



NATIONAL MUSEUMS & GALLERIES OF WALES

LOOKING TO THE

future



ANNUAL REPORT 2004-2005

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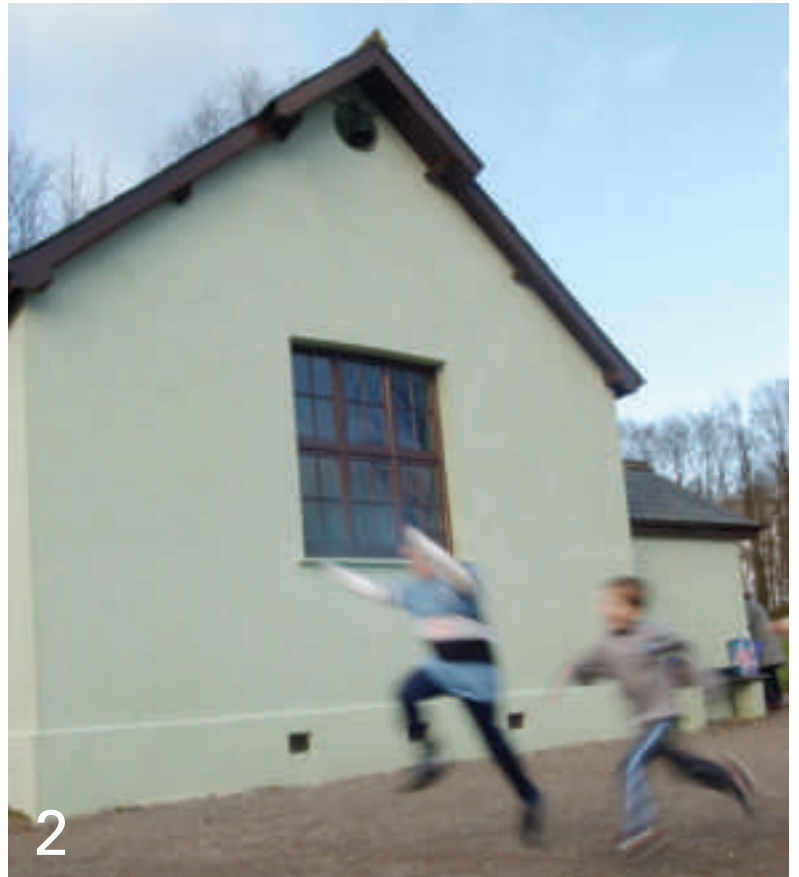
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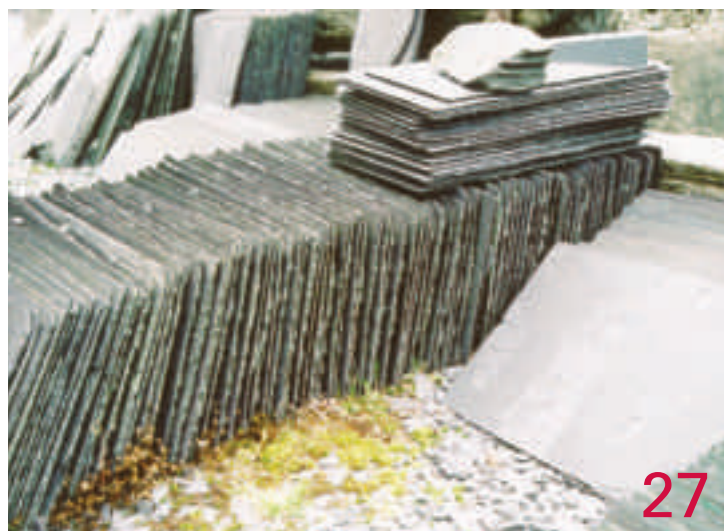
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AIMS AND OBJECTIVES

Our purpose





The National Museums & Galleries of Wales (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.

Our core objective is 'the advancement of the education of the public', by developing, caring for, studying and sustaining access to the collections, for the benefit of society in perpetuity. The Charter (1907, revised 1991) 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.'

During 2004-05 our objectives were:

- **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 that 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.**

CHANGE AND RENEWAL

President's foreword



Welcome to the 2004-05 Annual Report of an organization that is well on the way to transforming itself. As we approach the centenary of the founding of the National Museum of Wales in 1907, we are putting in place several building blocks that will be the foundation for creating a world-class museum of learning fit for the needs of the twenty-first century. The award of the Gulbenkian Museum of the Year prize for 2005 to Big Pit: National Mining Museum, indicates that we are well on the way.

We are formulating a new vision for the future. Our role has been re-assessed and the themes on which we will concentrate have been identified. This has involved an extensive and ongoing consultation exercise.

The preparation of a ten-year master plan has begun, but its main features are already clear. With the opening of the National Waterfront Museum in Swansea in October we will have completed major redevelopment of our industrial museums, and the intention over the next ten years is to develop the National Museum & Gallery in Cardiff and the Museum of Welsh Life, St Fagans. In the former, the focus will be on natural history and on art, where we hope to increase the amount of display area within the confines of the existing building by forty per cent. At the Museum of Welsh Life we hope to develop more gallery space, so that we can provide better interpretation of the re-erected buildings and a more comprehensive account of the history of the people and communities who have lived in Wales. By 2007, this work will be underway, with a major exhibition on the theme of our origins and identity.

Some of the features of our existing work will be strengthened. Our exhibitions will exploit the advantage we have as a multi-disciplinary museum, able to draw on natural history, archaeology, ethnography, indus-



try and art collections. We will create more temporary exhibitions to explore topical issues. For example, in the light of the disaster in south-east Asia on 26 December, the Geology and the Exhibitions departments swiftly produced a small exhibition explaining tsunamis, which was shown in the National Museum & Gallery and at the National Assembly for Wales.

we are creating a
world-class museum
of learning for the
21st century

We aim to engage in more outreach work with local communities and we will continue the development of our partnership programme with local museums and galleries, helping them to develop exhibitions drawing from the national collections. Currently we have ten such partners, and we are also members of Segontium Cyf., a local partnership now running the Roman museum at Caernarfon in north Wales.

Alongside our work to set a new direction for the Museum, we have been discussing new arrangements for our governance. Agreement has been reached with the Museum's Court and the Welsh Assembly Government for the winding up of the Court and changes to how we appoint Council members. The changes will also involve new arrangements for consulting with the Museum's stakeholders. In the light of our position as a registered charity, the proposals have been submitted to the Charity Commission for comment before approaching the Privy Council with a petition for a Supplemental Charter to bring them into effect.

The Welsh Assembly Government has been extremely supportive of our aspirations. Financial aid is helping us remedy deficiencies in storage and a backlog of maintenance work at the National Museum & Gallery and the Museum of Welsh Life. In addition, money was made available that we were able to use at short notice to replace old display cases for some of our ceramics collection. The Welsh Assembly Government has also been sympathetic in supporting our attempts to meet the deficit in the Pension Fund, which remains a top priority. The personal enthusiasm and involvement of Alun Pugh AM, the Minister for Culture, the Welsh Language and Sport, is also much appreciated.

On behalf of the Council, I express appreciation for the ongoing support of our Friends and Patrons. As our family within the National Museums & Galleries of Wales increases, I hope we can encourage more such support for all our individual museums.

I am extremely grateful to my fellow Council members for their contributions and support, particularly the Vice President, Susan Davies, the Treasurer, Wyn Howells, the Chair of our Pension Trust, Wynford Evans, and the Chair of NMGW Enterprises, Dafydd Bowen Lewis. All our thanks go to the Director General, Michael Houlihan, his fellow Directors and staff, who make the National Museum such a lively institution to be associated with, and a pleasure to serve.

Paul Loveluck
President



CREATING A FUTURE

Director General's introduction

The National Museums & Galleries of Wales has created a strong reputation for its commitment to education and excellence. Over the years, we have built our success as a 'learning organization' on this foundation.

We attract some of the most professional and skilled curators in the UK. We reach out to schools and universities, and give back to the public the knowledge from the collections.

Over the next decades, we want to become equally renowned for our innovation and relevance to a diverse, contemporary society in Wales and beyond.

These are not the attributes that some people associate with museums – but by encouraging more direct public ownership, we hope to change people's perceptions. The help and involvement of our stakeholders will be fundamental to how contemporary issues will be debated and presented in fresh and challenging ways.

we want to become renowned for our **innovation** and **relevance** to a **diverse contemporary society** in Wales and beyond

Towards the end of 2004-05, we held a major consultation with the public, our stakeholders and staff on *Creating the Future Together* – our vision for the next ten years.

Some 1,300 people participated in this process, and the feedback is influencing our plans for the next decade. As a result, we are looking forward to implementing new

consultative and participative arrangements to ensure that we continue to create and shape the future of Wales's national museums together with all our stakeholders.

The responses indicated strong support for significant capital developments to improve the visitor experience at the National Museum & Gallery, the Museum of Welsh Life and the Roman Legionary Museum, and to developing and communicating the collections for an even wider range of memorable learning experiences, both at our museums and beyond them.

One of the first obvious results is the decision to simplify and modernise our name. We will soon be introducing our new name, '**Amgueddfa Cymru – National Museum Wales**', which will hopefully avoid our name being reduced to an acronym, and illustrate our clear commitment to mainstreaming the Welsh language.

The publication of this Annual Report for 2004-05 broadly coincides with the official opening of the new National Waterfront Museum in Swansea in October. We hope visitors will experience the people-centred approach of this stunning new museum as a model for our future way of working, in line with the ethos of *Creating the Future Together*.

During the year, the Council agreed to a strategy of investment in collections care and access, most notably at the Museum of Welsh Life and the National Museum & Gallery in Cardiff, as well as at the National Conservation & Access Centre in Nantgarw, in the south Wales valleys.

