#### Amgueddfa Cymru - National Museum Wales Nodyn diogelu **Bwrdd yr Ymddiriedolwyr Board of Trustees** Cover note Dyddiad y cyfarfod / Date of meeting Rhif agenda / Agenda number 11 September 2014 Awdur / Author Teitl y papur / Paper title Director General's Report Quarterley Briefing David Anderson Q1 April - June **Dyddiad /** Date **Cyfrinachol?** / Private and confidential? 3 September 2014 ü yn ôl y galw / as appropriate le / Yes Na / No ü

# Disgrifiad byr / Brief description

The Q1 report to the Board comprising the dashboard of indicators, graphical and tabular representations of the number of visits, a graph showing the number of website visits, and a financial report.

Adnoddau angenrheidiol Resource implications and requirements	ü yn ôl y galw neu rhowch manylion / as appropriate or describe
Dim None	
O fewn y gyllideb bresennol Within existing budgets	ü
Adnoddau angenrheidiol – manylion a chost Resources required – details and cost	
Ystyrir Cyfleon Masnachol Commercial Opportunities considered	
Gofynnir i aelodau / Members are asked to	ü yn ôl y galw / as appropriate
Trafod a chytuno Discuss and approve	
Derbyn gwybodaeth a briffio Receive information and be briefed on	ü
<b>Derbyn a nodi</b> Receive and note	

### Amgueddfa Cymru – National Museum Wales

### Meeting of the Board of Trustees

### October 11th 2014

### Director General's Report to the Board Q1 April – June 2014

Please find attached my Q1 report to the Board comprising the dashboard of indicators, graphical and tabular representations of the number of visits, a graph showing the number of website visits, and a financial report.

### Performance reporting

On the dashboard, the quantitative indicators show excellent progress and are generally on target with the number of informal education visits reporting below target. The qualitative reports demonstrate that the performance has also been very good this quarter.

Cumulatively, half a million people (502,598) have visited our sites in the first three months this year, which is 12.31% above target and also up on 2013 by 8.87%.

The methodology for recording website visits has changed this year and we are now using Google Analytics rather than AWStats to eliminate inflation of the figure due to automated visits to our website. Both methods were used in parallel during 2013/14 to obtain a benchmark on which our targets have been based. Visits to the website during Q1 follow the benchmark figures from the previous year very closely. Activity is expected to pick up again in Q2, and follow the pattern shown last year.

While the number of formal education visits was above target with an out-turn of 63,128 against a target of 60,000, bucking recent trends, the number of informal education visits was slightly down on target with an out-turn of 44,176 against a target of 47,500. This downturn is being kept under review by the Director of Learning, Exhibitions and Digital Media.

### Financial reporting

The Financial Position Report for the 2 months to 31 May 2014 (as reported to the Performance Review Committee) shows overall income, expenditure and carried forward reserves in line with approved budgets. Carried forward reserves are in place to meet future commitments over the next 3 years in line with the strategic budget plan. More information is provided in the narrative in the report.

David Anderson, Director General

# Director General's Performance Report Q1 (April – June) 2014-2015



Vision Map Key Objective (Perspective)	Quantitative Indicator	Previous year out- turn	Annual Target	Out-turn to end of Q1	Qualitative Report (April 2014 – June 2014)	Progress against target/ milestone
World-class museum spaces (The People of Wales)	Number of visits*	1,629,196	1,590,000 (447,500)	502,598	Cumulatively, over half a million people (502,598) have visited our sites in the first three months this year, which is 12.31% above target and also up on 2013 by 8.87%. Progress continued to be made on the St Fagans re-development with permission being sought to appoint the preferred contractor with anticipated commencement date for Y Gweithdy and Main Building in September. The Natural History Concept Development Project Initiation document has been completed.	
International reputation (The People of Wales)	Number of venues to which loans made across the world*  Number of international collaborations	305 102	310 100	287 98	Amgueddfa Cymru hosted the International Conference for the Society of the Preservation of Natural History Collections in June 2014, with the programme including over 100 presentations to 230 delegates from over 90 countries world-wide. Work on preparing for the MA conference in Cardiff is on target. The contract for the forthcoming AFA US art	
Priority audiences (Presenting Wales)	Number of events targeted at priority audiences	892	700	238	tour has been signed and the first payment received.  Content development for St Fagans galleries proceeding to target. Work continues with 'Our Museum' community partners to meet year 3 milestones of the project. Work has started on the development of a new Learning and Participation Strategy with an audit of Amgueddfa Cymru's current work underway. Review of Transforming Futures Strategy is ongoing informed by Welsh	

