

Amgueddfa Cymru - National Museum Wales	
<p><b>Nodyn diogelu</b></p> <p>Cover note</p>	<p><a href="#"><u>Bwrdd yr Ymddiredolwyr</u></a></p> <p>Board of Trustees</p>
<p><b>Dyddiad y cyfarfod / Date of meeting</b> 27 September 2012</p>	<p><b>Rhif agenda / Agenda number</b> 6</p>
<p><b>Teitl y papur / Paper title</b> Director General's Report Quarter 1 (April - June) 201-2013</p>	<p><b>Awdur / Author</b> David Anderson</p>
<p><b>Dyddiad / Date</b> 24 September 2012</p>	<p><b>Cyfrinachol? / Private and confidential?</b> <i>Û yn ôl y galw / as appropriate</i></p> <p><b>Ie / Yes</b>                      <b>Na / No Û</b></p>
<p><b>Disgrifiad byr / Brief description</b></p> <p>The Quarter one report covering performance against Vision Map Key Objectives and visitor figures to sites and the website.</p>	
<p><b>Adnoddau angenrheidiol</b> Resource implications and requirements</p>	<p><i>Û yn ôl y galw neu rhwngch manylion / as appropriate or describe</i></p>
<p><b>Dim</b> None</p>	
<p><b>O fewn y gyllideb bresennol</b> Within existing budgets</p>	<p><i>Û</i></p>
<p><b>Adnoddau angenrheidiol – manylion a chost</b> Resources required – details and cost</p>	
<p><b>Gofynnir i aelodau / Members are asked to</b></p>	<p><i>Û yn ôl y galw / as appropriate</i></p>
<p><b>Trafod a chytuno</b> Discuss and approve</p>	
<p><b>Derbyn gwybodaeth a briffio</b> Receive information and be briefed on</p>	<p><i>Û</i></p>
<p><b>Derbyn a nodi</b> Receive and note</p>	

## Director General's Report Q1 (April – June) 2012-2013

Vision Map Key Objective (Perspective)	Quantitative Indicator	Previous year out- turn	Annual Target (quarterly target)	Out-turn to end of Quarter 1	Qualitative Report (April – June 2012)
<b>World-class museum spaces (The People of Wales)</b>	Number of visits*	1,690,340	1,600,000 (471,700)	480,330	At St Fagans: National History Museum, work has continued on the development of the HLF Bid and planning and listed building consent has been submitted. The transport plan has been developed and discussions with stakeholders are on-going. Options for the redevelopment of the National Roman Legion Museum have been scoped. In relation to improved signage, a new corporate banner has been installed at each of the sites. Progress against milestones = <b>green</b>
<b>International reputation (The People of Wales)</b>	Number of venues to which loans made across the world*  Number of international collaborations	312 (99 in Wales)  New Indicator	310  100	277 (92 in Wales)  92	A proposal has been developed for an exhibition to travel to Chongqing (March 1 <sup>st</sup> 2013) and possibly other venues in China. Work has continued with the AFA on the proposed 'Landscapes' art tour to the USA with two venues confirmed and a further venue being provisionally confirmed. Work on Artes Mundi is progressing but slightly behind programme. The collaborative marketing plan is in place and planning of local press work for the October exhibition opening is underway. Early discussions about the learning programme have taken place. Progress against milestones = <b>green</b>