This will meet all of our objectives in terms of the technical care of our collections, as well as bringing wider access and significantly reducing the need to separate collections from their museums. It also accords

URE TOGETHER

well with the 2004 National Audit Office report Collections Management at NMGW, which recommended that issues of conservation and storage should be considered in conjunction with access.

we attract some of the most **professional** and **skilled** curators in the UK

The total cost of the project is likely to be in the order of £5.2m, of which £3.5m has been received from the Welsh Assembly Government. Work has already started, with full completion expected in 2007-08.

We also started to address another fundamental infrastructure issue, through completing a comprehensive review of the condition of our estate. The review demonstrated that significant capital investment is required to address the backlog in repairs and maintenance that has accumulated over a number of years. The Welsh Assembly Government has since allocated £3m over three years to allow many of these issues to be addressed in a strategic manner.

We are grateful to the Welsh Assembly Government and in particular to Alun Pugh AM, the Minister for Culture, the Welsh Language and Sport, for their strong support – both moral and financial – for all the developments and projects outlined above. It is a clear demonstration of their commitment to promoting the heritage and culture of Wales and ensuring that free public access to our national museums is sustainable in the long term.

Michael Houlihan
Director General





PHOTO © PAUL AVIS

PROGRESS AND ACHIEVEMENT

Investing in the nation's museums

During 2004-05 we directly operated national museums in six locations across Wales:

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

In addition, we are currently involved in partnership arrangements for the management of two other sites:

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

The completion of major capital developments at two of our museums – Big Pit and the National Woollen Museum – resulted in substantially increased visitor figures. In addition, the development of the National Waterfront Museum, a new national industrial and maritime museum in Swansea's maritime quarter, reached its final stages.



BIG PIT

Following £7.1m capital redevelopment, Big Pit was re-launched to the public in April 2004. As a result, Big Pit received 145,898 visits in 2004-05 against a target of 130,000 (+12%) and 28,195 more visits than in 2003-04 (+24%). This success was crowned in June 2005 when Big Pit won the £100,000 Gulbenkian Prize for Museum of the Year – the largest arts prize in the UK.

NATIONAL WOOLLEN MUSEUM

After being closed for two years for a £2.6m investment programme, the National Woollen Museum re-opened on 31 March 2004. As a result, a total of 18,927 visits were made in 2004-05. This figure represents a 110% increase on 2000-01 (the last year of admission charges).

Left:

The National Woollen Museum, after major redevelopment work

Above:

Big Pit's famous miner-guides

in June 2005 **Big Pit** won the £100,000 Gulbenkian Prize for **Museum of the Year** - the largest arts prize in the UK

REVOLUTION AND INNOVATION

The realisation of the National Waterfront Museum in Swansea

Below:
First Minister Rhodri Morgan switches the power on at the National Waterfront Museum, with Andrew Davies AM (left) and Alun Pugh AM

Right:
'Robin Goch', the aeroplane that used to hang in the Main Hall of the National Museum & Gallery in Cardiff, can now be seen in the National Waterfront Museum in Swansea

The redevelopments at Big Pit and the National Woollen Museum formed an integral part of our Strategy for Industry. With the support of the Welsh Assembly Government and other funding partners, around £40m has been invested to celebrate the industrial heritage of Wales, including the development of the new National Waterfront Museum.

The early part of the year saw the building completed and this milestone was marked by Welsh Assembly Government First Minister, the Rt Hon. Rhodri Morgan and the Culture Minister, Alun Pugh AM switching the power on.

The National Waterfront Museum was developed in conjunction with the City & County of Swansea, and involves an investment of over £30m. Major grants were received from the Heritage Lottery Fund, the EU, the Welsh Development Agency, the Wales Tourist

Board and a range of other funders, as well as vital assistance from the Welsh Assembly Government.

The Museum is the first national museum to be developed in the new free entry era. The architects Wilkinson Eyre – creators of the award-winning 'winking eye' bridge at Gateshead – and the exhibition designers, Land Design Studio, have incorporated a unique layout that maximizes accessibility.

This will be a museum for people of every background, and a national beacon for UK and overseas visitors alike. It will explain how economic, industrial and social change led to Wales becoming the world's first truly industrialized nation. It will tell the story of the remarkable transformation of Wales by illuminating the experiences of those people involved, with a diverse array of objects, images and testimonies. By placing the stories of ordinary people at the heart of the Museum, we hope to appeal to a much wider audience than an industrial and maritime museum might otherwise attract.

To complement the interactive environment, learning resources have been integrated into the galleries, in addition to two dedicated education spaces. These 'learning zones' will offer opportunities for everyone, whether primary school pupils or lifelong learners, to handle objects from the collections and examine archive materials.

The Museum officially opens in October 2005, and coincides with the celebration of the 200th anniversary of the Battle of Trafalgar. A fitting coincidence, as it was the technology that utilised Welsh copper and iron that helped Nelson win his famous victory.





£40m has been invested to **celebrate** the **industrial heritage** of Wales

SOCIETY AND COMMUNITY

How we supported the aspirations of the Welsh Assembly Government



PHOTO © PAUL AVIS

We share a broad common vision with our sponsoring body, the Welsh Assembly Government. The aspect of their strategic plan, *Wales: A Better Country*, most relevant to us is that of 'developing strong and safe communities', which includes a commitment to 'strengthening Wales's cultural identity and helping to create a bilingual country.'

By promoting museum-visiting as an everyday part of life, we have a vital role to play in providing opportunities for lifelong learning and promoting social awareness.

Through our outstanding collections, curatorial excellence and educational expertise, we are ideally placed to strengthen tolerance, citizenship and mutual respect for the diverse communities of Wales and the world.

Here, we outline how we supported the Welsh Assembly Government strategic plan and its underlying policies in 2004-05, and we highlight some of the ways in which we are working with other Assembly Sponsored Public Bodies to achieve these objectives.

'LEARNING TO LIVE DIFFERENTLY'


Assembly Government priorities	How our work supports this priority	
<p>To use resources from European programmes including Objective One funding in ways that support sustainable development, promote genuine local partnerships and develop the social economy.</p>	<p>Our Strategy for Industry has enabled an investment of £40m in Objective 1 areas to celebrate the industrial heritage of Wales. The strategy culminates with the opening of the National Waterfront Museum in Swansea in October 2005 (see page 12).</p>	

PHOTO © JAMES BRITAIN

'CREATIVE FUTURE – CYMRU CREADIGOL'

Assembly Government priorities	How our work supports this priority
<p>To review opportunities for lifelong learning in cultural subjects through formal education and community initiatives.</p>	<p>As well as engaging with over 200,000 visitors in formal education groups, over 160,000 visitors engaged in informal learning. We also offered educational activities to over 175,000 people outside our Museum sites (see page 38).</p>
<p>To review the feasibility of having a wider range of quality art gallery spaces across Wales.</p>	<p>In consultation with the Arts Council for Wales and the Welsh Assembly Government, we agreed a strategy for reviewing the options for the future display of our art collections.</p>
<p>To develop public art policies.</p>	<p>We are working with Cywaith Cymru on a public art strategy for the new National Waterfront Museum in Swansea.</p>
<p>To review the options for providing a 'one-stop venue' for an overview of Welsh history.</p>	<p>As part of our consultation process on <i>Creating the Future Together</i> we have examined the possibility of creating a museum of the history of the people and communities of Wales at the Museum of Welsh Life by moving the archaeological displays there and developing new interpretation of the re-erected buildings.</p>
<p>To develop a cultural tourism strategy.</p>	<p>As part of our contribution towards strengthening the Welsh economy, we have continued to play a key role in the Herian Initiative and the Wales Tourist Board's Cultural Tourism Strategy, two major initiatives which will establish Wales as an international cultural tourism destination.</p> <p>The Herian (Heritage in Action) initiative is a cultural-heritage-focused economic regeneration initiative, backed by a broad partnership of south Wales local authorities, national public bodies, voluntary organizations and the private sector.</p> <p>Through the development of cultural tourism gateways, we continue to work closely with the Wales Tourist Board to ensure that its Cultural Tourism Strategy creates opportunities that spread the benefits of free entry to our museums and galleries to the wider tourism industry in Wales.</p> <p>Big Pit and the Welsh Slate Museum have been designated as 'Anchor Points' on their respective European Routes of Industrial Heritage.</p>
<p>To provide free entry to the national museums.</p>	<p>During 2004-05, the fourth year of free entry supported by the Welsh Assembly Government, over 1.3m visits were made to our museums, more than 76% above the total for the last year of admission charges (2000-01).</p>
<p>To promote cultural activity.</p>	<p>We have developed a number of successful activities that engage with and celebrate the diverse ethnic communities of Wales, for instance our Wales and the World Festival.</p>



'IAITH PAWB'

Assembly Government priorities	How our work supports this priority
<p>Mainstreaming the Welsh language.</p>	<p>We have begun the implementation of our Welsh Language Mainstreaming Strategy, which will ensure that assessing the potential impact of our activities on the 'health' of the language and the rights and welfare of Welsh speakers will become integral to our ethos and policy development.</p>
<p>Tourism.</p>	<p>We have worked closely with the Wales Tourist Board to ensure that the Cultural Tourism Strategy creates opportunities to promote the bilingual culture of Wales and to develop the Museum of Welsh Life as a key Cultural Tourism Gateway.</p>
<p>Developing a training programme for Welsh language tutors.</p>	<p>In collaboration with ELWa, we have launched and developed <i>Llwybrau Llafar</i>, a resource that enables adults to use the Museum of Welsh Life to improve their Welsh language skills while exploring Welsh history and culture at the same time.</p>

VOLUNTARY SECTOR SCHEMES

Assembly Government priorities	How our work supports this priority
Creating a civil society that is inclusive and enables people to participate in all its economic and cultural activities.	Building on the success of the On Common Ground pilot scheme, we will deliver a two-year initiative in five communities across Wales – Caerphilly, Torfaen, Rhondda Cynon Taff, Swansea and Ceredigion. On Common Ground 2 will encourage young people to explore aspects of their cultural heritage and create high-quality projects, while at the same time gaining skills and accreditation, enabling them to progress to other forms of education and employment.
'MAKING THE CONNECTIONS'	
Assembly Government aspirations	How our work supports this priority
Greater efficiency in the delivery of public services.	We are working with the National Library of Wales in assessing how both bodies might achieve greater efficiency by closer collaboration in a range of functions.