Vision Map Key Objective (Perspective)	Quantitative Indicator	Previous year out- turn	Annual Target	Out-turn to end of Q1	Qualitative Report (April 2014 – June 2014)	Progress against target/ milestone
					Government's Culture and Poverty report and Arts in Education report recommendations.	
Collections and research (Presenting Wales)	Number of research projects  % Collections computerised to inventory standard	237 50.7%	200 50.7% (50.4%)	233 50.5%	Work is progressing on the revision of collecting policies, strategic plan for conservation and the research and collections management strategies. Amgueddfa Cymru continues to lead the History Wales Public Engagement Group and supports the Historic Environment Group at Director level. Preparation is underway for the Phase 2 technical refresh of Peoples Collection Wales.	
Communicati ng collections (Presenting Wales)	Number of formal education visits*  Number of informal education visits*	210,543	205,000 (60,000) 230,000 (47,500)	63,128 44,176	The formal education figures for the period were above target, bucking recent trends but the target has been reduced to reflect the impact of the St Fagans redevelopment project and this indicator continues to be closely monitored. The Exhibitions Strategy was completed and is now being implemented. The Richard Wilson exhibition was installed in June 2014 for opening 5 July. New 2014-15 programme brochure has been produced for WW1 exhibitions and events at all sites. Peter Blake exhibition installed and associated programme well-received at Oriel y Parc. Work continues to schedule on Artes Mundi VI.	
Partnerships (Improving performance)	Number of active partnership projects	25	25	Reported annually	Amgueddfa Cymru continues to be represented on the Welsh Government Museums Strategy steering group. Sharing Treasure exhibitions opened at Chepstow and Abergavenny museums in May 2014. AC contributing to Snowdonia National Park Authority Yr Ysgwrn steering group which is now in receipt of £2.8m grant from HLF. DG continues in his role as President of the Museums Association.	

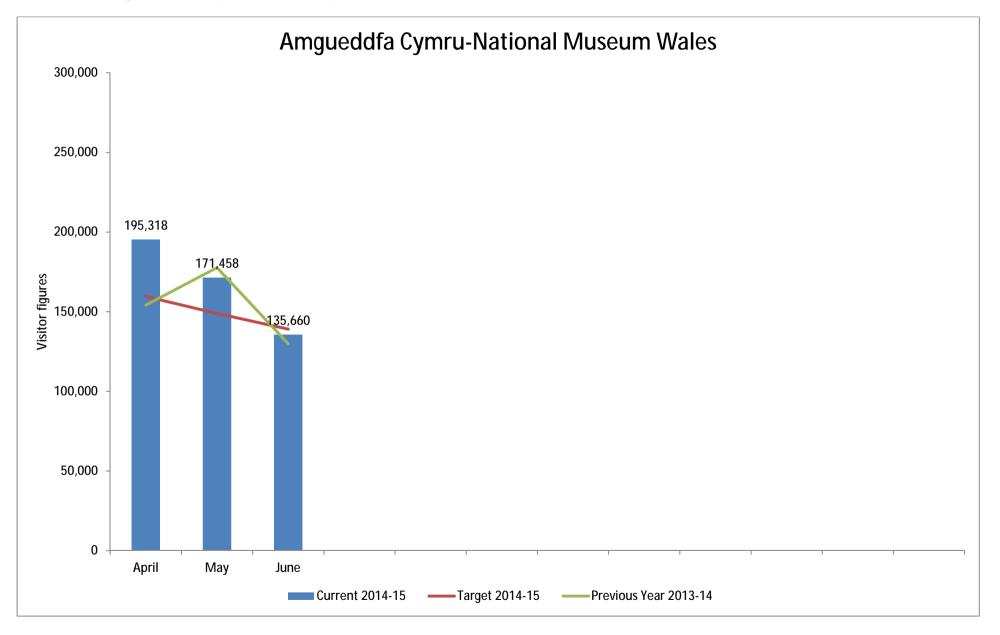
Vision Map Key Objective (Perspective)	Quantitative Indicator	Previous year out- turn	Annual Target	Out-turn to end of Q1	Qualitative Report (April 2014 – June 2014)	Progress against target/ milestone
Talent, skills and competencies (Improving performance)	Percentage of staff in receipt of Training and Development Number of volunteers	57%  New indicator	230	20.4%	Phased roll-out of competency-based framework is proceeding to plan. Recent launch of the new internal newsletter Newyddfa has been warmly welcomed by staff. Terms of reference for review of Job Evaluation Scheme has been agreed with consultant. Work on new Learning and Development Strategy underway. IIP continues to be maintained at all sites that have	Green
	Number of advertised volunteering roles	16	20 (5)	6	already been awarded it and a diagnostic has been arranged for National Museum Cardiff in the autumn.	
New Media (Improving performance)	Number of website visits*	1,962,026	1,400,000^ (350,000)	353,971	The Board received a presentation of the overarching digital strategy in June. Excellent progress being made with Historic Images project and plans for exhibition at National Museum Cardiff and Oriel y Parc are well advanced.	Green
Advocating for sustainability (Financial success)	Number of people at targeted advocacy events	1158	1000 (250)	230	Regular advocacy updates continue to be provided to the Board of Trustees. A new Corporate Communications and Advocacy Strategy and action plan is being developed. Successful Amgueddfa Cymru stand hosted at the National Eisteddfod.	Green
Development and use of resources (Financial	Profit returned from Enterprises Funding	£545,048	£355,195 (£151,973)	£201,467	High level budgets and 10 year forecasts are in place. The Financial Position Report for the 2 months to 31 May 2014 shows overall income, expenditure and carried forward reserves in line with	Green
success)	generated by Development Department	£2,014,573	£1,500,000	£341,742	approved budgets. Carried forward reserves are in place to meet future commitments over the next 3 years in line with the strategic budget plan. New Vision in development. Successful workshop	
	Research Income	£187,806	£170,000	Reported annually	sessions held with Board of Trustees and Joint Executive Group. Wider staff consultation to start in October 2014. SEREN BS8555 level 3 attained for	

