



Our ref: AL1886

Delyth Jewell MS
Chair Culture, Communications, Welsh Language, Sport, and International Relations
Committee
Senedd Cymru
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16 January 2025

Dear Delyth,

Thank you for your letter of 20 December regarding charging for curated experiences and exhibitions by Amgueddfa Cymru.

In 2001, the Welsh Government introduced free entry to the permanent collections in the national museums in Wales, to ensure they are accessible for everyone and to encourage a more diverse range of visitors. This was introduced ahead of the rest of the UK and, thanks to Welsh Government funding, visitors continue to enter all seven of Amgueddfa Cymru's sites for free. Our continued commitment to this policy is reflected in our draft Priorities for Culture, which include the Ambition 'Culture is inclusive, accessible and diverse'. I have also emphasised to Amgueddfa Cymru the importance of ensuring the national collection continues to be accessible to all.

Whilst admission to their permanent collections is free, national museums across the UK continue to charge for the curated experiences you describe in your letter including some temporary exhibitions and special events. In line with the arm's-length principle, it is for Amgueddfa Cymru to make decisions on whether to ask for a donation or charge for such curated experiences. Bearing in mind the current financial climate, I am supportive of Amgueddfa Cymru exploring innovative income-generation and charging approaches to help it become more financially sustainable. Should its Board of Trustees decide to consider a proposal to permanently change its charging model for curated experiences, my expectation is that:

- the decision-making process would consider how the change could help to maximise income, whilst minimising any risks to visitor numbers, engagement and equity of access to the national collections in Amgueddfa's care

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

- an impact assessment would be carried out, drawing on relevant data, to identify whether any groups within our communities would be at a disadvantage; and that appropriate and effective mitigating arrangements would be put in place to address this.

Amgueddfa Cymru leads on the work for assessing the effect of its charging trials. It is considering whether further trials are needed to gather more data. It is also exploring how it can access comparative data and is working with us to consider how it can better use its anonymised data. All the data gathered will help Amgueddfa Cymru evaluate how any change to charging models conforms with our policy on free access to the permanent collections and its underlying ethos.

My relationship with our cultural arm's-length bodies based on the principle of effective communication, where we are open, share information and manage complex or challenging matters through dialogue. By taking a partnership approach, and by working together, I am confident that we can ensure the right balance is struck between specific income generation initiatives and the enduring principle of free access for all to our national collection.

Yours sincerely,

A handwritten signature in black ink that reads "JACK SARGEANT". The signature is written in a cursive, slightly slanted style. Below the name, there is a long, horizontal, slightly wavy line that extends across the width of the signature.

Jack Sargeant AS/MS

Minister for Culture, Skills and Social Partnership

Y Gweinidog Diwylliant, Sgiliau a Phartneriaeth Gymdeithasol