The final total of visits for 2004-5 was **1,318,486** against a target of **1,250,000**

KEY PERFORMANCE MEASURES

Our Operational Plan for 2004-05 contains indicators against which our performance can be measured. It is particularly pleasing to note an increase in the total number of visitors to the museums.

The final total of visits for 2004-05 was 1,318,486 against a target of 1,250,000. This total was 68,486 (+5.5%) above the target agreed with the Welsh Assembly Government. The increased target for 2005-06 is 1.4 million (1.3m for the six current sites and an additional 100,000 to reflect the impact of opening the National Waterfront Museum in October 2005).

VISITS TO OUR MUSEUMS

Museum	2004-05		2003-04	Variance from target		Variance on 2003-04	
	Actual	Target	Actual	number	%	number	%
National Museum & Gallery	293,770	281,000	274,580	12,770	4.5	19,190	7.0
Museum of Welsh Life	652,998	610,000	627,138	42,998	7.0	25,860	4.1
Roman Legionary Museum	69,206	66,000	65,041	3,206	4.9	4,165	6.4
National Woollen Museum	18,927	35,000	580	-16,073	-45.9	18,347	3,163.3
Welsh Slate Museum	137,687	128,000	137,164	9,687	7.6	523	0.4
Big Pit	145,898	130,000	117,703	15,898	12.2	28,195	24.0
TOTAL	1,318,486	1,250,000	1,222,206	68,486	5.48	96,280	7.88



we are ideally placed to strengthen **tolerance, citizenship and mutual respect** for the **diversity of communities** in Wales and the world

OTHER KEY PERFORMANCE INDICATORS

Performance Indicator measuring core objectives	2003-04 actual	2004-05 target	2004-05 actual
Number of visitors in education related parties			
a) Formal education	214,377	209,000	217,231
b) Informal education	161,843	156,000	167,854
% of general visitors from socially disadvantaged groups	32%	38%	32%
% of collections interpreted through electronic media ^d	12.3%	13%	12.7%
Number of website visits	719,144	826,000	961,534
Number of website visits over 10 minutes	55,957	64,000	116,762

^d based on size of collection suitable for electronic access – 4,100,000

Number of collection enquiries	22,873	21,000	22,196
Number of research projects	79	75	101
Number of participants in off-site activities e.g. lectures	221,814	185,000	207,085
Number of venues to which loans have been made	367	340	366

% collections documented for inventory control ^a	37.8%	40%	42.3 %
% of collections catalogued ^b	21.5%	22.5%	23.4%

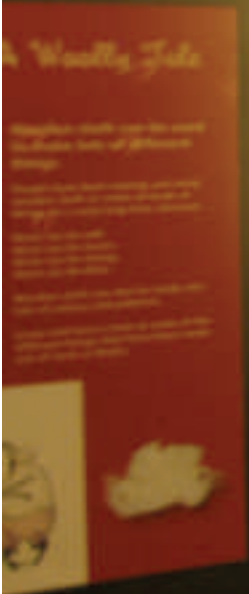
^a Based on total collection size of 4,700,000. Inventory level records contain basic information that allows an item to be identified and located e.g. accession no, title or object name, location, status – loan, purchase, donation etc.

^b Based on total collection size of 4,700,000. Catalogue level records will have the same information as for inventory, but will also include academic data such as references to publications.

% of time lost through sickness absence	3.66%	3.8%	3.57%
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COLLECTIONS AND MUS

At the heart of everything we do



EUMS



National Museum & Gallery



The National Museum & Gallery in Cardiff is unique among national museums in the UK in its range of arts and science displays. It houses the National Art Gallery alongside the departments of Archaeology & Numismatics, Geology and Biodiversity & Systematic Biology.

ART

For the Department of Art 2004-05 was primarily a year of partnerships and collaboration. This included an exhibition of our Victorian drawings on tour in the United States, co-operation with the Tate over the exhibition *Gwen John and Augustus John* and the launch of our visual arts partnerships scheme in Wales.

The early part of the year had a contemporary flavour with *Further: Wales at the Venice Biennale*. In contrast, we were also delighted by the success of something very different – *Raphael's Madonna of the Pinks: The Virgin and Child in Renaissance Italy*. This serene masterpiece, recently acquired by the National Gallery, London, was presented alongside some of our own works and other works from the National Gallery and the Glynn Vivian Art Gallery in Swansea.

The generosity of the Colwinston Charitable Trust and Cardiff 2005 (the project to celebrate Cardiff's centenary as a city and fifty years as Wales's capital) brought the exhibition *Gwen John and Augustus John* to Cardiff from London. For its showing here, our conservation staff produced an entirely new section exploring how the brother and sister developed their working methods and techniques. The latter part of the year also saw two excellent and contrasting smaller exhibitions, *Turner in North Wales*, also in collaboration with the Tate, and *An Art-Accustomed Eye: John Gibbs and Art Appreciation in Wales*.

A rare addition was made to our holdings of French Impressionist art, one of the most celebrated areas of the collection, when we bought one of the seascapes painted by Alfred Sisley on his visit to Wales in 1897. *Storr Rock, Lady's Cove – the Evening*, a Gower beach scene (left), was purchased with the support of the National Art Collections Fund.

The Cardiff-based charity, the Derek Williams Trust, has continued to help us build our major collection of modern and contempo-

rary art, supporting the purchase of works by Richard Deacon, Evelyn Williams and Tim Davies. Dr Betty Meehan presented our first piece of Australian Aboriginal art, *Salt Water Crocodile* by Mick Kubarrku, from the collection of her husband, Professor Rhys Maengwyn Jones.

The year also saw sustained research for the book *Colour and Light: 50 Impressionist works at the National Museum of Wales*, for publication in June 2005. The year ended with the eagerly awaited replacement of the pre-war ceramics showcases on the balconies by a suite of new units that will transform appreciation of this important but little-known collection.

ARCHAEOLOGY & NUMISMATICS

The exhibition *Buried Treasure*, a partnership project with the British Museum, which was generously sponsored by Tarmac, was attended by over 48,500 in Cardiff between May and September 2004. The exhibition brought together some of the most spectacular treasures ever found in Britain. Many of the finds were discovered by chance – by farmers, beach-combers and, more recently, metal detector users.

Excavations at Llanmaes, Vale of Glamorgan, revealed a roundhouse and pits of Late Bronze Age to Early Iron Age date. The project is shedding new light on a large assemblage of cauldrons and axes from the site, some of Breton manufacture.

These new finds also enhance the dating of similar objects in the internationally important Llyn Fawr hoard from the Rhondda.

The Department has continued to strengthen links with partners, advising Cadw and co-directing surveys and excavations with Giffords and Marine Archaeological Research Consultants on the site of the early medieval royal crannog on Llangors Lake. The crannog was the subject of a fieldwork programme in partnership with Cardiff University between 1989 and 1993. The recent fieldwork, in advance of the implementation of a protection scheme for this internationally significant site, has revealed new information on the crannog's

Left (top):
The National Museum & Gallery in Cardiff

Left (bottom):
Alfred Sisley's *Storr Rock, Lady's Cove – the Evening*. Sisley was the only Impressionist to work in Wales

Below:
The 4th-century Roman dish from the Mildenhall Treasure, found in 1942. The dish was one of the highlights of the exhibition *Buried Treasure*



PHOTO © THE BRITISH MUSEUM

construction and rare examples of early medieval metalwork, including the terminal from a drinking horn in the form of a beast's head.

The Portable Antiquities Scheme, supported by the Heritage Lottery Fund and the Welsh Assembly Government, recorded over 3,000 artefacts, and shed light on many new archaeological sites. Excellent progress has been made on computerizing the documentation of the collections, with a further 115,070 artefacts and coins being so documented and repackaged.

the National Museum & Gallery in Cardiff is **unique** amongst national museums in the UK in its **range** of arts and science displays

At the National Museum & Gallery, seventy-seven per cent of the records of the archaeological collection, and ninety per cent at the Roman Legionary Museum, have now been computerized, as well as eighty-two per cent of the coins and medals.

Our website WalesPast published over fifty articles on topics relating to our collections and ranging from Neanderthals in Wales to Druids and industrial archaeology. It included contributions from colleagues from a wide range of other organizations. Since its launch it has received very positive feedback from users, and by the end of its first full year online we expect it to have received over 200,000 page views.

GEOLOGY

The international significance of the Geology Department's work was promoted widely throughout the year. Three members of staff made presentations at the 5th International Museums and Mineralogy Conference in Paris, including one on an excursion to the Alps related to the understanding of styles of mineralization in Wales. Five members of staff attended the Annual Meeting of the Palaeontological Association in Lille, France, with various items highlighting some of the current research in collaboration with the Universities of Cardiff, Uppsala (Sweden), Esfahan (Iran) and Kerman (Iran).

We reacted swiftly to the tragic south-east Asian tsunami disaster in December by developing a small exhibition on tsunamis at the National Museum & Gallery, the Welsh Assembly Government building in Cardiff and the National Library in Aberystwyth. The website Mineralogy of Wales was developed, with all existing data expanded and updated and many new photographs included. The work was undertaken with match funding from the Countryside Council for Wales, and Culturenet Cymru completed the technical work.

A number of staff worked on television programmes, including BBC Wales's Natural History of Wales and the BBC2 series Natural History of Britain.