Vision Map Key Objective (Perspective)	Quantitative Indicator	Previous year out- turn	Annual Target	Out-turn to end of Q1	Qualitative Report (April 2014 – June 2014)	Progress against target/ milestone
					all sites in March 2014, indicating commitment to sustainability across the organisation. Work with the Development Board continues with 4 new development Board members. Updated Enterprises plan in place with business recommendations from Enterprises Review considered and scheduled.	

<sup>\*</sup>Welsh Government Dashboard Indicators ^ Measurement methods have changed in line with industry best practice to Google Analytics

**Colour coding:** Green – key objective on/achieved to target; Yellow – key objective delayed/below target but deliverable within year; Orange – key objective not achieved/below target but deliverable within next year; Red – key objective undeliverable

# Visits to Amgueddfa Cymru sites April – June 2014



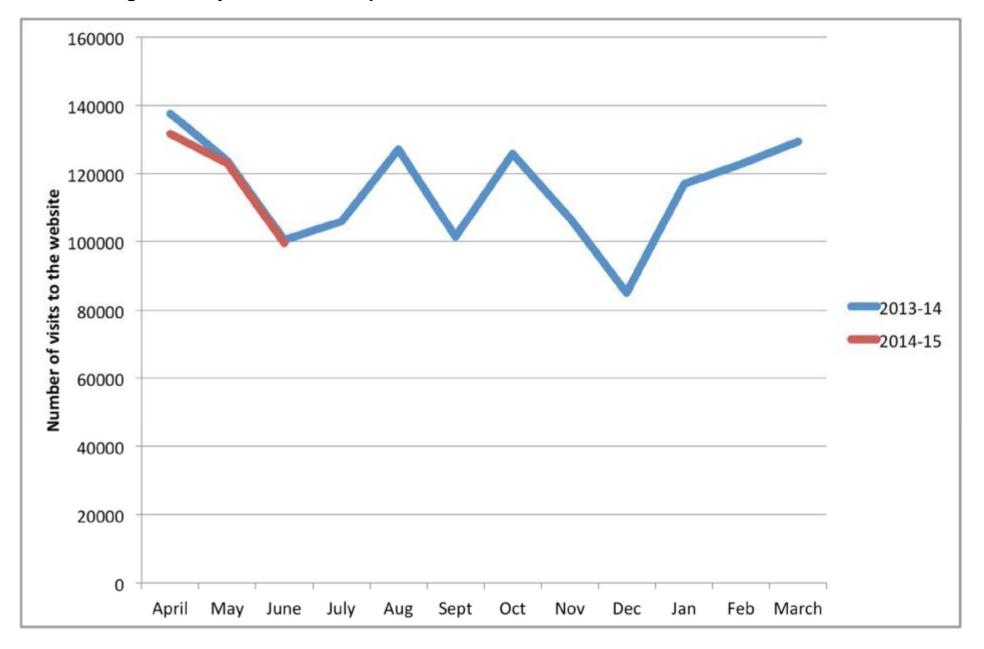
# **Cumulative Visitor Figures April - June 2014**

