



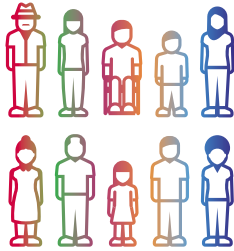
national
museum
wales
amgueddfa
cymru

ysbrydoli pobl
newid bywydau
inspiring people
changing lives

Amgueddfa Cymru – National Museum Wales

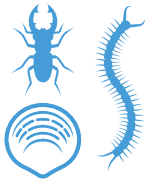
Annual Review 2018/2019





We welcomed **1,887,376** visitors to our national museums

A **147%** increase in visits since the introduction of free entry in 2001



In the last 10 years, our scientists have discovered over **400 new species** of living and extinct species from **over 65 countries**



1.8 million people viewed **5.9 million** pages on our website



National Slate Museum, Llanberis

National Wool Museum, Dre-fach Felindre

Big Pit National Coal Museum, Blaenafon

National Collections Centre, Nantgarw

National Roman Legion Museum, Caerleon

National Waterfront Museum, Swansea

St Fagans National Museum of History

National Museum Cardiff

We work in partnership with over **120 charities and community organizations**



1,135 **volunteers** contributed over **28,500 hours**



Our annual contribution to the Welsh economy is **£83 million** of gross value added



We currently have **70 pioneering research projects** ranging from natural sciences and art to history and social sciences



We hosted **57** exhibitions across Amgueddfa Cymru

We are the largest provider of learning outside the classroom in Wales, reaching

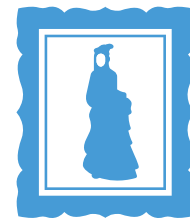
208,388 schoolchildren and students



We reached over **146,000 followers** on Facebook, Twitter and YouTube



5 million objects and memories from Wales's national collections of art, history and science are used to inspire future generations



Published in 2019 by Amgueddfa Cymru – National Museum Wales. This document is also available on our website alongside our Financial Report.

For more information about our work, please email Heledd.Fychan@museumwales.ac.uk

www.museum.wales

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

Introduction

'Everyone has the right to freely participate in the cultural life of the community, to enjoy the arts and to share in scientific achievement and its benefits.'

UN Declaration of Human Rights



Since launching our vision – Inspiring People, Changing Lives – in 2015, we have made it a priority to enable as many people as possible to enjoy and participate in our museums.

In the words of the UN Declaration of Human Rights: 'Everyone has the right to freely participate in the cultural life of the community, to enjoy the arts and to share in scientific achievement and its benefits.' Over recent years, we have been developing a new model for national museums, based on Welsh communitarian traditions and the principles of cultural democracy.

Our national museums belong to the people of Wales and, thanks to the Welsh Government, are all free to visit. Over the past year, nearly 1.9 million people visited the seven museums in the Amgueddfa Cymru family – more than any other year in our 112-year history. We are the home of the Welsh national collections of art, history and environmental science. Our goal is to remove barriers so that more people are inspired by, share and use our galleries and programmes.

In October 2018 we completed the £30 million redevelopment of St Fagans National Museum of History. Through this project we fulfilled our ambition to create a museum where history is made with rather than for people, and which celebrates the culture of everyone who lives in Wales. Thousands of people, including artists, stakeholders, craftspeople, young people, volunteers, academics, community groups and street-level

charities collaborated with us to reimagine the Museum and transform how we work.

We thank everyone who made this possible, and we are delighted that in July 2019 St Fagans National Museum of History was selected as Art Fund Museum of the Year – the most prestigious museum award in the world.

Over the coming year we will be developing a new, ten-year strategy. This will set out how, working with our partners across Wales, we will support the nation in achieving the goals of the Well-being of Future Generations (Wales) Act.

Through projects like the transformation of St Fagans National Museum of History and the exhibition *Kizuna: Japan, Wales, Design*, developed in partnership with the Japanese Government and the national museums of Japan, we have demonstrated that Wales's museums are of international significance, and make a vital contribution to achieving the Welsh Government's global ambitions.

