-03 is covered in more detail the section of this Report that outlines NMGW's Industrial Strategy (see p.55).





Above: a brand new office block and conservation area under construction at Big Pit

'I have been here
14 times and all of
the tours have been
excellent...

thank you.'

Michael Davies,
Caersws, Powys.

Museum of the Welsh Woollen Industry

Museum of the Welsh Woollen Industry

Dre-fach Felindre, Llandysul,
Carmarthenshire SA44 5UP
(01559) 370929

Closed for redevelopment until
spring 2004

Visits

2000-01 - 9,036

(pre-free entry)

2001-02 - 12,576

2002-03 - Closed for
redevelopment

Located in the heart of the west Wales countryside the Museum of the Welsh Woollen Industry tells the story of the forty mills once clustered around Dre-fach Felindre. Cambrian Mills – the only mill in the village, which has remained in continuous operation since it was built – now houses the Museum. Centuries-old techniques, forgotten skills and traditional ways of life sit alongside a thriving, working woollen mill, still producing for the modern market.

During 2001-02 NMGW was awarded nearly £1m from the Heritage Lottery Fund to help redevelop the site as a flagship museum for west Wales. As a result, the Museum was closed to visitors on March 1 2002 with the aim of re-opening in early 2004.

The £2m investment programme includes the repair of the listed mill buildings, the provision of improved visitor facilities, dedicated educational facilities and modern interpretation of the collections. Progress on the redevelopment during 2002-03 is covered in more detail in the section outlining NMGW's Industrial Strategy (see p.55).





Main images, left to right:

Major work was needed to make the river banks safe and protect the buildings.

Work starts on diverting the river, Nant Bargon.

The river was diverted, but work cannot take place on the river banks between September and March – because of salmon spawning!

Photographs by Paul Avis

Roman Legionary Museum

Roman Legionary Museum

High Street
Caerleon NP18 1AE
(01633) 423134

Open Mon-Sat 10am-5pm
Sun 2-5pm

Visits

2000-01 - 58,997
(pre-free entry)
2001-02 - 70,160
2002-03 - 65,495

Right: the Ermine Street Guard celebrated their 30th anniversary at RLM in July

As part of NMGW, the Roman Legionary Museum in Caerleon has been displaying a rich collection of Roman finds since 1850. These include sculptures, inscriptions, tombstones, building materials, a labyrinth mosaic, military equipment, pottery, glass and jewellery. There is also a full-sized reconstructed Barrack Room, which is unique in Britain.

The town of Caerleon stands on the site of one of only three permanent legionary bases in Roman Britain. The Roman Legionary Museum is built on the site of the headquarters, in the middle of the Fortress. Still visible in the town are the remains of the Fortress walls, Baths, the best example of an excavated Barrack Block in Europe and an Amphitheatre.

The Amphitheatre plays host to Roman re-enactment groups with international participants including the renowned Ars Dimicandi Gladiatorial School of Curno, North Italy. New projects being undertaken include the creation of a Roman Garden. The main event of the year was the Military Spectacular in July 2002. The event celebrated the 30th anniversary of the Ermine Street Guard, and in honour of our excellent relationship with them the Museum hosted an evening reception, at which Peter Connolly was the guest speaker.

In September 2002, following an absence of six years, we saw the return of the Annual Caerleon Lecture. Ralph Jackson from the British Museum spoke on the subject of Roman Medicine. The demand for tickets was such that the event was held in the hall of the local school and this was followed by a reception in the Gallery of the RLM.

In October 2002, the Museum participated in the annual Family Learning Weekend. A UK-wide competition was held to find the best event within the categories of Schools, Museums and Art Galleries and Libraries – the Roman Legionary Museum won the Museums and Art Galleries category. The judges based their decision on a stringent criteria: the range of appeal of activities, the opportunities for family members to learn together on the day and in the future, whether local community partnerships had been built or strengthened and opportunities for further learning. Another award-winning project was the Caerleon Challenge web-based teachers'

resource, produced in partnership between NMGW, Newport LEA and Cadw, which was launched in the summer. This multimedia resource for the Fortress Baths is designed to assist school children in their understanding of the archaeological remains. The partners in the project received a 'Highly Commended' award in the British Archaeological Awards in September.

Finally, during 2002 a small committee was formed with the initial purpose of promoting Caerleon as a destination and developing a sustainable tourism policy. The Caerleon Forum has representatives from local businesses, the local authority, the University of Wales College Newport and NMGW.

In the summer of 2002 the Forum embarked on fundraising activity for a week-long Arts Festival in July 2003 to attract new visitors to the area. A variety of fundraising events have been organized including a Curry Night, Jazz Evening, Spit Roast, Art by Number Sale and a Quadbike event.



Segontium Roman Museum

Segontium is NMGW's smallest museum and is located at the remains of one of ancient Britain's most famous Roman forts. Despite its comparatively modest visitor figures, the museum engages with its host community in imaginative ways. During 2002-03, NMGW began negotiations with a range of partners with a view to establishing a local Trust to operate the Museum in the future.

Segontium Roman Museum
Beddgelert Road, Caernarfon,
Gwynedd, LL55 2LN
(01286) 675625

Open | Nov-Mar: Mon-Sat 10am-
4pm, Sun 2-4pm; | Apr-Oct:
Mon-Sat 10am-5pm, Sun 2-5pm

Visits

2000-01 - 8,810
(pre-free entry)
2001-02 - 12,565
2002-03 - 10,149

Ken Brassil, History
Education Officer, working
with children from Ysgol yr
Hendre, Caernarfon



Turner House Gallery

Turner House Gallery

Plymouth Road
Penarth CF64 3DM
(029) 2070 8870

Open Tues-Sun 10am-5pm, and
Bank Holiday Mondays

Visits

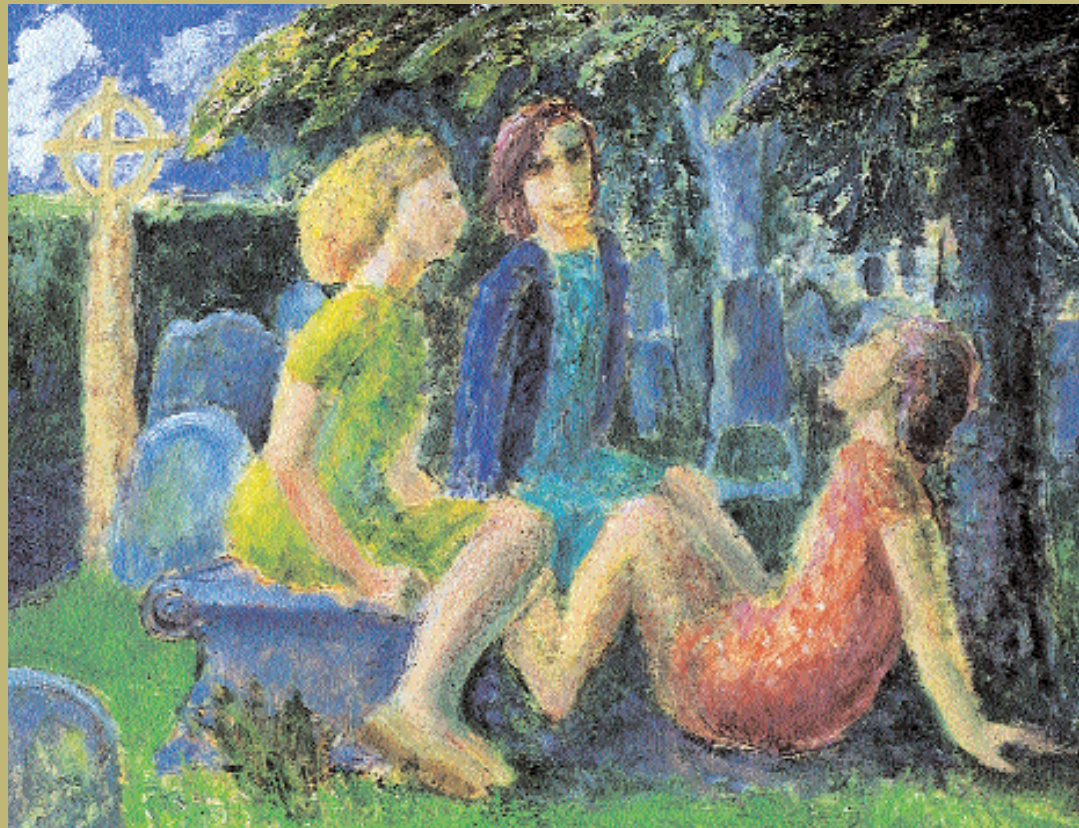
2000-01 - 10,554
(pre-free entry)
2001-02 - 11,706
2000-03 - 10,829

