



NMGW ANNUAL REPORT 2001-2002

Access for all!



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Editor: Robin Gwyn
Translator: Nia Wyn Jones
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‘Removing the financial barrier to visiting the National Museums and Galleries has opened up the treasures of our Nation and the foundations of our heritage to everyone in Wales no matter what their income or background’

Jenny Randerson, Welsh Assembly Government Minister for Culture, Sport and the Welsh Language

87.8%

increase in total visitor figures



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The exhibition Flight, which ran at the National Museum & Gallery between June 2001 and February 2002.

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President's Foreword

Past and future



'The 'Free For All' policy, introduced for national museums in Wales in April 2001 – a full eight months before its introduction in England – proved to be a huge success with the people of Wales and tourists alike'

A year of challenges

It is with a mixture of great pride and some sadness that I present this, my final overview of a full financial year as President of the National Museums & Galleries of Wales.

As my term as President ends with the presentation of this Report to the Court of the Museums in October 2002, next year's foreword will be written by Paul Loveluck – a new President with new ideas about the future direction of what I believe to be Wales' premier heritage organisation. I wish Paul well in meeting the undoubted challenges that lie ahead.

The publication of this Report also marks the end of Anna Southall's sterling service to the Museums as Director. As she becomes the next Chief Executive of Resource: The Council for Museums, Libraries and Archives in England, Resource's gain will be very much Wales' loss.

I would like also to take this opportunity to thank all the staff, Council members and other volunteers who have served NMGW during my term. The level of commitment at all levels has been truly amazing.

I have every confidence that the work of transforming NMGW into a 21st – century institution that has gathered momentum under Anna and myself will continue under the new leadership.

A year of freedom

There has been plenty of evidence during 2001-2002 that some major aspirations have already been realised and that others are well on their way to being delivered. One of the most visible milestones achieved was the re-

introduction of the policy of providing universal free access to the collections that NMGW hold in trust for the nation.

The 'Free For All' policy, introduced for national museums in Wales in April 2001 – a full eight months before its introduction in England – proved to be a huge success with the people of Wales and tourists alike. Thanks to additional funding and support provided by Welsh Assembly Government Minister for Culture, Sport and the Welsh Language, Jenny Randerson, the total number of visits to NMGW's eight sites across Wales increased by 87% in the first year of operation. Attracting over 1.4 million visits in just 12 months dwarfed the total of 765,000 for 2000-2001.

Many of the visitors to the Museums and Galleries since April 2001 have either not been to any of our sites before or have not visited for many, many years. In addition, our traditional visitors are now coming back more frequently, visiting more of our eight sites and experiencing more of the diversity of what we have to offer them.

A year of achievement

Another set of milestones can be clustered around the delivery of NMGW's 'Industrial Strategy' – examining the links between the industrial heritage of a particular area and its social and cultural history and present day creative industries. This Strategy embraces three existing museums as well as the development of a new industrial and maritime museum in Swansea:

- following re-development three years ago, the Welsh Slate Museum at Llanberis has enjoyed a 600% increase



in visits and won the Wales Tourist Board's Sense of Place Award for the creation of a distinctively Welsh ambience

- re-development work totalling £7m has now begun on site at Big Pit: National Mining Museum of Wales in Blaenavon and is due for completion in autumn 2003
- the Museum of the Welsh Woollen Industry in Dre-fach Felindre, Carmarthenshire is now closed for a year. It will re-open under a new name after its £1.7m face-lift in time for the 2003 summer season
- following a grant of nearly £1.1m from the Heritage Lottery Fund (awarded in principle in 2001 and confirmed in July 2002), NMGW is now well on the way to realising one of Europe's most exciting new museums on the Swansea Waterfront

The combined total capital investment in the Industrial Strategy over the next three years is set to be around £40m, with much of the funding due to be provided

by the Heritage Lottery Fund, the Welsh Development Agency, the Wales Tourist Board and the Welsh Assembly Government itself.

A year of co-operation

Following a series of meetings with artists and other interested parties, NMGW's Consultation on the Display of Art culminated in the creation of 'Views of the Future'. This public consultation document will now ensure that the general public can play a vital part in redefining NMGW's approach to the display of the collections of art that it holds in trust for the nation.

'Views of the Future' is very much about taking forward the partnership principles behind a scheme that was formulated during 2001-2002. Now titled *Cyfoeth Cymru Gyfan* – Sharing the Treasures, the scheme will enable NMGW and the Council of Museums in Wales to establish pilot projects at three venues across Wales – Oriol Ynys Môn, Wrexham Museum and Brecknock Museum – to examine diverse ways of increasing access to national collections.

Anna Southall and Jenny Randerson AM celebrate the one millionth visit, October 2001.

President's Foreword

'NMGW is a well-governed and well-directed organisation that has recently made fundamental improvements to its arrangements for delivering the strategic objectives of the Assembly'

**The Final Report of the Quinquennial Review of NMGW,
School of Public Policy, University of Birmingham**

A year of modernisation

During the year, an independent review of the governance and performance of NMGW endorsed the work of the organisation. Every five years, the Welsh Assembly Government commissions a review of its Assembly Sponsored Public Bodies. The Final Report of the Quinquennial Review of NMGW, conducted by the School of Public Policy at the University of Birmingham, concluded that NMGW is:

'a well-governed and well-directed organisation that has recently made fundamental improvements to its arrangements for delivering the strategic objectives of the Assembly ... It provides an impressive array of achievements at a reasonable cost. At the same time, its arm's-length relationship with the Assembly gives it the degree of independence necessary to its role in the long-term sustainable stewardship of the treasures vested in its trust.'

The Final Report contained a total of twenty-four recommendations. An action plan was drawn up by NMGW and the Welsh Assembly Government to implement all of them – including two that relate directly to reforming the constitution of NMGW.

A year of reflection

Finally, as I look back on what has been achieved and what issues remain to be addressed, I believe it is absolutely vital that NMGW strikes a balance between being exemplary custodians of Wales' national collections and operating Wales' flagship visitor attractions. Without the secure bedrock of proper stewardship, conservation and curation, the Museums will not be able to maintain existing national and international standards, let alone fulfil ever-increasing visitor expectations.

One development that has not yet got off the ground is that of the expansion of the Collections Centre at Nantgarw in the south Wales valleys. It is this development that is now essential to all our future plans. Good storage, good conservation facilities and good amenities for servicing loans to and from the collections underpin the opening of more glamorous elements, such as galleries and exhibitions.

In Nantgarw, we have acquired an excellent building with room to expand. We need £9.7m phased over three years to do so. I would not expect the Welsh Assembly Government to fund this facility in full, but we will need their commitment to its development in order to attract grants from other areas of the public sector.

The maintenance of high standards must not be jeopardised by the pressure to welcome ever-increasing numbers of visitors to see our collections. Buildings and grounds must be well maintained and adequately staffed; the collections must continue to be researched and cared for and the displays enriched and enlivened by newly discovered knowledge and recently restored artefacts.

The funding of the Museums must reflect the need to strike a balance between the financing of new developments and core activity. We must be recognised by the public as an organisation that not only encourages creativity but also promotes excellence in the maintenance, restoration and care of collections.

I commend this Report to you as sound evidence of why we at NMGW must constantly strive to invest in our infrastructure and core activities in order to achieve sustained improvement in our openness, accessibility and inclusiveness.

Mathew Prichard
President



NMGW's Collections Centre, Nantgarw.

'I believe it is absolutely vital that NMGW strikes a balance between being exemplary custodians of Wales' national collections and operating Wales' flagship visitor attractions'

Director's Introduction

Purpose and dir



'I would like to pay tribute to the 600 staff ... at NMGW's nine locations across Wales'

A year of delivery

Hiraeth is the Welsh word for a concept that is extremely difficult to define in the English language. It is a combination of both a profound longing for and a deep affinity with something much loved – be it a person, a period in time, a shared experience, a community or a whole country. I have spent just over six years in Wales, first as an Assistant Director and, for the last four years, as Director of the National Museums & Galleries of Wales. When I leave in October to take up a new role in England, as Chief Executive of Resource: The Council for Museums, Libraries and Archives, I know now that I will experience a powerful *hiraeth* for both NMGW and Wales.

It is with a combination of pride and sadness therefore that I take this opportunity to look back at 2001-2002 – a year in which NMGW delivered so much on so many fronts.

Firstly, I would like to pay tribute to the 600 staff who have done the real work at NMGW's nine locations across Wales – eight museums and a Collections Centre. Bringing together a dynamic team of Directors has given me huge pleasure and the effectiveness of this teamwork has been vital to the leadership of change. The Directorate has been keenly and imaginatively supported by Management Forum, a larger team of specialist and professional managers across all departments of NMGW.

Secondly, I would like to acknowledge with great personal gratitude the contribution of the Council of NMGW, and the President in particular, which has been crucial to NMGW's growing success, culminating in this last,

extraordinary year. Without their wisdom, their far-sighted enthusiasm and their tireless and selfless support for our vision we would have aspired to less and achieved little for the people of Wales.

One of the most fundamental changes that I have promoted during my period as Director is the increasing alignment between the historic ideals, aims and objectives of NMGW as an institution on the one hand and the Welsh Assembly Government's own economic and social agendas on the other. I would therefore also like to thank the Welsh Assembly Government for its consistent support for the work of NMGW throughout 2001-2002. In particular, decisive action in March 2001 by the Minister for Culture, Sport and the Welsh Language, Jenny Randerson, ensured that NMGW had sufficient funding to introduce free admission to NMGW a week later on April 1st, a most successful policy that has gained universal popular support.