David Anderson

Director General, Amgueddfa Cymru - National Museum Wales

Inspiring People, Changing Lives

Seven Well-being Goals

To make sure we are all working towards the same purpose, the Well-being of Future Generations (Wales) Act 2015 puts in place seven well-being goals. The Act makes it clear the listed public bodies must work to achieve all of the goals, not just one or two.



A Prosperous Wales



A Resilient Wales



A More Equal Wales



A Healthier Wales



**A Wales of Cohesive
Communities**



**A Wales of Vibrant
Culture & Welsh
Language**



**A Globally
Responsible
Wales**

Our vision – Inspiring People, Changing Lives

Our vision was developed within the framework of the Well-being of Future Generations (Wales) Act 2015. Our vision sets out ten commitments

in four key areas – Prosper, Experience, Learn and Participate – which link to how we are contributing to the Act's seven well-being goals.

Vision Objectives mapped against the Well-being of Future Generations Goals



A Prosperous
Wales



A Resilient
Wales



A More Equal
Wales



A Healthier
Wales



A Wales of
Cohesive
Communities



A Wales of Vibrant
Culture & Welsh
Language



A Globally
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	01. Acting as stewards of our cultural and natural heritage for the future generations of Wales	02. Thriving, sustaining and diversifying our resources	03. Building our cultural tourism offer in support of the Welsh Economy	04. Building and maintaining welcoming, physical and digital spaces	05. Telling inspiring stories through exhibitions and events	06. Developing the skills of our staff to the people who use our services	07. Promoting public understanding of health and well-being	08. Promoting and delivering learning for life	09. Building sustainable, effective partnership networks and collaborations	10. Involving people and communities in shaping and taking part in our work
Prosper	1 ● ● ● ● 6 7	1 2 ● ● ●	1 ● ● ● ● 6 7	1 ● ● ● ● 6 ●	● ● ● ● 4 ● 6 7	1 ● ● ● ● 4 ● 6	● ● ● 3 4 ● ●	1 ● ● ● 4 ● 6	● 2 ● ● ● 6 7	● ● ● ● 5 6
Experience										
Learn										
Participate										

● Potential Opportunity

These are underpinned by our values as a national institution:

Our Values

Creativity

We inspire creativity through our museums, collections and the skills of our staff and volunteers.

Responsibility

We are responsible towards each other, our visitors, the environment and the Welsh language, caring for each other's well-being as well as the national collections.

Integrity

We act with integrity at all times, maintaining professional standards by being honest and trustworthy.

Inclusion

Our museums are inclusive, and we respect the diversity of both our staff and visitors.

Collaboration

We work collaboratively, with each other, with communities and with local, national and international partners.



St Fagans National Museum of History

In October 2018 we completed a £30 million redevelopment of St Fagans National Museum of History.

The transformation was shaped through an imaginative public programme that involved 720,000 people and reflected our aim to create history with rather than for the people of Wales. Throughout the six-year development the Museum remained open, welcoming three million visitors.

Volunteers helped to recreate Llys Llywelyn, a 13th-century Welsh Prince's Court, based on archaeological evidence from Llys Rhosyr on Anglesey. They also helped to build Bryn Eryr, St Fagans' newest and oldest buildings – recreated Iron Age roundhouses based on an archaeological site from the time of the Roman conquest. The redevelopment has created an eight-fold increase in dedicated learning spaces, including Gweithdy ('workshop'), an environmentally friendly building in the heart of the woodlands where visitors can celebrate and learn current and centuries-old skills.

Since the completion of the project St Fagans has won an array of awards, including the Art Fund Museum of the Year, which includes a £100,000 prize.

When announcing the winner, Stephen Deuchar, Art Fund Director and Chair of the judges said: 'St Fagans lives, breathes and embodies the culture and identity of Wales. A monument to modern museum democracy, it has been transformed through a major development project involving the direct participation of hundreds of thousands of visitors and volunteers, putting the arts of making and building into fresh contexts – social and political, historic and contemporary. This magical place was made by the people of Wales for people everywhere, and stands as one of the most welcoming and engaging museums anywhere in the UK.'



The project was made possible thanks to support from the National Lottery Heritage Fund and the Welsh Government, as well as gifts from trusts, foundations and individuals.