*When young we loved old
graveyards and the poetry of
John Keats* (2002), Eileen
Allan (b.1924), from the
exhibition *Looking Out*

© The artist

The Turner House Gallery, Penarth, has been a venue for temporary art exhibitions since 1950. In 2002-03, the Gallery hosted *Looking Out* (an exhibition of paintings and drawings by The Welsh Group), *Made in China* (a new collection of images of contemporary China by the Welsh photographer Rhodri Jones), the annual exhibition of the South Wales Art Society and a show of work by members of the Watercolour Society of Wales.

As a national institution that operates the largest museums in Wales, NMGW has long felt that it should eventually withdraw from the direct management of such a small gallery, the only one of our museums without a permanent collection. From April 2003, the Gallery is to be operated for two years by Ffotogallery, Cardiff, which will provide an exciting programme of lens-based art.



NMGW Collections Centre



The Department of Industry currently operates from Nantgarw in the south Wales valleys, servicing the curatorial, conservation and research requirements of the Industry Collections both at the Collections Centre and at NMGW's social and industrial history museums.

Workshops to deal with the conservation of small industrial artefacts and works on paper have been established within the Collections Centre, and plans have been drawn up for the provision of engineering and woodworking facilities.

The department's staff are deeply involved in the development of the proposed new industrial and maritime museum in Swansea as well the Heritage Lottery Fund-supported redevelopment of Big Pit and the Museum of the Welsh Woollen Industry.

NMGW must ensure that it can properly look after the collections and estates entrusted to its care. As a result, the industrial collections are now stored in better environmental circumstances at the Collections Centre than has ever been the case before. In addition, workshops to deal with the conservation of large metal and wooden objects have been established within the Collections Centre. Another of NMGW's aims is to make its collections, and the knowledge inherent within them, ever more widely accessible, and during the year a total of 402 visitors made appointments to use the Collection Centre's facilities.

NMGW Collections Centre
Heol Crochendy
Parc Nantgarw, CF15 7QT
(029) 20573560

Open to the public by
appointment



international standards

The quality of the experience offered by our museums and galleries is underpinned by central services of the highest calibre





Education

Education is central to all that NMGW does. As well as servicing the needs of the 205,000 visitors that attended NMGW sites in formal education groups, and a further 160,000 attending lifelong learning activities, the Education Department advanced a number of key issues in relation to audience development, ICT and science education.

Developing new audiences

To build on the success of free entry, NMGW commissioned the Research Centre for Museums and Galleries (RCMG) at the University of Leicester to undertake a research project into our 'non- visitors', surveying existing available material, holding focus groups across Wales and interviewing key community workers. The research, which highlighted the needs of families, young people, older people, ethnic minorities, Welsh-speakers and communities with limited resources, will be used to inform our audience development and social inclusion initiatives in 2003-04.

To address the fact that most young people between the ages of 16 and 24 rarely visit museums, NMGW established the On Common Ground project. The initiative is designed to give young people, including those from disadvantaged backgrounds, the opportunity to visit local and national heritage initiatives and to create a piece of work (e.g. video, display, website) designed to raise the profile of museums and galleries with their peers.

On Common Ground worked with a range of partners including local museums and locally based community/education agencies in four areas in Wales – Tenby, Swansea, Rhondda and Denbigh. It was funded by the Heritage Lottery Fund's Museums and Galleries Access Fund, the Lloyds TSB Foundation, Dysg and the J. P. Morgan Fleming Educational Trust.

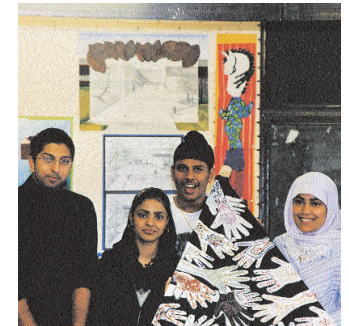
Older people were the target for the Drawn from Memory event, which launched The Big Draw in Cardiff. Working in collaboration with Age Concern, Help the Aged and the University of the Third Age (U3A), we attracted 95 older visitors, keen to sharpen their artistic skills in the company of the famous illustrator and author, Quentin Blake. At Big Pit, senior citizens were invited to share and record their memories of an area once dominated by heavy industry when the museum and Blaenafon Community Heritage Group collaborated on a photographic exhibition on old Blaenafon.

Providing family resources

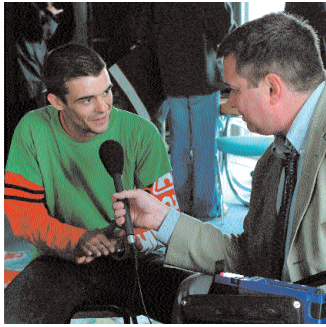
- To encourage adults and children to get more out of their visits, a series of family trails were produced across our sites. At the Museum of Welsh Life, children's questions were used to produce the family guide Re-discovering St Teilo's Church, giving information in an accessible format that families could take home and share, while the Welsh Slate Museum launched its Wagon Wheel Trail.



Left and above: at the National Eisteddfod in St Davids, schoolchildren produced artwork inspired by finds from Pembrokeshire's beaches and the works of artist Graham Sutherland



On Common Ground: young Asian people, based in Pentrehafod School, Swansea, produced artwork on the theme of 'the wheel of culture', representing their experience of south Asian culture



The BBC came to talk to Richard Battrick, NMGW's artist-in-residence at the National Eisteddfod in St Davids

- For the first time ever, all sites took part in Family Learning Weekend, and the Roman Legionary Museum was awarded one of three highly coveted prizes by the Campaign for Learning for its programme.
- 'Art carts' were piloted at the Ceri Richards and Cedric Morris exhibitions at the National Museum & Gallery, offering people of all ages the opportunity to respond creatively to works on display. Gallery facilitators and specially produced art cards encouraged visitors to make their own artworks, with the results displayed as encouragement to other visitors.
- Regular study days for families who are home-educating their children were piloted in Glanely, the National Museum & Gallery's hands-on interactive gallery. The bi-monthly workshop sessions offer children of all ages and their parents the opportunity to interact with museum specimens and curatorial staff.

Exploiting electronic and digital media

- The appointment of NMGW's first E-learning Officer has enabled us to create a growing 'bank' of learning resources, including downloadable teachers' packs and educational interactives.
- SCAN (School and Communities Agenda 21 Network) launched an online snail search designed to track down the 'alien' girdled snail, which first appeared in Britain in 1950 and was spotted in Cardiff in 2000. Virtual visitors use the online snail chart to identify the snail and note its location on the website snail map.