We continued to expand our work on Applied Geology, including the publication of the book *Urban Geology of Wales*; funding was provided by a consortium of ge-engineering and consulting companies. We also continued our work on building stones via the Welsh Stone Forum. A contribution to *A Corpus of Early Medieval Stones as Stone Sculptures in Wales*, to be published by the University of Wales Press, was completed.

BIODIVERSITY & SYSTEMATIC BIOLOGY

The vascular plant (flowers and ferns) section of the National Herbarium of Wales contains specimens dating as far back as 1830. Since its creation in 1912, the section has increased from 3,500 to 400,000 specimens, making it the fifth largest in the UK.

There is an increasing relevance to the conservation and biology of the endangered and rare species peculiar to Wales. There are also groups of plants that are taxonomically complex and difficult to identify, and here further collecting and analyses are leading to new publications.

Specimens from the herbarium are invaluable tools in teaching identification skills, and many, along with those from other sections of the Department, were used to deliver training to practitioners responsible for species listed in the Countryside and Rights of Way Act. We delivered 180 placements through three courses across Wales. Attendees came from a variety of organizations including the Countryside Council for Wales, the Environment Agency, wildlife trusts, national park authorities and local authorities. On completion, we produced a



compendium of data sheets entitled *Biodiversity Wales - Species of conservation or special interest to Wales*. Identification training will be a key focus for further development in the years to come, and will hopefully excite and inspire the next generation of naturalists.

A major new international project began this year with funding from the Leverhulme Trust. Around 2,300 species of 'sharpshooter' Leafhopper bugs (Hemiptera) are known worldwide. Many are important in spreading plant diseases, especially on citrus trees and grapevines. Despite many being very colourful, current identification keys lack images and are difficult for the non-specialist to use. This project will illustrate all species in colour, and develop new keys to be made available on the internet or on CD-ROM.

Our considerable contributions to marine biodiversity are now being mirrored in freshwater environments through two initiatives using diatoms and chironomid midges as indicators of environmental change. We are supporting the River Wye liming project by monitoring acidification of streams pre- and post-liming using diatoms, in collaboration with Cardiff University, the Wye and Usk Foundation and the Centre of Ecology and Hydrology in Bangor.

A major stream survey was performed in the Taff and Ely river catchment areas to moni-

tor water quality, and a one-year water quality monitoring programme has begun at Cardiff Bay and the rivers Taff and Ely in Cardiff. Diatom biodiversity in mid-Wales ponds is being investigated in conjunction with a major amphibian survey to explore the possibility of using diatoms as indicators for wildlife conservation. In Cardiff Bay a joint research post with the Cardiff Harbour Authority is monitoring the changing populations of midges, and the role of issues like temperature and algal cover on their numbers. Over twenty species of midge have now been identified.

In September 2004, we were successful in purchasing a historically significant shell cabinet at auction. This magnificent wooden cabinet originally housed the collection of Wales's most famous shell collector, John Gwyn Jeffreys. Jeffreys was born in Swansea and educated at Swansea Grammar School, where he received his first lessons in shell collecting. He worked as a lawyer, but was an active local natural historian and held various posts in the British Association and the Marine Biological Association, and was elected to the Fellowship of the Royal Society. His most significant piece of work was *British Conchology*; it was issued in five volumes between 1862 and 1869, and is still a standard source of reference. After our Furniture Conservator completes restoration work, the cabinet will be put on display.

Above left:
A perfect tabular anatase crystal from Tanygrisiau, near Blaenau Ffestiniog

Above:
The Leafhopper bugs *Raphirhinus phosphoreus*, as featured in a major new project to illustrate all 2,300 species in colour

**NATIONAL
MUSEUM
& GALLERY**

CATHAYS PARK
CARDIFF
CF10 3NP



the Christmas event saw figures **rise for the third year running** and 2004 saw some 9,600 visitors over the three nights

Above:

Work is almost complete on the roof of the medieval church from Llandeilo Tal-y-bont

Right:

The famous home-economist Marguerite Patten came to help the Museum of Welsh Life mark the 60th anniversary of the end of WWII

Far right:

The cow byre brought from Cae Adda in north Wales

One of Europe's leading open-air museums, The Museum of Welsh Life is part of our group of four Social & Industrial History museums; it is home to our largest curatorial department, Social & Cultural History. 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.

Another historical building – albeit a small one – has been added to the collections at St Fagans. Cae Adda Byre (opposite), from Waunfawr near Caernarfon, was opened to the public in June 2004. Situated next to Llainfadyn cottage from Rhostryfan, the byre enables us to provide a fuller picture of a quarryman's way of life.

It is very much in the same building tradition as Llainfadyn cottage, having walls built of large mountain boulders and a roof covered with small slates. The project provided a wonderful opportunity to work with the local community in north Wales, both at the stage of dismantling the building and its re-erection at St Fagans. We worked with artists to develop projects with Ysgol Waunfawr, the local school, and also Antur Waunfawr, a local company that offers training and employment opportunities to people with learning difficulties. The resulting artwork was displayed at the building's opening. The Historic Buildings Unit has also been working hard on the medieval church from Llandeilo Tal-y-bont (above). Ten sets of oak roof trusses (mostly conserved originals, but some replicated) were positioned in the south

aisle, and all associated timberwork was completed. With the roofing almost complete, work is also moving apace on plastering the walls and ceilings of the nave and chancel.

Work on the Tales from Welsh Tradition Bearers web pages is now complete (www.welshfolktales.org). The pages present a selection of folk narratives from the extensive collections in our sound archive, setting them in their international context. We also put 144 recordings resulting from the Voices of Agriculture (Lleisiau Amaethyddiaeth) project into our sound archive. This project was funded by The Carmarthenshire Heritage Regeneration Trust and Trinity College Carmarthen, and was aimed at creating a databank of oral and pictorial information on the changes and influences that have affected the Welsh agricultural industry and its environment since 1947.

The sound archive has also acquired the collection of 318 recordings and associated documents resulting from the Welsh Dialect Survey. This was a major phonological project undertaken by the Board of Celtic Studies of the University of Wales, representing five years of extensive fieldwork. Following the success of the initial series *Yr Hen Ffordd Gymreig*, a Radio Cymru broadcast drawing on our audio archive, a further series of six programmes was also broadcast in early 2005. Co-operation with the programme makers has enabled us to clear a number of copyright issues relating to some of the recordings.



A broad range of activities provided much of the public programmes that were available during July and August. There was a series of talks by curatorial staff on the Castle kitchen, archives, quilting and conservation. The interpretation staff presented sessions on Iron Age inspiration for poetry at the Celtic Village, secret sources of energy at Ty Gwyrdd (our specially built house that explores sustainable living) and art workshops on medieval wall paintings focusing on Llandeilo Taybont Church.

The Education Department developed and presented the project Films at St Fagans, involving the screening of a 1930's film from the Museum of Welsh Life's archives at the Oakdale Workingmen's Institute. This proved to be extremely popular with visitors and all ten showings sold out.

This year's celebration of Calan Gaeaf (All Hallows Eve) ran throughout the October 2004 half term. Activities included storytelling in the cockpit, live interpretation in Kennixton Farmhouse, making a wicker man, storytelling in the Celtic Village, cooking in Llwyn-yr-eos Farmhouse, talks on the meaning of Hallowe'en and a Mummings play – *The Witch's Curse*.

Our annual Christmas event has seen figures rise for the third year running and 2004 saw some 9,600 visitors over the three nights. On display was a crib made by members of the South Wales Branch of the British Wood

Carvers, who received a grant from the Lottery Commission to purchase equipment and help complete the project.

An interesting and lively addition to our programme was the Stomp Serch: poets gathered at the Oakdale Workingmen's Institute on the evening of St Dwynwen's Day (25 January, a celebration for lovers similar to St Valentine's) to compete in the production and performance of poems on appropriate themes. This Welsh-language event, held in conjunction with Menter Iaith Caerdydd, was very well attended.

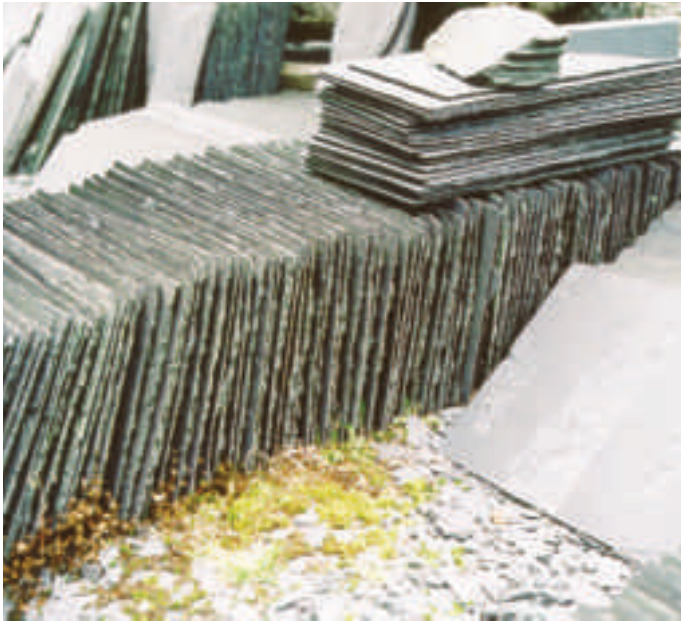
In 2005, the Museum of Welsh Life commemorated the sixtieth anniversary of the end of the Second World War with a season of events. The first event coincided with National Potato Day on 30 January. Marguerite Patten (above), responsible for so many wartime recipes and tips on how to work with rations, gave a series of cookery masterclasses and took part in a question and answer session with members of the public.

The theme for the February half term was 'Toys and Games', and activities included displays by Cardiff Model Aeroplane Society and the Cardiff Marine Modellers, a toy train show, peg doll workshops and traditional wooden toys. Gwyl Fihangel, Glamorgan Children's Festival and the Gwyl Feithrin were also held at the Museum of Welsh Life this year, and, of course, there were even more activities on Dydd Gwyl Dewi – St David's Day (1 March).