19th Century Ideals

NMGW was established by Royal Charter in 1907 as the National Museum of Wales, as part of the great Victorian drive to establish museums as places of wonder and learning for ordinary people. An independent registered charity, NMGW receives its core funding through grant-in-aid from the Welsh Assembly Government as an Assembly Sponsored Public Body. Its core activities involve developing, caring for, studying and sustaining access to its collections for the benefit of society in perpetuity. The Charter (1907, revised 1991) states that this is to be achieved:

'primarily by the complete illustration of the geology, mineralogy, zoology,

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botany, ethnography, archaeology, art, history and special industries of Wales and generally by collection, conservation, elucidation, presentation and publication.'

21st Century Aims

NMGW currently aims to:

- promote a wide understanding and knowledge of Wales' heritage, culture and role in world development and history
- provide Wales with a national museum service which is an international centre of excellence, ensuring the best possible care for our continually expanding collections of national and international renown and importance
- encourage research, study and appreciation of the arts, humanities, sciences and technology, through our collections and expertise
- inspire an ever-widening audience to visit and enjoy our excellent museums and benefit from their diverse resources and facilities
- develop wisely and use creatively and effectively all our resources, ensuring maximum efficiency and value for money.

The Corporate Plan shows how NMGW will address five current strategic issues between 2003 and 2006 in order to ensure that its activities promote these aims in line with the objectives identified by the Welsh Assembly Government. NMGW will:

- ensure that it can properly look after the collections and estates entrusted to its care

- gain wider recognition of its relevance to the needs of an inclusive society
- make its collections, and the knowledge inherent in them, ever more widely accessible
- promote leadership and effective management, and develop an open-minded organisational culture
- improve its funding base to enable it to achieve its priorities.

Future Goals

By interpreting and applying NMGW's priorities in contemporary and dynamic ways, I am convinced that we are proving beyond doubt that museums play a central role in society today. This Report demonstrates how by helping to deliver the Assembly Government's flagship strategies, such as the Plan For Wales, Creative Future and Winning Wales, NMGW is helping Wales to become inclusive, sustainable, more equal and knowledgeable; to be a cultured country in the fullest sense of the word.

This Annual Report for the National Museums & Galleries of Wales looks to the very exciting future of this great institution as it approaches its centenary in 2007, as well as back at the proud achievements of the past year. I hope you will enjoy reading it.

Anna Southall
Director NMGW

'One of the most fundamental changes that I have promoted during my period as Director is the increasing alignment between the historic ideals, aims and objectives of NMGW as an institution on the one hand and the Welsh Assembly Government's own economic and social agendas on the other'

Delivery 2001-2002

Performance and attainment

How NMGW measured against its main performance indicators

VISITOR FIGURES APRIL 2001 – MARCH 2002

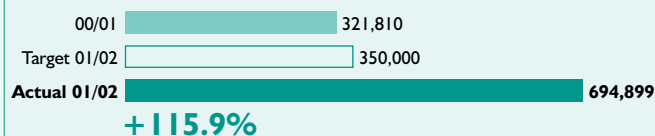
National Museum & Gallery Cardiff



Segontium Roman Museum



Museum of Welsh Life



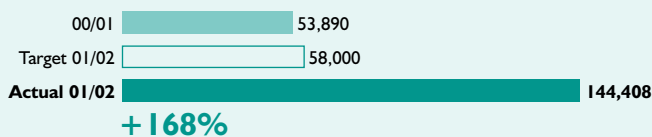
Turner House Gallery



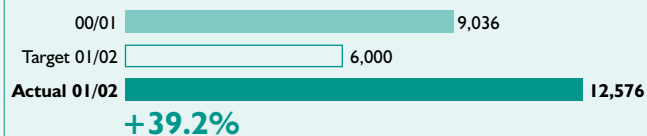
Roman Legionary Museum



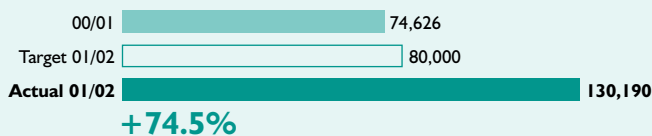
Welsh Slate Museum



Museum of the Welsh Woollen Industry*

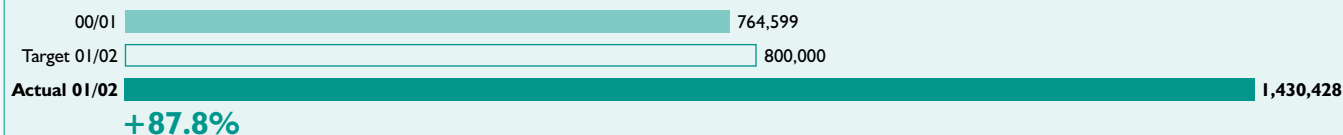


Big Pit (closed Dec/Jan 2001)



* No target set for MWWI for October-November 2001 and January-February

Total for all National Museums & Galleries of Wales



PERFORMANCE INDICATORS APRIL 2001 – MARCH 2002

	2000/2001 actual	2001/2002 target	2001/2002 actual
Number of visitors in education related parties	201,310	160,000 (formal education) 55,000 (informal education)	228,114 (formal education) 141,187 (informal education)
Number of participants in outreach programmes	114,220	114,000	114,003
% of general visitors from socially disadvantaged groups	New Indicator 2001/2	10%	37%
Number of venues to which loans have been made	207	250	272
Number of website visits	302,140	330,000	481,193
Number of website visits over 10 minutes	21,810	24,000	34,742
Number of web pages viewed	900,870	1,050,000	1,831,221
Number of peer-reviewed publications	30	40	52
Number of other professional books/monographs including catalogues	28	30	49
Number of collection enquiries	15,980	16,000	17,594
% permanent and long-term exhibition space renewed during last year	3%	2.5%	9%
Number of temporary exhibitions during the year at NMGW Museums	20	15	20
Number of temporary exhibitions during the year on tour	6	10	15
Grant-in-aid per visitor (gross figure including all grant-in-aid revenue, capital and specimens purchase)	£20.74	£19.99	£11.88 (based on GIA of £16,994.00 and 1,430,428 visitors)
Grant-in-aid per user* (user nos. = visitor nos. + participants in off-site activities + website visits over 10 minutes + collection enquiries)	£16.19	£16.04	£10.58 (based on GIA of £16,994.00 and 1,605,079 users as defined in Grant-in-aid per user*, opposite)
Grant-in-aid as a proportion of total operating spend (gross figure including all grant-in-aid revenue, capital and specimens purchase), (total operating spend = unrestricted + restricted columns from annual accounts less any sums on collection purchases and capital works)	88.2%	93.5%	88.1%
Retail income	£596,684.00		£1,118,116.00
Retail net profit	£44,343.00		£281,257.00

Achievements 2001-2002

Progress and gr

- ▶ **Access extended**
- ▶ **Partnerships created**
- ▶ **Investment attracted**
- ▶ **Accountability increased**

How NMGW supported betterwales.com: the Welsh Assembly Government Strategic Plan

'Better opportunities for learning'

1.43 million visits were made to NMGW sites.

- NMGW has made its collections accessible to 215,000 visitors from the formal education sector, and 100,000 life-long learners, through a programme of over 200 events ranging from lectures and recitals to living

history workshops and performances.

- Following an award of £1m by the Heritage Lottery Fund (HLF) to the 'Gathering the Jewels' programme, NMGW has continued to digitise all its oil paintings and sculptures and parts of other collections in partnership with the National Library of Wales and other key organisations.
- Detailed research was undertaken to assess the current range of work undertaken by NMGW within Wales in partnership with other bodies. This research also sought to provide an overview of a potential co-ordinated



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scheme of partnerships and a simple structure for its delivery.

- The Council of Museums in Wales (CMW) was granted £40,000 by the Welsh Assembly Government to develop pilot partnership schemes with NMGW. Three venues were identified by CMW to participate in the pilot schemes: Anglesey County Museums & Culture Service, Brecknock Museum & Art Gallery, and Wrexham County Borough Museum.
- During 2001-2002, each venue submitted proposals for using the funds to develop projects and enhance infrastructure provision to enable them to access NMGW collections. The scheme, entitled 'Cyfoeth Cymru Gyfan – Sharing the Treasures' was launched in May 2002 by the Minister for Culture, Sport and the Welsh Language, Jenny Randerson.

'A better, stronger economy'

NMGW is currently involved in capital developments worth a total of £40m.

- In July 2001 the National Waterfront Museum Swansea project secured inward investment in principle from the Heritage Lottery Fund (HLF) of £11m. The opening of the state-of-the-art industrial and maritime museum is scheduled for 2005.
- In March 2002, the Museum of the Welsh Woollen Industry at Dre-fach Felindre was formally closed to the public to allow a £1.7m redevelopment following the award of £1m from the HLF. The Museum will re-open under a new name in the spring of 2003.
- Work has also begun at Big Pit: The National Mining Museum of Wales, Blaenafon, where inward investment of £6m has facilitated a redevelopment

'In July 2001 the National Waterfront Museum Swansea project secured inward investment in principle from the Heritage Lottery Fund of £11m'

Achievements 2001-2002

'In the first year of operation, the Free For All policy saw the total number of visits to NMGW's museums increase by 87% to 1.4m'



project which, when complete, will be worth a total of £7.9m.

- All three projects will safeguard and create jobs in Objective One areas, and make a direct contribution to the economic regeneration of the wider destinations.

'Better quality of life'

Cultural identity underpins a socially cohesive and prosperous society.