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<b>Collections and research (Presenting Wales)</b>	Number of research projects	203	228	228	Phase 1 of the consortium-led JISC-funded digitisation project of GB and Ireland type fossil specimens leading to an open freely accessible on-line database has been completed. Amgueddfa Cymru has recently joined the Welsh Institute for Research of Art and Design (WIRAD) in order to increase research capacity. Progress against milestones = <b>green</b>
	% Collections computerised to inventory standard	46.8%	48.5% (48%)	48%	
<b>Priority audiences (Presenting Wales)</b>	Number of visits by priority audiences	New Indicator	No target	This will be reported once major survey complete	New Audience Development Action Plans have been produced for each museum and are being implemented. As part of the new Visitor Profile study across all sites, interviews have started and will continue until March 2013. Interim results will be available in the autumn. A review of system requirements for an organisation-wide booking system is underway. Amgueddfa Cymru's Child Poverty Strategy 'Transforming Children's Futures' was published in April and is being implemented. Preparations are well underway on a conference for the sector to take place in July. Bling displays opened at the National Waterfront Museum and National Museum Cardiff in June. Progress against milestones = <b>green</b>
	Number of events targeted at priority audiences	New Indicator	Target to be determined	Data to be collected	
<b>Communicati ng collections (Presenting Wales)</b>	Number of formal education visits*	248,425	235,000 (76,000)	65,297	The formal learning figures are significantly under target. This mirrors the pattern at organisations in Wales and the wider UK who are reporting decreases in figures for last year and for the first quarter of this financial year. This has been attributed largely to the high costs of transport and also to Government instruction to schools that they should must advise parents that contributions for school trips are voluntary and/or that schools should themselves fund trips if parents unable/unwilling - or should cancel. Within Amgueddfa Cymru the largest decreases in comparison to previous year, have
	Number of informal education visits*	242,381	200,000 (50,000)	75,669	

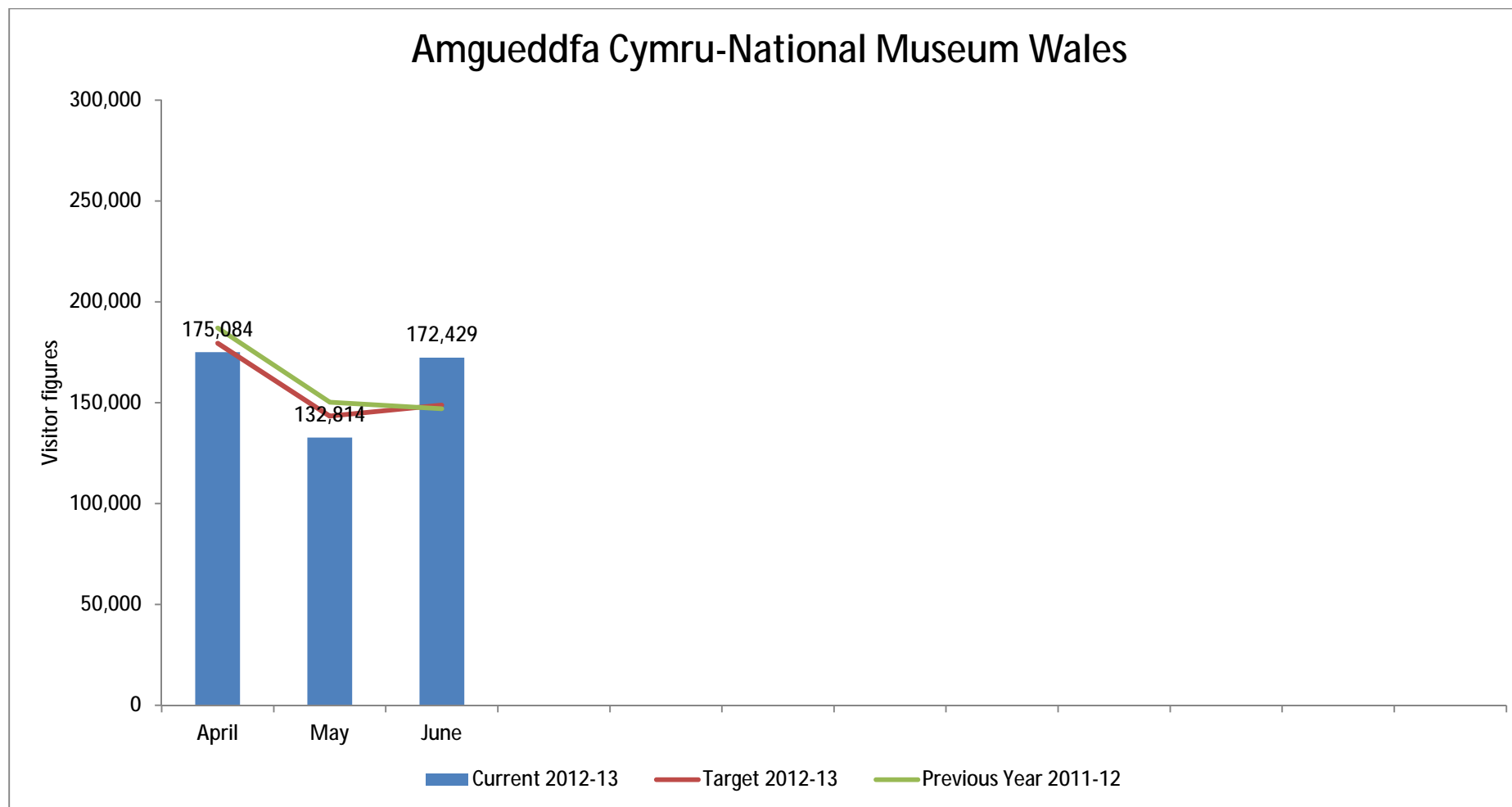
Vision Map Key Objective (Perspective)	Quantitative Indicator	Previous year out- turn	Annual Target (quarterly target)	Out-turn to end of Quarter 1	Qualitative Report (April – June 2012)
					<p>been experienced at the National Waterfront Museum (which secured particularly high figures last year) and St Fagans, where Learning staff have been heavily involved in the development of the HLF bid.</p> <p>Work has started on a new Exhibitions Strategy and a new Publications Strategy has been drafted. A meeting of the prospective venues for an exhibition to celebrate the Tercentenary of Richard Wilson has taken place to agree the content. The rolling programme of exhibitions at all sites is on target. The National Slate Museum's principal exhibition for 2012, Dathlu'r Deugain/Fab 40, opened in May. Planning has begun to collect material for the celebration of Big Pit's 30<sup>th</sup> anniversary as a museum in 2013.</p> <p>Progress against milestones = <b>green / yellow</b></p>
<b>Partnerships (Improving performance)</b>	Number of active partnership projects	25	23	Reported annually	<p>AC continues to work with CyMAL and the other partners in implementing the Welsh Government's Museums Strategy. Work is progressing on the re-launched Sharing Treasures Scheme. The Medieval Minds exhibition has been successfully installed in Wrexham Museum. A MOU with Cardiff Story has been signed. AC continues to support the bid for World Heritage Status for the slate areas in North Wales with a baseline study brief having been developed and approved.</p> <p>Progress against milestones = <b>green</b></p>
<b>Talent, skills and competencies (Improving performance)</b>	Percentage of staff in receipt of Training and Development  Number of volunteering	31.7%	25%  20 (5)	7.5%  5	<p>A new HR Strategy has been approved by the Performance Review Committee. The Heritage Horticultural Skills scheme has received second phase funding from the HLF. We are part of the group running this initiative. IIP standard was achieved for the first time at St Fagans in April.</p>

