

Amgueddfa Cymru — Museum Wales

STRATEGY 2030



AMGUEDDFA
CYMRU

Many people, groups and individuals have helped develop Amgueddfa Cymru – Museum Wales’ plans for 2030.

In 2020 we carried out an extensive staff, public and partner consultation. We also collaborated with Arts Council of Wales on research focusing on how we reach and include people who don’t usually use us. We worked with the following organisations to do this: Re:cognition, Richie Turner Associates and Welsh Arts Anti-Racist Union. We have also worked with over 100 partner organisations in developing our plans. Their findings were key in shaping our plans for 2030 and will inform our Action Plans moving forward.

We’d like to thank everyone for their input. We’re committed to listening and collaborating with staff and volunteers, people, partners and communities to help make Amgueddfa Cymru relevant and welcoming to everyone.

Could you help us shape the future of Amgueddfa Cymru for you and your community? We’d love to hear from you.

DIOLCH

Mae fersiynau Cymraeg, BSL, sain, print bras a hawdd eu deall o’r ddogfen hon hefyd ar gael.

This document is also available in Welsh, BSL, audio, large print and easy read versions.

This is Amgueddfa Cymru – Museum Wales' strategy to 2030. It builds on our Vision – Inspiring People, Changing Lives. It is for everybody. Play your part in Wales’ story: we can’t tell it without you.

**MAE HAWL
GAN BAWB...
EVERYONE
HAS A
RIGHT...**



MAE HAWL GAN BAWB - I BERTHYN,

i ddeall eu gorffennol,
i weld y ffordd yn glir at ddyfodol gwell.
Wrth i ni gofleidio heriau mawr ein hoes,
gallwn gynnig gobaith
i bobl y byd.

Trwy ysbrydoli creadigrwydd,
wrth ddarganfod, trafod, a llawenhau gyda'n gilydd,
byddwn yn sicrhau mai
ein hanes ni oll yw hanes Cymru.

EVERYONE HAS A RIGHT TO FEEL THEY BELONG,

to make sense of their past,
and to see a path to a better future.
As we embrace the challenges of our age,
we can be a place of hope
for people everywhere.
By sharing creativity and curiosity,
on new journeys
of discovery, debate and joy,
we all become part of Wales' story.

CROESO WELCOME



EVERYONE HAS THE RIGHT TO PARTICIPATE IN THE CULTURAL LIFE OF THEIR COMMUNITIES, AND TO DEVELOP THE CREATIVITY THAT IS INNATE TO US ALL.

During the COVID-19 crisis people in Wales reached out to culture, heritage and the environment as a source of solace and inspiration. We believe that weaving cultural engagement into the fabric of the nation, as a unifying endeavour, is essential if Wales is to renew and to grow.

The construction of Amgueddfa Cymru began before the First World War, then stopped. Yet, throughout the conflict, people across Wales held on to their belief that, to be recognised as a nation and to shape our own destiny, Wales must create a permanent national home – a national museum – to hold our memories and to represent our belief in the future. The Museum opened in 1928.

Our creation also came from a deep-rooted belief in the power of culture, in communities and through institutions, to transform the lives of everyone. Today, Amgueddfa Cymru is a national resource for the delivery of key public services, and as a charity with the continued support of funders, partners and volunteers, has the potential to be an integral part of a renewed welfare state in Wales.

We understand and accept our responsibility to help address the challenges and opportunities that confront the nation in a globalised, digital world: the recovery of nature and the environment, sustainable economic growth, education and learning throughout life, mental and physical wellness and rewarding work and income.

If we are to support people and communities in Wales to have better and culturally richer lives, we must also show leadership in challenging the impacts of poverty and injustice, and in removing the systematic exclusion, over many years, of communities who experience inequalities or racism.

This means we must face some difficult truths about ourselves. In crucially important ways, we do not yet fully represent Wales. This will change. We commit to being an anti-racist organisation, with equalities and social justice for every person in Wales at our heart.