**MUSEUM OF
WELSH LIFE**

ST FAGANS
CARDIFF
CF5 6XB





the Llanberis Partnership has **delivered a benefit** of over £10m to a community that had suffered as a result of the demise of the slate industry



The story of slate in Wales unfolds at the Welsh Slate Museum in Llanberis. Visitors can watch skilled craftsmen as they deftly split and dress the slate by hand, or see the largest working waterwheel on mainland Britain in action. The Museum also offers a unique glimpse into the lives of the quarrymen and their families at Nos 1-4 Fron Haul – a terrace of cottages that have been moved to the Museum from their original site in Tanygrisiau near Blaenau Ffestiniog, and furnished in different historical periods.

This year, we made significant progress with the twin tasks of enhancing the stewardship and explaining the significance of our collections – and the knowledge associated with them – to our visitors.

A slate industry curator was appointed in November 2004, complementing the Department of Industry's other specialist industrial curators. From the outset, the curator has been involved in work to develop better storage facilities. Work is underway in the former Volunteers Loft that will enable us to store the wooden patterns on purpose-built shelving, in a safe and secure environment that is accessible to the public.

Our range of partnerships continues to evolve. Planning for the 2005 National Eisteddfod with Cywaith Cymru and the Eisteddfod itself led to the shared appointment of two artists to work on a range of collaborative projects inspired by the slate industry and its landscape.

The Art Department facilitated the purchase of the painting *Miner – Votty*. Painted in 1961 by a hitherto-unknown artist, the picture depicts the interior of a weighman's hut at the Fotty slate quarry above Blaenau Ffestiniog. Following conservation by the Art Department, the painting was given its first ever public exhibition at Oriol Maenofferen, Gwynedd Council's lifelong learning centre at Blaenau Ffestiniog.

The Llanberis Partnership is chaired by one of our directors. This year the Partnership has succeeded in obtaining a grant of almost £30k from Landfill Tax sources. This will be matched and used to produce a network of interpretation panels in and around Llanberis. Since its inception in 1999, the Llanberis Partnership has delivered a benefit of over £10m to a community that had suffered as a result of the demise of the slate industry.

Our audience comes to us for all sorts of reasons: for example, air cadets from Wrexham wanted to establish a weekend amateur radio station at a heritage site, and model railway fans were keen to discover just how a De Winton (Caernarfon) quarry locomotive works. Equally, we go out to our audience. For example, video-conferencing with sixth-formers at Bryncelynnog Secondary School in south Wales, who wished to know more about the Penrhyn Quarry Strike of 1900-03 and its impact on Bethesda; or the production of the CD ROM *Slate*, which was launched at the Urdd National Eisteddfod in Anglesey.

Left:
Inside one of the Fron Haul houses at the Welsh Slate Museum. This house is decorated to represent life in 1901, during the three-year strike at Penrhyn Quarry in Bethesda

Above left:
The Welsh Slate Museum is set in authentic quarry workshops

Above:
Children learn what wash-day used to be like

WELSH SLATE MUSEUM
GILFACH DDU
LLANBERIS
GWYNEDD
LL55 4TY

Big Pit: National Mining Museum



Above:

The winding gear at Big Pit. The 'winder' that used to bring coal from the shaft now takes visitors down for the famous underground tour

Right:

The former miners are always ready to share their experiences and tales from when they worked underground

Set in the heart of the World Heritage Site at Blaenafon, Big Pit offers an experience unparalleled in Britain and unique to Wales. Guided by ex-miners, visitors descend 300 feet to the very depths of the mine and experience the total darkness the miners worked in. Big Pit also features colliery buildings, pithead baths, blacksmith's workshops and the winding engine house. Big Pit provides a fascinating insight into the mining industry in Wales and the society it created.

The tours of Big Pit's historic underground workings have been offering visitors a unique experience for twenty-one years. The re-launch of the museum in April 2004

began a year of unprecedented success with visitor numbers reaching an all-time record and nearly double what they were prior to Big Pit becoming part of the National Museums & Galleries of Wales in 2001.

The £7.1m capital redevelopment of Big Pit was made possible by the Welsh Assembly Government, Heritage Lottery Fund, Wales Tourist Board, the Garfield Weston Foundation, Lloyds TSB Foundation, the Coalfields Regeneration Trust, the Local Regeneration Fund, the Pilgrim Trust and the SR & PH Southall Trust.



the re-launch of the museum in April began a year of **unprecedented success** with visitor numbers reaching an all-time record

Public enthusiasm for the redevelopment was matched by acclaim from within the museum world, with Big Pit being short-listed in January for both the European Museum of the Year and the prestigious £100,000 Gulbenkian Prize for UK Museum of the Year. Big Pit went on to win the Gulbenkian Prize in June 2005

While greatly enjoying the new exhibitions and displays, visitors to Big Pit never fail to remark on the quality of the staff, who are the key to the wonderful experience. Big Pit is the first of Wales's national museums to receive accreditation as an Investor in People, a mark of the importance we place on the training and development of our staff.

**BIG PIT
NATIONAL
MINING
MUSEUM**

BLAENAFON
TORFAEN
NP4 9XP

National Woollen Museum





Left:
A Welsh coracle on display at the National Woollen Museum

Below left:
These rare and valuable 19th-century stockings now help tell the story of Wales's knitting industry

Left:
Alun Pugh AM officially opened the redeveloped Museum

Located in the heart of the west-Wales countryside, the National Woollen Museum tells the story of the mills once clustered around Dre-fach Felindre. Cambrian Mills – the only mill in the village that 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.

Alun Pugh AM, Welsh Assembly Government Minister for Culture, the Welsh Language and Sport officially opened the redeveloped Museum in July 2004 (above). Children from local primary Ysgol Penboyr serenaded guests, and their enthusiasm confirmed our strong links with the local community.

These links were much in evidence throughout the year. At Christmas, neighbours sang carols around our Christmas tree, which had been trimmed with woollen decorations



made by our young visitors. The local community also participated in a special St David's Day discussion on 'Why Welsh Costume?'

Unravelling the woollen industry's manufacturing processes is intriguing for all visitors. Our new interpretation concentrates on using the giants of industrial production to demonstrate them, such as the carding engine from Abbey Woollen Mill, housed until recently in the former Swansea Industrial & Maritime Museum, or the restoration of our own 400-spindle spinning mule – said to be the 'best in Britain'.

Supported by public donations and the Friends of NMGW, The Search Engine, the hands-on collections room, was officially opened on 1 December 2004 by Carol-Anne Davies, Chief Executive of the Design Commission for Wales. It has been widely praised by designers, the formal education sector and by general users. The educational work continued with very successful sessions for schools and the development of a programme using actors 'in character'.

NATIONAL WOOLLEN MUSEUM

DRE-FACH FELINDRE
LLANDYSUL
CARMARTH-ENSHIRE
SA44 5UP

Roman Legionary Museum



Founded by the Caerleon Antiquarian Association in 1850, and becoming one of Wales's national museums in 1930, the Roman Legionary Museum has been displaying a rich collection of Roman finds for over 150 years. 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.

This has been an exciting year for us, as we were awarded the Sandford Award by the Heritage Education Trust, which recognises the provision of quality education programmes on historic sites. Our educational resource the Capricorn Centre was brought technologically up to date with the introduction of an interactive whiteboard and data projector, thanks to funding from visitor



the **first national museum** in Wales to be **awarded the Sandford Award** by the Heritage Education Trust



donations. The whiteboard is used during evening talks and children's activities, and has greatly enhanced the service we provide for formal education sessions.

Mark Hassall from University College London gave the Annual Caerleon Lecture on 23 September. His lecture was titled 'Does Size Matter? The Late Roman Army and the Planning of Forts and Fortresses'. It was a fascinating evening and well attended.

The Military Spectacular on 10 and 11 July saw the return of the Ermine Street Guard, who, as usual, provided a first rate re-enactment. Over 5,000 visitors attended during the weekend.

One of our best promotional opportunities came during the 2004 National Eisteddfod, which was held in the grounds of nearby Tredegar House. We organized a range of

activities including a shuttle bus to take visitors from the Maes (the Eisteddfod field) to the Museum for guided tours and evening talks.

A total of 440 public enquiries were handled during the year. Notable finds recorded under the Portable Antiquities Scheme included a half-penny token of Philip Morgan of Abergavenny and a Roman crescentic pendant, found in the garden of a house within the Fortress walls of Caerleon, and loaned to the Museum for display.

Our collections were used for academic research on subjects ranging from glass beads and amphitheatres to the care of museum collections. We helped students from the universities of Aberystwyth, Birmingham, Cardiff, Durham, Newport and Reading with their research.

Left:
A gladiator display at the Roman Legionary Museum

Above:
The Ermine Street Guard re-enact the life of a Roman soldier in Caerleon

**ROMAN
LEGIONARY
MUSEUM**

HIGH STREET
CAERLEON
NP18 1AE



Above:
A coal wagon
at the National
Collections
Centre, after
conservation
work

During 2004-05 the Department of Industry continued to work from Nantgarw in the south Wales valleys, servicing the curatorial, conservation and research requirements of the industry collections at the Collections Centre and at our Social & Industrial History museums.

However, we have had to prepare for the moving of the Department to the new National Waterfront Museum in Swansea. We also worked on a comprehensive conservation programme of the items to be displayed in the National Waterfront Museum, including a brick press and a coal wagon (above).

During the year, 314 researchers and visitors made use of the Collection Centre's facilities, and 5,442 artefacts have been added to the Collections Management System.

We continued to make significant progress in the documentation of the Department's archival collection, and the documentation of collections relating to the coal industry is

now complete. We also made progress with the computerisation of the department's photographic collection, and 4,673 image records have now been put on the database.