Vision Map Key Objective (Perspective)	Quantitative Indicator	Previous year out- turn	Annual Target (quarterly target)	Out-turn to end of Quarter 1	Qualitative Report (April – June 2012)
	opportunities				Progress against milestones = <b>green</b>
<b>New Media (Improving performance)</b>	Number of website visits*	1,648,896	1,450,000 (362,500)	459,927	Work as a lead partner on Peoples Collection Wales is continuing with the implementation of the action plan agreed by the federated management service. Recruitment of the project team for the Esmee Fairbairn Foundation-funded Natural Images historic photograph digitisation project has been completed and work on collection audits is underway. Progress against milestones = <b>green</b>
<b>Advocating for sustainability (Financial success)</b>	Number of people at targeted advocacy events	1000	1000 (250)	270	The Museum's stand at the Urdd Eisteddfod received 2695 visitors including the First Minister, who tried his hand at slate splitting.  Progress against milestones = <b>green</b>
<b>Development and use of resources (Financial success)</b>	Profit returned from Enterprises  Funding generated by Development Department  Research Income	£490,918  £1,174,261  £95,897	£401,928 (£163,281)  £1,984,114  £170,000	£197,018  £578,369  Reported Annually	AC's budget plans were produced and presented to the PRC. Work is underway to evaluate the feasibility of photovoltaic arrays at Big Pit and Nantgarw. Green Dragon Level 3 accreditation has been achieved at all sites.  Progress against milestones = <b>green</b>

