

**From:** [REDACTED] on behalf of [REDACTED]  
**To:** [NDE](#)  
**Cc:** [REDACTED]  
**Subject:** response to the Call for Evidence re. National Development Framework  
**Date:** 07 March 2017 09:41:45

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## **Submission of Evidence from Amgueddfa Cymru - National Museum Wales for the National Development Framework**

Amgueddfa Cymru - National Museum Wales welcomes the concept of the proposed National Development Framework and is pleased to submit evidence in support of its development.

Amgueddfa Cymru – National Museum Wales is Wales' most significant cultural institution, at the heart of the Welsh nation. Over the past century, we have supported millions of people in their exploration of the past, present and possible futures, and have collected, safeguarded and shared their collections and memories with the nation. We have a significant visitor base and welcome some 1,700,000 visitors a year to our 7 museums.

Today we reach out to many more people than ever before, in ways that the Museum's founders could never have conceived. The future citizens of Wales will face their own opportunities and challenges. It is our responsibility to create the cultural legacy that they will need for their own times and to ensure that our key developments are an integral part of the National Development Framework going forward.

### Our Vision : A Manifesto for the next decade

Despite the financial constraints that we face, in common with other public sector organisations, our national museums can have a bright future, encapsulated in our new ten year Vision: **Inspiring People, Changing Lives**. Developed in consultation with our staff, volunteers and our wider partners, this defines our commitment to the nation. Through our well-being objectives, the key outcomes of the Vision are aligned to the goals of the Well-being of Future Generations (Wales) Act (2015), which provides us with a common language for collaboration with our partners.

### We see the following key projects as having relevance to the emerging National Development Framework:

**St Fagans: National History Museum** - At St Fagans: National History Museum, on which our reputation as an outstanding 'new museum' is built, we are developing a distinctively Welsh - and globally significant - model for museums, one rooted in social engagement and cultural democracy. The transformation of Wales's best loved museum is currently the most significant and innovative heritage project in the UK. Once fully open, from 2018, St Fagans is expected to attract nearly a quarter of a million extra visitors each year and, with an audience of 850,000, will be Wales's largest tourist attraction. In the St Fagans Masterplan, we assert that the land surrounding the Museum is of key significance in providing the site to grow organically over the next century. *(Supports Well-being goals: A*

*Prosperous Wales; A Resilient Wales; A Healthier Wales; A More Equal Wales; A Wales of Cohesive Communities; A Wales of Vibrant Culture and Thriving Welsh Language; A Globally Responsible Wales)*

**Establish a National Gallery of Art.** We will transform the museum at Cathays Park to become the National Gallery of Art, with a strong identity for its modern and contemporary collections there or at another site. We will work closely with the Arts Council for Wales on a feasibility study for a new National Art Gallery in line with Light Springs through the Dark: A Vision for Culture in Wales, recently published by Cabinet Secretary, Ken Skates. *(Supports Well-being goals: A Prosperous Wales; A Wales of Cohesive Communities; A Wales of Vibrant Culture and Thriving Welsh Language; A Globally Responsible Wales)*

**Create a National Museum/International Centre for Earth and Life in Wales.** This new centre will inspire communities to engage with their natural environment, by putting our natural science collections to widest public use, in partnership with universities, health boards and local authorities in Wales as well as other public and private sector organisations. We envisage that the new institution will, in effect, be a Centre for the Human Future, utilising the Museum's historical and contemporary collections to monitor environmental trends and support environmental planning. We will also support delivery of the Environment (Wales) Act, working to secure Wales's rich biodiversity by engaging the public as volunteers and through environmental membership organisations in citizen projects across Wales. *(Supports Well-being goals: A Prosperous Wales; A Resilient Wales; A Healthier Wales; A Globally Responsible Wales)*

**Establish Caerleon as a national hub for the interpretation of the Romans in Wales.** We will work in partnership with Cadw to make the museum and environment around Caerleon a national centre for the story of the Romans in Wales. *(Supports Well-being goals: A Wales of Vibrant Culture and Thriving Welsh Language)*