The Amgueddfa Cymru of the future will have three strong, mutually inter-dependent elements: our seven museums and collections centre, our community partnerships across Wales and a digital museum that serves the nation. All three will be essential if we are to contribute to the growth of Wales as a progressive European nation in the 21st century.



David Anderson
Director General
Amgueddfa Cymru –
Museum Wales



**EICH STORI CHI
YW EIN STORI NI.**

**YOUR STORY.
YOUR MUSEUM.**

MAE AMGUEDDFA CYMRU YN PERTHYN I BAWB AMGUEDDFA CYMRU BELONGS TO US ALL

This strategy describes how we will engage and support communities in creating a better Wales, recognising that everyone has something to contribute through our museums, programmes, collections and the work we do. We're a charity that aims to inspire everyone through Wales' story and invite our partners, supporters and volunteers to be part of our journey more than ever before.

As an organisation, we need to reflect the world in which we live. The redevelopment of St Fagans National Museum of History was the beginning of a journey of transformation, inviting the involvement of people and communities. Today we are applying the principles and practices of inclusion to every aspect of our service.

Our strategy has been defined in part by the pandemic. Working in close partnership with local organisations and charities, we have developed creative ways to engage with people and communities. We have also learnt that we must make digital services central to our work. The experience has shown the importance of our museums to the nation as spaces for people to gather and share experiences.

Wales will face many challenges over the coming years, including the environmental emergency. It is also a critical time for the development of the Welsh language and the Welsh Government's aim of reaching a million Welsh speakers by 2050. Amgueddfa Cymru 2030 outlines how we will respond to these challenges,

to ensure we are supporting the recovery and growth of Wales at home and promoting Wales internationally.

This strategy directly supports the ambitions of the Welsh Government's Programme for Government, and the Goals of the Well-being of Future Generations (Wales) Act (2015). We'll work closely with other publicly funded national organisations, as well as communities, funders, local authorities, local museums and third-sector organisations across Wales, to achieve positive change.

We're committed to ensuring Wales is an age-friendly nation, and that poverty, social disadvantage, ill health and disability should not be barriers to participation.

Our strategy focuses on six commitments, along with a series of actions and plans to enable us to achieve them. They show how we will respond to the society of which we are part, to ensure we support the recovery and growth of Wales at home and to promote Wales internationally. Amgueddfa Cymru belongs to everyone, and is here for everyone to use.



AMGUEDDFA CYMRU AR LAWR GWLAD

AMGUEDDFA CYMRU ACROSS WALES

We're a charity and a family of seven national museums and one collections centre, located across Wales. But we're more than our buildings. Our museums are vital community spaces that reach far beyond their location on a map.

Over the next ten years our staff and volunteers will be more present in every region of Wales, working with our community partners, local museums and galleries, universities, local authorities and third-sector organisations across our nation through:

- programmes with schools, communities and volunteers
- exhibitions that celebrate people's stories in Wales and internationally
- online events, activities, festivals and resources
- research that protects the environment, and reflects people's creativity and life experiences
- sharing collections and skills
- support for the health and social care sectors.



- 1 Amgueddfa Lechi Cymru National Slate Museum
- 2 Amgueddfa Wlân Cymru National Wool Museum
- 3 Amgueddfa Genedlaethol y Glannau National Waterfront Museum
- 4 Y Ganolfan Gasgliadau Genedlaethol National Collections Centre
- 5 Sain Ffagan Amgueddfa Werin Cymru St Fagans National Museum of History
- 6 Amgueddfa Genedlaethol Caerdydd National Museum Cardiff
- 7 Amgueddfa Llang Rufeinig Cymru National Roman Legion Museum
- 8 Big Pit Amgueddfa Lofaol Cymru Big Pit National Coal Museum

EIN HADDEWIDION OUR COMMITMENTS



Here are our six commitments until 2030.