Inspiring Learning for Life

'We bring our pupils to the Museum every Monday morning – this is their alternative classroom. Pupils enjoy the opportunity to learn outside the traditional classroom and look forward to their visits. We developed the programme in collaboration with the Museum and the pupils are motivated by the range of hands-on activities available to them. These sessions will help them to achieve their ASDAN qualification and teach them new skills.'

Cardiff West Community School

Amgueddfa Cymru remains Wales's leading provider of learning outside the classroom, and in 2018/19 we welcomed 208,388 pupils and students and 489,185 informal learners to our museums. We also have a vibrant digital learning programme, with a total annual reach of 192,000 users.

As Wales's new schools curriculum is being developed we have been working with schools to pilot new ways of supporting programme delivery. One collaboration with a primary school has led to the creation

of new, digital trails around St Fagans National Museum of History. We also supported the Welsh Government and Arts Council Wales scheme Creative Learning through the Arts, and the Learning Manager at the National Slate Museum is one of the scheme's Creative Agents. Despite the National Roman Legion Museum being closed for a year from September 2018 for extensive roof work, the Museum's learning programme continued and remains as popular as ever.



Working with teachers and trainee teachers ensures that we continue to expand our formal learning offer. We ran workshops for 400 trainee teachers across Wales, with three of the teacher training providers. We provided a more in-depth opportunity for 20 students, who undertook museum placements. We also support the Welsh Heritage Schools Initiative's annual competition.

Supporting the early years through literacy and family learning is a priority for the Welsh Government scheme Fusion: Creating Opportunities through Culture. The scheme supports communities and individuals who face the greatest barriers to participation. As part of this we delivered Toddler Time – our early years programme – at three of our museums and 3,500 children under four and accompanying adults took part in 2018/19.

Our work with the Age Friendly Culture Network, and partners such as Arts Council Wales and Ageing Well in Wales, supported the development of age and dementia-friendly work across our museums. Examples include our partnership with Blaenavon Town Council, which resulted in intergenerational work and dementia-friendly underground tours at Big Pit National Coal Museum.

We are a lead partner in Cultural Ambition, an initiative co-ordinated by Creative & Cultural Skills in partnership with Cardiff and Vale College and other Welsh heritage providers. The initiative provides paid training placements and NVQ accreditation for 33 young people not in education, employment or training. Other opportunities include work placements and accredited courses in craft development and Welsh language learning.



Partnerships

In 2018/19 we worked with over 120 partners in Wales, both local and national. We also developed a number of new collaborations within Wales and beyond. These partnerships are integral to the way we work, and help us evolve as a national institution to reflect and meet the needs of the nation.

The National Eisteddfod

In 2018 the National Eisteddfod was in Cardiff. To celebrate the 70th birthday of St Fagans National Museum of History we sponsored the making of the Chair. The sculptor Chris Williams from Pentre, Rhondda, designed and built the Chair. The design was inspired by items from the national collections, and Chris created elements of the Chair at Gweithdy at St Fagans, allowing visitors to follow his work.

For the third year running we joined forces with Cadw, the National Library of Wales, People's Collection Wales, the Royal Commission on the Ancient and Historical Monuments of Wales, Cardiff Story Museum, Glamorgan Archives and other partners to deliver y Lle Hanes ('the History Place') on the Maes. Highlights included an exhibition telling the story of the former communities of Tiger Bay.

The Football Association of Wales

In January we launched a Memorandum of Understanding with the Football Association of Wales. The partnership provides a fantastic new framework to strengthen and promote Wales's history and culture.

The Innovate Trust

We celebrated ten years of our volunteering scheme with Innovate Trust, a charity that supports adults with learning difficulties. Since 2009 we have provided various volunteering opportunities for the Trust. We provide a safe environment for people with additional needs to help them gain confidence and become more independent. The partnership is supported by the Paul Hamlyn Foundation.