- The removal of admission charges at NMGW museums, made possible through additional funding and support from the Welsh Assembly Government, has opened up the foundations of Welsh heritage to everyone in Wales regardless of their income or background.
- In the first year of operation, the 'Free For All' policy saw the total number of visits to NMGW's museums increase by 87% to 1.4m, dwarfing the total of 765,000 for 2000–2001. The most dramatic increases have been at the Welsh Slate Museum (up 168%) and the Museum of Welsh Life (up 110%).
- The findings of visitor research undertaken by NMGW confirm that Wales is leading the way in extending access to cultural heritage. The percentage of visitors from social classes C2, D and E rose from 31% in



The National Museum & Gallery, Cardiff

1998 (the last survey year when all visitors paid for admission) to 37% in 2001. This represents a 19% increase in share.

- Free entry has encouraged traditional visitors to come back more frequently whilst encouraging a modest increase in the numbers of new visitors of a different profile.

'Better, simpler government'

NMGW has made 'fundamental improvements'.

- The Final Report of the Quinquennial Review of NMGW was presented to a plenary session of the Welsh Assembly

Government in November 2001. The review concluded that NMGW is a *'well-governed and well-directed organisation that has recently made fundamental improvements to its arrangements for delivering the strategic objectives of the Assembly Government'*.

- An action plan has been drawn up by NMGW to act upon the twenty-four recommendations contained in the Final Report; the most significant of which related to the governance of the organisation, specifically the future of Court.

'The findings of visitor research undertaken by NMGW confirm that Wales is leading the way in extending access to cultural heritage'

Goals 2002/2003

Aims and ambit

- ▶ **Develop Audiences**
- ▶ **Educate Tourists**
- ▶ **Sustain Communities**
- ▶ **Define Identities**
- ▶ **Modernise Governance**
- ▶ **Connect Collections**



How NMGW will support the Plan for Wales

'Developing the learning country'

- NMGW will complete a community-based education project – On Common Ground, funded by the Museums & Galleries Access Fund – that aims to equip young adults outside formal education with key skills by exploring new approaches to museum and heritage access.
- NMGW will play a major role in the production and promotion of a landmark publication – the Encyclopaedia of Wales, the definitive guide to all things Welsh, to be published in the autumn of 2003. Several NMGW staff are contributing substantial sections of the content of the publication. NMGW has also agreed to be the lead partner in the promotion of the book through the delivery of a pan-Wales educational events programme in the autumn of 2003.

'A modern economy'

- NMGW will continue to draw inward investment into Wales, including the submission of a Stage 2 application for nearly £11m to the Heritage Lottery Fund for the National Waterfront Museum in Swansea. A total of £1m from the HLF and £350,000 EU Objective One funding will support the redevelopment of the Museum of the Welsh Woollen Industry.
- NMGW will consolidate the increase in visitor numbers following the advent of free entry and work with the Wales Tourist Board and the Welsh

Association of Visitor Attractions to spread the benefits of free entry to the tourism sector in Wales by acting as cultural tourism gateways.

'Where we live'

- NMGW will continue its commitment to the Cyfoeth Cymru Gyfan – Sharing the Treasures partnership with the Council of Museums in Wales, whilst actively pursuing new initiatives in partnership working in Wales.
 - NMGW will continue to develop Cyfoeth Cymru Gyfan – Sharing the Treasures at two levels. In the Council of Museums in Wales pilots, a group of partners will work on specific collaborative curatorial, educational and managerial projects. At the lower level, all NMGW loans and displays will be labelled as part of the scheme giving a consistent identity and profile across Wales.
 - NMGW will work with Pembrokeshire Coast National Park Authority to produce an outline plan for the delivery of the 'Sutherland Centre' for the arts and the environment.
 - In response to the outcome of the public Consultation on the Display of Art, NMGW will develop a strategic plan for the presentation of the NMGW art collection within a multi-disciplinary environment that celebrates diversity.
- ### 'Identity'
- NMGW will play a leading role in delivering and developing the Welsh Assembly Government's cultural strategy Creative Future: Cymru

ions

‘The Assembly Government recognises the crucial role of museums and galleries in establishing Wales as a knowledge-based economy. It is good to see that they are playing their part and enabling people to experience the latest technology. It is only when people are at ease with new technology that the Welsh economy will be fully able to exploit the benefits of ICT’

Andrew Davies, e-Minister and Assembly Government Minister for Economic Development

Creadigol. Through our membership of Cymru'n Creu we will promote the distinctive and creative cultural life of Wales.

- NMGW will conduct a feasibility study into the options of providing an overview of Welsh history at the Museum of Welsh Life in the form of creating a Gallery of Welsh Histories.
- NMGW will play a leading role on behalf of Cymru'n Creu, working with other members, to explore the feasibility of establishing a Welsh sporting museum.

‘Modern Government’

- NMGW will pursue changes to its system of governance in accordance with the recommendations of the Quinquennial Review.
- NMGW will hold open meetings of its

Council so that the public can view the Trustees at work.

- NMGW will hold open general meetings to present its Annual Report and other key policy documents for public scrutiny, including face to face questions and answers.

‘Promoting ICT’

- NMGW will exploit the scope for inclusive learning about Wales’ natural and cultural life that is offered by electronic and digital media by continuing to play a key role in the pan-Wales Gathering the Jewels project.
- NMGW will further develop its website to provide not only comprehensive up-to-date information for potential visitors but also to further develop virtual museum facilities for the education sector and a range of other service users.

‘NMGW will play a major role in the production and promotion of a landmark publication – the Encyclopaedia of Wales, the definitive guide to all things Welsh, to be published in the autumn of 2003’

NMGW Central Services

Co-ordination and integration

Education

As well as the 215,000 visitors that attended NMGW sites in the form of formal education groups, another 100,000 life-long learners used the services of the museums. This increasingly important audience was engaged through a programme of over 200 events – ranging from lectures and recitals to living history workshops and performances.

In addition to particular examples to be found in the 'Working in Wales and beyond' section of this Report, the educational highlights of the year included an extremely busy year for the interactive Glanely Gallery located in the National Museum & Gallery.

Through Glanely, the Education Service implemented a policy of continual reinforcement of environmental themes and highlighted this with partnerships with Cardiff Waste Forum to promote Yellow Pages recycling and with Keep Wales Tidy during a beachwatch theme.

Women's History Month in October 2001 saw excellent collaboration between a range of departments and sites as well as partnership work with the Ethnic Minority Women's Network to deliver a well attended series of events that appealed to a range of ages and cultures.

Engaging with visitors – both physical and virtual – was supported by NMGW's presence at one of Wales' leading national





Jenny Randerson AM visits NMGW at the National Eisteddfod in Denbigh

events. An ongoing partnership with Academi and Cywaith Cymru-Artworks Wales facilitated a multi-strand presence at the National Eisteddfod at Denbigh in north Wales. During the early summer pupils from Ysgol Llanefydd, Henllan, Heulfre, Twm o'r Nant, Frongoch and Bryn Clwyd were introduced to archaeology and the Celts by means of school-based artefact handling sessions.

Fired with this enthusiasm for their local heritage they were invited to participate in archaeological excavation, artwork and poetry sessions at the Eisteddfod. The spirit of this landscape became the creative force which fed sessions with a team of Wales' premier bards – Iwan Llwyd, Twm Morys, Myrddin ap Dafydd and Meirion MacIntyre Huws. Elements of the artwork, poetry and archaeological experiences were updated daily by the young participants on the Museum website.

National Science Week focused on the theme of 'Science: from past to future'. Activities took place at The National Museum & Gallery, The Museum of Welsh Life, Segontium Roman Museum and the Roman Legionary Museum, and included support from the Museum of the Welsh Woollen Industry. Partnerships

included the South Wales Energy Centre and Gwynedd Archaeological Trust, together with support from Cardiff University. Funding was received from COPUS, the UK partnership for Science Communication, to run all of the events, and from the National Assembly through the British Association.

The National Museum & Gallery held workshops looking at the science of textiles. The workshop on Textile Science was brought to life by examining the origin of natural fabrics and dyes through the use of the Biological collections. This was further developed through collaboration with the Museum of the Welsh Woollen Industry with a look at how science plays a part in creating fabrics from fleece. The workshops were fully booked, with over 300 pupils, from both primary and secondary schools, taking part. A display was made of the children's work and exhibited at the National Museum & Gallery before being returned to the participating schools.

The Museum of Welsh Life hosted activities focusing on energy use in the past and the future, with support from the South Wales Energy Centre, for secondary school pupils, and Iron Smelting Experimentation for all age groups.

'An ongoing partnership with Academi and Cywaith Cymru-Artworks Wales facilitated a multi-strand presence at the National Eisteddfod at Denbigh in north Wales'

NMGW Central Services



Publications & Design

The year saw a mixture of publications produced. *Kaligat Paintings* by Christine Mackay (Senior Conservation Officer, Paper) was jointly published with Rolibooks of Delhi. Another joint publication, *The Miracle of Flight* by photographer Stephen Dalton, was published with Merrell Books to coincide with the exhibition *Flight*. An exhibition catalogue, edited by Dr Ann Sumner (Curator, Fine Art) was produced in English and Welsh editions to accompany the exhibition *John Brett: a Pre-Raphaelite on the shores of Wales*. The Welsh and English language guidebooks for the Museum of Welsh Life were reprinted, reflecting the huge increase in visitors there, and a new French language edition was produced. Big Pit's guidebook was also reprinted, and a large print format of the Roman Legionary Museum's guidebook was produced, in line with NMGW's policy of making our museums accessible to all.

A report on the progress and implementation of NMGW's Welsh Language Policy was submitted to the Welsh Language Board, and warmly commended.