## PLUS VARIANCE FROM 2013 and 2000

	2014	2014	2013	2000	Variance	from	Ir	ncrease/Decrease		Increase/Decrease
Museum	Actual	<b>Target</b>			Targ	jet	on	2013	on	2000
					No.	%	No.	%	No.	%
Cardiff	<u>116,295</u>	98,000	<u>113,359</u>	67,478	18,295	18.7	2,936	2.6	48,817	72.3
St Fagans	<u>189,625</u>	173,000	<u>168,092</u>	99,452	16,625	9.6	21,533	12.8	90,173	90.7
Roman	<u>19,234</u>	<u>19,000</u>	<u>19,115</u>	17,873	234	1.2	119	0.6	1,361	7.6
Wool	10,031	<u>7,000</u>	<u>9,989</u>	2,902	3,031	43.3	42	0.4	7,129	245.7
Slate	<u>55,820</u>	42,500	<u>43,185</u>	15,577	13,320	31.3	12,635	29.3	40,243	258.3
Big Pit	47,987	<u>47,000</u>	<u>46,431</u>	30,215	987	2.1	1,556	3.4	17,772	58.8
Waterfront	<u>63,606</u>	<u>61,000</u>	61,479		2,606	4.3	2,127	3.5		
TOTAL	502,598	447,500	461,650	233,497	55,098	12.31	40,948	8.87	205,495	0.88

Oriel y Parc Gallery 9,319
Oriel y Parc Total 43,813

# Visits to Amgueddfa Cymru Website April 2013 - March 2014



# **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
Collabol ations	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*	= Number of 'added-value' learning visits + Number of participants in off-site learning activities 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.

Key Performance Indicator	Definition
	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
	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	Number of staff in receipt of training and development during the quarter expressed as a percentage of
Training and Development	the total number of staff
Number of volunteers	Number of volunteers at the start of the year, plus the number of new volunteers quarter by quarter
Number of advertised volunteering	Number of volunteering vacancies offered by Amgueddfa Cymru during the quarter
roles	
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	Number of attendees at targeted advocacy events, expressed in relation to the number of invitees and
advocacy events	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	Income raised through fundraising within the financial year
Department	
Research Income	Research income generated as a result of partnerships

