

These are the National Library's responses to the questions below.

Regards,  
Rhodri

1. How do you balance the desire to generate income from temporary exhibitions with the desire to increase the diversity of audiences?

Increasing the diversity of audiences is a higher priority for us at the Library than the desire to generate income from exhibitions. We see exhibitions as an important way of attracting audiences to the Library, and we also see them as an effective way of drawing attention to the Library's collections and other services. Visitors to the Library often contribute to the income generated by the Pen Dinas Café and the shop, and we consistently seek to meet exhibition costs through grant applications.

2. Is any specific assistance or permission needed from the Welsh Government to help you run temporary exhibitions?

Welsh Government support or permission can be very relevant in the specific circumstances of hosting temporary exhibitions. In particular, this is key for facilitating and supporting – and in some circumstances, financially supporting – the essential arrangements associated with very significant and/or high-value loans.

3. How does the current level of Welsh Government funding impact on your ability to host temporary exhibitions?

The Library has made difficult decisions in order to tackle the challenging financial situation, which is affecting everyone. At the moment, we can continue to devote ourselves to hosting temporary exhibitions within the current financial constraints, and we are working hard to attract grants and external sponsorship to ensure that the offer is of a high standard and is attractive to a variety of audiences. We are also using our digitisation expertise to provide a special range of digital displays online via our website. If the situation were to change, with additional funding being provided, this could provide the Library with an opportunity to invest to enhance its ambition and upgrade its exhibitions programme.

4. What, if anything, have you done to explore well connected walking routes from public transport and other visitor attractions to the National Museum, Cardiff?

Although it is not directly relevant to the Library, increasing accessibility is extremely important to us. Having a bus service that passes the Library (and the University) is

very important. And any measures that support active travel and public transport, and that help to connect attractions such as the Library, are to be greatly welcomed.

**5.** How are you using digital media to raise the profile of your exhibitions?

Use of the digital media is key to raising the profile of exhibitions. The current major exhibition at the Library – *Idyll and Industry* (Canaletto) – is a good example. Thanks to external funding, obtained through the National Gallery in London, we have been able to promote the exhibition widely on social media. This has been very effective in terms of raising its profile. The element of joint promotion with the National Gallery on its social media channels has also proven to be very effective. As part of the programme, we also include in-person and online talks about the exhibition. Another element of using digital technology is that we have added audio description provision to 10 of the paintings in the exhibition, and we are keen to develop this as part of our emphasis on improving accessibility.