

Dawn Bowden AS/MS
Dirprwy Weinidog y Celfyddydau a Chwaraeon, a'r Prif Chwip
Deputy Minister for Arts and Sport, and Chief Whip



Llywodraeth Cymru
Welsh Government

Ein cyf/Our ref DB/00323/22

Roger Lewis

President – Amgueddfa Cymru – National Museum Wales

and

David Anderson

Director General - Amgueddfa Cymru – National Museum Wales

13 June 2022

Dear Roger and David

AMGUEDDFA CYMRU'S NEW STRATEGY AND BRAND

Thank you for your recent communication regarding Amgueddfa Cymru – National Museum Wales' strategy and brand.

I have been somewhat reassured by your joint letter confirming that the new strategy and changes to the Amgueddfa Cymru brand have now been formally approved by the Board, and by your proposals for a careful and gradual implementation. I believe it represents a sensible approach, but I remain concerned about the ongoing risk of negative media attention at any given moment during the coming months. Clearly, this could potentially impact on the implementation of your new brand and strategy, and in turn undermine the positive messaging now required.

In line with the arm's length nature of our relationship, it is not for me to sign off on your proposals and so these risks are for you to manage as an organisation. I am grateful to you for thinking through some of the concerns expressed previously and for giving me the opportunity to understand how you will now take this work forward.

Yours sincerely,

Dawn Bowden AS/MS

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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.