Design, both graphic and three-dimensional, was provided for the year's exhibition programme. In particular, the publicity poster for *Images of the floating world: Japanese woodblock prints* attracted attention, and won the Welsh Language Board's prize for bilingual design. The boat-house at the Museum of Welsh Life was completely refurbished, including new interpretation panels.

The operation of NMGW's website was transformed by the introduction of new, state-of-the-art software, and the design of the site evolved, becoming easier to use. Access was also enhanced by the introduction of databases and the use of sound and video. The use of interactive touch screens within exhibitions is increasing, and this aspect of interpretation was provided in temporary exhibitions and is now permanently available in some galleries. February saw the launch of a brand new intranet, allowing staff to benefit from ICT to communicate and share information.

Marketing

As with Education, NMGW centres its marketing activity on audience development – especially new audiences. This year provided the opportunity for the annual Visitor Surveys carried out by the NMGW Marketing Department to analyse the significance of the 87% increase in visits as a result of Free Entry:

- Whilst only 2% of respondents spontaneously cited free entry a reason to visit, 62% of all visitors were aware of free entry prior to their visit.
- Of those NMGW visitors based in Wales, 80% said they were aware of free entry. This suggests that the 'Free for All' marketing and press and PR campaign was successful in that it both raised awareness and attached value to that which is now free.
- The percentage of visitors from social classes C2, D and E rose from 31% in 1998 to 37% in 2001. This represents a modest discernible shift of six absolute percentage points and an increase of 19%. This establishes a platform for NMGW to continue to encourage new audiences in the light of free entry.
- The percentages of visitors who had undertaken previous visits have remained steady between 1998 and 2001. This would suggest that the increase in visits to NMGW sites since April 2001 can be accounted for by a proportionate increase in both first time visits and repeat visits.
- Although three out of ten people said it was their first time visit to National Museum & Gallery and the Museum of Welsh Life in both 1998 and 2001, the absolute numbers of first time visitors has risen in line with the increase in total visits.
- There has been an encouraging modest change in the age profile of visitors in favour of young people.
- Finally, free entry does not seem to have had any significant impact on visitors' ability to enjoy their experience.

The initial findings suggest that the decision to be evolutionary rather than revolutionary in the marketing response



National Museum & Gallery, Cardiff

to free entry has been wise. In terms of tone, style and design we must not alienate an existing core audience – yet we must appeal to new visitors and encourage repeat visits.

The introduction of free admission offered an opportunity to produce new promotional print for both existing audiences and new visitors in the form of *What's On* – a quarterly publication designed to be accessible to new visitors and to encourage repeat visits from existing audiences in the south Wales catchment areas. A similar publication for the north Wales museums is envisaged.

Finance and Human Resources

The NMGW Accounts 2001-2002 are detailed separately in the Financial Report. In a successful period, the total income generated by the Museum (excluding Welsh Assembly Government Grants) increased from £2,395,000 to £4,689,000, due primarily to major donations and bequests in the year, and the increase of secondary income generation following free access. New developments were central to the Finance Department's support of Museum activity. To this end the Department:

- supported business planning for major capital projects, with particular regard to National Waterfront Museum Ltd,

Big Pit and the Museum of the Welsh Woollen Industry.

- implemented the rollout to sixty Department users of its new online financial system, CFACs
- led the development risk management controls in line with Turnbull recommendations
- supported a rolling programme of VFM efficiency reviews (which included Buildings and Estates, Personnel, Finance and Development)

NMGW's financial resources were deployed as follows:

- Collections Care and Research 26.4%
- Permanent Display, Education and Exhibition 15%
- Support Expenditure 46.5% (including Warding, Security, cleaning, IT Services, Technical Services and allocated overheads based on staff numbers)
- Fundraising & Marketing 5.7%
- Management & Administration 6.4%

A review of Pay and Grading for NMGW staff produced a blue print for a three year package based on a consistent simplified system and equality of pay across the whole organisation.

A programme of Senior Management Training based on '360 degree Appraisal' was implemented during the year and proved to be a challenging but highly valuable exercise.



NMGW Central Services



'Big Pit became part of the NMGW IT network in the summer and in late autumn the Roman Legionary Museum became one of the first places in the country to be equipped with a new telephone system that uses the data network to transmit both voice and data'

Commercial

NMGW operates a number of retail outlets, commercial franchises and corporate hire services at its sites.

During the year, the net profit of NMGW shops increased by 534% and a large proportion of the increase can be attributed to the increase in spending by visitors following the dramatic rise in the number of visits. With the exception of the Museum of the Welsh Woollen Industry, which closed for re-development towards the end of the year, all of the sites showed an increase in net profit. The most significant increases were recorded at the Museum of Welsh Life (£178,501 net profit) and Big Pit (£67,762 net profit).

Information & Communication Technology

ICT development has concentrated on consolidation and extension of the existing systems and network. In contrast to 2000-2001, all NMGW office staff now have routine access to a wide range of services including e-mail and the internet.

Big Pit became part of the NMGW IT network in the summer and in late autumn the Roman Legionary Museum became one of the first places in the country to be equipped with a new telephone system that uses the data network to transmit both voice and data.

Connections between the Payroll and Finance systems were established in late autumn enabling salary data to be transferred directly to the finance system. Security was increased considerably to protect users from the threats of malicious programs being downloaded from the world wide web or via e-mail.

Library

Since 1999, the NMGW Library catalogue has been fully automated, with all new material being entered on the Library Management System (LMS). Considerable inroads have been made in retrospective cataloguing (special collections, museology etc.), so that some 33,000 books are now on LMS, out of a stock of some 150,000 monographs.

Access to the catalogue is currently only possible via the Main Library, but in adopting LMS it has always been planned to extend access to all staff, and possibly later to all via the internet. With this in mind, the Museum has purchased internet server software in order to deliver online access to the library database.

Conservation, Documentation and Photography

Conservation is central to maintaining the integrity of NMGW's collections. Highlights of the year included the establishment of a purpose-designed Archive Conservation Laboratory and a comprehensive Review of Conservation.

The Documentation Unit continues to provide the Museum with a professional service relating to the computerisation of the Museum's collections. During this year 110,887 new inventory records were created and, to date, 1,221,783 objects/specimens have obtained approved inventory status. 2001–2002 was a landmark year for Documentation with the completion of the inventory project for three-dimensional objects at the Museum of Welsh Life.

The Unit has also been active in a number of external partnerships, notably

the Gathering the Jewels and ENDEX (Extended National Database for Wales) projects. As a partner in Gathering the Jewels Limited, the Museum has been a driving force for this pan-Wales project. Its aims are to digitise and make available via the internet up to 25,000 objects/specimens, audio/sound, and moving images from archives, libraries, museums and galleries from across Wales.

The ENDEX is based on a partnership of Welsh heritage bodies, who have created a national index of archaeological and architectural information. The information encompasses NMGW's site database, the Sites and Monuments Records held by each of the four Archaeological Trusts, and Cadw's scheduled monument and listed building database. It is hoped that the NMGW's database of finds will be incorporated soon, to produce a comprehensive and integrated information system.

Over this year, the Documentation Unit and the Department of Archaeology & Numismatics have exported over 120,000 records for incorporation into this project.



Throughout 2001–2002, the Photographic Unit saw extensive changes in the use of modern technology. This has been driven by the underlying duty of the Unit to satisfy the photographic and imaging demands of the institution as well as external clients. Over 10,000 new photographs were taken, and despite a small reduction in the number of actual jobs recorded this demonstrated a considerable increase over the previous two-year period.

'During this year 110,887 new inventory records were created and, to date, 1,221,783 objects/specimens have obtained approved inventory status'

Working in Wales and beyond

NMGW's diversity of sites, activities and research

National Museum & Gallery

Visits in 2001-2002: 353,924
 Visits in 2000-2001: 226,876
 Increase: 56%

National Museum & Gallery,
 Cathays Park, Cardiff CF10 3NP

Tel: (029) 2039 7951

Open Tues-Sun and
 Bank Holiday Mondays 10am-5pm

The National Museum & Gallery, Cardiff, is unique amongst national museums in the UK in its range of arts and science displays. It houses the National Art Gallery alongside other curatorial departments that are internationally renowned for their work in the spheres of Archaeology & Numismatics, Geology and Biodiversity & Systematic Biology.

In contrast with some other NMGW sites, the initial impact of free entry was not startling. During the year, however, the cumulative impact was to transform the atmosphere of the building. Whilst school holidays are now thronged with families, and weekdays busy with groups from formal and lifelong educational settings, take-up of free events is dramatically increased. The most telling moments are on quiet days when there is now always a steady flow of visitors enjoying the host of opportunities the collections and activities represent.

Over eighty public events were mounted over the year, from talks on the

conservation of a Jurassic sea reptile to displays of flying birds of prey; from debates about Welsh art and its place in the world to discussions about how archaeologists represent Wales' past. The year's exhibition programme was dominated by *Flight* – the story of how birds, beasts and humans have taken to the air. This exhibition was generously supported by GE Aircraft Engine Services, Inc.

This year saw the National Museum & Gallery taking an ever closer part in the cultural life of Cardiff, Wales and beyond through collaboration with others. Examples range from working with Techniquet on the 'Science in the City' festival; the Open University; UWIC Centre for Lifelong Learning; the Royal Welsh College of Music & Drama on Sunday Coffee Concerts, and hosting innovative events associated with National Archaeology Weekend, National Science Week, Local History Week, Museums & Galleries Month and European Heritage Days.