We'll work with people and communities across Wales, through collections, public programmes and partnerships, to:

Lle i Bawb
For Everyone



Make sure that everyone is represented.

Dysgu a Chreu
Learn and Create



Inspire creativity and learning for life.

Blaenoriaethu'r Blaned
Put the Planet First



Help protect and restore nature and our environment.

Cefnogi Lles
Support Well-Being



Support well-being through inspirational spaces and experiences.

Creu Profiadau Digidol
Create Digital Experiences



Discover and explore the museum digitally.

Ar Draws y Byd
Across the World



Build global connections.

MAKE SURE THAT EVERYONE IS REPRESENTED

Everyone has the right to experience and enjoy our museums, collections and services however they choose.

Amgueddfa Cymru belongs to everyone. In an ambitious and exciting programme, we'll work with people and communities to decide what we collect for the future so that we represent more diverse stories in Wales' national collections.

To do this well, we need to explore new ways of working with all communities. We'll actively support communities who experience inequalities or racism by delivering the Welsh Government's Race Equality, LGBTQ+ and other equality action plans. We want to make it easier for people across Wales to use and enjoy our collections and to be part of creating events and exhibitions.

Aligned with this is our long-term commitment to acknowledging the negative role that colonialism has played in museums across the world. We are no exception, and will redress this. New displays and exhibitions will celebrate and represent the history and arts of communities who experience inequalities or racism.

Finally, we'll improve our recruitment methods, removing barriers and recognising the value of lived experiences. We will train our teams to ensure we remove bias in our selection processes. We will promote a culture of feeling valued and respected, and we'll recognize and appreciate the diversity of our staff.

LE I BAWB FOR EVERYONE



With community partners we are collecting the experiences and material culture of the Wales Black Lives Matter movement.

We've invited demonstrators to donate placards and share stories with us, to help us record and present new perspectives on what is happening in Wales today.

INSPIRE CREATIVITY AND LEARNING FOR LIFE

Everyone in Wales can learn throughout life, develop their skills and be creative through Amgueddfa Cymru.

We learn as much from people and communities as they do from us. Together we can use Wales' collections and our museum settings to develop new ways of learning.

We'll build on our schools learning programme, to engage with all schools in Wales by 2030, and to support pupils and teachers in developing creative opportunities outside the classroom to help bring the new curriculum for Wales to life. To inspire learning across the generations we'll develop plans, including those for children and young people who are care leavers and those who are looked after. We'll support the well-being of children and young people in poverty, as part of the Welsh Government's strategy for contributing to the eradication of child poverty in Wales.

Our museums and collections are an inspirational learning resource for everyone. Through collaboration with partners, we'll create new opportunities and resources for

communities and adult learners. We will recognize and celebrate the rich and diverse contributions of communities who experience inequalities or racism. By working together and sharing experiences, our museums and digital spaces will provide a place where everyone can be creative.

For our team, this means developing the skills and creativity needed to encourage mutual learning and growth, and embracing diversity, equality and inclusion. We'll expand our volunteering, placement and apprenticeship programmes, supporting individual artists and creative freelancers. We feel it's important to support people to develop their potential and their talents, and help them gain work experience within the creative and cultural industries.

DYSGU A CHREU LEARN AND CREATE



We're currently the largest provider of learning outside the classroom in Wales, reaching 180,000 pupils in 2019/2020.

During the COVID-19 pandemic, we designed free virtual learning programmes that brought our museums to schools across Wales, so that transport is no longer a barrier to experiencing Amgueddfa Cymru.

We will continue to blend museum and virtual learning experiences so that we can reach students who may not be able to visit us.

HELP PROTECT AND RESTORE NATURE AND OUR ENVIRONMENT

Nature and our planet are under threat. We need to work together to create a greener Wales.

