

annual report

05 06

national
museum
wales
cymru



Hydellu gan
Llywodraeth
Cymru a Chymru
Supported by
Welsh Assembly
Government

National Museum Cardiff

Cathays Park
Cardiff CF10 3NP
+ 44 (0)29 2039 7951

national
museum
cardiff
amgueddfa
genedlaethol
caerdydd

St Fagans: National History Museum

St Fagans
Cardiff CF5 6XB
+ 44 (0)29 2057 3500

st fagans
national
history
museum
sain ffragan
amgueddfa
werin
cymru

Big Pit: National Coal Museum

Blaenafon
Torfaen NP4 9XP
+ 44 (0)1495 790311

big pit
national
coal
museum
amgueddfa
lofaol
cymru

The National Roman Legion Museum

High Street
Caerleon NP18 1AE
+ 44 (0)1633 423134

national
roman legion
museum
amgueddfa
lleng rufeinig
cymru

The National Slate Museum

Gilfach Ddu
Llanberis
Gwynedd LL55 4TY
+ 44 (0)1286 870630

national
slate
museum
amgueddfa
lechi
cymru

The National Wool Museum

Dre-fach Felindre
Llandysul
Carmarthenshire SA44 5UP
+ 44 (0)1559 370929

national
wool
museum
amgueddfa
wflân
cymru

The National Waterfront Museum

Oystermouth Road
Maritime Quarter
Swansea SA1 3RD
+ 44 (0)1792 638950



The Collections Centre

Nantgarw
Rhondda Cynon Taf
CF15 7QT
+ 44 (0)29 573651



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Loyalty and commitment

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Anonymous donations
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Minerals Industry Research Organisation
National Art Collections Fund
National Heritage Memorial Fund
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Office of the Deputy Prime Minister
The Derek Williams Trust
Welsh Livery Guild

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All those who have endowed seats in the Oakdale Institute

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Cherry Wright

**In memory of Patrons
who sadly passed away
during the year**

Mrs Joan Gridley
Mrs Gillian Phillips

To discuss your support of
Amgueddfa Cymru —
National Museum Wales
please contact the Head of
Development on
+44 (0)29 2057 3184.

All change for an

I am pleased to introduce an Annual Report that reflects a year of achievements, as well as substantial preparatory work for further developments to help realise our ambition to become a world-class museum of learning. The opening of the National Waterfront Museum in October 2005 completed our ten-year strategy to tell the story of industrial Wales. The award of the Gulbenkian Prize for Museum of the Year to Big Pit, and the short-listing of the National Wool Museum for European Museum of the Year, indicate the standards we have already achieved. The National Waterfront Museum is pioneering new ways to tell the story of Wales's emergence in the nineteenth century as the world's first industrial nation. Significantly, it is also showcasing the very best in modern Welsh technology. Museums have a responsibility not simply to look back, but also to help people to look forward. The reaction of visitors to the Museum has been overwhelmingly positive, and its long-listing for this year's Gulbenkian award, as well as various other prizes, reflect well on the quality of its design and operation.

Amgueddfa Cymru — National Museum Wales is a registered charity, and the sixteen members of the Council are trustees. During the course of the year, the Council completed a fundamental review of the Museum's Governing Charter, with a view to proposing modifications to reflect



exciting future

current circumstances. The essential aim of the Museum – ‘the advancement of the education of the public’ – remains unchanged; however, the proposed changes to the system of appointing trustees reflect the new role of the Welsh Assembly Government in the process. The Court of Governors will be replaced by a consultation system that involves the public and our stakeholders. These developments were the subject of extensive debate with various bodies, including the Charity Commission. The draft Supplemental Charter was submitted to the Privy Council in February 2006, and approved in July. This exercise has made the Council members even more aware of their responsibilities; they are independent (and unpaid) trustees, charged with safeguarding and developing our priceless collections for the nation.

I would like to pay tribute to all those who have served on the Court of Governors over the years, championing the development of the Museum through support and constructive criticism. They have given invaluable service.

The Council was also involved in the work of developing our vision for the next ten years – to become a world-class museum of learning. The name we have adopted to take this work forward, Amgueddfa Cymru — National Museum Wales, signifies our pride in our bilingual status. The titles of our individual museums (see page 12) also reflect their national status. Our vision is consolidated in our Development Plan and, thanks to additional capital funds made available by the Welsh Assembly Government, we have been able to start some key investment in maintenance, improved storage and gallery remodelling at National Museum Cardiff and St Fagans National History Museum.

Our Development Plan is going to require significant additional funding, and we have therefore set up a Development Board, chaired by Council member Professor John Last and comprising of influential and respected individuals who have generously agreed to help with fundraising. Our Friends and Patrons have contributed hugely over the years and, as ever, our thanks are due to them. It is perhaps invidious to mention individual sources of support when there are so many generous donors, but I do single out the Derek Williams Trust. In recent years, with diminished resources available and greatly escalating prices for fine art, the Trust has been unstinting in its support to help the Museum acquire post-nineteenth-century art. Without this, our ability to build on the superb collection bequeathed by the Davies sisters of Gregynog would have been severely limited.

The Museum is fortunate in the intellectual capacity, skill and hard work of its staff under the Director General Michael Houlihan. I am equally fortunate in the abilities and support of my fellow officers and Council members. As Amgueddfa Cymru — National Museum Wales moves into its second century, staff and trustees are equally enthused by the challenge of realising our vision, and becoming a world-class museum of learning.

Paul E. Loveluck
President

> Director General's introduction

Creating a world-class

As we move towards the celebration of our centenary in 2007, we have spent the last few years fundamentally reviewing all our activities and aspirations. We have consulted widely, both externally and internally, and the over-riding objective that has emerged is that, above all, we must aspire to be a **'world-class museum of learning'**.

This sounds a simple phrase; yet, as a concept, it is inspired by and re-interprets for the twenty-first century some of the fundamental principles upon which the Museum was founded almost one hundred years ago. A 'learning organization' is one that prioritises learning as a process of active engagement at the core of its activities and recognises that effective learning leads to progress and change. A learning organization will,



museum of learning

therefore, never become static, but rather will adapt and change to meet new challenges and find new methods of working that will produce meaningful outcomes for all who are involved with its work.

As we approach our centenary year, it is worth noting that the original brief for the competition to design the first of our national museums in Cardiff's Cathays Park included the specification that the museum must contain a lecture theatre. This, of course, resulted in the inclusion of what became the Reardon Smith Lecture Theatre in the winning design by architects A. Dunbar Smith and Cecil C. Brewer. The desire to furnish the Museum with a public space, large enough to welcome five hundred people and dedicated to the furtherance of public learning and debate, shows that those who were involved at the inception of the National Museum were placing learning at the core of their new institution.

We hope that our work over the past year, which saw, amongst many initiatives, the completion of a Learning & Access Policy and the development of a new framework for increased public consultation in our working practices, will provide new foundations for a revitalised learning agenda for our second century.

We trust, therefore, that over the coming months and years the Reardon Smith Lecture Theatre, along with the galleries and public spaces at all our other museums, will be filled with our staff and visitors, attempting to 'make sense of the world' and perhaps, as part of this, debating the role of museums in a rapidly changing world.

Michael Houlihan
Director General

A sense of purpose

The National Museum of Wales was established by Royal Charter in 1907, and continues to be registered as a legal entity and charity under this name. As an independent registered charity, core funding is received through grant-in-aid from the Welsh Assembly Government as an Assembly Sponsored Public Body (ASPB).

Our core objective is 'the advancement of the education of the public' by developing, caring for, studying and sustaining access to the collections for the benefit of society in perpetuity. The Charter states that this is to be achieved 'primarily by the complete illustration of the geology, mineralogy, zoology, botany, ethnography, archaeology, art, history and special industries of Wales ... by the collection, conservation, elucidation, presentation ... and publication of all such objects and things'.



OUR CURRENT AIMS AND OBJECTIVES ARE:



to create living museums where the collections tell their stories more clearly, and where visitors can experience life in the past and the present, and explore a variety of possible futures



to develop flourishing collections that are well-used, sustained and growing



to find paths to make sense of the world using a variety of media for diverse learning styles, to create equality of access to the collections



to learn through sharing our plans with our visitors and jointly developing the ways in which we work, to provide meaningful access to the collections for the diversity of peoples who have made Wales their home



to communicate our message so that Amgueddfa Cymru — National Museum Wales becomes internationally known as a centre of learning



to grow through learning by embedding and celebrating learning skills at the heart of all our work



to build our resources so that we have a strong and solid base from which to deliver our vision for the next decade and beyond.

These priorities support the Welsh Assembly Government's strategic vision as set out in *Wales: A Better Country*, and will enable us to achieve our aim of becoming a world-class museum of learning.

