

inspiring people, changing lives

Our Purpose: Inspiring people through our museums and collections to find a sense of well-being and identity, to discover, enjoy and learn bilingually, and to understand Wales' place in the wider world.

Our commitments:

Making a difference to Wales:

Changing lives, by working with local and national organisations to create a happier, healthier and more sustainable Wales, with access to culture for all, and a thriving economy.

Museum experience: Visitors experience high quality museums, exhibitions, and public spaces for enjoyment and learning.

Digital experience: Users experience a connected and accessible digital museum for engagement, creativity and learning.

Learning and Creativity: Everyone has a wealth of opportunity to learn, research and create.

Participation and Inclusion: Individuals, families and communities throughout Wales and beyond, shape and take part in inclusive and accessible cross-cultural activities for all.

We will achieve this through:

Transformational projects: Plan and deliver projects that transform our services and how we deliver them.

Advocacy and communication: Promote and market the valuable and diverse work we undertake regionally, nationally and internationally.

Connected digital museum: Improve quality, accessibility and availability of our collections and services digitally.

Strategic partnerships: Develop corporate partnerships and collaborations to enhance the effectiveness and impact of our work and that of our partners.

Public programmes: Plan and deliver inspirational exhibitions, events and activities within and beyond our museums.

Advancing knowledge: Extend knowledge of our collections and audiences through novel and independent academic research and analysis that meets public and organisational needs.

Financial Performance and Governance : Achieve excellent organisational performance, governance, financial control and improve financial sustainability.

We will enable this through:

Our People: Develop skills and nurture the talent of our staff and volunteers, to ensure we provide high quality services.

Our Culture: Develop a culture of innovation and excellent leadership that promotes public service, communication and continuous improvement at all levels.

Our Systems: Develop our systems, processes and technology to improve effectiveness and meet changing expectations of our visitors.

Our Collections: Develop and care for the national collections to ensure they remain relevant and accessible today and for future generations.

Our Infrastructure: Invest in our infrastructure to ensure a safe, sustainable and secure environment for staff, the public and the collections.