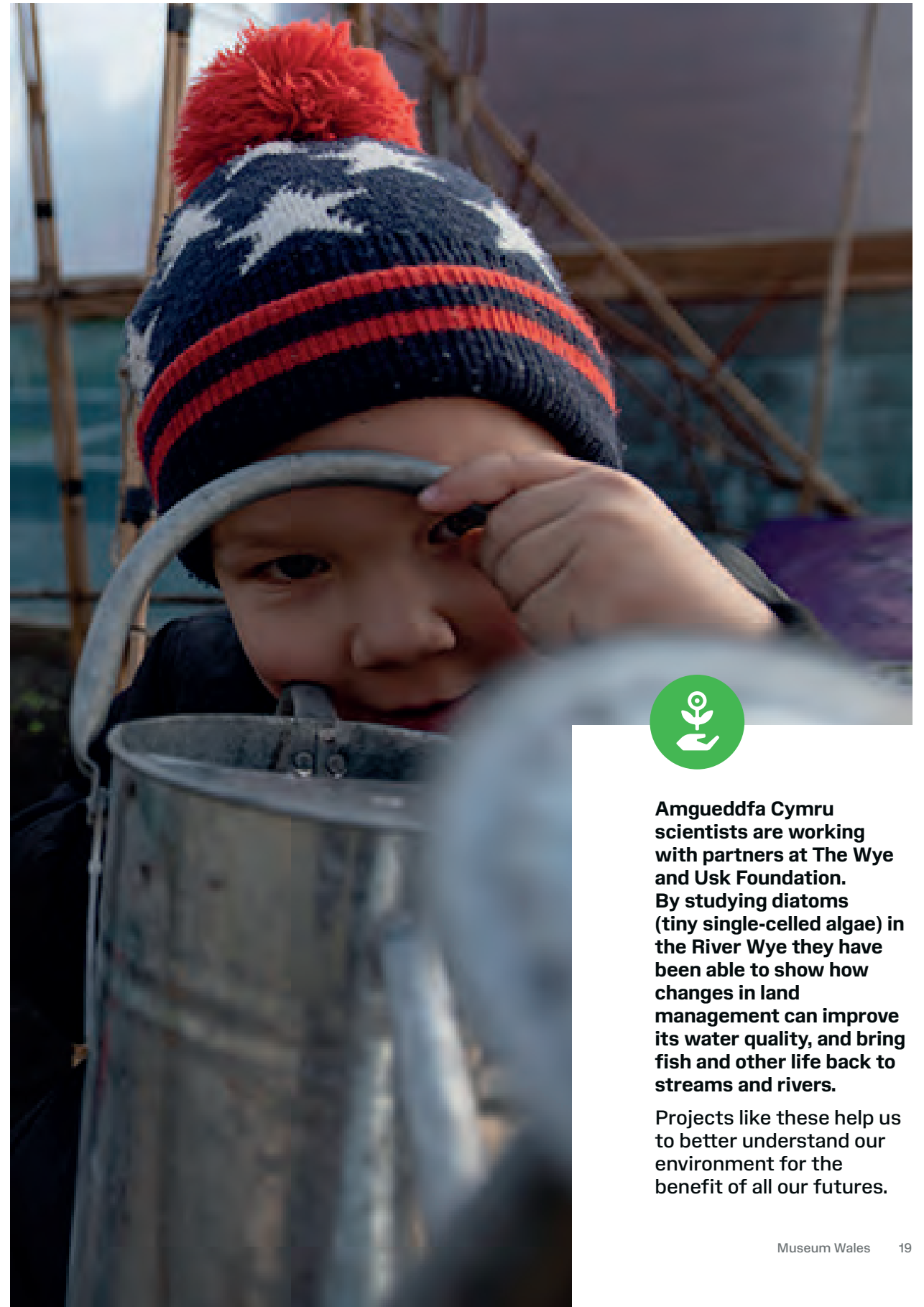
To do this we need to make sure that everything we do is better for the environment. Our ambitious plans support the Welsh Government's plans for decarbonisation by 2050, and for the public sector to lead the way by becoming carbon neutral by 2030.