> Amgueddfa Cymru – National Museum Wales:
a family of museums

The Nation's museums

In autumn 2005 we changed our name from the National Museums & Galleries of Wales to Amgueddfa Cymru — National Museum Wales and updated the titles of the seven individual national museums located across Wales. This reflects the aspirations of our new ten-year vision to become a world-class museum of learning.

Wales's seven national museums are:

National Museum Cardiff • Cathays Park • Cardiff CF10 3NP

Unique among the UK's national museums in its range of arts and science displays, National Museum Cardiff houses the national art, archaeology, geology and biodiversity and systematic biology collections.

national
museum
cardiff
amgueddfa
genedlaethol
caerdydd

St Fagans: National History Museum • St Fagans • Cardiff CF5 6XB

St Fagans is one of Europe's leading open-air museums. From the recreation of an ancient Celtic village to the recent creation of the Ty Gwyrdd, a 'house for the future' that explores sustainable living, visitors can explore and enjoy over 2,000 years of Welsh history in over forty re-erected period buildings collected from all over Wales.

st fagans
national
history
museum
sain ffragan
amgueddfa
werin
cymru

Big Pit: National Coal Museum • Blaenafon • Torfaen NP4 9XP

Set in the heart of the World Heritage Site at Blaenafon, Big Pit offers an experience unique to Wales. Guided by ex-miners, visitors can descend 90 metres to the very depths of the mine and experience the total darkness that the miners worked in day after day. Features above the ground include the preserved colliery buildings, pithead baths, a blacksmith's workshop and the winding engine house.

big pit
national
coal
museum
amgueddfa
lofaol
cymru

The National Roman Legion Museum • High Street • Caerleon NP18 1AE

The town of Caerleon is on the site of a permanent Roman legionary base (one of only three in Britain), and the Roman Legion Museum has been displaying its rich collection of finds for over 150 years. These include sculptures, tombstones, a labyrinth mosaic, military equipment, pottery, glass and jewellery. Visitors can also get a taste of a legionary's life in the full-sized reconstructed Barrack Room, which is unique in Britain.

national
roman legion
museum
amgueddfa
lleng rufeinig
cymru

The National Slate Museum • Gilfach Ddu • Llanberis • Gwynedd LL55 4TY

Situated in the original Victorian Gilfach Ddu workshops, once the power-house of the great Dinorwig Quarry, visitors can still watch skilled craftsmen deftly split and dress slate by hand. The effects of the slate industry on the people of Wales are demonstrated at 1-4 Fron Haul – a terrace of quarryworkers' houses brought from their original site in Tanygrisiau, re-erected at the Museum and furnished to illustrate different historical periods.

national
slate
museum
amgueddfa
lechi
cymru

The National Wool Museum • Dre-fach Felindre • Llandysul • Carmarthenshire SA44 5UP

In the heart of the west Wales countryside, the National Wool Museum tells the story of Wales's once-thriving wool industry. Housed in Cambrian Mills, the only local mill that still operates, centuries-old skills and traditional ways of life sit alongside a working woollen mill, still producing for the modern market.

national
wool
museum
amgueddfa
wlan
cymru

The National Waterfront Museum • Oystermouth Road • Maritime Quarter • Swansea SA1 3RD (opened 17 October 2005)

Located at the centre of Swansea's regenerated Maritime Quarter, the new National Waterfront Museum explores the effects of industrialisation on the people of Wales and beyond. It is the culmination of our ten-year Industrial Strategy, which saw £40m of investment in our four industrial museums across Wales. The Waterfront Museum's cutting-edge displays and innovative approach to learning indicate the direction in which Amgueddfa Cymru is evolving.



Amgueddfa
Genedlaethol
y Glannau

National
Waterfront
Museum



The Collections Centre • Nantgarw • Rhondda Cynon Taf CF15 7QT

The Centre supports the storage and conservation needs of the national collections. Just call (+ 44 (0)29 2057 3561) to make an appointment if you would like to see an item that is kept at the Centre.

We are also involved in partnership arrangements for the management of Segontium Roman Museum in Caernarfon and Turner House Gallery in Penarth.

> How we supported the aspirations of the Welsh Assembly Government

Delivering for the people of Wales

We share a broad aim with our sponsoring body, the Welsh Assembly Government, which is working to create a sustainable future for Wales. *Wales: A Better Country*, the Assembly Government's strategic plan, identifies **sustainable development**, **tackling social disadvantage** and **promoting equal opportunities** as underpinning priorities. We support and contribute to this agenda by providing a variety of learning experiences and, through these experiences, support for the development of tolerance, citizenship and mutual respect in Wales's diverse communities. We also support the creation of a bilingual country and we are committed to mainstreaming the Welsh language through our work.



THESE ARE EXAMPLES OF HOW WE SUPPORTED THE WELSH ASSEMBLY GOVERNMENT'S STRATEGIC PLAN DURING 2005–06.



'LEARNING TO LIVE DIFFERENTLY'

Using resources from European funding programmes, including Objective 1, in ways that support sustainable development, promote genuine local partnerships and develop the social economy.

Our Industrial Strategy has enabled an investment of £40m in Objective 1 areas to celebrate the industrial heritage of Wales. Marking the culmination of this strategy, the **National Waterfront Museum** in Swansea opened in October 2005.

'CREATIVE FUTURE – CYMRU CREADIGOL'

Reviewing opportunities for life-long learning in cultural subjects through formal education and community initiatives.



We welcomed over 230,000 visitors in formal education groups and over 170,000 visitors in informal learning. We also provided **educational activities** for over 250,000 people at events outside our museums.

Reviewing the feasibility of a wider range of high-quality gallery spaces across Wales.

During 2005–06, consultants were commissioned to produce a report on the future of the display of art in Wales. This report was welcomed by the Arts Council of Wales and by our own trustees. A follow-up strategy was then developed for presentation and discussion with the Welsh Assembly Government and other stakeholders.

Developing public art policies.

We are working with Cywaith Cymru Artworks Wales (the national organization for public art in Wales) on a public art strategy for the National Waterfront Museum.

Reviewing options for providing a 'one-stop' venue for an overview of Welsh history.

As part of our visioning process we consulted stakeholders on plans to develop a national history museum at St Fagans. A fundraising strategy is now being developed to build the capacity to deliver the physical and intellectual redevelopment of the site.



Developing a Cultural Tourism Strategy

As part of our contribution towards strengthening the Welsh economy, we played a key role in two major initiatives to establish Wales as an international cultural tourism destination, namely the Herian Initiative and the Wales Tourist Board's Cultural Tourism Strategy. Through the development of Cultural Tourism Gateways and 'signposting', we worked closely with the Wales Tourist Board to create opportunities to spread the benefits of free entry to our museums to the wider tourism industry in Wales. Big Pit and the **Welsh Slate Museum** have been designated as 'Anchor Points' on their respective European Routes of Industrial Heritage.

Free entry to museums

During 2005–06, the fourth year of free entry supported by the Welsh Assembly Government, over 1.3 million visits were made to our museums, more than 80 per cent above the total for the last year of charging (2000–01).

Promoting cultural activity

As part of our visioning process, we developed a new Communications Strategy to increase our profile and to encourage perception of our museums as centres of learning and visitor attractions of international quality. We developed a number of successful activities reflecting Wales's diverse ethnic communities, including playing a significant role in the UK-wide Festival of Muslim Cultures.

'IAITH PAWB'

Mainstreaming the Welsh language.

The second year of our Mainstreaming Strategy was implemented and an audit of mainstreaming best practice was completed. The Welsh Language Board's suggested amendments to our Welsh Language Scheme were incorporated.

VOLUNTARY SECTOR SCHEMES

Creating a civil society that is inclusive and enables people to participate in all its economic and cultural activities.

Building on the success of the first On Common Ground project, we launched On Common Ground 2. This is delivering a two-year initiative in five communities across Wales (Caerphilly, Torfaen, Rhondda Cynon Taff, Swansea and Ceredigion) and encourages young people to explore aspects of their cultural heritage by creating project work while gaining skills and accreditation, enabling them to progress to other forms of education or employment.

'DELIVERING THE CONNECTIONS'

We are continuing to work with the National Library of Wales to achieve greater efficiency by closer collaboration over a range of functions.

> Key performance indicators

Measuring success

We use a number of indicators to measure our performance. In 2005–06 we welcomed 1,343,685 visitors to our museums. Although slightly below the 1.4 million target, this still represents a significant achievement, as opening the National Waterfront Museum later than planned had an adverse effect.

The number of our research projects, collection enquiries and venues to which we loaned items all exceeded targets – which illustrates the continued strength of the work we do to disseminate the knowledge inherent in the collections.