56%

increase in visitor figures for
National Museum & Gallery



‘The National Museums & Galleries of Wales is one of our premier heritage organisations. NMGW has the potential to make a significant contribution to many of the National Assembly’s policies’

**Jenny Randerson, Welsh Assembly
Government Minister for Culture, Sport
and the Welsh Language**



Working in Wales and beyond

National Museum & Gallery

‘Exhibitions from NMGW’s art collection were also seen outside Cardiff. Sisters Select: Works on Paper from the Davies Collection travelled to Aberystwyth, Conwy and Bath’

Near Beddgelert, *Thomas Girtin* (1755-1802).

Art

Although the Art Department has a fine collection of late 18th century ‘golden age’ watercolours of Wales, including several by J. M. W. Turner, it had lacked a major view of Snowdonia. In 2001 it acquired *Near Beddgelert* by Turner’s short-lived contemporary Thomas Girtin (1775-1802), following the temporary deferral of an export license, and purchased with the assistance of the National Art Collections Fund. This large exhibition watercolour was painted following Girtin’s visit to north Wales in 1798, and attracted favourable attention when shown at the Royal Academy the following year.

Early in 2002, Thomas Gainsborough’s *Rocky Wooded Landscape with Rustic Lovers, Herdsman and Cows* was accepted in lieu of tax by the UK Government and allocated to NMGW in memory of the newspaper proprietor William Berry, 1st Viscount Camrose, and his brothers, who were bon in Merthyr Tydfil. This beautiful work of the 1770s is probably the most important acquisition for a decade.

A total of eight exhibitions ran in the Art in Wales and the Prints and Drawings galleries, ranging from the *Drawings by Augustus & Gwen John from the Collections*

of NMGW and the National Library’s touring memorial exhibition of *Will Roberts*, to *Cambria’s Curse: Images of the Welsh Bard (1750-1850)* and *John Brett: A Pre-Raphaelite on the Shores of Wales*. Both *John Brett* and *Cambria’s Curse* benefited from cross-disciplinary collaboration with Art department staff by the Geology, Archaeology & Numismatics, and Industry departments.

There is currently only one gallery designated for the display of art after 1960. In 2001 this room, Gallery 16, was renovated for a programme of changing thematic displays from the collection.

Exhibitions from NMGW’s art collection were also seen outside Cardiff. *Sisters Select: Works on Paper from the Davies Collection* travelled to Aberystwyth, Conwy and Bath, while a selection of our unrivalled holdings of drawings by Gwen John were shown at Tenby Museum and Art Gallery, and at Harewood House, North Yorkshire. Photographs by Philip Jones Griffiths were shown at the National Eisteddfod and drawings by Curnow Vosper in Brittany and in Merthyr Tydfil. Loans were also made to exhibitions elsewhere in Britain, Europe and the United States.



Rocky Wooded Landscape with Rustic Lovers, Herdsmen and Cows,
Thomas Gainsborough.



Working in Wales and beyond

National Museum & Gallery

'The excavations at Llanbedrgoch featured in the BBC2 series Blood of the Vikings presented by Julian Richards'

Archaeology & Numismatics

The last of eight seasons of excavation was undertaken at the Viking Age settlement at Llanbedrgoch, Anglesey. This completed the excavation of an early medieval spring, and another early medieval burial was discovered within the enclosure. The popular *Digging for Vikings* website was updated and virtual visitors could, once again, find out about discoveries as they happened at the Llanbedrgoch excavation.

The excavations at Llanbedrgoch featured in the BBC2 series *Blood of the Vikings* presented by Julian Richards. The skulls from the five bodies found at the site were delivered to the Unit of Art and Medicine, University of Manchester, for facial reconstruction in preparation for display in the exhibition *Re-creations: visualizing the past*.

A fundamental role of the Department is raising the standards of stewardship of the collections. This work of curation and documentation underpins many other museum activities. The Department has a five-year programme to document to inventory level and improve the packaging of priority collections. There are now 118,500 records on the Computerised Management System. Achievements this year include:

- the completion of a six-year project to repackage and document the Neolithic/Bronze Age general boxed collections
- all copper alloy objects from the Llyn Cerrig Bach deposit from Anglesey have been repackaged and documented
- all Roman small finds have now been documented to catalogue level
- all Roman coins and hoards from sites in Wales have been documented.

The Portable Antiquities Scheme – 'Finding Our Past' – was extended with continued support from the Heritage Lottery Fund and the Welsh Assembly Government. The Scheme, which



encourages the reporting of archaeological finds made by members of the public, has continued to be very successful – despite the influence of foot and mouth – and several notable discoveries have been recorded. It provides a mechanism by which members of the public have the opportunity to participate in the archaeological process and thereby make a contribution to both archaeological knowledge and the protection of the historic environment.



Pic supplied
to be scanned

As a result of several initiatives by the Department, state-of-the-art technology can now be used by visitors to unearth the treasures of Wales' past. An IT database that enables visitors to search any area in Wales for archaeological artefacts has been developed with specific additional funding provided by the Welsh Assembly Government.

The project has also led to the development of partnerships with the

Royal Commission on the Ancient and Historical Monuments of Wales, Cadw, and the four Welsh Archaeological Trusts. The sharing of information on the database allows all partners to view more comprehensive data. Over 300,000 objects dating from 250,000 years ago to the Industrial Revolution can now be traced back by visitors to the exact areas where they were found.

Excavation at Llanbedrgoch: washing and processing finds.

Working in Wales and beyond

National Museum & Gallery

‘Major acquisitions included a magnificent collection of Late Triassic (Rhaetian) vertebrates from Aust and Westbury, Jurassic ammonites from Somerset, and a large collection of fossils from the former Department of Geology at Aberystwyth University’

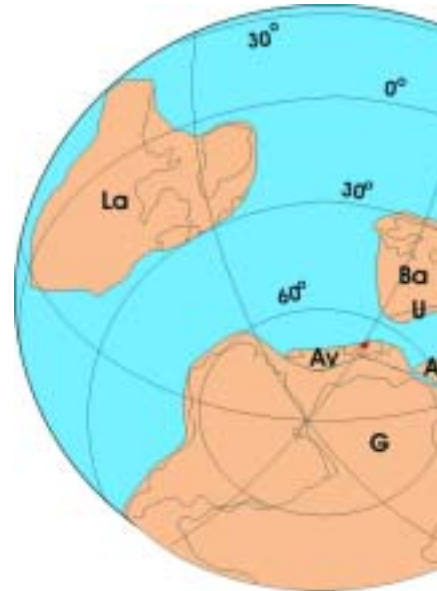
Geology

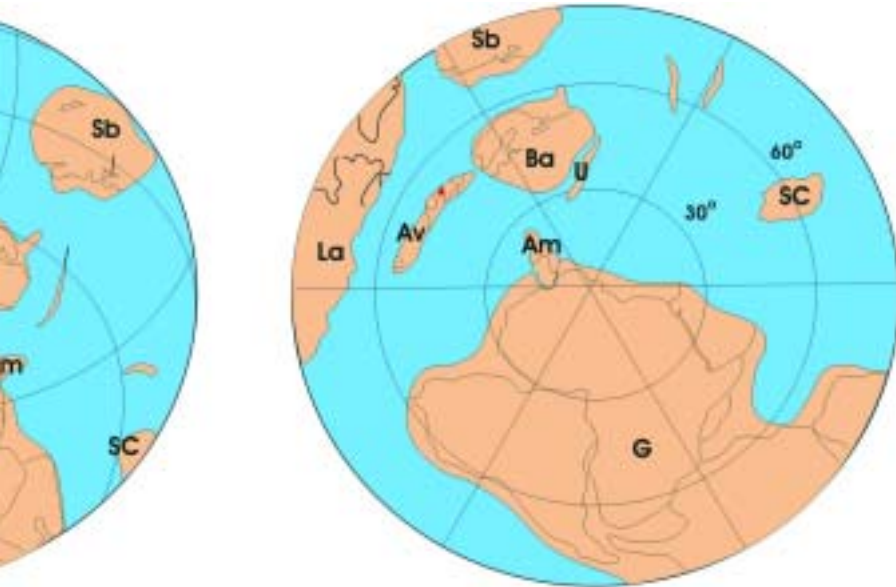
The opportunity to establish a number of short-term curatorial assistant contract posts allowed the Department to begin to audit, document and re-store significant parts of the backlog collections. Particularly important was the work on borehole cores, the coal collection, large mineral specimens, Palaeozoic fossils, and offprint publications. Detailed Curatorial Procedure documents were completed for the full range of such activities.

The Geology Teaching Collection was rationalised and upgraded, including the incorporation of new material from Cardiff University; this now provides an improved teaching resource for both curatorial and Education Department staff. The new Archive Store was finally occupied, following long-running problems with environmental control. The much consulted antiquarian maps and other papers are now re-housed under suitable conditions.