We're improving the green spaces at our museums so that they nurture biodiversity and become homes for more plants and animals.

We can make a difference. Our collections and scientific research will help us to better understand and highlight the impact of the environmental emergency. Working with partners globally this research will lead to discoveries that will help us to protect nature and the environment and develop ways of working to achieve greater sustainability.

Exhibitions, events and programmes and green spaces will inspire everyone to be able to connect with nature and to make a positive impact on the global future. The next ten years are crucial if we are to secure the future of the planet, and we all must act and make changes.

BLAENORIAETHU'R BLANED PUT THE PLANET FIRST



Amgueddfa Cymru scientists are working with partners at The Wye and Usk Foundation. By studying diatoms (tiny single-celled algae) in the River Wye they have been able to show how changes in land management can improve its water quality, and bring fish and other life back to streams and rivers.

Projects like these help us to better understand our environment for the benefit of all our futures.

SUPPORT WELL-BEING THROUGH INSPIRATIONAL SPACES AND EXPERIENCES

People will be at the heart of what we do, so that our museums are inclusive and accessible places for everyone.

We will explore new ways for communities across Wales to engage with our museums, in a wide range of contexts, to support well-being.

We want all of our family of museums to be world-leading, engaging and creative places for our visitors and communities, now and for future generations.

By 2030 we will have transformed the National Slate Museum to become a centre for the interpretation of north Wales. The redevelopment of National Museum Cardiff will see it re-energised as a creative and cultural hub for the city and for Wales. We'll be working with people and communities to shape and develop all of these plans.

Our museums support Wales' economy. They contribute towards World Heritage Sites in Blaenafon and Eryri (Snowdonia). They also support

local crafts and providers and keep traditional and contemporary skills alive.

Listening is important to us. People can help us to improve our visitor experience and develop and support our staff and volunteers to provide the best welcome for all. We will build upon and develop our existing programmes to support people living with Dementia, and support the delivery of an all-Wales framework for social prescribing to help tackle isolation and promote well-being.

By working with valued partner organisations and communities across Wales, we'll deliver activities and experiences that support a healthier and more equal future for all.

CEFNOGI LLES SUPPORT WELL-BEING



During the first COVID-19 lockdown we wanted to celebrate the care shown by our key workers.

We invited people across Wales to join us in knitting, felting or crocheting squares to make a celebratory rainbow blanket as a symbol of hope.

We received over 2,000 beautiful squares in every colour. What began as a single blanket became many, and developed into an Exhibition of Hope.

DISCOVER AND EXPLORE THE MUSEUM DIGITALLY

Everyone can create and use new and exciting digital experiences, both online and at our museums.

People are increasingly relying on digital technologies to connect with each other and the world around us. Our plan is to develop world class digital experiences, making it easier to access our collections, information and activities so that people can use them creatively. We recognise the difficulties faced by those who experience digital poverty, and will work with other organisations to be as accessible as possible.

Online services allow us to open opportunities to more people. We'll celebrate and share the rich diversity of thinking, creativity and practice of communities who experience inequalities.

We'll also improve the digital experiences in our galleries and museum spaces, so that our online information and activities are accessible to everyone, offering new ways to engage with Amgueddfa Cymru during their visit.

Working with users and partners across Wales, we'll create new online experiences that encourage exploration, collaboration and engagement. In future, the majority of Amgueddfa Cymru's online content will be created by our users.

CREU PROFIADAU DIGIDOL CREATE DIGITAL EXPERIENCES



Celf ar y Cyd (art together) is a group of projects which have been developed to share art across Wales in response to the current health crisis.

It includes a new digital arts magazine, *Cynfas* – which engages new and diverse voices around the national art collection.

BUILD GLOBAL CONNECTIONS

Wales is more globally connected than ever before. To meet the challenges of the future we must foster strong links between the people of Wales and the rest of the world.

Culture plays a vital role in the Welsh economy, attracting millions of visitors to Wales. Working with the Welsh Government and other key national partners we are committed to raising Wales' profile internationally as a culturally rich destination.