Oriel y Parc

We renewed our partnership with Pembrokeshire County Council's Oriel y Parc, the gallery and visitor centre in St Davids. In September 2018 we opened *Coast* as part of Visit Wales's 'Year of the Sea' celebrations. The exhibition explored sea-plastic pollution, encouraging visitors to become activists and help conserve the precious natural resources along Wales's coast. In the spirit of the revised partnership, the exhibition was created in collaboration with Pembrokeshire Coast National Park Authority, and displayed art and natural science objects together for the first time.

The National Museum of Ireland

In February we signed a Memorandum of Understanding with the National Museum of Ireland. This was celebrated in an event organized by the Welsh Government in Ireland and attended by the Deputy Minister for Culture, Tourism & Sport, Lord Dafydd Elis-Thomas AM. The partnership has already resulted in the exhibition *Jurassic Skies*, which explores how dinosaurs took to the air and the origin of birds.

Saving Treasures

Through the project Saving Treasures we supported three community archaeology projects at Storiol Museum in Bangor, Tenby & Narberth Museums and Monmouthshire Museums. The project continues to support archaeological acquisitions for museums across Wales. Twenty-four accredited museums have benefitted to date, enabling over one hundred purchases.

Wrexham County Borough Museum

At Wrexham County Borough Museum we continued to explore opportunities to develop participatory exhibition projects, co-curated with community groups, focusing on the collections of archaeology and history.



Supporting Skills & Volunteering

In April 2018 Amgueddfa Cymru received the Investors in Volunteering Award. During the year 1,135 people volunteered for us, contributing over 28,500 hours.

Volunteers get involved in a variety of ways, from gardening, cleaning objects, digitizing archives, making bunting, showcasing crafts and engaging with visitors, to helping archaeological digs and even burying a pig!

We saw a 35% increase in the number of volunteers compared to the previous year, and a 50% increase in the number of people applying. 37% of those recruited were under 25 years old – we consistently recruit a higher proportion of under 25s than any other age group.

We also invest in the development of our staff. In partnership with staff and trade unions, we developed key policies around workplace well-being, including a menopause policy to inform all staff and support women experiencing the menopause.

We started out on the process of taking the whole organization towards Investors in People accreditation – previously, we did this on an individual museum basis, with six museums reaching the standard. We set up a steering group to carry out the work, based on the results of a staff survey carried out in June 2018. In November 2019 all our staff, from across Amgueddfa Cymru, will come together for a day of development and training.



'I enjoy connecting with the stories of people from our past, and feel privileged to be a part of enabling the public to connect with their stories too. And I have made new friends in the process!'

Megan, Volunteer



'I've gained first-hand practical archiving and transcribing experience, working with a friendly like-minded team of dedicated volunteers. The contagious passion of the team leaders has inspired a surprising new-found love of Mollusca (shells), and an appreciation for the historical origins of scientific discovery.'

Kajal, Volunteer



Events & Exhibitions

We are Wales's leading producer of cultural, heritage and natural science exhibitions. We work with communities, partners and stakeholders from Wales and internationally to create exhibitions and displays to appeal to all our visitors.

In 2018/19 we delivered 57 exhibitions across all seven national museums and Oriiel y Parc, our partner venue in St Davids. A further fourteen exhibitions from the previous year continued into 2018/19.

A new Events Strategy for 2018-2023 has introduced new programmes, including silent discos, a 'Museum Lates' evening and museum sleepovers. We developed our major summer exhibition at National Museum Cardiff, *Kizuna: Japan, Wales, Design*, with the Japanese Government Cultural Agency, the National Museum of Japan and the National Museum of Japanese History. This unique exhibition was the UK's largest ever exhibition of Japanese art and design outside London, and celebrated the four-hundred-year-old relationship between Wales and Japan.

Attracting nearly 60,000 visitors over a twelve-week period, the exhibition has led to further collaboration with the Embassy of Japan in London and cultural organizations in Japan.

Tim Peake's Soyuz Space Craft was another major attraction at National Museum Cardiff, with a total of 91,483 visits and a record-breaking 1,253 average daily visits.

To mark the 500th anniversary of Leonardo da Vinci's death, we displayed twelve of his greatest drawings as part of *Leonardo: A Life in Drawing*, a UK-wide celebration of this extraordinary artist. The exhibition attracted 21,366 visits.