**Work to support World Heritage Sites in Wales.** We will sustain and develop, with our partners, the World Heritage Site in Blaenavon, in which Big Pit: National Coal Museum plays a key role. We will also work in collaboration with Gwynedd County Council and other partners towards achieving World Heritage Site status for the Slate Areas in North Wales. *(Supports Well-being goals: A Resilient Wales; A A A Wales of Cohesive Communities; A Wales of Vibrant Culture and Thriving Welsh Language; A Globally Responsible Wales)*

**Support the transformation of museum services in Wales.** As well as leading in our areas of responsibility, as recommended in the recent Expert Review of Local Museum Provision commissioned by Welsh Government, we will also work with Government and funders to establish a 'string of pearls' of exhibition spaces of national standard across Wales, to which Amgueddfa Cymru and other museums can circulate touring shows of the highest quality. *(Supports Well-being goals: A More Equal Wales; A Wales of Cohesive Communities; A Wales of Vibrant Culture and Thriving Welsh Language)*

**Support the national culture and health programme for Wales,** led by the Arts Council, working in partnership with health boards and third sector bodies. Using

our unique collections, knowledge and experience, we will publish a new Health and Wellbeing Strategy, supported by innovative research on health and the arts, and programmes to promote public understanding of the impact of health and wellbeing. *(Supports Well-being goals: A Healthier Wales; A More Equal Wales; A Wales of Cohesive Communities; A Wales of Vibrant Culture and Thriving Welsh Language )*

**Develop our museums across Wales to become regional centres for learning, skill development, research and creativity.** A creative economy needs a creative society to support its growth. We will pioneer cultural learning programmes for children and young people across Wales; publish an action plan for a national schools programme through museums; establish Amgueddfa Cymru as a national heritage skills centre for apprenticeship and volunteer programmes; and develop partnerships with the creative industries in Wales. *(Supports Well-being goals: A Prosperous Wales; A More Equal Wales; A Wales of Cohesive Communities; A Wales of Vibrant Culture and Thriving Welsh Language; A Globally Responsible Wales)*

At this stage, we understand that you are scoping potential projects to be included. We will be happy to provide more detail on these, as required.

We agree that this evidence can be made public.

Yours sincerely

David Anderson  
Director General, Amgueddfa Cymru - National Museum Wales



#### YMWADIAD

Rydym yn croesawu gohebiaeth yn Gymraeg a Saesneg, ac yn sicrhau y byddwn yn cyfathrebu â chi yn eich iaith ddewisol, boed yn Gymraeg, Saesneg neu'r ddwy, dim ond i chi ein hysbysu. Ni fydd gohebu yn Gymraeg yn peri oedi.

Mae pob neges e-bost a anfonir at neu gan Amgueddfa Cymru yn cael ei sganio gan systemau diogelwch awtomatig. Sganiwyd y neges hon am firysau cyn ei hanfon, ond dylech hefyd wirio bod y neges, a phob atodiad ynddi, yn rhydd o firysau cyn ei defnyddio. Nid ydym yn derbyn cyfrifoldeb am unrhyw golled neu ddifrod o ganlyniad i agor y neges neu unrhyw atodiadau. Gall y neges hon ac

unrhyw ffeiliau a atodir ynddi gynnwys gwybodaeth gyfrinachol a fwriadwyd ar gyfer y derbynnydd yn unig. Os ydych chi wedi derbyn y neges trwy gamgymeriad, hysbyswch ni a dileu'r neges. Safbwyntiau personol yr awdur a fynegir yn y neges hon, ac nid ydynt o reidrwydd yn cynrychioli safbwyntiau Amgueddfa Cymru. Nid ydym yn derbyn cyfrifoldeb am unrhyw wallau, llygredd neu esgeulustod a allai godi wrth drosglwyddo'r neges hon.

## DISCLAIMER

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