Digital technologies naturally offer a huge advantage in this: it's become much easier to enable people in Wales to share their culture, life experiences and creativity with people across the world. We invite everyone to find a place in the story of Wales and be part of our global community.

We can't do this alone. Our partnerships with other museums in Europe, Africa, Asia-Pacific and the Americas will help us. And we plan to develop further partnerships across the world with organisations that share our commitment to equality

and to making culture accessible and welcoming to everyone.

There's also an opportunity for us to develop our international exhibitions and programmes, sharing collections globally and bringing exhibitions from other nations to Wales. Working together with people across the world, we can build on the global understanding of the natural world, arts and humanities.

We will welcome the use of all languages. Like many nations around the world, Wales has more than one language, and our communities use many languages. We will celebrate, strengthen and use the Welsh language and adopt British Sign Language as our third language. The Welsh language belongs to everybody in Wales and it plays a key part in Amgueddfa Cymru's culture and identity.

AR DRAWS Y BYD ACROSS THE WORLD



International partnerships are vital in helping us connect communities in Wales with people across the world.

We brought together museum workers, leading researchers and government representatives from Cymru, Éire, Alba, Kernow, Breizh, England and Latin America to share best practice in delivery of Cultural Rights and explore how museums can address the urgent challenges faced by society.

GWIREDDU'R ADDEWIDION



HOW WE WILL ACHIEVE THESE COMMITMENTS

Positive change comes about through organisations working together, and that's what we plan to do. Everything we do will contribute to the delivery of the Well-being of Future Generations (Wales) Act 2015, which sets a path to the social, economic, environmental and cultural well-being of Wales. Our vision – Inspiring People, Changing Lives – is closely aligned to the goals of the Act.

These ambitious commitments will be delivered by a series of plans and actions that will enable us to fulfil this work and help us meet our statutory responsibilities.

People across Wales will play a key part in our decision-making processes and will help to shape our future work and priorities. Co-creation will be at the core of how we develop projects and programmes.

We will care for our national collection effectively, maintaining accreditation, and developing policies that ensure our collections will be easier to access by communities.

UK Research and Innovation recognises us as an Independent Research Organisation, with the same research status as a university. We take this responsibility seriously and will make sure that research and evaluation inform all areas of our work, and will develop innovative models of participant action research with our community partners.

Accountability is key: to our partners and communities as well as the Welsh Government. We're developing systems and processes that will show transparently whether we're achieving real change.

We'll achieve organisational sustainability through strong financial governance and management. Our income generation will increase through a greater focus on fundraising and commercial activities. And we'll use our spending powers to achieve greater equality and maximise participation.

Our work as a museum will be rooted in the diversity of Welsh traditions of culture, language and thought, for everyone.

Amgueddfa Cymru is a charity that aims to inspire everyone we reach through Wales' story.

Our welcome is free, thanks to funding from the Welsh Government, and extends to people from all communities who help us show that Wales – past, present and future – is a diverse nation. There's something to spark, excite or change every one of us.



Noddir gan
Lywodraeth Cymru
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Welsh Government

Find us online

Twitter: [@AmgueddfaCymru](https://twitter.com/AmgueddfaCymru)

Facebook: [amgueddfacymru](https://www.facebook.com/amgueddfacymru)

Instagram: [@museumwales](https://www.instagram.com/museumwales)

Website: [museum.wales](https://www.museum.wales)



DEWCH GYDA NI BE PART OF OUR JOURNEY TO 2030

Play your part in Wales' story: by volunteering, by joining or by donating.

Every purchase you make with us and every gift you give, however small or large, will help us ensure that Amgueddfa Cymru belongs to everyone and is here for everyone to use.

We can't tell Wales' story without you.
[museum.wales/donate](https://www.museum.wales/donate)

Charity No. 525774



YOUR STORY. YOUR MUSEUM.