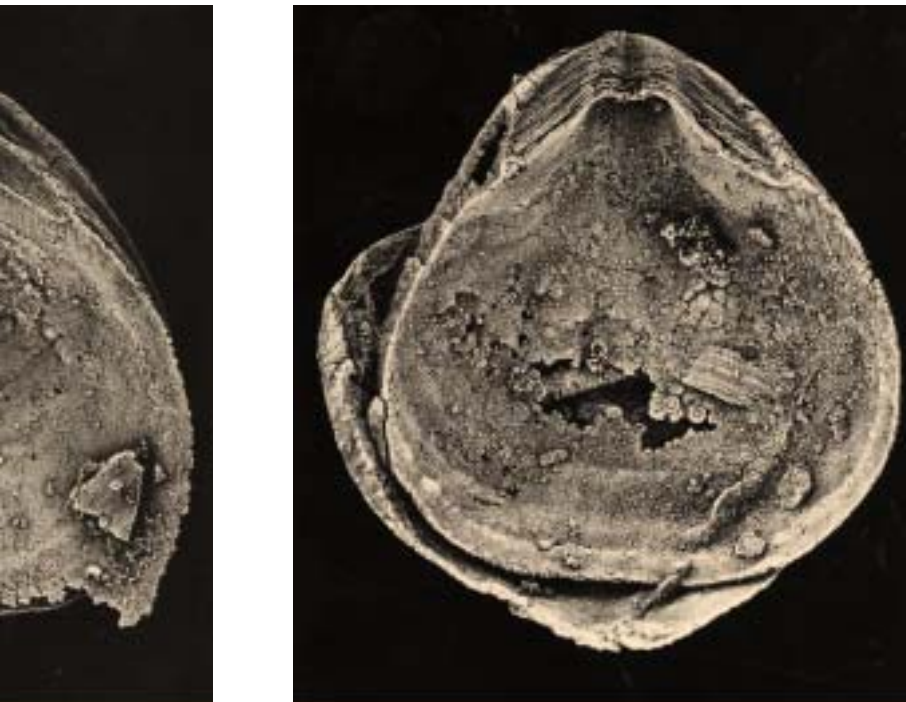
Major acquisitions included a magnificent collection of Late Triassic (Rhaetian) vertebrates from Aust and Westbury, Jurassic ammonites from Somerset, and a large collection of fossils from the former Department of Geology at Aberystwyth University, including type and figured material.

Apart from many activities within the UK, staff undertook fieldwork, research or made presentations at conferences in France, the Czech Republic, China, Canada, USA, France, Germany and Denmark. Overseas visitors coming to consult collections or to work with staff were from Uzbekistan, Iran, Czech Republic, Russia, China, Argentina and Ireland. These international relationships continue to emphasise the wide ranging remit of the Department.





In its earliest geological history, Wales formed part of a supercontinent named Gondwana, deep in the polar regions of the Southern Hemisphere. A major project in the Geology Department employs fossils from various areas of Gondwana to track the early movements of Wales (shown in red on the maps). The map on the left is of earth about 480 million years ago; the map on the right is of about 455 million years ago, when Wales' part of the earth's crust had drifted northwards away from Gondwana (marked G on the maps), eventually colliding with Scandinavia and North America.



Opposing valves of the primitive brachiopod Trematosia (a shallow marine seashell), which is about 510 million years old. Fossils like this provide crucial information in plotting the margins of ancient continental masses like Gondwana.

Working in Wales and beyond

National Museum & Gallery

'The Melvill-Tomlin Collection of sea shells has now been fully documented. This is a major milestone after twenty-two years of effort'

Biodiversity & Systematic Biology

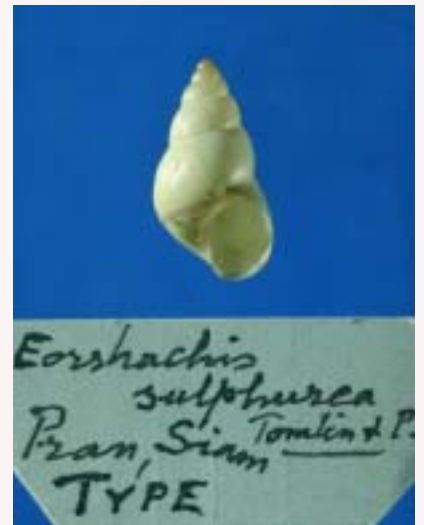
Commonly known as 'Bio-Syb', the Department continues to explore Marine Biodiversity, discovering species new to science and constructing the first map of the seabed of the Irish Sea.

The Melvill-Tomlin Collection of sea shells has now been fully documented. This is a major milestone after twenty-two years of effort, involving the databasing of 750,000 shells. The data is now available for access on NMGW's website.

Through the department, the Museum makes major contributions to international Biodiversity Agendas in capacity building projects in East Africa, Galapagos, Rodrigues, Canada and Bulgaria, in training to support the conservation of threatened habitats and species. In addition, BioSyB continues to forge links with Welsh partners, working with:

- Countryside Council for Wales Sandbanks and Merionnydd Oakwoods projects
- local authorities on hedgerow and pond surveys and the establishment of local record centres
- the National Botanic Garden of Wales in the surveying of rare and endangered Welsh flora
- the Wales Biodiversity Group to promote public awareness and understanding of biodiversity and sustainability issues.





One of Tomlin's type specimens from the Melvill-Tomlin Collection.

Staff from NMGW, CCW and University of Wales, Bangor working on the deck of the RV Prince Madog.

Working in Wales and beyond

Museum of Welsh Life

Visits in 2001-2002: 694,899

Visits in 2000-2001: 321,810

Increase: 116%

Museum of Welsh Life,
St Fagans, Cardiff CF5 6XB

Tel: (029) 2057 3500

Open daily 10am-5pm

John Williams-Davies, Director of the Museum of Welsh Life, receives the WTB's 'Wow Factor' award, given to MWL for being the best visitor attraction in Wales.

One of Europe's leading open-air museums, the Museum of Welsh Life is part of the group of four Social and Industrial History Museums run by NMGW and is home to the largest curatorial department, Social & Cultural History. From the re-creation of an ancient Celtic village to the erection of a brand new House for the Future, visitors can explore and enjoy over 2,000 years of history in over forty re-erected period buildings that have been collected from all over Wales.

This was a momentous year for the Museum in many ways, including the opening of two new buildings (the first to be opened on the site for six years), namely:

- the high profile House for the Future, integrating vernacular tradition with sustainable technology, which was

opened on 24 April 2001 by the Minister for Culture, Sport and the Welsh Language, Jenny Randerson AM. It won the Guardian's National Homebuilder Design Award for 'Best House of the Future'

- the hugely popular 1950 B2 prefab from Gabalfa, Cardiff, opened by the Lord Mayor of Cardiff, Russell Goodway.

Public interest in these two new buildings helped boost the dramatic rise in visitor numbers as a result of the advent of free entry. For 271 days of the year, the visitor numbers were over 2,000 a day, and actually reached over double that figure on sixty-five of those days. 103,000 of the visitors were from educational groups. It is a huge tribute to the front-of-house staff and education staff that they coped so effectively with such immense numbers.



‘NMGW provides an impressive array of achievements at a reasonable cost. At the same time, its arm’s-length relationship with the Assembly gives it the degree of independence necessary to its role in the long-term sustainable stewardship of the treasures vested in its trust’

The Final Report of the Quinquennial Review of NMGW, School of Public Policy, University of Birmingham

116%

increase in visitor figures for
Museum of Welsh Life



Working in Wales and beyond



The House for the Future at MWL.

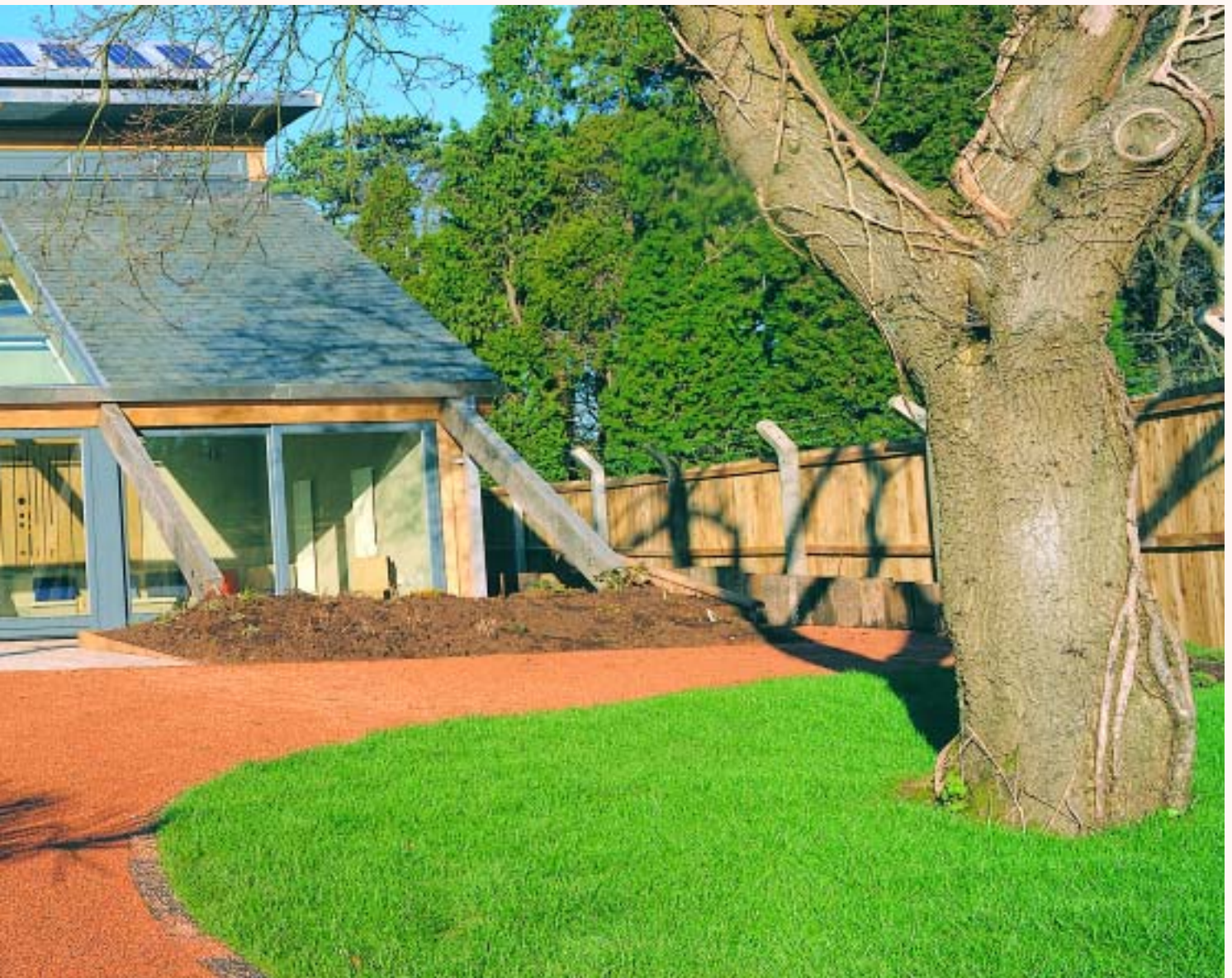
The well-established annual May Fair event drew 32,524 visits (19,000 on the Bank Holiday Monday). The Harvest Festival, on the theme of traditional food and farming, drew over 5,000 visitors.