Increasing understanding of science, sustainability and biodiversity

- The second Ecofun environmental festival, held at the Museum of Welsh Life, involved children from 75 schools from across south and west Wales. The innovative programme was designed to increase awareness of sustainability and to reinforce the theme of the 3 Rs - Reducing, Re-using and Recycling. The third day of the festival was a family fun day, featuring a full range of activities and music for visitors of all ages. Ecofun was supported by Cardiff County Council through the Landfill Tax Credit Scheme, Legal & General, Cardiff Waste Forum, Countryside Council for Wales, Environment Agency Wales and the RSPB.
- Get Set for Science was organized to help teachers carry out simple science experiments in their own schools during National Science Week. Run in collaboration with Education Business Partnership and the British Association for the Advancement of Science in Wales, the three day-long activity sessions enabled 75 teachers to take part in a range of 'hands on' experiments including making volcanoes, felt and wormeries!

Reaching out

- More than 34,000 people took part in off-site educational activities, including a programme of events at the National Eisteddfod in St Davids in August 2002, while 1,700 sessions were delivered by video-conference.
- During 2002-03, while closed for the major redevelopment programme, the Museum of the Welsh Woollen Industry took to the road to deliver its education sessions for schools.
- Our Outreach Service, originally established to make loans to schools, is increasingly providing a valuable service to community initiatives such as Antur Waunfawr, which works with people with learning difficulties. The Outreach van, generously donated by the Friends of NMGW, has enabled us to work throughout Wales, including remote and socially deprived areas, delivering our collections to over 118,000 users.

Marketing & Visitor Services

Researching and servicing the needs of our audiences, both new and existing, continued to be the overarching focus for NMGW's marketing strategy. The year saw the introduction of 'Customer Circles' at the Museum of Welsh Life and the National Museum & Gallery. Groups of our most committed and loyal visitors met regularly during the year to discuss issues, ideas and aspirations for their chosen museum. For NMGW this was an opportunity to listen to in-depth information that could not have been gained from the essential, statistical market research undertaken annually. It is envisaged that the Customer Circles project will be extended to other museums.

With the introduction of free entry came the responsibility to explore the other barriers to visiting museums for non-attending audiences, particularly from socially excluded areas of Wales. This work was undertaken by the Research Centre for Museums and Galleries (RCMG) at Leicester University. The findings have charged NMGW to re-evaluate existing strategies and develop new ideas in terms of events and exhibitions programming, outreach, marketing tactics and visitor care focus.

At the end of the second year of free entry it was gratifying to report that visitor figures for all sites were 11% above target and 67% higher than when charges applied. Concerns that the novelty factor of free admission had worn off were dispelled when the 1 million visitor target was reached early in the new year, with a final total of 1,278,449.

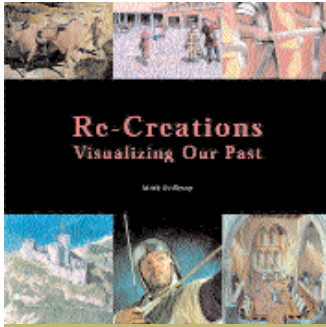
One of the promotional highlights of the year was the unprecedented collaboration between NMGW and the BBC to produce the much-acclaimed Treasure House, a six part collections-based documentary that was broadcast on BBC2 Wales in January and February 2003. The programmes attracted audiences of over 100,000 – a remarkable achievement for a series of its kind in a country whose total population is less than three million. This audience would compare with a figure of 1.6 million for a similar series broadcast in England.

NMGW's profile was given a further boost with the advent of a new quarterly news magazine, designed to inform our supporters, partners and funders of the latest developments within the organization. Premier complements our consumer magazine, What's On, which is aimed at encouraging the general public to experience the wonders of our collections and enjoy the many hundreds of family-friendly events and activities we stage every year.



Photograph by Ethos

international standards



Publications & Design

The range of NMGW's disciplines and sites was represented in print and online. In May 2002 a brand new visitors' guidebook was published for The Welsh Slate Museum. The popular picture-book *Roman Legion* was reprinted in its third edition, in time to celebrate the Ermine Street Guard's thirtieth birthday. *Domestic Life in Wales* (published with University of Wales Press) was launched at the National Eisteddfod. *The Second Augustan Legion and the Roman Military Machine*, an anthology of the renowned annual Caerleon Lectures, was published in September; *Telychian rocks of the British Isles and China* was published in November.

In October 2002 a full-colour, 64-page book, available free of charge, was published as a one-off special edition: *A Nation's Treasures* outlines NMGW's history and collections, explaining how, what and why we collect, and featuring favourite items from the collections.

Exhibition-related titles included books on two of Wales's most interesting and important twentieth-century artists, Ceri Richards and Cedric Morris, while *Re-Creations* explained how artists and craftspeople, as well as archaeologists, interpret the past.

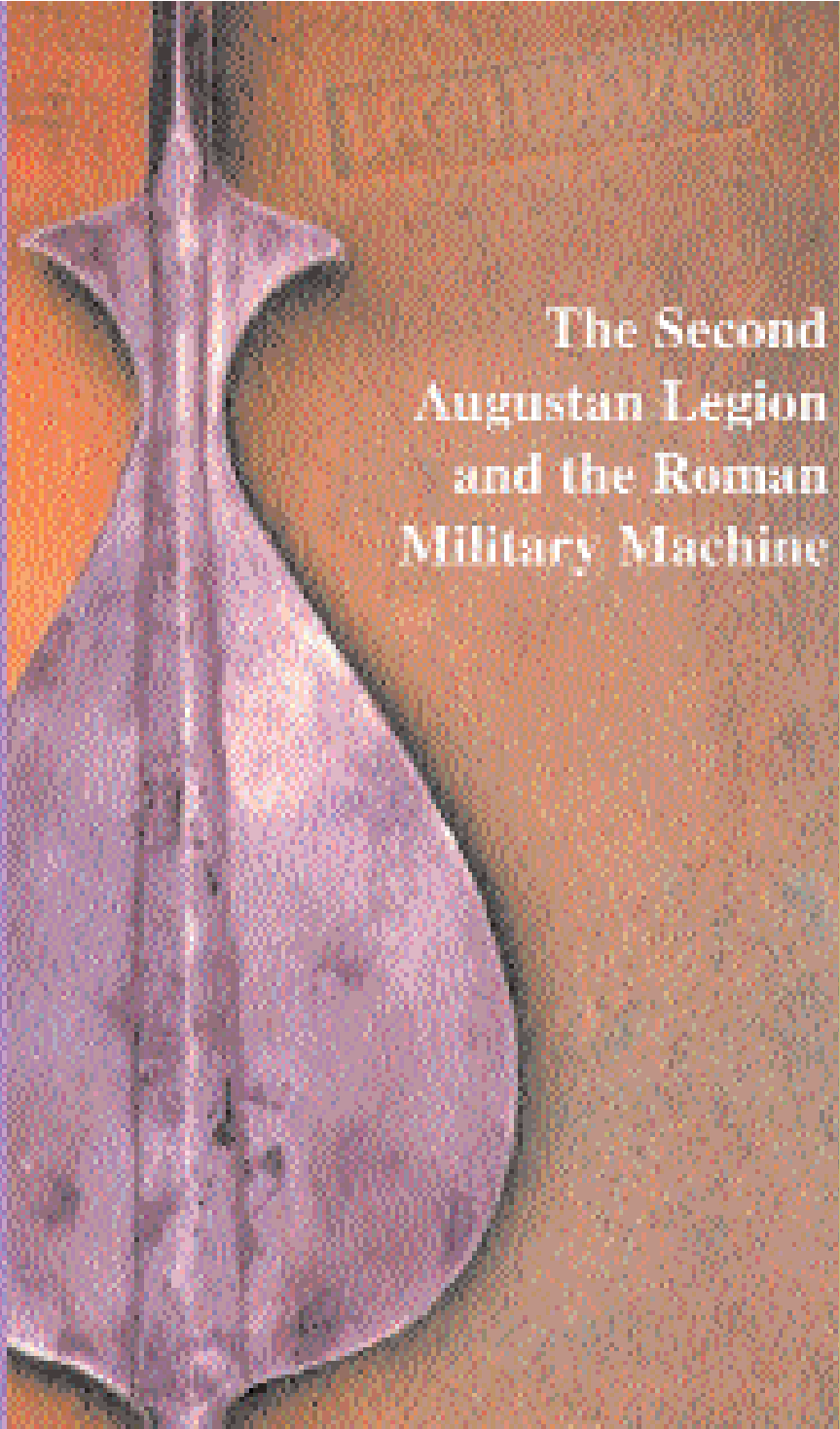
The Museum's design expertise supported the whole exhibition programme, in both marketing and interpretative provisions. It is also, however, often in demand elsewhere. The graphics for the exhibition *Creating Durga*, from Cardiff's Central Library, were designed by Museum staff, who also went to Oriol Ynys Môn to design and install the exhibition *Re-Creations*.