Visitor figures	2005–06	2004–05	Increase/decrease on 2004–05	
			number	percentage
National Museum Cardiff	308,714	293,770	14,944	5.1
St Fagans: National History Museum	582,798	652,998	-70,200	-10.8
National Roman Legion Museum	71,826	69,206	2,620	3.8
National Wool Museum (closed Nov–Dec 2005 due to floods)	16,151	18,927	-2,776	-14.7
National Slate Museum	117,890	137,687	-19,797	-14.4
Big Pit: National Coal Museum	158,069	145,898	12,171	8.3
National Waterfront Museum	88,237	0	88,237	
TOTAL	1,343,685	1,318,486	25,199	1.91
(Exc. the National Waterfront Museum)	1,255,448)			

Performance indicator measuring core objectives	2005–6	2005–6 target	2004–05
Total number of visitors	1,343,685	1,400,000	1,318,486
Number of visitors in education related parties			
formal education	234,377	238,000	217,231
informal education	174,090	176,000	167,854
Percentage of general visitors from socially disadvantaged groups	32%	38%	32%
Percentage of collections interpreted through electronic media *	12.73	15.9%	12.7%

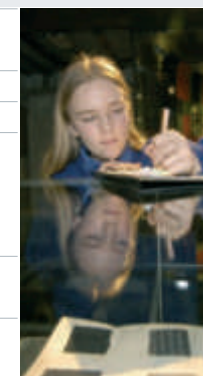
* based on the size of the collections suitable for electronic access (4,100,000 items)

Number of website visits	1,292,733	1,000,000	961,534
Number of website visits over 10 minutes	144,460	100,000	116,762
Number of collection enquiries	22,224	22,000	22,196
Number of research projects	112	80	101
Number of participants in off-site activities e.g. lectures	259,429	185,000	207,085
Number of venues to which loans have been made	375	350	366
Percentage of collections with computerised inventory control **	48.9%	44%	42.3%
Percentage of collections catalogued ***	26.2%	26%	23.4%

** Based on total collection size of 4,700,000. Inventory level records contain basic information that allows an item to be identified and located e.g. accession number, title or object name, location, status (loan, purchase, donation etc.).

*** Based on total collection size of 4,700,000. Catalogue level records contain all the information as for inventory, but also include academic data such as references to publication.

Percentage of time lost through sickness absence	3.41%	3.7%	3.57%
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One year – twelve



APRIL 2005

▲ THE CONSULTATION

Our extensive public consultation exercise involved contacting over 5,000 individuals and organizations, and we found broad support for our proposals to transform the two biggest national museums in the Cardiff area, namely St Fagans and National Museum Cardiff.

spent on developing Big Pit's educational facilities.



▲ WE'LL MEET AGAIN: REMEMBERING LIFE ON THE HOME FRONT 1939–45

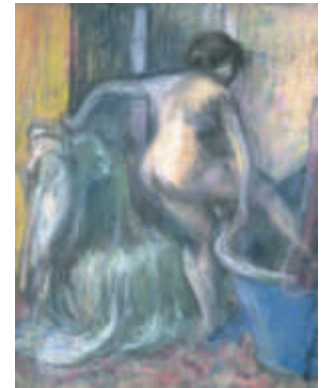
May Bank Holiday weekend saw St Fagans transformed into a Home Front village to commemorate sixty years since the end of the Second World War. A free commemorative booklet called *Home Front* was produced using highlights of the

collections from St Fagans, Big Pit and National Museum Cardiff to illustrate people's memories of the period. A month-long season of events was arranged in collaboration with Butetown History & Arts Centre, Cardiff Centre for Lifelong Learning, the BBC and local history organizations. We held a giant children's street party at St Fagans and arranged a series of study days for adults, during which they were able to explore the effects of the Second World War on the work of artists and communities.

JUNE

MAKING AN IMPRESSION! ▲

We published *Colour and Light* – the first book on our



Edgar Degas, *Woman getting out of the bath* (c. 1900)

Impressionist art collection for more than twenty years – and launched it with a range of press and PR activities. At the Guardian Hay Festival, the author, Dr Ann Sumner, was interviewed by Andrew Graham Dixon of the BBC's *The Culture Show*. The book was also launched at the British Consulate in New York. Dr Sumner and Colin Bailey, Director of the Frick Collection, introduced the book to an invited audience of key figures from the New York art

MAY

BIG PIT'S SUCCESS

Winning the Gulbenkian Museum of the Year 2005 award was a huge highlight. The title, which was accompanied by a prize of £100,000, was awarded for the UK museum that showed the most innovation during the year. The prize money will be



busy months



and publishing world. The event was organized in conjunction with the Welsh Assembly Government office in New York. The book is also available in a Welsh-language edition, *Goleuni a Lliw*.

< THE URDD EISTEDDFOD IN CARDIFF BAY

At the Urdd Eisteddfod, Europe's largest youth festival, held in Cardiff

Bay from 30 May to 4 June, we used the theme of 'belonging' to explore the history of Cardiff. The collections from National Museum Cardiff and St Fagans were used to tell the story of Cardiff from its early beginnings.

^ CERAMICS – YESTERDAY AND TODAY

The exhibition *Arcanum: mapping eighteenth-century*

European porcelain: Edmund de Waal opened at National Museum Cardiff, supported by a generous grant from the Colwinston Charitable Trust. The eminent ceramicist and writer Edmund de Waal reinterpreted our important collection of eighteenth-century European porcelain by placing new work of his own alongside the collection. The Colwinston grant also enabled us to publish an accompanying illustrated volume of essays and to acquire some of de Waal's porcelain for the national collection.

JULY

THE ROYAL WELSH AGRICULTURAL SHOW

We welcomed over 19,500 visitors to our

stand at the Royal Welsh Agricultural Show in Builth Wells. Activities at the show centred around the theme of the Second World War: an 'austerity garden' was brought to the show from St Fagans, and vividly demonstrated how people grew their own vital resources during the war.

AUGUST

v THE NATIONAL EISTEDDFOD

Wales's premier cultural festival was held on the beautiful grounds of the Faenol estate near Bangor, and we concentrated on highlighting the National Slate Museum at nearby Llanberis. A *Caban* – the cabin where quarryworkers ate their lunch, debated the issues of their time,





Thomas Hornor, *Rolling mills* (1817)

and even held their own eisteddfods – was painstakingly recreated. Each day, a lively debate was held around a specific theme, attracting fascinated audiences to share the debate and numerous mugs of tea with us.

- ▼ Children joined our resident artist in creating bright and original artworks



inspired by some of the paintings featured in *Colour and Light*. The Welsh-language edition, *Goleuni a Lliw*, was launched at an informal evening event where visitors defied wet and windy weather to hear a talk on the background of the Impressionist collection.

We also hosted an event with the *Cymru*

a'r Byd (Wales and the World) organization, to celebrate the strong relationship between Wales and north America.

SEPTEMBER

A RECEPTION AT NUMBER TEN

In return for the loan of works of art from our collections to 10 Downing Street, Cherie Blair kindly hosted a prestigious event aimed at generating support for our work in the run up to our centenary in 2007. The event was immensely helpful towards our drawing up of the Development Board. It was followed up by a second event in December with Wales in London (see page 21).

WALES AT WORK ▲

This art exhibition about industrial Wales was part of our celebration of the opening of the National Waterfront Museum. The exhibition, held at National Museum Cardiff, attracted 10,000 visitors over two months.

AWARDS FOR OUR EDUCATIONAL WORK

More prizes for Big Pit, with the awarding of The Sandford Award for the quality of its heritage education provision. Big Pit and the National Roman Legion Museum also won jointly a British Educational Communications Agency ICT in Practice award for collaboration between organizations.

OCTOBER

THE NATIONAL WATERFRONT MUSEUM >

The major highlight of the year was undoubtedly the long-awaited opening of the National Waterfront Museum in Swansea. On 17 October, after seven years in development, the Museum was opened to the public by the First Minister, the Rt Hon. Rhodri Morgan AM, and went on to attract 100,000 visitors in just five months.

The energy and commitment of very many people, in particular the staff of the Departments of Industry, Social & Cultural History and Conservation, have been focused on delivering this project for several years.

Conceived and designed as one of the most innovative national museums in Europe, the £34 million museum tells the story of Wales's huge role in the Industrial Revolution. Visitors can explore how industrialization and maritime trading influenced the lives of people in Wales, their legacy and the effects on the nature of Wales today.