<sup>\*</sup>Welsh Government dashboard indicators

	Original	Revised		Year to	Date	Year to Date			Date
	Budget	Budget	Budget	Actual	Budget '	Variance	Actual	Varia	ance
	£'000	£'000	£'000	£'000	£'000	%age	£'000	£'000	%ag
Core Income									
Revenue Grant in Aid	22,236	22,236	2,854	2,854	0	0%	2,643	211	89
People's Collection Grant	363	363	61	61	0	0%	66	(6)	09
Trading Subsidiary Profit - accrued	355	355	0	0	0	0%	0	0	09
Trading Subsidiary Recharges	162	162	27	26	(1)	-4%	27	(1)	-49
Contribution from CCS	546	546	137	136	(1)	0%	91	45	499
Departmental Income	742	742	124	115	(9)	-7%	83	32	399
Specimen/Private Funds Transfer	101	101	0	0	0	0%	0	0	09
Income from charging facilitated visits	50	50	8	5	(3)	-40%	0	5	09
Income from fundraising	100	100	17	0	(17)	-100%	0	0	09
Income from C&R research/charging	130	130	22	0	(22)	-100%	0	0	09
Total Core Income	24,785	24,785	3,210	3,197	(52)	-2%	2,910	287	
Core Expenditure									
Staff Costs	18,996	18,996	3,069	3,086	(17)	-1%	3,171	85	39
Operating Costs	6,485	6,485	1,081	843	238	22%	939	96	109
Loan repayments Carbon Trust	44	44	22	22	0	0%	22	0	-
Cash b/f earmarked- transfer from reserve/ contingency	(826)	(826)	(138)	(138)	0	0%	(216)	(78)	369
Total Core Expenditure	24,699	24,699	4,034	3,813	221	5%	3,916	103	50
Net Core Income/(Expenditure)	86	86	(824)	(617)	169		(1,006)	389	
Non-Core Expenditure									
Net SNHM Redevelopment	007	007	150	22	120	050/	10	(0)	
income/expenditure	897	897	150	22	128	85%	13	(9)	-
Accrued HLF for SNHM Redevelopment	0	0	0	(10)	10	-	0	10	-
VRS and strain costs	870	870	145	135	10	7%	120	(15)	-
Total Non-Core Expenditure	1,767	1,767	295	147	148		133	(14)	
Transfer from reserve/contingency to Non-Core	(1,767)	(1,767)	(295)	(295)	0	0%	(133)	162	-
Net Income/(Expenditure) in year	86	86	(824)	(469)	317		(1,006)	537	

#### Core Income

Revenue Grant-in-Aid of £2.8m was drawn down for the first two months of the year.

Income has been accrued in line with budget for the People's Collection Wales project (£61k). Contributions from CCS of £136k towards the running costs of the National Waterfront Museum (NWMS) and trading subsidiary recharges of £26k have been received, in line with budget.

Actual departmental self-generated income for the 2 months to 31 May was £115k, which is £9k less than the budget. The budget has not yet been profiled so has been calculated on a straight-line basis. Grants received include:

- £10k from the Colwinston Trust for various activities (Learning)
- £4k towards the Portable Antiquities Scheme (History)
- £8k from the Leverhulme Trust (Science)
- £6k from the Pilgrim Trust (Art)
- £47k sponsorship for the forthcoming SPNCH Conference (Science)

Other income includes £8k utilities recharges to Elior and other tenants, £6k annual rebate from the Welsh Procurement Card, £8k rental and events income (mainly at St Fagans), and £18k sundry income eg agricultural receipts, consultancy.

Additional income targets for the year have been set at £50k for facilitated school visits, £100k revenue fundraising and £130k Collections & Research charging and net research income. For the first 2 months of the year £5k has been invoiced for facilitated school visits.

The Specimen/Private Funds budgeted transfer for the year includes transfers of £54k from the Specimen Grant towards Historic Buildings Unit staff costs, and £45k from Private Funds to cover Development department operating costs. The transfers will be made later in the year.

### **Core Expenditure**

Actual staff costs for the 2 months to 31 May were £3.09m against the budget of £3.07m, an over-spend of £17k. The salaries budget has been profiled for planned Change Programme savings but is still being refined for some departments. The over-spend is therefore not a concern at this stage, and forecast Change Programme savings are expected to be met for the year.

The operating costs actual spend for the first 2 months of the year was £0.84m against a budget of £1.1m, an under-spend of £238k. The budget has not yet been profiled so has been calculated on a straight-line basis.

The first 6-monthly loan repayment to the Carbon Trust has been made as planned.

The average time taken for payment of invoices in the 2 months to 31 May 2014 was 9.75 calendar days, which includes 97.56% of invoices settled within 30 days, above the Welsh Government target of 95%.

### Non-Core Expenditure

£897k is planned to be transferred to the SNHM redevelopment project during 2013/14 from revenue (£750k for the car park, and £147k for transition costs, which is net of £177k identified Change Programme savings). Revenue costs incurred to date are £22k, with £10k HLF Funding being accrued against this.

The annual budget for Change Programme VRS and strain costs is £870k. Expenditure for the first 2 months of the year was £135k, including £57k accrued pension strain costs

Non-core expenditure will be funded by transfers from the Museum's revenue reserves in line with the approved high level budget forecasts.

### Conclusion

The Museum's revenue position at 31 May 2014 is broadly in line with budget. Work is currently being undertaken to complete the profiling of the operating costs and department income budgets.