Art Collections Online, a new and exciting development on NMGW's web site, was launched in the spring. Online visitors can now look for specific paintings, sculptures or artists in the collections. A range of information is provided, enabling a 'personal gallery' to be created including background on the artists and where in the galleries the work is located. This resource enables people to plan their visit to the National Museum & Gallery in advance, and also makes the fine art collections accessible to online visitors. The web site also now features dedicated education pages, listing workshops and activities and including downloadable teachers' resources.

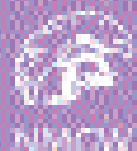
Domestic Life in Wales



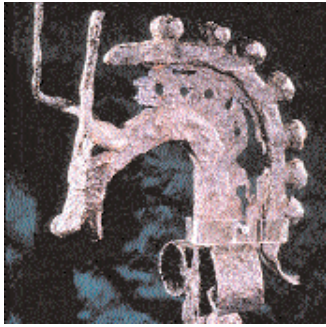
S. Minwel Tabbott



The Second
Augustan Legion
and the Roman
Military Machine



international standards



A detail from the Iron Age firedog discovered near Capel Garmon, north Wales, in 1852, and now one of the 20,000 artefacts in the Gathering the Jewels digitization project - www.gtj.org.uk

Human Resources

With a key objective for NMGW being to improve the recruitment and retention of staff, the main focus of work for the HR Department was the conclusion of a review of staff grading and remuneration for the whole organization.

First came the agreement with our unions, which was our first ever three-year deal covering terms and conditions of employment for every member of staff. The agreement culminated months of detailed discussion and was finalized in July 2002 to run retrospectively from September 2001 to August 2004. This gave an extended period of stability which allowed the training of two dozen-plus staff members, from across the organization, in job evaluation and grading. This group then studied every job in NMGW and applied an objective system of job measurement developed specifically for our use.

The results were compared and moderated across the whole organization to give NMGW an employment structure that reflects the true and comparative value of the huge variety of jobs that our organization embraces.

Work also began on a Communications Skills Strategy. Under our current Welsh Language Scheme, we make every effort to recruit bilingual staff to reflect the needs and requirements of our visitors. Appropriate use of Welsh and appropriate responses to requests from Welsh-speakers, over the telephone and in person, are included in NMGW's induction training for all staff.

During the next three years, however, the implementation of the Communications Skills Strategy will build on our achievements to date and make NMGW a centre of excellence for pro-active, face to face bilingual service provision.

It was encouraging, therefore, when the Museum of Welsh Life was reported as being an example of best practice and of 'what is possible' in the Welsh Language Board's 2002 report on visitor attractions in Wales (see right).

Commercial

At the end of the financial year 2002-03 commercial activity at NMGW reached a major milestone when work was completed to create National Museums & Galleries of Wales Enterprises Limited, a wholly owned trading subsidiary charged with improving income streams from retailing, image licensing, e-commerce, catering and corporate hire. The company came into being on 1 April 2003.

In May 2002 a contract was signed with the Bridgeman Art Library, the largest picture library in Europe, to act as agents for 250 of our fine art images. This non-exclusive arrangement allows us to utilize the Bridgeman's extensive database of publishers, picture researchers and product manufacturers to reach a new and broader audience as well as raising our profile nationally and internationally.

We also entered into a partnership with Wales Direct to promote our bespoke

retail products via e-commerce. Wales Direct, the regional winners of the E-commerce Awards 2002, handle all online marketing and distribution of our products and have extensive links with Welsh societies across the world. 2002 also saw the start of collaboration between NMGW and the Printmaking Department of the Cardiff School of Art and Design. The second-year Printmaking students worked in the National Museum & Gallery to create drawings inspired by the collections and architecture. They then developed their works in the printmaking studio to produce four portfolios of limited edition prints for sale in the Museum shop. This project marks the beginning of a partnership developing unique products for sale in the Museum and will be extended to other creative disciplines including contemporary textiles and ceramics.

Turnover across all sites increased by 2.5%. Stockholding was increased in order to maximize sales opportunities. A computerized till system was introduced at NMG and MWL allowing us to build up a sales history that will enable further improved sales forecasting and planning.

Information & Communications Technology

ICT services continued to improve with 2003 seeing a further upgrade of the e-mail and server infrastructure, enabling significant improvements to security, and making account management easier and safer.

New networked storage facilities have considerably extended the amount of data that can be stored and comprehensive file transfer facilities are now available to make transferring data to and from the Museum's servers easier to handle and more secure. New list services provide the ability to set up academic mailing lists to promote discussion across the internet.

Big Pit: the National Mining Museum is now fully connected to the NMGW network, with its own local servers and local area network.

Documentation, Conservation and Photography

The year 2002-03 was an exciting period for the Documentation and Photography Units, as both were actively involved in contributing to the success of Gathering the Jewels, a pan-Wales digitisation project. Within the year, NMGW contributed over 2,400 images and object details to the project and involved staff from Documentation, Photography and curatorial departments.

The Documentation Unit continues to make excellent progress in assisting the curatorial departments in the creation of the collection inventory. To date, just over 33.3% of the collections have been inventoried and 12.19% of this information is available electronically.

The Photography Unit provides an excellent imaging service to NMGW and their external clients. Over the year, the Unit has produced 9,700 analogue images, of which, 30% have been digitized. Digitization is developing and being incorporated into the general practice and standards of the Unit.

Conservation in NMGW continued to develop and grow. Many Conservation staff

serve on national and international bodies, and are a common sight on the platforms of conferences and seminars. The Conservation Department organized and hosted two conferences and continued to produce a quarterly newsletter for all with an interest in conservation matters in Wales.

Particular emphasis in conservation has been input into developments at Big Pit, the Museum of the Welsh Woollen Industry and the National Waterfront Museum, Swansea. Conservation staff have been deeply involved both in the design stages of the development and preparing objects for new exhibitions.



Tudalen 2
M
Mlynedd i
1991

Tudalen 3
H
Hysbysu
Hysbysu



Page 2
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S
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Page 4
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Sain Ffagan - yr unig le sy'n cynnig profiad Cymraeg cyflawn



Amgyswllt Wern Cymru Sain Ffagan yn un o'r unig leoddi yng Nghymru lle mae modd i ymwelwyr Ffynhau'r profiad Cymraeg cyflawn, medd ymwybwr a beunydd gŵyl gan Ffynhau'r Lloer Cymraeg. Theatrffordd gyfnewt yn 'yrrwedd' o'r ddiwydiannau ELEGANT dymuni yn hysbysu'r yn yrrwedd ag arwyddion o bob math yn mhob cwr o Gymru - o ganolfannau hamdden i gyffwrdd, ac o amgyswllt cyffwrdd i addangosffordd.