VICTORIAN DREAMERS

This was an exhibition of major Pre-Raphaelite and Victorian neo-Classical works, and it included some private loans that had never been seen in public before. The exhibition



opened at National Museum Cardiff on 22 October and attracted 5,000 visits in its first month.

the Wales in London business network. As with the earlier London event in September, this event proved an excellent opportunity to attract London-Welsh support for our centenary in 2007.

NOVEMBER

BRANDED

On 1 November, we officially changed our title from 'the National Museums & Galleries of Wales' to 'Amgueddfa Cymru — National Museum Wales'. This simpler, more direct brand now appears prominently as the overarching identity on all materials relating to Wales's national museums.

YET MORE ACCOLADES FOR BIG PIT

Big Pit's success continued as it was short-listed for both the Wales Tourist Board's National Tourism Awards and the British Travel Writer's Guild Awards.

DECEMBER

A RECEPTION FOR WALES IN LONDON

The Museum's Council hosted a reception for

was confirmed, as the event attracted excellent coverage in both Welsh and English press and media.

A RAPID RESPONSE TO THE FLOODS

The exceptionally heavy storms experienced across the UK last winter sadly caused flood damage at the National Wool Museum. However, thanks to tremendous hard work and commitment on the part of the staff, the Museum was open again in time for Christmas.

A WINTER'S TALE AT BIG PIT

Keeping Big Pit open during December and January for the first time ever was evidently a popular move – visitor figures were in excess of 5,000 over the two months. As a result, the initiative is due to be repeated in the winter of 2006–07.



JANUARY 2006

MUST BE LOVE... >

On 25 January, National Museum Cardiff celebrated *Dydd Santes Dwynwen* – the festival day of St Dwynwen, Wales's patron saint of lovers – by holding a 'Love tour', an examination of paintings and objects from our collections that represent love or romance.

OUR CENTENARY – COMING SOON

The first in the Institute of Welsh Affairs' series of lectures – *Myths, Memories and Futures: The National Museum and National Library in the Story of Wales* – was held in Aberystwyth on 13 January 2006. Dr Prys Morgan, Emeritus Professor in History, University of Wales, Swansea, gave a talk entitled 'The Creation of the National Museum and Library of Wales'.

By supporting this lecture series, we aim to raise the profile of our centenary by providing a forum for stimulating debate about the present and future roles of these two major national institutions.

The second lecture, 'Representing the Nation', delivered by Dr Rhiannon Mason from the International Centre for Culture and Heritage Studies, University of Newcastle, was held at the Reardon Smith Lecture Theatre at National Museum Cardiff on 23 March 2006.



Auguste Rodin, *The Kiss*

FEBRUARY

ARTES MUNDI II

The Artes Mundi Award has rapidly become one of the highlights of the UK's visual arts calendar, and the second exhibition opened at National Museum Cardiff on 11 February. The exhibition comprised of a body of work by each short-listed artist including paintings, humorous drawings and compelling photographic images as well as films of human drama and documentary. The Artes Mundi Award, first held in 2004, celebrates some of the world's most significant contemporary artists. On 31 March, Eija-Liisa

Ahtila was announced as the recipient of the £40,000 prize.

THE FESTIVAL OF MUSLIM CULTURES IN WALES

The Museum is the main Welsh partner for the UK-wide Festival of Muslim Cultures 2006. The Wales Launch Dinner, organized by the Muslim Council of Wales, was held at Cardiff's City Hall on 14 February and Michael Tooby, the Museum's Director of Learning & Programmes, was one of the key speakers. The event was also attended by representatives of the main political parties in Wales including the Minister for Culture, Sports & Welsh Language Alun

Pugh AM and the First Minister, The Rt Hon. Rhodri Morgan AM.

MARCH

A NEW DEVELOPMENT

On 10 March, the first meeting of the new Development Board was held. The Board has been created with the aim of stepping up our ability to fundraise in dynamic and imaginative ways. The Board's work will be supplemented by a campaign to create wider circles of supporters and champions for our work.

A SMALL MUSEUM ON THE EUROPEAN STAGE

Following the winter's flood damage, the National Wool Museum bounced back in style by being nominated for the 2006 European Museum of the Year Award. Sally Moss, the Wool Museum's Curator and Manager, attended the event in Lisbon, where the Museum was highly praised for its ability to respond to visitors' needs and wishes and provide for their comfort and convenience.



Our vision for the twenty-first century – to create a world-class museum of learning – has already identified seven priority areas for the future.

The following is a list of the main ways in which we have begun to realign our work in order to achieve this.

**> delivering
the world-class
museum
of learning**

creating living museums ...

where the collections tell their stories more clearly, and visitors experience life in the past and present and explore a variety of possible futures.

INVESTING IN THE FUTURE

This priority is supported by a programme of capital investment. There are three separate phases to be delivered over the next decade or so. The first phase encompasses:

- > enhancements to the care of the collections via the Collections Care & Access Project (see Priority 2: Developing Flourishing Collections, page 29)
- > improving visitor facilities at St Fagans. Disabled access has already been provided in the main hall and the shop and catering facilities have been expanded, including the new Bwyty Bardî Cafe
- > upgrading the fabric of the Museum's estates, beginning with work on the roof of National Museum Cardiff and Oriel 1 (Gallery 1) at St Fagans, funded primarily through an additional capital grant of £3m from the Welsh Assembly Government. These works will be completed to coincide with the centenary in 2007.



> Priority 1



▲ In July 2005, St Fagans's House for the Future was relaunched as **Y Ty Gwyrdd** (the green house), with the aim of engaging people in the debate on ideas for sustainable living.





The following phases will see further investment in galleries to enhance interpretation of and interaction with the collections. They will begin the process of creating:

- > a national history museum at St Fagans, to clarify its intellectual direction
- > a national museum of art and a natural history museum at National Museum Cardiff, with the aim of presenting it clearly as a museum of arts and sciences.

ENVISAGING THE PAST

The first exhibition in Oriol 1 at St Fagans will be on the theme of 'Belonging'. To develop this innovative new gallery, staff have researched museums all over the world, including the new National Museum of the American Indian, the Museum of American History, the Museum of Natural History and the Holocaust Memorial Museum in Washington DC; the Museum of History of Catalonia in Barcelona; World Museum Liverpool and the Museum of Liverpool Life, and the British Empire and Commonwealth Museum in Bristol.

▲ The re-erection of **St Teilo's Church** continued at St Fagans. Considerable progress was made on the work of finding suitable images to paint onto the internal walls to complement the original paintings found in the Church, involving consultation with many specialists in the subject. The Church will open in 2007; in the meantime, visitors can learn more about the project in the new, specially built interpretation cabin nearby.

The centenary year will see an innovative and contemporary new presentation of the national archaeology collections and the story of early Wales at National Museum Cardiff. We are developing the new exhibition, on the theme of 'Origins', using the highlights of our archaeology collections to showcase early Wales from the first hominids up to the end of the Middle Ages. The exhibition will show how archaeology, by contributing to our understanding of the past, helps to inform our future.



developing flourishing collections ...

that are well-used, sustained and growing.

CARING

The Museum's Collections Care & Access Project was designed to create 5,200m² of new and refurbished space across four sites – National Museum Cardiff, St Fagans, the National Slate Museum and the Collections Centre. Now in its second year, much progress has already been made in terms of improving the care of the collections and providing enhanced public access.

The project responds to the recommendation of the National Audit Office report *Collections Management at the National Museums & Galleries of Wales August 2004*, which proposed that issues of conservation and storage should be considered in conjunction with those of access. The project will invest a total of £4.2m over three years; £3.5m is being provided specifically for this purpose by the Welsh Assembly Government, with the remainder to be found from existing resources.

> Priority 2



The refurbishment of the Pattern Loft at the National Slate Museum was completed in July 2005, and provided the Slate Museum with its first ever purpose-built collections store. Construction work on the largest single element of the Collections Care & Access Project – an extension of the Collections Centre – began in November 2005. We also expect to begin work on the Domestic Collections Centre at St Fagans in autumn 2006, and at National Museum Cardiff work to create storage for paintings begins in early 2007.

We also began the long-awaited redisplay of the ceramics collections at National Museum Cardiff. The work is ongoing, but the new display already provides far more room to show aspects of the extensive ceramics collections in a fresh way.

Our collections consist of a staggering 4.7 million items, and we already have full paper documentation for every single one. However, the number of enquiries we receive about the collections is increasing all the time, so we have implemented a major programme to computerize this data. In 2005–06 another 6 per cent of our records were computerized, bringing the total to 48.9 per cent.

GROWING

When staff from the Department of Archaeology & Numismatics investigated the find spot of an Iron Age enamelled bronze collar and bracelet, which had been discovered by metal detectorists near Llantwit Major, the investigation not only helped confirm the objects' origins, but also led to the discovery of a second complete bronze bracelet.