The Cardiff Matsuri – a festival celebrating links between Wales and Japan – was held at the Museum of Welsh Life in June 2001, involving 380 local primary school pupils and activities that attracted nearly 12,500 visits over three days.

Halloween, an evening event, was the first to charge an admission fee since the

introduction of free admission. This did not deter visitors – the site was filled to capacity within an hour of opening, the numbers reaching over 4,700 for the evening in its entirety.

The ever-popular Christmas Fair was another equally successful charging event, attracting over 12,000 visitors over three nights. It is no wonder that the Museum won the 'Wow Factor' Award at the 2001 Wales Tourism Awards ceremony, for being the best visitor attraction in Wales.



The appeal of the Museum as a visitor attraction is underpinned by ongoing curatorial work such as the re-erection of the Llandeilo Tal-y-bont Church.

The masonry work of this exciting major project, including reinstatement of missing period windows, is near completion, and the structural timbers of the North Transept roof were restored and rebuilt.

Work also continued on the restoration of St Fagans Castle, including the previously derelict Italian Garden. The work of refurbishing and reinterpreting the Castle Kitchen was also far advanced,

but completion was delayed pending emergency repairs to the Castle roof.

In addition, Taff's Well Police Station was dismantled and brought to the Museum to await re-erection and excellent progress was made with the start of a systematic programme for conserving the historical buildings on the site. Five buildings were completely re-thatched and extensive repairs carried out on another two roofs.



The Matsuri Festival took place at MWL in June.

Working in Wales and beyond

Welsh Slate Museum

Visits in 2001-2002: 144,408

Visits in 2000-2001: 53,890

Increase: 168%

Welsh Slate Museum,
Gilfach Ddu, Llanberis,
Gwynedd LL55 4TY

Tel: (01286) 870630

Open Easter-October daily 10am-5pm,
November-Easter Sunday-Friday
10am-4pm, closed Saturday



Above: The traditional craft of slate-splitting and trimming is displayed in the new demonstration area.

Right: Dafydd Roberts, Keeper of the Welsh Slate Museum, receives the WTB's 'Sense of Place' award, given to WSM for being the best visitor attraction in Wales at creating a distinctly Welsh ambience.

The story of slate unfolds for visitors through watching skilled craftsmen as they deftly split and dress the slate by hand, viewing the largest working waterwheel on mainland Britain. The Museum also offers a unique glimpse into the lives of the quarrymen and their families at Nos 1-4 Fron Haul – a terrace of cottages which have been moved to the Museum from their original site in Tanygrisiau and furnished in three different historical periods.

By any standards, 2001-2002 was a truly remarkable year at the Welsh Slate Museum. Following the introduction of free entry it soon became clear that visitors were spending money saved on admission at neighbouring attractions, thereby spreading our benefit to the advantage of the Llanberis tourism destination as a whole.

By the end of March 2002, the Welsh Slate Museum had recorded the highest percentage year-on-year change recorded at any of NMGW's sites.

Equally as satisfying, many of the new visitors are local people enjoying and

experiencing their personal selection of highlights. The Quarrymen's Houses, the waterwheel, 'To Steal a Mountain' and the craftsman-presented displays of slate splitting and trimming are amongst the most popular. The latter has now been relocated to a larger exhibition area, providing visitors with comfortable tiered seating and an unimpeded view, while members of staff work within what is, effectively, a well-lit theatre.

Staff also became increasingly aware of the need to supplement the interpretation of the site in imaginative ways such as through the provision of an interactive DVD presentation on old and modern slate working techniques, as well as a computer animation of the geological process leading to the formation of slate.

Last, but by no means least, the Welsh Slate Museum's remarkable year was crowned by the honour of receiving, at the Wales Tourist Board's annual awards ceremony, the 'Sense of Place' Award for 2001 for being the best visitor attraction in Wales at creating a distinctly Welsh ambience.



‘Spreading the national museum across the country encourages people in most regions to view and appreciate aspects of their heritage ... It enables the totality of Welsh heritage to be more accurately represented. For example, the Welsh Slate Museum in Llanberis gives a much better idea of how the industry used to work than a few pieces of slate and machinery in a building in Cardiff ever could’

‘Ten good reasons to feel proud of Wales’ – Western Mail

168%

increase in visitor figures for
Welsh Slate Museum



Working in Wales and beyond

Big Pit: The National Mining Museum

Visits in 2001-2002: 130,037

Visits in 2000-2001: 73,914

Increase: 74%

Big Pit: The National Mining Museum,
Blaenafon, Torfaen NP4 9XP

Tel: (01495) 790311

13 February-30 November open
daily 9.30-5pm

Set in the heart of the World Heritage Site at Blaenafon, Big Pit offers an experience unparalleled in Britain and unique to Wales. Guided by ex-miners, visitors descend 300 feet to the very depths of the mine and experience the total darkness that the miners worked in day after day. Surface features and facilities include colliery buildings, pithead baths, blacksmith's workshop, winding engine house and a café.

The year was one of great change for Big Pit and its staff. Until February 2001 Big Pit had operated as an independent Charitable Trust and Limited Company. During 2001-2002, it had to adapt to being a national museum within a national institution that is also an Assembly Sponsored Public Body. This transformation coincided with the outbreak of the Foot & Mouth crisis, the re-introduction of the Free Entry policy for national museums and the start of a £7m capital redevelopment.

In the past, those visiting from both England and France exceeded the numbers of school children visiting Big Pit

from Wales; now Welsh school children top the rankings.

The popularity of Big Pit is testament to the fact that the staff have continued to maintain a superb service to the public throughout the course of such a turbulent year.

Big Pit has recently been awarded two awards by the Good Britain Guide 2002: 'Tour of the Year' and 'Welsh Family Attraction of the Year'.

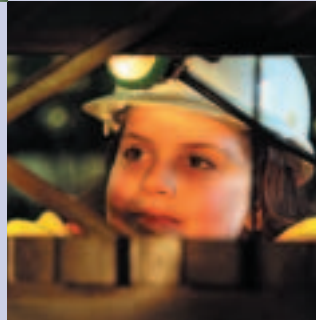
The award of 'Tour of the Year' celebrates the authenticity of the Big Pit experience. Every visitor who takes the underground tour will encounter a real coalmine and real miners. The guides are happy to share their own insights into this unique industry with visitors and each one provides the public with a slightly different experience during their tour.

Big Pit is happy to accommodate all manner of different groups, from schools to women's guilds, from university groups to family days out. This versatility has contributed to Big Pit being considered 'Welsh Family Attraction of the Year'.



74%

increase in visitor figures
for Big Pit: The National
Mining Museum



Working in Wales and beyond

Museum of the Welsh Woollen Industry

Visits in 2001-2002: 12,576

Visits in 2000-2001: 9,036

Increase: 39%

Museum of the Welsh Woollen Industry,
Dre-fach Felindre, Llandysul,
Carmarthenshire SA44 5UP

Tel: (01559) 370929

Closed for redevelopment until
spring 2003

'It is NMGW's intention to present the story of the wool industry in imaginative ways in the very mill and village that was the centre of the industry'

MWWI closed on March 1st for extensive redevelopment. It will re-open spring 2003.

Located in the heart of the west Wales countryside the Museum of the Welsh Woollen Industry tells the story of the forty mills once clustered around Dre-fach Felindre. Cambrian Mills – the only mill in the village, which has remained in continuous operation since it was built – now houses the Museum. Centuries-old techniques, forgotten skills and traditional ways of life sit alongside a thriving, working woollen mill, still producing for the modern market.

During the year, NMGW was awarded nearly £1m from the Heritage Lottery Fund to help re-develop the site as a flagship museum for west Wales. As a result, the Museum was closed to visitors on March 1 with the aim of re-opening in spring 2003.

A hundred years ago spinning and weaving was one of Wales' most important industries and the mill was the hub of an industrial enclave in the Teifi Valley, alongside fifty other woollen mills and weaving sheds. The area became known as 'The Huddersfield of Wales'.

The mill is still in commercial production today. It is NMGW's intention to present the story of the wool industry in

imaginative ways in the very mill and village that was the centre of the industry and which is now a heritage site of enormous significance.

The total cost of the redevelopment will be £1.7m. In addition to the HLF grant of £986,500, NMGW is contributing £300,000 to the costs. A further £350,000 grant is being sought from European Union Objective 1 funding and £50,000 is being raised from individual trusts and sponsorship through dedicated fundraising activity.