Rwyd i yrrwedd oedd darganfod i ba raddau mae modd cael profiad Cymraeg llawn a mawr, a dymwedd Cadeirydd y Ffynhau, Rhodri Williams mae cynnydd oedd canlyniadau adroddiad, Meddai:

"Amrywiad i'r un ddiwydiannau a gyswllt i'r 'hysbysu'. Yn weledol - ac arwyddion parhau, ac mewn dymwedd marchnata a rhyboddiaid - medd y Cymraeg yn cadu'n i'r bur gylfa'r gan y mae'n i'r gylfa. Y gyswllt parhau yw'r mae'n gŵyl yn amloch na phedid. Amgyswllt Wern Cymru Sain Ffagan yw'r amriad sy'n cynnydd y'r arler parhau dymwedd dymwedd."

"Dymwedd ffordd orau o ddarganfod os oes gyswllt Cymraeg da ar gael, ac yn affodus, dymwedd 'profid Cymraeg cyflawn' ddim yn mawr llwyr o'r lloer. Er hysbysu'r ddim yn weledol yn dda mae'n i'r bur o'r lloer, dymwedd mae'n ddim yn yrrwedd i'r bur dymwedd o'r 'profid' felly

St. Fagan's offers a 'real Welsh experience'



St Fagan's Museum of Welsh Life is one of the best places in Wales to enjoy the real Welsh experience for visitors, according to a special survey commissioned by the Welsh Language Board. A group of minority customers from the FGIN Partnership spent the summer of 2002 visiting all types of tourist attractions across the whole of Wales - from museums to major hotels, from castles to leisure centres.

The survey looked at whether such a thing as a 'real Welsh experience' actually exists, and David Chris, Rhodri Williams expects that the results at the end of the summer were somewhat mixed:

"The level of service offered to our visitors was very varied to say the least. Visual information, including permanent signage, marketing and literacy materials, were often very good, with both languages treated equally in most cases. However, the face-to-face contact was usually treated as far as the language was concerned. St Fagan's Museum of Welsh Life was the attraction which offered the best in bilingual service as a whole.

"This is an excellent way of finding out how good the Welsh language service really is, and unfortunately, we've found that the 'best Welsh experience' does not exist, as the language is not filtering into all aspects of the experience. Welsh speakers are, therefore, unable to enjoy everything in Welsh, and the language fails in much of its potential," he added.



international standards

national recognition

During 2002-03, NMGW cemented its reputation as a premier heritage organization by winning a range of awards for excellence...



Anna Southall receiving her Woman in Culture award (sponsored by Cardiff Council) from Councillor Marion Drake and Rupert Moon at the Western Mail Welsh Woman of the Year 2002 Awards in association with S4C

Photograph by Glenn Edwards

Museum of Welsh Life and Welsh Slate Museum scoop Wales Tourism Awards

The Museum of Welsh Life - by far and away the most popular visitor attraction in Wales - won the 'Wow' Factor-Best Visitor Experience category at the Wales Tourist Board's prestigious Wales Tourism Awards 2002. The Welsh Slate Museum won the Sense of Place category for creating a distinctive Welsh ambience. The winners were presented with their trophies at a gala ceremony and dinner held at St David's Park Hotel, Ewloe, in April 2002.

Former Director is Welsh Woman in Culture 2002

Anna Southall, former Director of NMGW, was awarded the 'Woman in Culture' title at the annual Welsh Woman of the Year awards at the end of 2002. Anna won the accolade for leading NMGW during a period when admission fees were abolished thanks to support from the Welsh Assembly Government. Anna picked up her award on behalf of the 'NMGW team' just after having left Cardiff to take up a position as Chief Executive of Resource, the Council for Museums, Libraries and Archives in England.

Vikings in Wales book conquers British Archaeological Awards 2002

The Vikings in Wales: An Archaeological Quest by Dr Mark Redknapp, Curator of Medieval & Later Archaeology at NMGW, won the Archaeological Book Award at the acclaimed British Archaeological Awards 2002.

The book, published by NMGW, was selected from over sixty books nominated. It received praise for the quality of information, which used historical evidence and results of recent archaeological excavations to explore the impact the Vikings had on Welsh heritage. It was described as an outstanding book that brought British archaeology to the widest audience.

The judges said, 'The author deserves the fullest congratulations for his lively and visually exciting treatment of new discoveries that have transformed our knowledge of the Early Medieval period in Wales. The combination of new research and compelling narrative integrated with colour photographs of sites and

artefacts, graphs, maps and reconstruction drawings sets a new standard in museum archaeological publication.'

Design success for House for the Future

The House for the Future at the Museum of Welsh Life, designed by architects Jestico + Whiles and built by Redrow Homes, was awarded a Welsh Housing Design Award 2002.

The Welsh Housing Design Awards is an initiative of the Royal Society of Architects in Wales supported by the Welsh Assembly Government, through the newly-formed Design Commission for Wales. The awards celebrate the achievements of the housing sector in Wales by recognizing the economic, social and community benefits that well-designed housing brings, and hope to raise public awareness about the value of good design. The assessors commented that the House for the Future 'provided a welcome model for sustainable elements which could and should be integrated into all housing solutions. The sustainable methods used in construction were subtly displayed and the building fabric displayed a modern and sympathetic appeal to the visitors.'

Art in Exile receives international acclaim

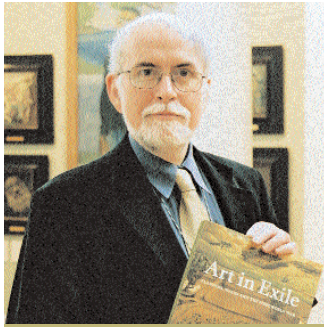
An NMGW exhibition catalogue was one of six in the running for a new international award. The catalogue, which told the story of Belgian refugee artists in Wales and supported the exhibition *Art in Exile: Flanders, Wales and the First World War*, was nominated for the first William MB Berger Prize for British Art History 2002.

This is a £5,000 prize awarded by The British Art Journal in association with the Berger Collection Educational Trust, Denver, Colorado, which recognizes excellence in the field of British art history.

The catalogue and exhibition were a collaborative project between NMGW and the Museum voor Schone Kunsten, Ghent, in association with the Hannema-de-Stueurs Foundation in the Netherlands. The exhibition showed work by Belgian



The House for the Future at MWL, a proposed solution to future housing needs in Wales – using our knowledge of the past to inspire our vision of the future



Above: Oliver Fairclough,
Keeper of Art

Below: Mark Redknapp,
Curator of Medieval & Later
Archaeology



Right: Haydn Lewis,
Supervising Technician, on
the award-winning V2 incline

artists who fled their country in 1914 and were brought to Wales by Gwendoline and Margaret Davies. The exhibition was kindly supported in Cardiff by the Friends of NMGW.

Coin expert wins British Numismatic Society's highest award

The British Numismatic Society has given its premier award to Edward Besly, Assistant Keeper of Archaeology & Numismatics at NMGW. Edward was voted by members of the British Numismatic Society to receive the John Sanford Saltus Medal 2003. Established in 1910, the award is presented every three years to an individual who has made a major contribution to the study of coins and medals through the Society's publications.

Edward was recognized primarily for his work on the seventeenth century, notably his studies of the royalist Civil War mints at York, Truro and Exeter, and for the publication of the extensive series of medieval coins found at Llanfaes, Anglesey.