Change Programme savings have been realised as planned. As at 31 May 2014, 29 posts in total from the start of the Change Programme have been lost as planned, consisting of 4 fixed term contracts not renewed, 20 staff leaving under VRS, 3 taking early retirement, and 2 normal retirements.

The Museum's Procurement Strategy, updated to reflect the Welsh Government's Statement on Procurement Policy, was launched in February 2014, with a key objective to raise the profile and understanding of procurement across the Museum.

The Finance Department plan for 2014/15 includes various initiatives for improving efficiency within finance functions including: the implementation of the new expenses system (for which the pilot began in January 2014); a review of the finance and accounting system, including input from departments, with a view to under-taking a tender exercise in the following year; and developing and beginning roll-out of training plans for Finance and for Procurement across the Museum. The Finance Department is also piloting a new SharePoint Document Management System (Stor), along with the Corporate Planning department.

## Amgueddfa Cymru – National Museum Wales SPECIMEN FINANCIAL POSITION 31 May 2014

	Annual Budget £'000	Year to Date Actual £'000	Budget Remaining £'000
Income			
Specimen Grant in Aid	538	27	511
Contributions	0	22	(22)
Accrued HLF for SNHM Redevelopment	0	0	0
Total Income	538	49	489
Expenditure			
Departments	352	15	337
Special Purchases - Art	95	70	25
Y Gadair Ddu	10	0	10
HBU projects	124	27	97
Transfer to SNHM Redevelopment	654	1	653
HLF funded SNHM Redevelopment	0	0	0
Total Expenditure	1,235	113	1,122
Net Income/(Expenditure) in year	(697)	(64)	(633)
Cash b/f	697	697	0
Accrued income b/f	10	10	0
Cash c/f	10	643	(633)

### Income

£27k of Specimen Grant-in-Aid has been drawn down in the first 2 months of the year. The full amount of Grant-in-Aid will be drawn down in the year.

Contributions received include £20k from the Art Fund towards the purchase of *Mountain Landscape – Swm Trifaen*, by Alfred William Hunt; and £2k from the National Sciences Collections Association.

### **Expenditure**

Expenditure for the year by the Departments is £15k.

Special art purchases include *Mountain Landscape – Swm Trifaen*, by Alfred William Hunt, for £70k.

The cash brought forward amount consists of £697k cash in bank at the year end and £10k accrued HLF income for St Fagans project expenditure.

## Amgueddfa Cymru – National Museum Wales CAPITAL FINANCIAL POSITION 31 May 2014

Income	Annual Budget £'000	Year to Date Actual £'000	Budget Remaining £'000
Capital Grant in Aid	1,100	9	1,091
SNHM Redevelopment Grant in Aid	1,625	111	1,514
Transfer from Revenue	0	0	0
HLF funding for SNHM Redevelopment	0	65	(65)
Total Income	2,725	185	2,540
Expenditure			
Capital Maintenance Programme	683	19	664
SNHM Redevelopment funded by Grant in Aid	2,802	73	2,729
SNHM Redevelopment funded by Reserves	593	0	593
SNHM Redevelopment funded by HLF	0	65	(65)
Residual Projects	0	0	0
Additional £550k expenditure	550	0	550
Total Expenditure	4,628	157	3,921
Net Income/(Expenditure) in year	(1,903)	28	(1,381)
Cash b/f	1,831	1,831	0
Accrued income b/f	737	737	0
Cash c/f	665	2,596	(1,381)

#### Income

£9k capital GIA has been drawn down for the first two months of the year, along with £111k GIA for the St Fagans project. The full amounts of GIA will be draw down for the year.

HLF funding towards the St Fagans project has been accrued in line with HLF eligible expenditure to date.

### **Expenditure**

Expenditure for the two months to date on the agreed Capital Maintenance Programme is £19k, including £12k on minor works across all sites, £3k on emergency works, £3k on building condition surveys and £1k on health & safety.

A total of £138k has been spent on the SNHM Redevelopment project, including £106k on the ICT server room infrastructure works

Approximately £2m of the brought forward balance at the start of 2014/15 is allocated to the St Fagans project, with a further £550k carried forward representing the additional £550k allocated by the Welsh Government in March. The carried forward balance consists of £1.9m cash and £586k accrued HLF income.