The Department of Industry has participated in a number of partnership projects over the past year, with twelve items from the transport collection being loaned to the Cardiff Museum Project for their *Moving Stories* exhibition in the Old Library in The Hayes.

We also played a leading role in the Trevithick bicentenary events of 2004. Our replica of the Trevithick locomotive was loaned to National Railway Museum for their Railfest 200 celebrations, before going on display from June to October in a specially designed Heritage Centre at Penydarren as part of Merthyr Tydfil County Borough Council's bicentenary celebrations. Our Cuneo painting of the locomotive's inaugural run in February 1804 was also loaned to Cyfarthfa Castle Museum in Merthyr Tydfil and the Royal Cornwall Museum in Truro.

NATIONAL COLLECTIONS CENTRE

HEOL
CROCHENDY
PARC
NANTGARW
CARDIFF
CF15 7QT

OPEN TO THE
PUBLIC BY
APPOINTMENT

PROJECTS AND PARTNERS

Working with Wales and the World

We continue to share our collections within and beyond Wales. The scheme Cyfoeth Cymru Gyfan-Sharing Treasures remains at the core of our partnership working. Following the success of our pilot projects, major new partnerships are planned for 2005-06 at Wrexham County Borough Museum, Pontypool Museum, Carmarthenshire Museum and Oriel Ynys Môn, Llangefni.

We have been working with CyMAL on evaluating the pilot phase and on the future development of this scheme. This has led us to advocate participation in the scheme to the wider museum community in Wales. The scheme will build on valuable lessons learned, but the overall objective remains to increase the ability of museum users throughout Wales to benefit from access to the national collections within their locality.

An exciting parallel development has been the launch of Celf Cymru Gyfan-ArtShare Wales. This scheme will run in parallel with Cyfoeth Cymru Gyfan and will work with five visual arts venues over a three-year period. These venues will be the Glynn Vivian Art Gallery in Swansea, Ruthin Craft Centre, Oriel Mostyn in Llandudno, Oriel Davies in Newtown and Bodelwyddan Castle. Each venue will present a locally generated exhibition or display using different areas of our collections alongside other material. Further partnerships will develop, for example with the National Portrait Gallery over the provision of material at Bodelwyddan Castle.

We have continued our comprehensive international loans programme, with over 29,000 objects on loan world-wide. Steps are being taken to ensure that the diversity and range of this aspect of our work are more widely recognised. Meanwhile, work continues in support of other new initiatives

to enhance access to the collections. In particular, we have continued to support Pembrokeshire Coast National Park Authority on its development of the award-winning Tourist Information Centre at St David's, so as to expand its use of the Graham Sutherland collection to interpret the landscape of Pembrokeshire.



Left: The 'Queen of the Night', made in southern Iraq between 1800 and 1750 BC, came to the National Museum & Gallery on loan from the British Museum

Other exhibition-based partnerships underpin a range of high-profile projects. The first Artes Mundi Prize exhibition was an acclaimed success. Our collaboration with the British Museum through their Partnership UK scheme saw important artefacts shown at the National Museum & Gallery, including the ancient Mesopotamian sculpture popularly known as 'Queen of the Night' (above).

Of course, our partnerships also underpin a whole range of other important work that does not result in exhibitions or displays. This ranges from the network of community-based learning projects generated through the On Common Ground project, to the Roman Legionary Museum's work with the Black Environmental Network, aimed at encouraging Newport-based black and minority ethnic communities to visit the Museum.



PHOTO © PAUL AVIS

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RVICE AND STANDARDS

Running world class museums of learning

EDUCATION

Learning is central to our work in all our curatorial departments and museums. In 2004-05, we welcomed 217,000 visitors from schools and colleges and arranged informal learning activities for over 160,000 people of all ages. Our outreach work included community loans to 226 venues, as well as educational programmes at national events such as the Eisteddfodau.

The challenge of creating learning opportunities for people of all ages and interests is one that is shared across our whole organization. Consequently, in addition to facilitating a wide-ranging programme of education and lifelong learning, we have been working with staff from across the Museum to identify learning priorities for the future and establish the foundations for a new learning and access policy.

At the National Woollen Museum, the creation of The Search Engine, an innovative new learning space, has set a high standard for us to follow at our other museums. Made possible by funding from the Friends of NMGW, it has enabled us to design an area for the hands-on collection that appeals to people of all ages. Its beauty lies in the fact that it is flexible enough to work with adults and family learners, as well as meeting the diverse needs of visiting schools.

Approximately one sixth of our visitors arrive in school and college groups, but we are conscious of the need to reach those who are unable to come to our museums. We do this in a variety of ways, including video-conferencing and educational resources like our CD ROM *Slate*, which was developed after Estyn, the schools inspection service, had commented on a lack of materials on the subject. This project benefited from a significant input from teachers, as did our work surrounding the exhibition *Buried Treasure* at the National Museum & Gallery. Funding from the General Teaching Council Wales enabled eleven teachers from across Wales to be released from school for professional development activities. The teachers, who welcomed the opportunity to work with their peers and museum professionals, went on to develop a rich variety of projects in response to the exhibition, including dance, drama, video and jewellery-making.

Outreach work has also been a priority for the SCAN (Schools & Communities Agenda 21 Network) project, which has developed

new web-based resources. With funding from SciZmic UK (Science Discovery Clubs Network), we were able to offer an activity day for 120 Girl Guides from Cardiff, Swansea and Powys at the National Museum & Gallery.

Developing new audiences among key target groups has continued to be a priority, as a means of addressing National Assembly for Wales priorities and developing our audience profile. In particular, we have been seeking to become more inclusive and to enable a wider range of people to participate in our activities. At the Roman Legionary Museum, we have expanded our work with ethnic minorities, developing a project with Black Environmental Network to attract Newport-based black and minority ethnic communities to the Museum. At the National Museum & Gallery, in a project to coincide with the exhibition *Raphael's Madonna of the Pinks* on tour from the National Gallery, London, we worked with young teenage mothers attending a Books and Babies group in Penrhys community centre. The focus was their relationship with their children; the young mothers produced portraits of themselves with their children, and a 'precious' bag. The resulting work was displayed at the Museum and seen by the young women and their families.

Having secured funding from Objective One and the Heritage Lottery Fund, we began On Common Ground 2, our innovative outreach programme to work with 14-25 year-olds. Over a two-year period, we aim to improve learning and employment possibilities for 400 disadvantaged young people, as well as promoting genuine local partnerships and developing the social economy.

On Common Ground 2 targets the Welsh Assembly Government's Community First areas; we also have a special programme of creative writing workshops for schools in the Community First areas around Big Pit. At the Museum of Welsh Life we have been working with the Parade Centre for English for Speakers of Other Languages, supporting their Life in the UK course for asylum seekers. We have developed a regular programme with the Ely-based Families Learning Together initiative, which delivers basic skills to parents and children. Working in partnership with Cardiff County Council, we gave parents and toddlers at Ely Community Centre the chance to learn about the seashore together through objects, songs and stories.



Above:
The CD ROM *Slate* was produced in collaboration with teachers

We have continued to strengthen our family learning focus with a range of initiatives designed to enable parents and children to learn together. These include the innovative Woolly Tale activity at the National Woollen Museum, a family booklet and Art Cart for the Italian Gardens at the Museum of Welsh Life and new family trails for Big Pit, the Roman Legionary Museum and the Welsh Slate Museum. A family activity area was introduced into the Ceramics Gallery at the National Museum & Gallery, with funding from the Friends of NMGW.



For older people, we have built on the success of the Tea and Talking Point talks at the National Museum & Gallery, introducing similar sessions at the Museum of Welsh Life and the Roman Legionary Museum, while people with special needs have become a focus at both our Cardiff sites. At the Museum of Welsh Life, we worked with Antur Waunfawr, who help adults with special needs or learning disabilities, on a project around the re-erection of Cae Adda cow shed, which was moved from Gwynedd to the Museum. At the National Museum & Gallery, we collaborated with Careers Wales and Education Business Partnership-sponsored teachers to develop learning resources for children with special needs.

As we continue to help build a bilingual Wales, we have been exploring new ways of attracting Welsh speakers and learners. This has included collaboration with the Mentrau Iaith (the locally based Welsh language development agencies), a series of daily talks for learners at the National Eisteddfod and the introduction of monthly sessions for Welsh learners at the National Museum & Gallery. However, our most ambitious project has been *Llwybrau Llafar*, a project funded by ELWa. This brings tutors and their students to the Museum of Welsh Life, to enable the learners to improve their Welsh language skills while exploring Welsh history and culture. The project has resulted in a resource bank of materials for tutors and adults which can be downloaded free of charge from our website. One group of learners who have used the materials on a regular basis were interviewed as a focus group as part of our *Creating the Future Together* consultation. Their verdict on the sessions: '...rewarding, enjoyable and enriching experiences'.

OPERATIONS

The formation of the Operations Division at the start of the financial year brought the

front-of-house staff at the National Museum & Gallery and the Museum of Welsh Life together, alongside the departments of Human Resources, Buildings & Estates and Strategic Visitor Services.

This has ensured that our two largest sites have been able to develop a more visitor-centred culture. It has encouraged investment both in our staff and our estates, and addressed the ongoing need for a proactive approach to improving visitor experience and addressing health and safety requirements. Regular inter-disciplinary site inspections have ensured that short-term improvements are delivered.

At the National Museum & Gallery, the audio tour continues to be a great success. Featuring well-known Welsh voices such as Sian Phillips, Mathew Rhys and Philip Madoc, it offers a deeper interpretation of the highlights of our art and archaeology collections. It also helps visually impaired visitors to engage with the objects. Visitors have also responded enthusiastically to the improved signage, and we hope to introduce a similar initiative at the Museum of Welsh Life.