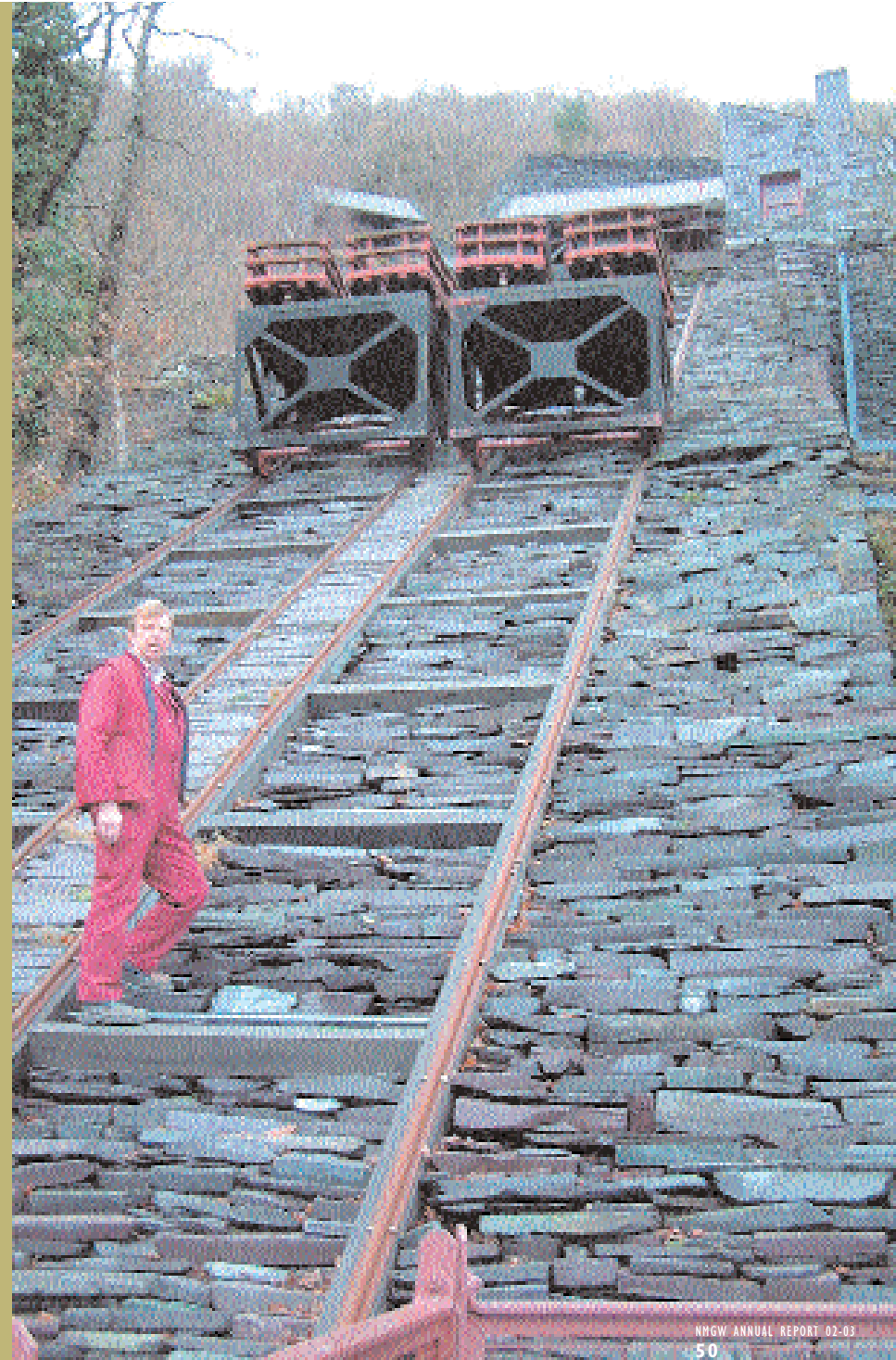
Restoration Project at the Welsh Slate Museum

A prestigious prize from the Institute of Civil Engineers recognized important restoration work at the Welsh Slate Museum, Llanberis. The V2 Vivian Incline Restoration Project, funded by the Heritage Lottery Fund, received a Commendation in the 2002 Historic Bridge and Infrastructure Awards in London. The Award, presented in November 2002, recognizes the intricacy and uniqueness of the project. The V2 incline is one of the original inclines at the Vivian Quarry, which carried slates from the quarry face to the rail-link with the docks at Port Dinorwig. Empty wagons were hauled up the mountainside as wagons loaded with slate descended. The incline, built between 1837 and 1877, would have been a distinctive feature of the Welsh landscape and slate industry.

Haydn Lewis, Supervising Technician at the Welsh Slate Museum said, 'The incline restoration project has enabled us to show yet another important side of the slate industry to all our visitors, complementing what can be seen within the Museum building. We are very proud of the award.'

Campaign for Learning honours Roman Legionary Museum

The Roman Legionary Museum, Caerleon has been awarded the Best Event Award for its programme of activities as part of Family Learning Weekend, an initiative held each year in October. It aims to create opportunities for families to learn together as part of everyday life. Co-ordinated by the Campaign for Learning, events all around the UK help raise awareness of the importance of family and community support for learning.



NMGW works with arts, culture and heritage venues across Wales and, during 2002-03, we had 3,135 objects on loan to 134 venues in Wales.

As part of the promotion of this collaborative approach to working between NMGW and its partners, the Cyfoeth Cymru Gyfan-Sharing Treasures scheme was established in May 2002. Integral to the scheme is the development of pilot projects with three museums and galleries in north and mid-Wales, to enable them to access and display NMGW collections.

To launch the scheme, the Council of Museums in Wales identified Anglesey County Museums and Culture Service, Brecknock Museum & Art Gallery and Wrexham County Borough Museum to work with NMGW on specific pilot collaborative projects. The scheme will develop in future to include further venues in Wales.

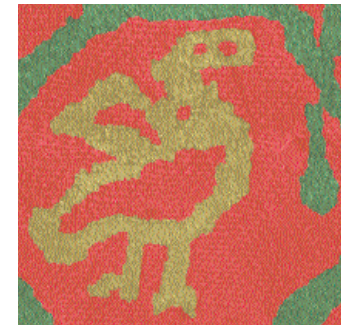
The Welsh Assembly Government funds Cyfoeth Cymru Gyfan-Sharing Treasures through the Council of Museums in Wales.