Excavation work at Llanmaes in the Vale of Glamorgan continued, with the team including archaeology students from Cardiff and Edinburgh Universities on fieldwork training placements. The main discoveries of the season were the uncovering of two or possibly three timber roundhouses, forming part of a Late Bronze Age and Iron Age open settlement.

Professor Michael Bassett, Keeper of Geology, spent a week in Central Bolivia investigating sequences of Ordovician and Silurian rocks as part of our Gondwana project, where the discovery of mid-Silurian marine sediments has provided revealing data about climatic conditions in that region.



The art collection was further enhanced during 2005–06, and the most significant painting acquired was *Beach Girl* by Peter Lanyon, thanks to grants from the Derek Williams Trust and the National Art Collections Fund. A silver-gilt cup and cover made by Paul Crespin of London in 1733 was purchased with grants from the National Art Collections Fund and the National Heritage Memorial Fund, as was a silver-gilt tankard by Daniel Garnier of London, dated 1698. The cup and the tankard are part of the collection of early English silver formed a century ago by Sir Ernest Cassel, which was acquired by a consortium of UK museums with the support of the National Heritage Memorial Fund and other donors. The cup is associated with one of the great fortunes derived from the Anglesey copper mines and was owned in the early nineteenth century by William Lewis Hughes (1767–1835) of Kinmel Park, Denbighshire.

< At the National Waterfront Museum, a generous donation by Mr William Burgess enabled us to purchase a new suite of display cases; the first of these displayed a model of the ship **HMS Victory** at the Museum's inaugural temporary exhibition commemorating the life of Horatio Nelson.

▲ Some important acquisitions were also made under the provisions of the Treasure Act. These included the **Late Bronze Age hoard of gold jewellery and copper-alloy implements** from Burton near Wrexham, two Roman finger-rings from Shirenewton and Llandow, a late medieval silver-gilt finger-ring engraved with St Christopher from Llantwit Major and a silver-gilt sixteenth-century dress-hook from Llandow.

finding paths to make sense of the world ...

using a variety of media suitable for diverse learning styles, to create equality of access to the collections.

LEARNING TO ENGAGE

In October 2005, two key milestones were achieved with the adoption of our Learning & Access Policy and Audience Development Action Plan. Both strategies address the critical issue of how we will engage with our users – a key theme of our goal to create a world-class museum of learning.

The development of the Learning & Access Policy will help us focus on:

- > how we deliver learning to visitors and other users
- > the diversity of learning styles we will need to use for future users
- > the learning spaces we provide and how these might develop as part of wider changes to our infrastructure
- > how we can broaden access to learning for users at all levels.

The Audience Development Action Plan has been developed in parallel with the Learning & Access Policy. It reflects a commitment to act on the recommendations contained in a review of our marketing function carried out in 2004–05, and to broadening our audience base.



> Priority 3



Examples of learning and audience development during 2005–06 include a wide variety of initiatives. At the National Slate Museum in Llanberis, *Camau Cymraeg* was developed to encourage tutors of Welsh to bring their adult students to improve their language skills at the Museum, where all staff have received training in working with Welsh learners. The free resource, co-funded with ELWa (subsequently the Assembly Government's life-long learning agency), was written and developed by language specialists and piloted with tutors and students before being published on our website.

An appreciation of the fact that different people learn in different ways increasingly underpins our work, and consequently the Learning Department have been experimenting with different ways of communication. This included the project 'Romans in Residence' – a new fortnight-long event at Caerleon that interprets our collections and develops staff skills in live interpretation. In August 2005, a tented village was created, and the village's costumed inhabitants interacted with visitors. Glanely Discovery Gallery at National Museum Cardiff has been working with people

with visual impairments to develop brand new handling sessions. Elsewhere, we have been working with special needs schools to examine our education provision.

At the National Waterfront Museum, educational backpacks for families and small groups are now available, sponsored by Western Power Distribution, as well as the Waterfront Time Travellers and Magic Carpet Storytime sessions, sponsored by Admiral. The promotion of the 'Achievers' gallery continues, underwritten with the support of Barclays. This the gallery that explores the lives of individual men and women who have contributed to Welsh life, such as entrepreneurs, visionaries, winners, cultural and sporting icons.

LEARNING TO INVOLVE

The Department of Biodiversity & Systematic Biology continued work on the Outer Bristol Channel Marine Habitat Study, in partnership with the British Geological Survey and funded by the

Assembly Government's Aggregates Levy Sustainability Fund, The Crown Estate, the Office of the Deputy Prime Minister, the British Marine Aggregate Producers Association and the Minerals Industry Research Organisation. This is a scientific study designed to assess what damage might be done to underwater habitats by sand extraction. Some 170 workshops on the topic were held in seventy schools across Wales, and the Welsh Assembly Government Education Minister, Jane Davidson AM, joined us for a workshop at Penclawdd Primary School in Swansea. In March 2006 we produced a CD-ROM on the project and sent 2,500 free copies of the CD-ROM to schools in Wales and the Severn-Somerset area.

Work also continued on the Wye Liming Project, in partnership with the Countryside Council for Wales, the Centre for Ecology and Hydrology at Bangor, the Wye Foundation and Cardiff University. As the liming of the Wye catchment progresses, we are using diatoms and bryophytes to monitor the water quality. In another collaborative project, Dr Jana Horák of the Geology Department undertook fieldwork in Anglesey with Dr Jane Evans from the NERC Isotope Laboratories, and the results from this ongoing project were presented at the Welsh Basin Isotope Group Meeting at Keyworth.

Our high-profile research and academic publishing strategy continues, with staff engaged in over one hundred research projects, and a considerable number of articles and professional papers published.

In the spring of 2005 the long-awaited book, *Colour and light: fifty Impressionist and Post-Impressionist works at the National Museum of Wales*, was published. This was a tremendous and very welcome achievement, as there has been nothing in print about this remarkable aspect of our collections for over twenty years. As well as telling the fascinating story of the collection's formation by the Davies sisters of Gregynog, the book will alert many more people to the fact that one of the best Impressionist collections in Europe can be seen at National Museum Cardiff. The author, Dr Ann Sumner, (Head of Fine Art), gave lectures at the National Gallery, London and the National Gallery of Scotland in Edinburgh.

It was a great pleasure to produce a brand new visitor guidebook for Big Pit in 2005, and it was launched just in time to mark the celebrations of the Museum winning the Gulbenkian Prize for Museum of the Year.



▲ In spring 2005, over eighty schools signed up for our **Spring Bulbs for Schools** project; this is an ongoing environmental investigation, where schoolchildren use spring bulbs to measure climate change in Wales. We are increasingly using e-learning, and we developed new web-based learning materials and projects. For example, our digital storytelling partnership with Newport City Council enables teachers to create new resources that relate to the 1984–5 Miners' Strike.

Information on all National Museum Wales books can now be seen on our website (www.museumwales.ac.uk/en/books). This is just one of several recent new developments to the site, which was completely redesigned to launch our new branding in November. Other, more technical developments mean that an increased number of staff can now prepare content and contribute to the site, and you might have already noticed the increase in news and features.



learning through sharing ...

our plans with visitors and jointly developing the ways in which we work, to provide meaningful access to the collections for the diversity of peoples who have made Wales their home.

CYFOETH CYMRU GYFAN

The CyMAL-funded Cyfoeth Cymru Gyfan – Sharing Treasures scheme promotes our partnership work with other museums all over Wales. In the spring of 2006 we produced the exhibition *Dinosaurs in your garden*, exploring theropod dinosaurs and their links with birds, with Carmarthenshire County Museum. The exhibition, based on specimens from our collections, was opened by Alun Pugh AM, the Minister for Culture, the Welsh Language & Sport.

Under the same scheme, the exhibition *Re-Creations: visualizing our past*, which looks at how artists and scientists represent the past, was displayed at Wrexham County Borough Museum from September to December 2005. The exhibition broke all Wrexham's previous visitor number records; the total of 11,450 was a 245 per cent increase over the same period the previous year. The exhibition was created in co-operation with Wrexham County Borough Museum and Cadw (the Assembly Government's historic environment division).

One of the most famous pieces of embossed goldwork from early Bronze Age Europe was displayed in this exhibition – the Mold Gold Cape. This loan, part of the British Museum Partnership UK scheme and generously supported by the Dorset Foundation, was the first display of the cape in north Wales since its discovery in 1833.



CELF CYMRU GYFAN – ARTSHARE WALES

Celf Cymru Gyfan – Artshare Wales is our scheme to promote loans from the national art collections to other museums in Wales. Over the past year we worked with Bodelwyddan Castle, Oriol Mostyn in Llandudno, the Glynn Vivian Art Gallery in Swansea, Ruthin Craft Centre and Oriol Davies in Newtown on a number of highly successful collaborative projects. One hundred and thirty major works have been loaned, and over 71,000 people have visited projects throughout Wales. The scheme has been generously funded by the Esmée Fairbairn Charitable Trust.