The year has seen continuing investment in our staff and we have been encouraging our museums to be evaluated against the Investors in People (IIP) Standard. Big Pit was the first to achieve the IIP Standard, and we hope the Roman Legionary Museum is not far behind.

We are also benefiting from the establishment of the post of Human Resources & Access/Diversity Officer, which has encouraged us to place a greater emphasis on the diverse needs of our audiences and staff. At the same time, we have completed a review of our services to children and families, which has resulted in the introduction of a comprehensive Child Protection Policy.

COMMUNICATIONS

The final total of visits for 2004-05 to our six museums was 1,318,486. This figure was 68,486 (+5.5%) above the target of 1,250,000 and 96,280 (+7.9%) more than in 2003-04, and the Marketing and Press & Public Relations teams have played a key role in this achievement. The relaunch of Big Pit and the National Woollen Museum in time for the 2004 tourism season was also a major factor.

As part of the consultation on *Creating the Future Together*, we considered how we could communicate more clearly to a range of audiences, users and partners. We have concluded that our current core values and our aspirational values for the future should be used to develop clearer, more modern and more exciting names and visual identities for both NMGW, the parent organization, and the individual museums as visitor attractions. Visitors to our museums and our partners in Wales and beyond will notice our new names and our redesigned visual branding coming through over the next months.

We undertook a fundamental review of our marketing function during the year, to identify how we can attract new audiences in Wales and raise our profile in the UK and overseas. As a result of this review, we have established an Audience Development Task Force to drive this work forward.

This was the first full year for the Press & Public Relations Department, which was formed in March 2004 to increase the profile of the organization both at individual museum level and corporately. The Welsh Assembly Government Minister for Culture, the Welsh Language and Sport, Alun Pugh AM, visited most of our sites during the year, with special VIP events held at both Big Pit and the National Woollen Museum to celebrate their re-openings.

Other major events included the launch of the exhibition *Buried Treasure* at the National Museum & Gallery, which brought together the First Minister, Rt Hon. Rhodri Morgan AM, Neil MacGregor of the British Museum and the Ermine Street Guard at a special event that included a live link-up with S4C's popular magazine programme *Wedi Saith*.

In January, Big Pit reached the final ten in the prestigious Gulbenkian Prize for Museum of the Year. When Big Pit won the prize in June, the story received international press coverage, especially in the USA.

ITV1 Wales's series *The Secrets of St Fagans* was a great hit when it was broadcast over the 2004 summer months. The fly-on-the-wall documentary followed staff for a period of six months, from January to June. Other filming highlights during the year included the National Museum & Gallery being used as a location in the most recent Doctor Who series, and a series of popular children's programmes, *Bobinogs*, being filmed at the Museum of Welsh Life.

One of our most recent books was launched at the 2004 Hay Festival. *For Those in Peril* reveals the stories behind the civil medals and awards in our collections, when ordinary men, women and children risked – and sometimes lost – their lives to save the lives of others. The book was launched in the company of BBC journalist Jon Gower and Alun Pugh AM, Minister for Culture, the Welsh language and Sport. Guests at the launch heard about the Clydach Vale dam disaster, when an abandoned mine flooded the nearby primary school. The Albert Medal was awarded to the school's headteacher for saving the lives of almost all the 900 pupils. The Minister told guests how he had been particularly moved when reading about this event, as his own grandmother had been one of the rescued schoolchildren.

Autumn 2004 saw the publication of a book to accompany the exhibition *Art-accustomed eyes*. The book tells how John and Sheila Gibbs used the wealth of the two large Cardiff shipping families (the Morels and the Gibbs) to collect art, and how they quietly gave works to friends, family, schools and colleges, as well as supporting the National Museum with acquisitions. The book is another attractive edition in our range of small exhibition catalogues. The combination of our curatorial expertise and the range of our collections means our books can be of interest on several levels, from historians and researchers to visitors who want a souvenir of an exhibition. Our books also raise the profile of our collections and provide access to them and to our research work.

As usual, our designers supported the entire exhibitions programme, both designing exhibitions and displays and producing high-quality interpretation and promotional material. We often work in partnership with other venues (see Projects and partners, page 35) and it is not just our collections that we share. The expertise of our designers, working closely with our conservation



Above:
The book *For Those in Peril* was launched at the Hay Literature Festival

Right:
Conservation of works on display can be carried out when the Museum is closed

Far right:
New gifts and souvenirs for sale at the redeveloped National Woollen Museum

staff and curators, is called on when showing items from the national collections at other venues. Our excellence in design was recognised when we won the Welsh Brand category of the Welsh Language Board's prestigious Bilingual Design Awards, for the exhibition *Artes Mundi* (Wales's international visual arts prize). We have previously won in the Advertising category, indeed we have always reached the shortlists, from thousands of entries.

Perhaps the most significant development to our website was unseen, as our own, custom-built content management system went live in spring 2005. This will make our future aspirations for the website, including getting more information about the collections online, much easier to realise.

DOCUMENTATION, PHOTOGRAPHY AND CONSERVATION

During the year a comprehensive report by the National Audit Office Wales was published, entitled *Collections Management at NMGW*. This report formed the basis of a further report by the National Assembly for Wales's Audit Committee to the Welsh Assembly Government. With previously agreed assistance, in the form of a £3.5m grant from the Welsh Assembly Government, we were able to press ahead with plans to improve the storage of our collections and enable enhanced access to them, thus addressing one of the prime recommendations of the NAO report.

In addition, the Documentation Unit was able to continue with its work of computerizing our extensive collections data, with the result that 41.6% of that information is now available on a computerized data system. This enables much faster response to public inquiries and fosters research into the collections.

The Photography Department continued to provide a comprehensive service both to museum projects and to outside agencies. During the year almost 10,000 images were produced, of which approximately 46% are now available digitally. The digital archive provides an essential resource to the entire organization

A major thrust for our conservators during the year was working on the objects destined for the new National Waterfront Museum in Swansea. However, textiles and archive storage areas were also completed at the National Woollen Museum, and con-



siderable assistance was provided to many other museums in Wales.

THE LIBRARY

Perhaps the most significant Library acquisition during the year was the sixty-one-volume *New Oxford Dictionary of National Biography*, the Welsh launch of which was held at the National Museum & Gallery. This acquisition was of immediate use for developing the galleries that explore the theme of 'Achievers' at the National Waterfront Museum, and its availability online and constant updates mean that it will become a hugely useful reference tool.

ENTERPRISES LTD

The company is a wholly owned subsidiary of The National Museum of Wales. The company's principal activities are the museum shops, franchise catering and car-parking at the National Museum & Gallery and at The Museum of Welsh Life, image licensing and corporate hire.

The re-opening of the National Woollen Museum in February 2004 with a modern, refurbished shop resulted in particularly encouraging trading results. The spend per visitor was significantly higher, indicating visitors' positive response to the new range of attractive merchandise on offer.

Car-parking charges were introduced at The Museum of Welsh Life for the first time on 1 April 2004, a move that has provided income that will be used to improve visitor facilities.

We are now working on the retail, catering and corporate hire facilities at the National Waterfront Museum in Swansea. We are also planning to extend and refurbish the shop at The Museum of Welsh Life in 2006, and considering the relocation of the shop and restaurant at the National Museum & Gallery.

COURT AND COUNCIL OF THE NATIONAL MUSE

From 1 April 2004 to 31 March 2005



Court of Governors

President

Paul E. Loveluck CBE, JP

Immediate Past President

Mathew Prichard CBE, DL, BA

Vice President

Dr Susan J. Davies BA

Treasurer

G. Wyn Howells ACIB

Members of the Council

NOT OTHERWISE MEMBERS OF THE COURT

J. W. Evans CBE, MA

Prof. C. L. Jones OBE, FRSA

M. A. J. Salter FCA (to October 2004)

Jane Pierson Jones MA, FMA

Appointed by the Welsh Assembly Government

Dr P. T. Warren CBE, MA

Linda D. Quinn MSc

Prof. C. Malcolm Parry

Prof. D. Egan (to December 2004)

H. R. C. Williams

Rhiannon Wyn Hughes MBE

The National Library of Wales

President

The University of Wales

Mair Waldo Thomas

Professor J. King

Welsh Joint Education Committee

Councillor G. Richards

Members of Parliament for Wales

W. Griffiths MP

Appointed by the Court

D. Bowen Lewis

Dr W. B. Willott CB

C. Rowland

H. Mansfield

Prof. J. Last CBE

Dr Iolo ap Gwynn

Representatives of local authorities

Councillor J. G. Jenkins (to February 2005)

Councillor R. W. Hughes (to February 2005)

Councillor P. G. Larsen

Councillor P. M. Thomas

Dr C. Grace (to February 2005)

Councillor R. Francis-Davies (to February 2005)

Councillor D. Rogers (to February 2005)

UM OF WALES



Councillor J. A. H. Harries (to February 2005)
Councillor R. Cass (to February 2005)
Councillor R. H. Poole
Councillor J. Huish (to February 2005)
Councillor D. I. Bowen
Councillor J. Austin (from February 2005)
Councillor R. G. Harris (from February 2005)
Councillor J. Major (from February 2005)
Councillor J. M. Humberstone (from February 2005)
Councillor Mrs E. McIlveen (from February 2005)
Councillor M. C. Wilkins (from February 2005)

Organizations in Wales

Cambrian Archaeological Association:
D. Moore (from March 2005)
The Council of the Royal National Eisteddfod: G. E. Humphreys (to October 2004), R. Alun Evans (from October 2004)
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: J. Raum (to May 2004)
Countryside Council for Wales:
Chief Executive
Council for British Archaeology:
F. L. Llewelyn
The Federation of Museums and Galleries in Wales: C. J. Delaney

Council

President

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Immediate Past President

Mathew Prichard CBE, DL, BA

Vice President

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Dr Iolo ap Gwynn

Appointed by the Council

J. W. Evans CBE, MA
Prof. C. L. Jones OBE, FRSA
M. A. J. Salter FCA (to October 2004)
Jane Pierson Jones MA, FMA

Board of management

The National Museum of Wales's management board consists of:
Michael Houlihan, Director General
Eurwyn Wiliam, Deputy Director General
Robin Gwyn, Director of Communication
Mark Richards, Director of Operations
Jon Sheppard, Director of Finance & IT
Mike Tooby, Director of the National Museum & Gallery, Cardiff
John Williams-Davies, Director of the Museum of Welsh Life

SUMMARY FINANCIALS

For the year ending 31 March 2005



TATEMENT



SUMMARY FINANCIAL STATEMENT FOR THE YEAR ENDED 31 MARCH 2005

This Financial Statement provides a summary of the consolidated accounts of the National Museums & Galleries of Wales (NMGW) for the financial year ending 31 March 2005. It does not contain sufficient information to allow for full understanding of the results and state of affairs of the Museum, and therefore for further information the full annual accounts and the auditors report on those accounts should be consulted. A copy of the audited accounts, which contain the detailed information required by law, Treasury guidance and best practice, can be obtained, free of charge, from the Director of Finance at Cathays Park, Cardiff, CF10 3NP.