The main exhibition in our photography gallery was *Women in Focus*. This exhibition, which attracted 57,093 visits, celebrated the role and contribution of women in photography and explored the way in which women have been represented in photography.

The biennial Artes Mundi International Contemporary Art prize returned in 2018, with *Artes Mundi 8*. The exhibition, featuring a diverse selection of international artists spanning different generations and cultures, attracted 41,000 visits.

In 2018 we marked 100 years since the birth of Kyffin Williams (1918-2006), one of Wales's most popular and prolific landscape painters. The exhibition *Kyffin Williams: the Artist and Amgueddfa Cymru* attracted 52,484 visits.

We celebrated Visit Wales's 'Year of the Sea' at the National Wool Museum, where volunteers captured the spirit of the sea with a magnificent knitted sea grotto. The display explored the issue of sea pollution, promoted good recycling practice and highlighted our own efforts to reduce pollution and stop the use of plastic straws and bottles.

Our Youth Forum developed their first 'gallery intervention' at National Museum Cardiff. Assisted by our expert staff and the campaigning organization Surfers against Sewage, they set up a temporary exhibition of found sea plastic in the marine display during National Marine Week. The Forum is now reviewing how the Museum and our catering company can do more to prevent causing plastic waste.

Conceived as part of a First World War commemorative project in 2018, the GRAFT garden at the National Waterfront Museum has – literally – grown into a true community space. With the help of volunteers and schoolchildren, the garden is into its second growing season, and now has a cob oven for cooking, an accessible polytunnel and its very own beehive. Produce is shared with volunteers and with charitable food projects, and the on-site cafe Y Cei uses some of the vegetables and herbs grown just a few meters from the kitchen.



We were a major contributor to the pan-Wales, First World War commemoration programme Cymru yn Cofio – Wales Remembers 1914-1918. During 2018, the final year of the programme, we held the following exhibitions:

- At National Museum Cardiff, *Poppies for Remembrance* explored how the poppy became the symbol for remembrance, and provided an opportunity for contemplation and reflection on loss and recovery.
- At the National Slate Museum, *Cofeb/Memorial* focused on the Pen-yr-Orsedd memorial in Dyffryn Nantlle and its unique slate carvings. The exhibition included new creative works by local communities and school groups, commemorating the young quarrymen who lost their lives in the War.
- The National Waterfront Museum explored the role of women in munition production in *Munitionettes and Canary Girls*.
- At the National Wool Museum, the Annual Colleges Competition focused on the theme of Women and War.
- The exhibition *For Freedom and For Empire* was displayed at Big Pit and our partner venue Yr Ysgwrn, and *Working for Victory* was displayed at the National Slate Museum.



The Welsh Language

We encourage and support the use and celebration of the Welsh language.

In 2018/19 we did this through many of our programmes and public events, including:

- Ar Lafar, our festival for Welsh learners, organized in partnership with the National Centre for Learning Welsh. It was held in April 2018 at St Fagans National Museum of History, the National Waterfront Museum, the National Slate Museum and the National Library of Wales. Sessions were developed in partnership with Menter Iaith and Mudiad Meithrin. 670 learners attended.
- Formal Welsh lessons at St Fagans National Museum of History and the National Waterfront Museum, run in partnership with local college providers.
- Welsh-language sessions for people living with dementia, developed in partnership with Ageing Well in Wales and piloted in Tŷ Gofal care home in Cardiff.
- Welsh-language performances, including a gig by the band Candelas at the National Slate Museum in partnership with Kids in Museums.
- Supporting the Children's Festival of Welsh History in September 2018 at St Fagans National Museum of History.
- Commissioning theatre company Mewn Cymeriad to produce a drama based on the Welsh woollen industry at the National Wool Museum.

We also contributed bilingual educational resources to Hwb, the digital educational resource platform that has 300,000 users and is used in 85% of schools in Wales.

Income Generation & Fundraising

Our grant in aid from the Welsh Government is essential to deliver our core work, but we have also been working hard to increase the amount of income we generate ourselves.

Our annual contribution to the Welsh economy in 2018/19 was £83 million of gross value added, and our overall income generation, excluding Welsh Government grants, was £8.1 million for the year.