All the venues saw an increase in their visitors, and over 4,000 people attended educational workshops and events connected with the projects. In addition to the partner-venues, the scheme has seen the involvement of other institutions both in and beyond Wales, including Cardiff School of Art and Design, the Gregynog Press and the National Portrait Gallery. For example, the exhibition *Faces of Wales*, launched at Bodelwyddan Castle in October, included loans from the National Portrait Gallery as well as the first photographic portraits from a new annual commission sponsored by AXA Art Insurance Limited.

WORKING WITH WALES

Our Outreach Service loans items from the national collections to schools and community initiatives the length and breadth of Wales. In 2005–06, we loaned 2,398 objects to more than 210 venues. As schools and communities marked the sixtieth anniversary of the end of World War II, our evacuee boxes and our Anderson shelter were immensely popular.

Strengthening relationships with black and minority ethnic communities has become an increasingly important area of activity for us, and the National Roman Legion Museum organized a week-long programme of workshops for a variety of Newport-based black and minority ethnic groups to coincide with Adult Learners Week in May. At St Fagans, the community-based artist Hamza worked with local communities in preparation for the Festival of Muslim Cultures and the opening of Oriol 1 at St Fagans in spring 2007, while National Museum Cardiff worked with students from the Parade ESOL (English for Speakers of Other Languages) Centre on a display of ceramics, chosen by the students. We also contribute to the Centre's 'Life in the UK' programme, taking artefacts into the classroom and arranging museum visits in an initiative to encourage students to visit our museums independently.



< The exhibition *Faces of Wales*, launched at Bodelwyddan Castle in October, included loans from the National Portrait Gallery

learning and employment potential of 400 young people aged 14–25 living in Caerphilly, Torfaen, Rhondda Cynon Taff, Swansea and Ceredigion. The participants have explored aspects of their cultural heritage through high-quality project work in a variety of media including film, video, performance, music, art and textiles. The project's unique qualities include the amount of freedom and support that is given to the participants to develop projects of their own choosing, and the initiative has attracted interest both in the UK and further afield.



A number of our projects involve working with economically disadvantaged communities. With funding from the Basic Skills Agency, the Learning Department created resources at St Fagans and National Museum Cardiff to help pre-school children and their parents develop numeracy skills. The Number Play backpacks, developed in collaboration with early years professionals working in Cardiff's Community First and Sure Start areas, were piloted with parents and toddlers from the Ely and Splott areas of Cardiff before being rolled out more widely.

At Big Pit, two special programmes were developed for local schools in the Welsh Assembly Government Communities First priority areas. The artist Josef Herman's depiction of mining communities became the focus for school workshops, culminating in an exhibition of students' work for The Big Draw campaign in October. Another project brought together Communities First school pupils and the writer John Harrison, in an innovative creative writing project inspired by the Bevin Boys.

Probably our most ambitious project has been the On Common Ground 2 initiative, funded by ESF Objective 1, the Heritage Lottery Fund, Lloyds TSB and the Ernest Cook Trust. Over a two-year period, the project has set out to improve the

WORKING FOR WALES

The Middle Bronze Age hoard from Burton (c. 1150–1300 BC) went on display at National Museum Cardiff for the first time since its discovery in 2004. The hoard includes a neck torc, bracelet, pendant, beads and rings, all made of gold. It was acquired with the help of substantial grants from the Heritage Lottery Fund, the National Art Collections Fund and the Goldsmiths' Company.

The Department of Geology co-hosted the launch of the Earth Science Education Forum (Cymru), a major new initiative to coordinate the interests and work of groups interested in promoting Earth Science education throughout Wales. The launch was attended by Welsh Assembly Government First Minister, the Rt Hon. Rhodri Morgan.

The Department of Biodiversity & Systematic Biology organized the Fifth Biennial Conference of the Systematics Association, which was held at National Museum Cardiff and Cardiff University in August. This international conference provides a forum for systematists from different disciplines to present and discuss their research. Approximately 150 delegates attended, and several Museum staff presented papers. The Museum also organized the British Lichen Society's Annual General Meeting in January 2006, the first time this meeting has been held in Cardiff.

communicating ...

so that Amgueddfa Cymru — National Museum Wales becomes known worldwide as a centre of learning of international quality.

OUR NATIONAL STATUS

During 2005–06, the Museum changed its title from ‘the National Museums & Galleries of Wales’ to ‘**Amgueddfa Cymru — National Museum Wales**’, reflecting the aspirations of our new ten-year vision to become a world-class museum of learning. Amgueddfa Cymru — National Museum Wales is the simpler, more direct name that now appears prominently as the overarching branding on all materials relating to Wales’s national museums.

The changes have also brought a new clarity and consistency to the titles of each of the national museums. Previously, in English, four out of the seven museums already had the word ‘national’ in their titles, whereas two out of the seven had the word ‘Welsh’ in their titles (the Museum of Welsh Life and the Welsh Slate Museum). Following wide-ranging consultation with both visitors and staff, all the museum titles now incorporate the word ‘national’.

The use of the word ‘national’ indicates that the collections held by our museums are of international quality and importance. It asserts that we operate at certain levels of quality – a crucial criteria in ensuring that we work in collaboration with other national museums across the globe.

The implementation of the new branding was complemented by other key marketing initiatives, such as the formulation of the Audience Development Action Plan, a fundamental review

of promotional print materials and the appointment of a media planning and buying agency to help coordinate advertising.

As a result, the momentum of the success of free entry continued. During 2001–02, following the re-introduction of free admission, visitor numbers increased by 87 per cent to 430,000. Five years on, the same six sites are still attracting 1,250,000 visits per year (compared to 745,235 in 2000–01). A total of 1,343,685 visits were made in 2005–06 – reflecting the addition to the family of the National Waterfront Museum. Independent press and PR evaluation introduced during the year revealed that we dealt with over 1,000 media enquiries and generated broadcast and print editorial coverage equivalent to £750,000 of advertising.

INTERNATIONAL REACH

Our profile was further enhanced by the international aspects of the work of several of our world-renowned curators.

The Portable Antiquities Scheme encourages the voluntary reporting of archaeological objects by members of the public, and has proved to be a huge success in England and Wales. The recorded finds are made available on the website www.finds.org, for the benefit of all. The Department for Culture, Media and Sport announced that it would be funding the Scheme, previously supported by the Heritage Lottery



ORY OF
TEFORD
&
YWELL

ROBERTS'
ANTIQUITIES
OF WALES

REMAINS
CONCERNING
BRITAIN

LONDON
1623

WILLIS'
WELSH
CATHEDRA

LLANDA

> Priority 5

Fund, from April 2006 to March 2008. The Scheme's Finds Coordinator for Wales is based at National Museum Cardiff and promotes the Scheme to potential finders, including metal-detector clubs.

Dr Graham Oliver, the Keeper of Biodiversity & Systematic Biology, and Harriet Wood, Collection Manager (Mollusca), attended a workshop in Thailand, funded by a Foundation Grant from the Field Museum Chicago. The two aims of the workshop were the training of the new generation of taxonomists and capacity building. This type of venture maintains the Museum as part of the international network of systematists. In the same vein, Dr Mike Wilson attended a workshop in Ethiopia to discuss the problem of Napier grass stunt, a devastating new disease of Elephant or Napier grass, which is now used extensively as a forage grass to feed cows in Uganda and Kenya.

Marine Biodiversity curators conducted a survey of eighty-six stations on the bed of the Irish Sea in July and August, on board the RV *Celtic Voyager*, as part of the project to map and model the seabed and habitats in the southern Irish Sea.

This project is a partnership with the Countryside Council for Wales, Trinity College Dublin, Aquafact Galway and University College Cork.

In June 2005, Richard Bevins of the Department of Geology, Mark Redknap of the Department of Archaeology & Numismatics and Robin Gwyndaf from the Department of Social & Cultural History lectured at the Smithsonian Institution in Washington as part of the collaboration between the Wales Tourist Board, Tourism Ireland and the Smithsonian Institution Celtic Connection lecture programme.

The Society for the Preservation of Natural History Collections held its first meeting outside North America at The Natural History Museum, London, in June. This important meeting brought together individuals interested in the development and preservation of natural history collections, including curators, conservators and collection managers. Three of our conservators, Bob Child (Head of Conservation), Victoria Purewal and Julian Carter (both Conservation Officers), made presentations to the meeting and submitted papers to the conference volume.