STATUTORY BACKGROUND

The National Museums & Galleries of Wales 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 National Assembly Government as an Assembly Sponsored Public Body. In addition, income is generated from its various activities. Its core objective is the advancement of the education of the public, involving developing, caring for, studying and sustaining access to the collections for the benefit of society in perpetuity.

REVIEW OF THE YEAR AND FUTURE DEVELOPMENTS

NMGW's consolidated net incoming resources before notional costs of capital were £6,371,000 (£4,940,000 incoming in 2003-04). Incoming resources were £24,797,000 (£24,983,000 in 2003-04) and total resources expended were £24,310,000 (£24,411,000 in 2003-04). The net increase in funds for the year after taking account of all realised and unrealised gains and losses was £22,799,000 (net increase of £6,762,000 in 2003-04). Fund balances at 31 March 2005 stood at £100,085,000 (£77,286,000 at 31 March 2004). National Museums & Galleries of Wales Enterprises Ltd reported a profit before gift aid to the Museum of £302,228 for the 2004-05 financial year (£69,289 in 2003-04).

NMGW operates a defined benefit pension scheme, which is available to all permanent employees. As reported last year, in common with the vast majority of such schemes, a combination of a fall in the value of scheme assets represented by Equity Investment over recent years plus other factors, such as improved life expectancy rates,

has led to a deficit in the last actuarial valuation of the scheme. Full disclosure of this deficit, as required by FRS17, results in the deficit being reflected in the consolidated statement of financial activities and balance sheet. While the computed deficit may only become a reality over a significant number of years in the future, it should be noted that NMGW is actively seeking ways of addressing this deficit. An increase in employer contributions of 4¹/₂% was made during the year and a cash injection was received from the Assembly at the financial year-end. However, major inroads into the deficit can only result from a significant uplift in the Equity Market over the coming year or a massive capital injection. In the meantime, NMGW will continue to examine the possibility of merging this scheme into the Principal Civil Service Pension Scheme, while at the same time placing reliance on the fact that the scheme deficit is incorporated into the pension deficit shown in the Welsh Assembly Government's accounts and on written assurances from the Assembly that funding will be provided to at least the minimum level required to enable NMGW to meet statutory contribution levels.

NMGW directly operates Museums in six locations across Wales. In conjunction with the City & County of Swansea, NMGW is currently developing the National Waterfront Museum in a project costing £33m. The new Museum opens in October 2005. NMGW is also undertaking major improvements to its collections care and access as well as addressing many outstanding estate improvements.

COUNCIL MEMBERS

The Council Members are the charity's Trustees, and a list of those who have served during the last financial year up to the date of this report is on pages 42-43. The Council members receive no remuneration for their services. A register of interests is maintained at the National Museum & Gallery at Cathays Park, and is available for public inspection.


MANAGEMENT BOARD

The day-to-day executive management of the Museum is conducted by a Management Board, whose members are noted on page 43. Details of the Management Board salaries are available in the full Audited Accounts. The Chief Executive's remuneration for the year ending 31 March 2005 was £99,600.

SUMMARY CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES for year ended 31 March 2005

	Public Funds £'000	Private Funds £'000	2004-05 Total £'000	2003-04 Total £'000
INCOMING RESOURCES				
Donations and Bequests	78	617	695	613
Activities in Furtherance of Objects:				
Grants	21,420	0	21,420	21,486
Activities for Generating Funds:				
Investment Income	0	83	83	63
Income from trading subsidiary	1,667	0	1,667	1,285
Other Income	876	56	932	1,536
	<u>2,543</u>	<u>139</u>	<u>2,682</u>	<u>2,884</u>
TOTAL INCOMING RESOURCES	24,041	756	24,797	24,983
RESOURCES EXPENDED				
Costs of Generating Funds				
Fund Raising and Publicity	2,528	196	2,724	2,354
Charitable Expenditure:				
Costs of Activities in Furtherance of Objects:				
Collection and Preservation	4,319	245	4,564	5,188
Research	1,139	0	1,139	1,171
Exhibition and Education	2,633	245	2,878	3,742
	8,091	490	8,581	10,101
Support Costs	10,910	0	10,910	10,114
Costs of Management and Administration	<u>1,508</u>	<u>113</u>	<u>1,621</u>	<u>1,350</u>
	20,509	603	21,112	21,565
Pension Finance Costs	474	0	474	492
TOTAL RESOURCES EXPENDED	23,511	799	24,310	24,411
SHARE OF JOINT VENTURE	<u>5,884</u>	<u>0</u>	<u>5,884</u>	<u>4,368</u>
NET INCOMING/(OUTGOING) RESOURCES BEFORE NOTIONAL COSTS	6,414	(43)	6,371	4,940
Notional cost of capital	<u>(2,980)</u>	<u>0</u>	<u>(2,980)</u>	<u>(2,478)</u>
NET INCOMING/(OUTGOING) RESOURCES BEFORE TRANSFERS	3,434	(43)	3,391	2,462
Reversal of notional cost of capital	<u>2,980</u>	<u>0</u>	<u>2,980</u>	<u>2,478</u>
NET INCOMING/(OUTGOING) RESOURCES FOR THE FINANCIAL YEAR	6,414	(43)	6,371	4,940
Unrealised Gains on revaluation of fixed assets	9,644	110	9,754	406
Realised/Unrealised Gains on investments	0	180	180	306
Actuarial Gains on pension scheme	6,494	0	6,494	1,110
NET INCREASE IN FUNDS	<u>22,552</u>	<u>247</u>	<u>22,799</u>	<u>6,762</u>

SUMMARY CONSOLIDATED BALANCE SHEET as at 31 March 2005

	FIXED ASSETS	107,530	91,452
	Current Assets	2,764	2,578
	Creditors	(835)	(896)
	NET CURRENT ASSETS	1,929	1,682
	Creditors : amount due after one year	<u>(21)</u>	<u>(31)</u>
	NET ASSETS EXCLUDING PENSION SCHEME LIABILITY	109,438	93,103
	Pension Scheme Liability	<u>(9,353)</u>	<u>(15,817)</u>
	NET ASSETS INCLUDING PENSION SCHEME LIABILITY	<u>100,085</u>	<u>77,286</u>
	Public Funds	96,422	73,870
	Private Funds	<u>3,663</u>	<u>3,416</u>
TOTAL FUNDS	<u>100,085</u>	<u>77,286</u>	

SUMMARY CONSOLIDATED CASH FLOW STATEMENT for year ended 31 March 2005

	2004-05 Total £'000	2003-04 Total £'000
Net Cash Inflow from operating activities	1,686	2,612
Capital Expenditure	(1,641)	(2,774)
Increase/(Decrease) in Cash	45	(162)

NOTES TO THE SUMMARY FINANCIAL STATEMENT

1. BASIS OF PREPARATION

This summary financial statement is extracted from the full consolidated accounts prepared in accordance with the Museums and Galleries Act 1992, and National Assembly for Wales directions, having regard to the Companies (Summary Financial Statement) Regulations 1995 (SI 1995/2092) as far as is relevant. The accounts are signed on the Council's behalf by:

Michael Houlihan	G. Wyn Howells
Accounting Officer	Treasurer
15 August 2005	15 August 2005

AUDITORS

The opinion of the Auditor General for Wales, on the annual financial statements of the National Museums & Galleries of Wales and the Group for the period ended 31 March 2005, was unqualified. The Auditor General for Wales had no observations to make on the financial statements.

THE STATEMENT OF THE AUDITOR GENERAL FOR WALES

I have examined the summary financial statement on pages 46 and 47 which has been prepared in the form and on the basis set out in note 1 above.



RESPECTIVE RESPONSIBILITIES OF THE COUNCIL, THE DIRECTOR GENERAL AND AUDITOR

The summary financial statement is the responsibility of the Council and the Director General. My responsibility is to report to you my opinion on its preparation and consistency with the full financial statements and Trustees' annual report. I also read the other information in the annual report and consider the implications for my report if I become aware of any apparent misstatements or material inconsistencies with the summary financial statements.

BASIS OF OPINION

I have conducted my work in accordance with Bulletin 1999/6 - "The auditors' statement on the summary financial statement" adopted by the Auditing Practices Board for use in the United Kingdom.

OPINION

In my opinion the summary financial statement is consistent with the full financial statements and annual report of the Council of The National Museum of Wales and the Group for the period ended 31 March 2005 and has been properly prepared on the basis set out in note 1 to the summary financial statement.

Jeremy Coleman
Auditor General
for Wales
22 August 2005

Wales Audit Office
2-4 Park Grove
Cardiff
CF10 3PA