\*Welsh Government Dashboard Indicators

**Colour coding:** **Green** – milestones achieved to target; **Yellow** – milestones delayed/below target but deliverable within year; **Orange** – milestones delayed/below target but deliverable within next year; **Red** – milestones undeliverable

## Visits to Amgueddfa Cymru sites 2012-2013



Notes: During Q1, we have attracted 480,330 visitors and are just above the target of 471,700. Again, all sites have so far exceeded their targets with the exception of St Fagans. The inclement weather continues to have a negative effect on St Fagans' visitor figures. Recent reporting by the Museums Journal referred to the impact of the poor weather on the visitor numbers of outdoor attractions. It is hoped that St Fagans will be given an extra boost with raising its profile through a combination of media coverage on the opening of the Haverfordwest House, the HLF announcement and the TV advertising campaign, and that this increased press and marketing activity will help with making up the shortfall in visitor numbers.

## Visits to Amgueddfa Cymru Website 2012-2013



Notes: There are correlations that we see year-on-year, with the peaks and troughs relating to school holidays - which are reflected in the amount of visits to our museum homepages. There is an annual growth in online users as more people use the internet to search for visiting, exhibitions and events information, but this also links to our increasing the volume of content about our collections. Over Q2 we expect to see a rise in web visits, following the general trend over the summer in previous years.

## Annex Definition of Key Performance Indicators

Key Performance Indicator	Definition
Number of visits*	Total number of visits to the museums of Amgueddfa Cymru. This indicator includes the number of formal education visits and the informal on-site visits to Amgueddfa Cymru museums
Number of venues to which loans made across the world*	Total number of venues to which loans made at start of year + new venues to which loans made during year
Number of international collaborations	Number of international collaborations at the start of the year plus the number of international collaborations built during the year, an international collaboration being defined as any relationship between AC and an organisation outside the UK where there is mutual benefit to both partners. Does not include loans as these are collected separately.
Number of research projects	Number of research projects underway at the start of the year + number of new research projects started in year
% Documentation projects on target	Percentage of the projects focussed at documenting specific elements of the collection that are on target i.e. going to deliver the stated number of items documented
Number of visits by priority audiences	Average percentage of total visits by each priority audience obtained visitor profiling survey
Number of events targeted at priority audiences	Number of events across all museums targeted at the priority audiences of families, young people (16-24 year olds) and tourists
Number of formal education visits*	Number of visits to one of our museums, as part of the delivery of, or arranged to complement and support the learning objectives of a recognised formal curriculum, usually by teachers and students from schools, colleges or universities. This figure also includes visits by teachers pursuing CPD opportunities and those undertaking work experience or placement opportunities, arranged as a formal curriculum supporting experience. All visits are counted daily, rather than per workshop or placement
Number of informal education visits*	<p>= Number of 'added-value' learning visits + Number of participants in off-site learning activities</p> <p>Number of 'added-value' learning visits is defined as the number of visits to one of our museums, where there is an additional learning offer, over and above the core learning offer available at all Museum sites to the general public i.e. visits to special programmed events open to all or visits by specific and hard-to reach audiences, usually by prior arrangement, for facilitated sessions.</p> <p>Number of participants in off-site learning activities is defined as the number of participants in learning opportunities (based on our museums, collections or work), not at one of our museums but facilitated or organised by a member of museum staff. Summation of actual counts of participants in off-site</p>



Key Performance Indicator	Definition
	programmes
Number of active partnership projects	Number of key corporate partnership relationships at the start of the year plus the number of partnership relationships built during the year
Percentage of staff in receipt of Training and Development	Number of staff in receipt of training and development during the quarter expressed as a percentage of the total number of staff
Number of volunteering opportunities	Number of volunteering vacancies offered by Amgueddfa Cymru during the quarter
Number of website visits*	The number of website visits calculated using 'AWStats' and 'Google Analytics', together with analytical narrative on hits, downloads and dwell time
Number of people at targeted advocacy events	Number of attendees at targeted advocacy events, expressed in relation to the number of invitees and the number of events, supported by a narrative on the purpose of events
Profit returned from Enterprises	The net profit (having taking into account costs) raised through Enterprises within the financial year
Funding generated by Development Department	Income raised through fundraising within the financial year
Research Income	Research income generated as a result of partnerships

**\*Welsh Government dashboard indicators**