> Priority 6

growing through learning ...

by embedding and celebrating learning skills at the very heart of all our work.

> Priority 6



INVESTING IN PEOPLE

We introduced several new developments that reflect our commitment to putting learning skills at the very heart of our work. A course on French for the care of French visitors was piloted with staff at the National Roman Legion Museum and communication and interpretation training initiatives were offered to front-of-house staff. At St Fagans, a weekly training seminar for Museum Assistants was initiated, in addition to 'Trafod y Tai' – a year-long programme of discussion of visitors' needs between curators, educationalists and front-of-house staff.

Capacity building outside the Museum became the focus of several initiatives during the year. In partnership with CyMAL and the National Trust, the Learning Department provided training in interpretive techniques to facilitators and educationalists at local museums, archive and heritage centres. The Science in Collections project, funded by Excite UK, enabled us to collaborate with Techniquet (the science discovery centre in Cardiff Bay) to provide training for staff in Welsh museums in the exploration of science in museums.

Working with the Education Business Partnership and Careers Wales, the Learning Department ran a diverse programme of Continuing Professional Development initiatives for teachers. Some placements involved creating new, collection-inspired teaching while others highlighted how museums can be used to help teach or explore new areas of the curriculum.

For the first time ever, we also ran placements inviting input into gallery redevelopment plans – with the aim of ensuring that the new displays and interpretation at St Fagans and National Museum Cardiff meet the needs of pupils and teachers. In total, over 120 teachers were involved in museum-based placements, and a further 120 attended site familiarisation days.

Staff development issues included the next stage of senior management training, and the development of a communications skills strategy, which has led to all posts being assessed for the communication skills required in Welsh and English, and in some specific cases in other languages. Our commitment to staff development was formally recognized with the achievement of Investors in People status for the National Roman Legion Museum, which is now the



second site to achieve this award, after Big Pit's success last year.

The Welsh Assembly Government's language strategy, *laith Pawb*, aims to mainstream the Welsh Language across all policy areas within government itself and in the work of the Assembly Sponsored Public Bodies (ASPBs). The strategy ensures that every opportunity is taken to:

- > promote and support the Welsh language
- > contribute to the Assembly Government's aim of a truly bilingual Wales
- > plan, provide and evaluate services in Welsh and English.

Each ASPB is expected to draw up and review a Welsh language mainstreaming strategy annually. Our 2005–06 Mainstreaming Strategy was implemented in full, and has also been revised to reflect the mainstreaming implications of future developments.

In addition, our Welsh Language Scheme had been revised during 2004–05 to reflect the requirements of mainstreaming, and in 2005–06 the revised Scheme was approved by the Welsh Language Board.

CELEBRATING ACHIEVEMENT

Professor Michael Bassett, Keeper of Geology, was awarded the Coke Medal by the Geological Society of London. This is one of the Society's most prestigious medals, and was instituted to honour outstanding research. This award is also a significant recognition of the overall work of the Department of Geology. Professor Bassett was also confirmed as the President-elect of The Palaeontological Association, one of the world's two foremost societies for the study of palaeontology. He will take over as President for a period of two years from December 2006.

Robin Gwyndaf, Curator of Folklore, and the longest-serving member of staff at St Fagans, retired at the end of the year, while Christine Stevens, Curator of Domestic and Rural Collections, left after thirty years' service to undertake a new post as Head of Collections at Beamish, The North of England Open Air Museum.

building our resources ...

so that we have a strong and solid base, from which we will be able to deliver our for the next decade and beyond.

The Museum gratefully acknowledges the core funding we receive from the Welsh Assembly Government for annual revenue costs, plus the capital grants that are received for areas such as specimen acquisition and capital maintenance. In addition, specific funding for projects such as the Collection Care & Access Project and our major refurbishments were also received during the year.

GAINING SUPPORT

As an independent charity, we need to supplement government funding from a wide variety of other sources, both public and private. The Development Department secures around £1 million per annum through the Friends and Patrons schemes, business partnerships, legacies, gift aid and applications to charitable funds and trusts.

The Friends of the Museum are very highly valued supporters, not just for their financial input, but also for their practical and intellectual contributions. Examples of supported work include the Research Grant Scheme and the Education Outreach Van. We sincerely thank the Friends for their ongoing support.



> Priority 7



In 2006, we established a Development Board with the aim of stepping up our ability to fundraise in dynamic and imaginative ways. The Board's role is threefold:

- > to advise the trustees on the form and implementation of a fundraising strategy
- > to identify and facilitate contact with private sector organizations, charitable trusts and individuals prepared to donate funds or resources in kind
- > to champion individual parts of the development programme and directly engage in fundraising activities to bring those elements to fruition.

The main focus of the Board's work will be the development of St Fagans as a national history museum for Wales, and at its first meeting in March 2006, the Board was given a detailed briefing on the development proposals.

GENERATING REVENUE

In addition to fundraising initiatives, we try to maximise commercial opportunities through our trading subsidiary, National Museums & Galleries of Wales Enterprises Limited. The trading company runs the shops and catering facilities at each of our museums, car park facilities, corporate hire, filming fees and image licensing.

Profits generated through the trading company are passed via Gift Aid to the Museum, and are treated as contributing to extra areas of provision

rather than as an element of our core funding. As a result, over the last few years, significant time and investment have been committed to developing commercial opportunities. The company continually seeks to improve what we offer the public, through initiatives such as improved product ranges and refreshed catering facilities.

The opening of the National Waterfront Museum was immensely popular with visitors; however, it has yet to realise its commercial potential, though there are very positive signs regarding corporate hire and the letting of the site's commercial spaces.

We also saw considerable increase in the income from corporate hire at National Museum Cardiff, which is proving highly popular for a wide range of users, ranging from room hire for meetings to major international conferences and banquets.

By the end of 2005–06, work was almost complete on an extended and refurbished shop at St Fagans and the development of a new café. Early indications are that both these facilities have been well received by visitors, and further improvements to our shops and catering facilities are planned for the coming year.

Through various fund-raising activities and donations, we have built a 'Private Funds' reserve to help support our activities. In many cases, the use of such funds is ring-fenced for particular areas of work and it is currently being used to help fund capital developments, particularly at St Fagans and National Museum Cardiff.

The Court of Governors

(From 1 April 2005 to 31 August 2006)

President

Paul E. Loveluck, CBE, JP

Immediate Past President

Mathew Prichard, CBE, DL, BA

Vice President

Dr Susan J. Davies, BA

Treasurer

G. Wyn Howells, ACIB

Members of the Council not otherwise members of the Court

J. W. Evans, CBE, MA

Prof. C. L. Jones, OBE, FRSA

Jane Peirson Jones, MA, FMA

Appointed by the Welsh Assembly Government

Dr P. T. Warren, CBE, MA

(to March 2006)

Linda D. Quinn, M.Sc

Organizations in Wales

Cambrian Archaeological Association

The Council of the Royal National Eisteddfod

The National Museum of Wales Society

The Council of Museums in Wales

Wales TUC Cymru

The Welsh Council of the CBI

The National Trust

The Arts Council of Wales

Wales Tourist Board

The Welsh Wildlife Trusts Ltd

Countryside Council for Wales

Council for British Archaeology

The Federation of Museums and Galleries in Wales

(to March 2006)

C. Malcolm Parry

(to March 2006)

H. R. C. Williams

Rhiannon Wyn Hughes, MBE

Elisabeth Elias, MA, DL

(from 1 June 2006)

Gareth Williams

(from 1 June 2006)

The National Library of Wales

President

The University of Wales

Mair Waldo Thomas

Prof. J. King

Welsh Joint Education Committee

Councillor G. Richards

Members of Parliament for Wales

W. Griffiths (to May 2005)

Appointed by the Court

D. Bowen Lewis

Dr W. B. Willott, CB

C. Rowland

(to October 2005)

H. Mansfield

Prof. J. Last, CBE

Dr Iolo ap Gwynn

Representatives of Local Authorities

Councillor P. G. Larsen

Councillor P. M. Thomas

Councillor R. H. Poole

Councillor D. I. Bowen

Councillor J. Austin

Councillor R. G. Harris

Councillor J. Major

Councillor J. M. Humberstone

Councillor Mrs E. McIlveen

Councillor M. C. Wilkins

D. Moore

R. Alun Evans

H. Looker

Councillor R. Francis-Davies

A. Wellington

Vacant

M. A. McLaggan

Chairperson

J. Jones

Vacant

Chief Executive

F. L. Llewelyn

C. J. Delaney

The Council

(From 1 April 2005 to 31 August 2006)

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(to 31 March 2006)

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(from 1 June 2006)

Gareth Williams

(from 1 June 2006)