In March 2003, Jenny Randerson, the then Welsh Assembly Government Minister

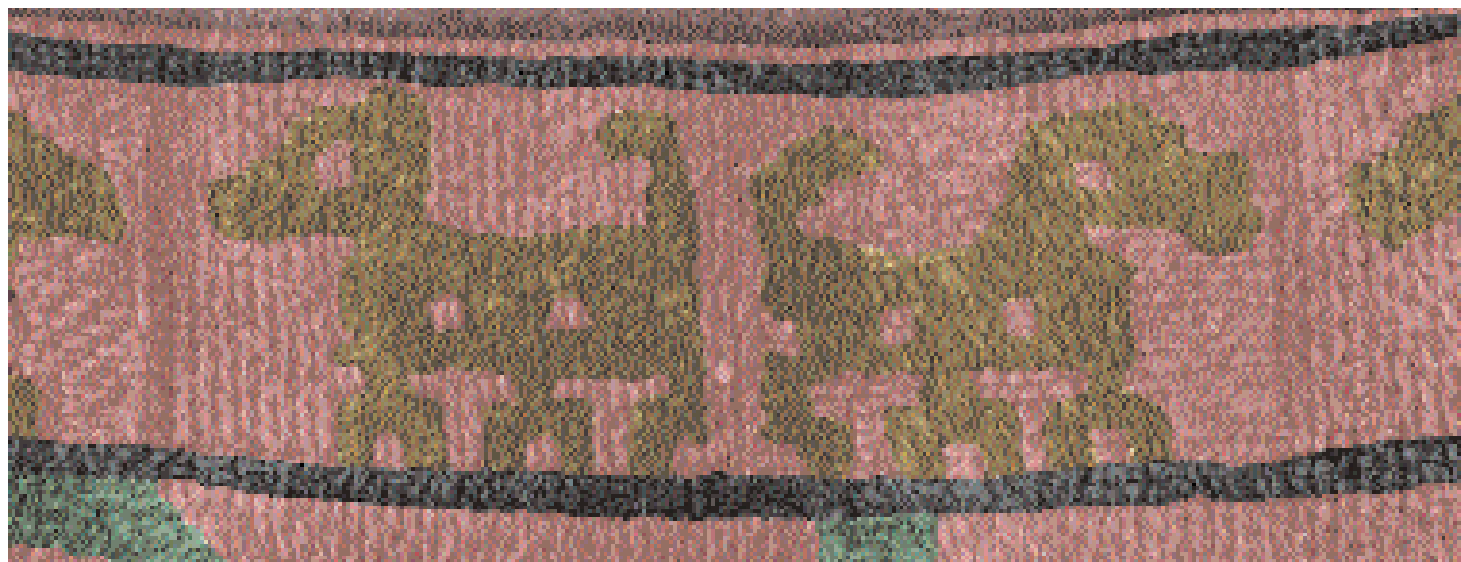
for Culture, Sport and the Welsh Language, opened the Re-Creations exhibition in Oriol Ynys Môn. Re-Creations was originated by the Department of Archaeology & Numismatics at NMGW, in collaboration with Cadw.

This was the first project to be realized under the Cyfoeth Cymru Gyfan-Sharing Treasures partnership scheme. The exhibition featured Viking finds from Llanbedr-goch and Llyn Cerrig Bach Iron Age sites and enabled many artefacts to be displayed on the island for the first time. A range of educational programmes and workshops were developed in collaboration with NMGW and the exhibition attracted many school visits from Anglesey and Gwynedd.

Cyfoeth Cymru Gyfan-Sharing Treasures, however, is only one of a range of partnerships that NMGW has developed over the years. A full account of the way we work with others in culture and heritage across Wales, the UK and beyond is to be found in Working in Partnership published in July 2003 and accessible at www.nmgw.ac.uk.



Images from a fragment of linen found at the medieval crannog on Llan-gors Lake, Powys. These images were part of the NMGW exhibition *Re-Creations*, which opened at Oriol Ynys Môn, Anglesey, in March 2002



a nation once again

Regeneration through heritage, culture and history



Photograph by Ethos

During the year, NMGW played a key part in launching two major initiatives to establish Wales as an international cultural tourism destination with its own unique history, culture and language – the Herian Partnership and the Wales Tourist Board's Cultural Tourism Strategy.

Herian – 'Heritage in Action' – is a cultural heritage-focused economic regeneration initiative backed by a broad partnership of south Wales local authorities, national public bodies such as NMGW and the Wales Tourist Board (WTB), voluntary organisations and the private sector. The Herian Partnership works to maximise the economic and social development potential of industrial south Wales' rich and unique cultural heritage and the leisure facilities that have been created for the benefit of both residents and visitors.

The most significant investment in the Herian initiative to date is currently underway at two NMGW sites – the Waterfront Museum development at Swansea and Big Pit in Blaenafon. Herian's objective is to capitalise on these developments and spread the potential benefits throughout south Wales. To enable this objective to be realised, Herian commissioned consultants to produce a cultural heritage Interpretative Action Plan to enable communities in south Wales to develop and celebrate aspects of their cultural heritage and, in so doing, help deliver a quality and memorable experience for visitors to the region. Herian forms a key part of the national Cultural Tourism Strategy launched by the Wales Tourist Board in March 2003. The Strategy identifies crucial roles for NMGW in terms of providing national cultural tourism gateways and the signposting of tourists to other heritage attractions.

During the formulation of the Strategy, NMGW worked closely with the WTB to ensure the tourism industry becomes increasingly aware that culture, history and heritage are central to the mainstream tourism proposition of Wales.

The preparation of the Strategy also created an opportunity to identify the most appropriate ways for NMGW to spread the benefits of free entry at our museums and galleries to the wider tourism industry in Wales.



nation building

NMGW is enabling an investment of £40m in Objective One areas in Wales...

NMGW's current capital development projects can be clustered around the delivery of our Industrial Strategy – examining the links between the industrial heritage of a particular area, its social and cultural history and its present day industries. This Strategy embraces three existing museums as well as the development of a new industrial and maritime museum in Swansea:

- Following redevelopment in 1998, the Welsh Slate Museum at Llanberis has enjoyed a 600% increase in visits and won the Wales Tourist Board's 'Sense of Place' Award 2002 for the creation of a distinctively Welsh ambience.
- Redevelopment work worth £7m is underway at Big Pit: National Mining Museum of Wales in Blaenafon and is due for completion in autumn 2003.
- The Museum of the Welsh Woollen Industry in Dre-fach Felindre, Carmarthenshire, will re-open during 2003 under a new name after its £2m face-lift.
- Following a grant of nearly £1.1m from the Heritage Lottery Fund in July 2002, NMGW is now well on the way to realizing one of Europe's most exciting new museums in west Wales. The £30m National Waterfront Museum, being developed in partnership with the City & County of Swansea (CCS), is due for completion in 2005.

The combined total capital investment in the Industrial Strategy is set to total £40m, with much of the funding due to be provided by the Heritage Lottery Fund, the Welsh Development Agency, the Wales Tourist Board, EU funds and the Welsh Assembly Government itself.

Swansea – a learning and tourism gateway for Wales

After the Welsh Industrial & Maritime Museum in Cardiff Bay closed in 1998, NMGW looked at a number of alternative locations for a new museum to tell the story of Wales's industrial history, and a public consultation was carried out to invite views. The city of Swansea was selected as the location for the new museum for several reasons. One of the main reasons was the enthusiasm of the local authority for a partnership with NMGW – the first such partnership between a local authority and a national museum in the UK.

The partnership created a joint company, National Waterfront Museum Swansea (NWMS), to deliver the project, and a major milestone was reached when a Stage II submission was presented to the Heritage Lottery Fund (HLF) on 15 April 2002, for consideration by HLF Trustees at their July 2002 meeting. On 23 July, HLF announced a conditional award of £10.699m – the largest ever grant awarded in Wales. The award reflected the high level of commitment demonstrated by the project partners and key funders, along with the extremely high calibre of the design team:

- Wilkinson Eyre Architects (Stirling Prize winners for the last two consecutive years for Magna and the Gateshead Millennium Bridge)
- Land Design Studio (BAFTA Interactive Entertainment Award winners)
- Arups (civil and structural engineers)
- Davis Langdon & Everest (quantity surveyors)
- McCann & Partners (mechanical and electrical engineers).

The former Swansea Maritime & Industrial Museum (SMIM), an integral part of the new museum scheme, was closed on 1 November 2002. The collections from SMIM were transferred to the CCS store at Landore, where they will be conserved and made available for display alongside NMGW's collections in the new museum.

Award of the HLF grant allowed the project team to progress with further grant bidding, and grants were secured from EU Objective 1 (£2.6m), the Welsh Development Agency (£2.5m), and the Wales Tourist Board (£1.5m), as well as support from the Welsh Assembly Government itself.

Securing these additional grants and Welsh Assembly Government support gave the HLF the confidence they required for formal contractual agreement to the grant award, and hence the project could commence construction works in earnest. Mowlem were appointed as main contractor, and they commenced on-site in early January 2003.