Our trading company had a turnover of £4.0 million and a record net profit of £0.9 million. Fundraising across the organization raised £1.0 million, for the redevelopment of St Fagans National Museum of History and key public programming, including increased investment from players of People's Postcode Lottery for our core work. We received gifts of artworks valued at £0.6m. The National Lottery Heritage Fund has also supported us with a range of different projects.

Our annual contribution to the Welsh economy is

£83 million

of gross value added





Research

Our research plays a pivotal role in supporting the goals of the Well-being of Future Generations (Wales) Act 2015.

We are recognized as an Independent Research Organization by UK Research and Innovation, and we work with partners in Wales and beyond including higher education institutions and other national organizations such as Natural Resources Wales.

During the year we updated our Research Strategy and our Code of Practice on Ethical Research. This gives assurance to our partners, including UK Research and Innovation, that our work meets the highest professional standards. In partnership with the Welsh Government,

we have, for the last five years, led research and evaluation for the innovative programme Fusion: Creating Opportunities through Culture, which changes the impacts of poverty through cultural participation in communities across Wales.

We had notable successes in attracting research funding. In particular, we are partners in a £4.85m project, funded by the Biotechnology and Biological Sciences Research Council. The purpose of the project is to identify ways to control Xylella, described by the European Commission as 'one of the most dangerous plant bacteria worldwide.' This insect-transmitted plant pathogen infects 500 species including crops, ornamental plants and trees, including olive trees.

In partnership with Refugee Wales, we secured funding from the Arts and Humanities Research Council for a three-year project working with refugees who have fled Syrian and Tamil civil-war conflicts and settled in Wales. The project will co-produce oral histories with refugees and their families to understand how they are coping with post-conflict trauma and memories, and how they are constructing new lives in Wales.

Research continues to refine our understanding of the source of the Stonehenge bluestones. Two locations in Mynydd Preseli in west Wales were identified as areas used for stone erected at Stonehenge. Modern geochemical analysis has led to archaeological excavations in the area, which have revealed evidence for stone quarrying in the Neolithic period, over 5,000 years ago. This research is still drawing media attention worldwide.





Developing the National Collections

As Wales's leading cultural national institution, and the national home of the nation's art, history, heritage and science collections, we continued to develop the national collections so that they can be used and enjoyed by present and future generations.

In 2018 we celebrated a hundred years since the Representation of the People Act, and were fortunate to acquire at auction the archive of Welsh-born suffragette Kate Evans. We can now tell a more inclusive story of suffragists, which is both personal and national.

How people can engage with items on display is evolving. We worked with Jam Creative Studios to develop Museum ExplorAR, an immersive augmented reality experience, at National Museum Cardiff. 93.5% of users rated the experience with 4-5 stars, and over 80% thought the experience offered good value for money.

We worked with the National Eisteddfod on an acquisitions award. The partnership enables us to acquire works displayed in Y Lle Celf (the 'Art Place'), and so extend the Welsh contemporary art collections.

Other contemporary collecting included:

- *Material Presence* 2018 by Zoe Preece, which was presented by the Contemporary Art Society for Wales.
- EU referendum campaign material.
- Ephemera from the inaugural LGBT+ programme of events at the 2018 National Eisteddfod.
- A copy of the French newspaper *L'Equipe* reporting Geraint Thomas's Tour De France win.



We are aware that Black history in Wales needs better representation in the national collections. Objects, images and oral histories are now being collected in partnership with Black communities across Wales, with support from the Paul Hamlyn Foundation. We also worked with people from Black communities to re-interpret objects already in the collections.



Our curators helped to identify and date a group of Iron Age chariot fittings, discovered in Pembrokeshire in 2018. It is the first chariot burial to be found not just in Wales, but in southern Britain. Young people from Pembrokeshire College have been documenting the whole process and our volunteers helped with the dig. We worked in partnership with Cadw, Dyfed Archaeological Trust and Pembrokeshire College, with support from the National Lottery Heritage Fund, to excavate the finds.

5 million objects and memories
from Wales's national collections of art, history and science
are used to inspire future generations

