

Historic Wales Strategic Partnership work streams: progress and aspirations

Collaborative Delivery of Back-Office Functions

Progress

Harmonization of HR policies and procedures under way (helping to reduce translation costs)

Joint tendering for audit services (Amgueddfa Cymru and Library)

Joint payroll admin (Library and RCAHMW)

Joint IT hosting, back-ups and networking (Library and RCAHMW)

Joint intensive Welsh language classes (Library and RCAHMW)

Aspirations

Joint development of a fully bi-lingual e-commerce platform based on industry best practice to enable card payments for shop sales, events ticketing, sales of products and services, including picture reproduction licences

Creation of a common staff recruitment platform

Removal of barriers to secondment from one institution to another (including VAT issues)

Promoting the use of the Welsh language at work and in everyday life to support the Welsh Government's '1 million Welsh speakers by 2050' strategy, creating learning materials based on Wales's history, culture and heritage

Customer Service Excellence

Progress

Positive relations are being built with Visit Wales

Aspirations

Clarity of offer: the development of a branding strategy emphasizing cultural and heritage attractions

Partnerships with other attraction managers, including local authorities, National Parks, the National Trust, National Resources Wales and the Historic Houses Association

Development of travel trade products, eg an All Wales Heritage Pass

Improvement of Cadw's membership offer, with a better magazine that attracts significant advertising revenue

Income Generation

Progress

Initial work has begun to develop a Food Strategy, to provide a framework for any heritage organisation to promote public engagement with Wales's food heritage – staging public events, exploring 'Heritage Wales' branding, improving the quality of food on offer at Wales's heritage sites, stressing the local provenance of the ingredients, traditional recipes and the links with farming and the historic environment

Aspirations

Exploiting intellectual property rights more effectively by developing in-house expertise and / or by using third-party agencies

Retail strategy: making our shops destinations in their own right – places people go for good-quality gifts; exploring options for online sales and mail order

Car parks: exploring the potential for greater revenue

Skills and Development

Progress

A sector-wide audit of skill needs is under way to identify demand and skills gaps

A draft is being prepared of a strategy for professional and digital skills, as well as heritage craft skills, underpinned by a business plan for sharing staff development and training opportunities across the partnership

Aspirations

Contributing to the 'better jobs closer to home' agenda

Supporting the new Curriculum for Wales, the Early Years and 'a better start in life' agendas based on the partnerships' already rich programme of learning materials and activities, including the scaling up of Amgueddfa Cymru's museum-based primary school residencies and the 'Language and Play' pilot partnership between Amgueddfa Cymru, Flying Start and Barnardo's

Developing apprenticeship, mentoring and traineeship schemes that address skill shortages, develop transferable skills, contribute to the knowledge economy and support Welsh Government programmes to assist individuals into work, as well as securing the sector's ability to interpret Wales' industrial heritage in the future

Attracting younger people to work in the sector, and actively encouraging those who reject formal education, but find heritage craft skills appealing

Developing a business case for scaling-up our work with the third sector, Health Boards and the DWP so as to increase the number of opportunities provided for moving people from ill-health and unemployment back into work.