On 10 February 2003 First Minister Rhodri Morgan was invited to 'cut the first sod' at a site inauguration ceremony and by the end of March the project was on budget and on time to open in Spring 2005.

'Wales is the first truly industrial nation in the world. We made a large contribution to the first wave of the industrial revolution. The story of that contribution will be the focus of the new industrial and maritime museum in Swansea. It will draw in students, tourists and families from far and wide.'

Rt Hon. Rhodri Morgan AM, First Minister, National Assembly of Wales



'This will be a fantastic boost for Swansea and West Wales — an investment that's fully deserved. The regional economy will benefit and cultural life will be enriched beyond measure. Those of us whose roots are in the region are proud to be associated with the project'

Huw Edwards,
January 2003



Big Ideas for Big Pit

Big Pit: National Mining Museum of Wales opened its doors to the public during April 1983. Since then, the ex-miners have greeted over two million visitors for the world-famous underground tour.

The past couple of years have been particularly exciting for Big Pit, seeing its integration into the National Museums & Galleries of Wales, and Blaenafon being recognized as a World Heritage Site by UNESCO. But by far the most exciting thing is the £7m redevelopment currently taking place, with grants and funds from the Heritage Lottery Fund, Welsh Assembly Government, Wales Tourist Board, the Garfield Weston Foundation, Lloyds TSB Foundation and a number of private trusts and foundations.

Big Pit is being restored to its former glory and the end result should be a flagship coalmine worthy of its status as the National Mining Museum of Wales. Quantity surveyors Davis Langdon & Everest are managing the project and John Weavers are contracted to carry out the bulk of the work. The redevelopment involves several small projects, which, when brought together, will result in a facelift for the attraction on the surface and underground:

- A section of the underground galleries, which has been closed off to the public, has been opened up, allowing visitors to see a new haulage house.
- The historic site, the area around the pithead, has been restored. The lamproom has been re-located to where it would have been originally, and the whole of the historic site will look more authentic.
- The mining gallery, which already sits on the side of the hill, going into an original drift, will be expanded and a new audio-visual experience is being installed there, along with exhibitions of modern mining equipment.
- The fanhouse, which sits at the top of a shaft and regulates the air quality underground, and has not been exhibited until now, will be interpreted and opened to public view.
- The pithead baths, a unique building, is being refurbished and re-exhibited. The original showers and lockers will still be on show to the public, but the Museum galleries will also be housed in this building, with exhibitions of industrial and social history surrounding the coal industry in south Wales.
- There are two new buildings involved in this redevelopment. The first is a new Conservation Workshop and Store, where the public will be able to see Conservators working on the objects in Wales's national coal collection. The second is an Operation and Resources Building. There will be study space available for anybody who would like to undertake personal research into the coal industry in Wales.

The redevelopment has been ongoing for two years and is due for completion by the end of autumn 2003 with a major celebration for the local community to follow in early 2004.

Creating the best in the west

The Museum of the Welsh Woollen Industry at Dre-fach Felindre remained closed throughout 2002-03 as part of a £2m redevelopment. The scheme includes the conservation of the Grade II listed mill buildings, state of the art interpretation of the collections and greatly enhanced visitor facilities. This exciting development has been enabled by grants from the Heritage Lottery Fund, ERDF Objective One, the SR & PH Southall Charitable Trust, G.C. Gibson Charitable Trust, the Clothworkers' Foundation and the Worshipful Company of Weavers.

Building work started at the end of September 2002, but has been met with many unforeseen challenges arising from the nature of the historic buildings.

Considerable progress has been made, however, with several elements of the work completed. The former Weaving Shed has been restored to its original function and now houses Melin Teifi, the Museum's commercial operator. The shell of the Services Extension has also been constructed and the Tangye gas engine successfully lifted into its new resting place. The vehicular bridge to the overflow car park and the pedestrian bridge to the main entrance have also been completed.

The building work has yielded a great deal of hitherto unknown industrial archaeological information relating to the history of the site, which will be incorporated into the interpretation. The graffiti found throughout the site has been recorded by Cambrian Archaeology and a paper on the subject is to be presented to the Annual Conference of the European Association of Archaeologists in St Petersburg in September 2003.

The Museum is due to re-open to the public in 2004.

Into the Valleys

During the year, an award of £3.5m of capital development funding from the Welsh Assembly Government enabled NMGW to progress plans for the expansion of the Collections Centre at Nantgarw into the National Conservation & Access Centre (NCAC).

This further investment will be in addition to the £40m Industrial Strategy and the aim is to develop a properly equipped and well-managed storage facility that will provide suitable physical and environmental conditions for the long-term care and preservation of our collections.

This will dramatically increase access to our reserve collections, whether at our own museums, in partnership with others or virtually through publication and digitization. When completed in 2007 up to 90% of space used to store and display collections within NMGW will meet the appropriate standards.



Above: to enable later re-erection, a chimney at the Museum of the Welsh Woollen Industry is carefully recorded before being taken down



Above: First Minister Rhodri Morgan on the construction site of the new museum at Swansea

NMGW's Court and Council

COURT OF GOVERNORS

(From 1 April 2003 to 27 August 2003)

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Mathew Prichard, CBE, DL, BA (to Oct 2002)

Paul E. Loveluck, CBE, JP (from Oct 2002)

VICE PRESIDENT

Roger G. Thomas OBE, LLB, CCMI (to Oct 2002)

Dr Susan J. Davies, BA (from Oct 2002)

TREASURER

G. Wyn Howells ACIB

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MEMBERS OF THE COURT

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J.W. Evans CBE, MA

Prof. C.L. Jones OBE, FRSA

M.A.J. Salter, FCA

Jane Peirson Jones, JP (from Mar 2003)

APPOINTED BY THE WELSH ASSEMBLY

GOVERNMENT

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Linda D. Quinn, MSc

C. Malcolm Parry

Prof. D Egan (from April 2003)

H.R.C. Williams (from April 2003)

Rhiannon Wyn Hughes, MBE (from April 2003)

Eirlys Pritchard Jones, BA (to March 2003)

Dr Nancy M. Edwards, BA, FSA (to March 2003)

THE NATIONAL LIBRARY OF WALES

Vacant

THE UNIVERSITY OF WALES

Mair Waldo Thomas

Professor J. King

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Councillor G. Richards (from June 2003)

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C. Rowland

H. Mansfield

Prof. J. Last, CBE (from May 2003)

Dr Iolo ap Gwynn (from May 2003)

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Councillor R.W. Hughes

Councillor P.G. Larsen

Councillor P.M. Thomas

Dr C. Grace

Councillor R. Francis-Davies

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Councillor J.A.H. Harries

Councillor R. Cass

Councillor R. H. Poole

Councillor J. Huish

Councillor D.I. Bowen

ORGANISATIONS IN WALES

Cambrian Archaeological Association

K. Mascetti (deceased May 2002)

The Council of the Royal National Eisteddfod

G.E. Humphreys

The National Museum of Wales Society

H. Looker

The Council of Museums in Wales

Councillor R. Francis-Davies

Wales TUC Cymru

A. Wellington

The Welsh Council of the CBI

Vacant

The National Trust

M.A. McLaggan

The Arts Council of Wales

Chairperson

Wales Tourist Board

J. Jones

The Welsh Wildlife Trusts Ltd

Vacant

Countryside Council for Wales

Chief Executive

Council for British Archaeology

F.L. Llewelyn

The Federation of Museums and Galleries

in Wales

Vacant

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(From 1 April 2002 to 27 August 2003)

Director General, NMGW

Anna Southall (to Oct 2002)

Michael Houlihan (From April 2003)

Director of Research & Education

Eurwyn Wiliam

(Acting Director General, NMGW, Oct 2002

to April 2003)

Director of Social & Industrial History

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Michael Tooby

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