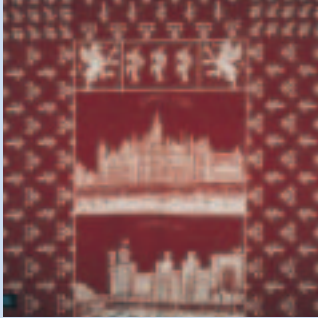
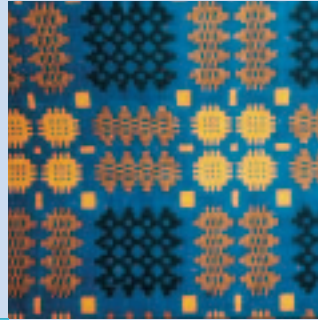
The programme will include the repair of the listed mill buildings and the provision of improved visitor facilities, dedicated educational facilities and modern interpretation of the collections.

The woollen industry played a central role in the development of this area of rural Wales and NMGW is very much looking forward to retelling the story in a way that will inspire people to visit the beautiful and fascinating Teifi Valley.



39%

increase in visitor figures for
Museum of the Welsh
Woollen Industry



Working in Wales and beyond

Roman Legionary Museum

Visits in 2001-2002: 70,160
Visits in 2000-2001: 58,997
Increase: 19%

Roman Legionary Museum,
High Street, Caerleon NP18 1AE

Tel: (01633) 423134

Open Monday-Saturday 10am-5pm,
Sunday 2-5pm

Segontium Roman Museum

Visits in 2001-2002: 12,565
Visits in 2000-2001: 8,810
Increase: 43%

Segontium Roman Museum,
Beddgelert Road, Caernarfon,
Gwynedd, LL55 2LN

Tel: (01286) 675625

Open 1 November-March Monday-
Saturday 10am-4pm, Sunday 2-4pm;
1 April-October Monday-Saturday
10am-5pm, Sun 2-5pm

The stone sarcophagus, being installed at RLM.

During the year over 27,000 students experienced the educational programme at Caerleon, reflecting both the quality of the Roman remains available and the continually evolving range of facilities, activities and resources on offer.

Highlights for the year included the addition of a stone sarcophagus in the main gallery and the launch of an exciting resource for schools.

One of the main projects during the academic year was to develop outreach resources for the Roman Legionary Baths. These are designed to assist school children in their understanding of the archaeological remains. Newport LEA worked with NMGW and CADW with the aim of developing exciting resources to support a visit to the baths and the use of artefacts.

The multimedia resource that was produced is available on the internet and is called 'The Caerleon Web Challenge'. It is aimed at Year 3 children who study the Romans as part of their history curriculum. The children are asked to imagine that their father is the Commanding Officer of the fortress at Isca and that he has ordered them to look after the family of a British Chieftain who will visit the fortress in a few weeks time. The children must give the family a

taste of Roman life at the baths. The children are then given a number of tasks to complete which will help them to decide what the family will do during their visit.

The resource is in the form of a structured Microsoft PowerPoint presentation that allows the children to navigate through the tasks. It also links to an exclusive multimedia resource bank provided by NMGW and CADW. The resource includes drawings, photos, video, virtual reality scenes and interactive drag and drop activities.

During the late spring of 2002 a new exhibit was installed in the gallery. This Roman Bath stone sarcophagus was discovered locally in 1995 at a site near to the University of Wales College Newport Caerleon Campus.

Over the past year the sarcophagus has been conserved and reconstructed and is now a stunning new attraction to the gallery. The display has been paid for by public donations to the NMGW and is the first exhibit to be funded in this way. Soon, the display will include some of the artefacts discovered in association with the sarcophagus, most notably the skull of a circa 40 year old male and a beautifully turned shale bowl.

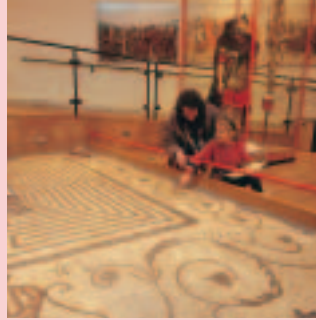


Segontium is NMGW's smallest museum and is located at the remains of one of ancient Britain's most famous Roman forts. Despite its comparatively modest visitor figures, the museum engages with its host community in imaginative ways.

One of the highlights of the year was a collaborative display project with Ysgol yr Hendre, Caernarfon. Pupils worked with local artist Catrin Williams to create three collage panels based the history and archaeology of the Segontium site.

19%

increase in visitor figures for
Roman Legionary Museum



43%

increase in visitor figures for
Segontium Roman Museum



Working in Wales and beyond

Turner House Gallery

Visits in 2001-2002: 11,706

Visits in 2000-2001: 10,554

Increase: 11%

Turner House Gallery,
Plymouth Road, Penarth CF64 3DM

Tel: (029) 2070 8870

Tuesday-Sunday 10am-5pm, and Bank
Holiday Mondays
(opening times apply only during
exhibition showings)

NMGW Collections Centre

NMGW Collections Centre,
Heol Crochendy, Parc Nantgarw,
Trefforest CF15 7QT

Tel: (029) 20573560

Visits welcome by appointment, open
Monday-Friday 9.30am-4.00pm

NMGW's only stand-alone art facility, the Turner House Gallery, Penarth, is a temporary exhibition venue, managed by the Department of Art. The first half of the year saw two further changing displays of work from the Graham Sutherland collection. The second of these, 'Genius Loci', provided an opportunity for staff from Art, Archaeology & Numismatics, Geology, and Biodiversity & Systematic Biology to test a multi-disciplinary interpretation of Sutherland's work which will inform planning for the future Sutherland Centre in St Davids.

This was followed by the popular annual exhibition of the South Wales Art Society, the region's leading amateur-artists' group, and an inspiring show of work by



Graham Sutherland, Road to Porthglais with Setting Sun (by kind permission of the Graham Sutherland Estate)

members of the Watercolour Society of Wales.

The Department of Industry currently operates Nantgarw in the south Wales valleys, servicing the curatorial, conservation and research requirements of the Industry Collections both at the Collections Centre and at NMGW's social and industrial history museums.

Workshops to deal with the conservation of small industrial artefacts and works on paper have been established within the Collections Centre and plans have been drawn up for the provision of engineering and woodworking facilities.

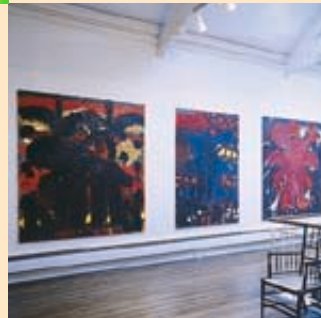
A total of 695 research visitors made use of the Collection Centre's facilities, and an Open Weekend was staged at the Collections Centre to coincide with European Heritage Events in September 2001.

The department's staff have been deeply involved in the development of the proposed new industrial and maritime museum in Swansea as well the Heritage Lottery Fund supported redevelopment of Big Pit and the Museum of the Welsh Woollen Industry.



11%

increase in visitor figures for
Turner House Gallery



NMGW Court of Governors, Council and Management Board

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Vice President

Roger G. Thomas OBE, LLB, CCMI

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G. Wyn Howells ACIB

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J. W. Evans CBE, MA

Prof. C. L. Jones OBE, FRSA

M. A. J. Salter

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Dr P. T. Warren CBE, MA

Linda D. Quinn

C. Malcolm Parry

Eirlys Pritchard Jones BA

Dr Nancy M. Edwards BA, FSA

The National Library of Wales

Vacant

The University of Wales

Mair Waldo Thomas

Professor J. King

Welsh Joint Education Committee

Councillor D. Parry Jones (to June 2001)

Members of Parliament for Wales

W. Griffiths

Appointed by the Court

H. Jones (to October 2001)

D. Bowen Lewis

Dr W. B. Willott CB

Dr E. Wyn Lewis

C. Rowlands

H. Mansfield (from October 2001)

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Councillor J. Huish

Councillor D. I. Bowen

Organisations in Wales

Cambrian Archaeological Association:

K. Mascetti

The Council of the Royal National Eisteddfod:

G. E. Humphreys

The National Museum of Wales Society:

H. Looker

The Council of Museums in Wales:

Councillor R. Francis Davies

Wales TUC Cymru:

Vacant

The Welsh Council of the CBI:

Vacant

The National Trust:

M. A. McLaggan

The Arts Council of Wales:

S. Crouch

Wales Tourist Board:

J. Jones

The Welsh Wildlife Trusts Ltd:

Vacant

Countryside Council for Wales:

P. Loveluck

Council for British Archaeology:

F. L. Llewelyn

The Federation of Museums and Galleries in Wales:

Vacant

Council

President

Mathew Prichard CBE, DL, BA

Vice President

Roger G. Thomas OBE, LLB, CCMI

Treasurer

G. Wyn Howells ACIB

Appointed by the Secretary of State for Wales

Dr Susan J. Davies BA (to February 2002)

Mrs Eirlys Pritchard Jones BA

Dr Nancy M Edwards BA, FSA

Dr P. T. Warren CBE, MA

Elected by the Court of Governors

D. Bowen Lewis

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M. A. J. Salter

NMGW's Management Board

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Eurwyn Wiliam

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Mike Tooby

Director of the Museum of Welsh Life, and Director of Social & Industrial History

John Williams-Davies

Director of Resource Planning

Mark Richards

Director of Strategic Communication

Robin Gwyn



NMGW Council. Top (l-r): Dafydd Bowen, Brian Willott, Mark Salter, Colin Jones, Nancy Edwards, Peter Warren. Bottom (l-r): Eleri Wyn Lewis, Roger Thomas (Vice President), Mathew Prichard (President), Susan Davies (Vice President-elect), Paul Loveluck (President-elect), Wyn Howells (Treasurer), Eirlys Pritchard Jones. Not pictured: Annwen Carey-Evans, Wynford Evans.