Appointed by the Court of Governors

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Prof. J. Last, CBE

Dr Iolo ap Gwynn

Appointed by the Council

J. W. Evans, CBE, MA

Prof. C. L. Jones, OBE, FRSA

Jane Peirson Jones, MA, FMA

The Directorate

Michael Houlihan, Director General

Eurwyn Wiliam, Deputy Director

General and Director of Collections

& Research

Robin Gwyn, Director of

Communications

Mark Richards, Director of

Strategic Development

Jon Sheppard, Director of Finance

Mike Tooby, Director of Learning &

Programmes

John Williams-Davies, Director of

Museum Operations

Summary Financial Statement for the year ended 31 March 2006

This Financial Statement provides a summary of the consolidated accounts of the National Museum of Wales for the financial year ending 31 March 2006. It does not contain sufficient information to allow for full understanding of the results and state of affairs of the Museum, and therefore for further information the full annual accounts and the auditor's report on those accounts should be consulted. The Financial Report of the Council contained within the annual accounts provides extensive information relating to the Museum's financial performance to, and position at, 31 March 2006. In particular, it comments on the major issues for the year including movement in the deficit on the Pension Scheme and the impact of the professional re-valuation of fixed assets at the year end. A copy of the audited accounts, which contain the detailed information required by law, Treasury guidance and best practice, can be obtained, free of charge, from the Director of Finance, Cathays Park, Cardiff CF10 3NP.

STATUTORY BACKGROUND

The National Museum of Wales was established by Royal Charter in 1907. An independent registered charity, the Museum receives its core funding through Grant-in-Aid from the National Assembly Government as an Assembly Sponsored Public Body. In addition, income is generated from its various activities. Its core objective is the advancement of the education of the public and involves developing, caring for, studying and sustaining access to its collections for the benefit of society in perpetuity.

REVIEW OF THE YEAR AND FUTURE DEVELOPMENTS

The Museum's consolidated net incoming resources before notional costs of capital were £4,419,000 (£6,371,000 incoming in 2004-05). Incoming resources were £29,365,000

(£24,797,000 in 2004-05) and total resources expended were £26,720,000 (£24,310,000 in 2004-05). The net decrease in funds for the year after taking account of all realised and unrealised gains and losses was £8,805,000 (net increase of £22,799,000 in 2004-05). Fund balances at 31 March 2006 stood at £91,280,000 (£100,085,000 at 31 March 2005). National Museums & Galleries of Wales Enterprises Ltd reported a profit before Gift Aid to the Museum of £277,000 for the 2005-06 financial year (£302,000 in 2004-05).

The Museum directly operates seven museums in different locations across Wales. The National Waterfront Museum, Swansea opened in October 2005 following completion of a project costing in excess of £33m. The Museum has now commenced, and will continue over the coming years, a series of major capital works to improve the care and conservation of its collections, re-define, refurbish and extend galleries for display and address many outstanding estate improvements.

COUNCIL MEMBERS

The Council Members are the Charity's Trustees, and a list of those who have served during the last financial year up to the date of this report is on page 49.

The Council members receive no remuneration for their services. A register of interests is maintained at National Museum Cardiff at Cathays Park, Cardiff and is available for public inspection.

DIRECTORATE

The day-to-day executive management of the Museum is conducted by a Directorate, whose members are noted on page 49. Details of their salaries are available in the full Audited Accounts.

Summary Consolidated Statement of Financial Activities for year ended 31 March 2006

	Public Funds £'000	Private Funds £'000	2005-06 Total £'000	2004-05 Total £'000
INCOMING RESOURCES				
Activities for Generating Funds:				
Investment income	0	69	69	83
Income from trading subsidiary	1,930	0	1,930	1,667
Fundraising income	<u>0</u>	<u>377</u>	<u>377</u>	<u>582</u>
	1,930	446	2,376	2,332
Activities in Furtherance of Charitable Objects:				
Grants	24,749	0	24,749	21,458
Donations and bequests	111	285	396	151
Other income	<u>1,824</u>	<u>20</u>	<u>1,844</u>	<u>856</u>
	<u>26,684</u>	<u>305</u>	<u>26,989</u>	<u>22,465</u>
TOTAL INCOMING RESOURCES	28,614	751	29,365	24,797
RESOURCES EXPENDED				
Costs of Generating Funds:				
Costs of Trading Subsidiary	1,653	0	1,653	1,365
Costs of fundraising	<u>225</u>	<u>221</u>	<u>446</u>	<u>370</u>
	1,878	221	2,099	1,735
Costs of Charitable Activities:				
Learning & Programmes	2,763	69	2,832	2,473
Collections & Research	8,242	9	8,251	7,713
Museum Operations	<u>11,926</u>	<u>313</u>	<u>12,239</u>	<u>11,316</u>
	22,931	391	23,322	21,502
Governance Costs	579	0	579	599
Pension Finance Costs	720	0	720	474
TOTAL RESOURCES EXPENDED	26,108	612	26,720	24,310
SHARE OF JOINT VENTURE	<u>1,774</u>	<u>0</u>	1,774	<u>5,884</u>
NET INCOMING RESOURCES BEFORE NOTIONAL COSTS	4,280	139	4,419	6,371
Notional cost of capital	(3,215)	0	(3,215)	<u>(2,980)</u>
NET INCOMING RESOURCES BEFORE TRANSFERS	1,065	139	1,204	3,391
Reversal of notional cost of capital	<u>3,215</u>	<u>0</u>	<u>3,215</u>	<u>2,980</u>
NET INCOMING RESOURCES FOR THE FINANCIAL YEAR	4,280	139	4,419	6,371
Unrealised Gains/(Losses) on revaluation of fixed assets	(13,093)	(133)	(13,226)	9,754
Realised/Unrealised Gains on investments	0	288	288	180
Actuarial Gains/(Losses) on pension scheme	<u>(286)</u>	<u>0</u>	<u>(286)</u>	<u>6,494</u>
NET INCREASE(DECREASE) IN FUNDS	<u>(9,099)</u>	<u>294</u>	<u>(8,805)</u>	<u>22,799</u>

Summary Consolidated Balance Sheet as at 31 March 2006

FIXED ASSETS	98,378	107,530
Current Assets	3,705	2,764
Creditors: amount due within one year	(1,028)	(835)
NET CURRENT ASSETS	2,667	1,929
Creditors: amount due after one year	(82)	(21)
NET ASSETS EXCLUDING PENSION SCHEME LIABILITY	100,973	109,438
Pension Scheme Liability	(9,693)	(9,353)
NET ASSETS INCLUDING PENSION SCHEME LIABILITY	91,280	100,085
Public Funds	87,323	96,422
Private Funds	3,957	3,663
TOTAL FUNDS	91,280	100,085
SUMMARY CONSOLIDATED CASH FLOW STATEMENT		
for year ended 31 March 2006		
Net Cash Inflow from operating activities	3,309	1,686
Capital Expenditure	(3,262)	(1,641)
Increase in Cash	47	45

Notes to the summary financial statement

1. Basis of preparation

This summary financial statement is extracted from the full consolidated accounts prepared in accordance with the Museums and Galleries Act 1992, and National Assembly for Wales directions, having regard to the Companies (Summary Financial Statement) Regulations 1995 (SI 1995/2092) as far as is relevant. The accounts are signed on the Council's behalf by:

Michael Houlihan
Accounting Officer
31 July 2006

G. Wyn Howells
Treasurer
31 July 2006

Auditors

The opinion of the Auditor General for Wales on the annual financial statements of the National Museum of Wales and the Group for the period ended 31 March 2006 was unqualified. The Auditor General for Wales had no observations to make on the financial statements.

The statement of the Auditor General for Wales

I have examined the summary financial statement on pages 50, 51 and 52, which has been prepared in the form and on the basis set out in note 1 above.

Respective responsibilities of the Council, the Director General and Auditor

The summary financial statement is the responsibility of the Council and the Director General. My responsibility is to report to you my opinion on its preparation and consistency with the full financial statements and Trustees' annual report. I also read the other information in the annual report and consider the implications for my report if I become aware of any apparent misstatements or material inconsistencies with the summary financial statements.

Basis of opinion

I have conducted my work in accordance with Bulletin 1999/6 – 'The auditors' statement on the summary financial statement. adopted by the Auditing Practices Board for use in the United Kingdom.

Opinion

In my opinion the summary financial statement is consistent with the full financial statements and annual report of the Council of the National Museum of Wales and the Group for the period ended 31 March 2006 and has been properly prepared on the basis set out in note 1 to the summary financial statement.

Jeremy Colman
Auditor General for Wales
3 August 2006

Wales Audit Office
Deri House
2-4 Park Grove
Cardiff CF10 3PA