

Amgueddfa Cymru
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Rydym yn croesawu gohebiaeth yn y Gymraeg.
National Museum Wales
Cathays Park, Cardiff, CF10 3NP,
Tel: 0300 111 2 333
We welcome correspondence in Welsh.

amgueddfa
cymru
national
museum
wales

ysbrydoli pobl
newid bywydau
inspiring people
changing lives

23rd May 2022

Dawn Bowden AS/MS
Dirprwy Weinidog y Celfyddydau a Chwaraeon, a'r Prif Chwip
Deputy Minister for Arts and Sport, and Chief Whip

Annwyl Ddirprwy Weinidog

Dear Deputy Minister

As you will be aware from our last meeting, Amgueddfa Cymru – National Museum Wales' Senior Executive Team and Board of Trustees have developed a new strategy and brand, which together set the future direction for the organisation as it recovers from COVID-19 and implements important new directions for Amgueddfa Cymru.

Both the strategy and brand were formally approved by the Board of Trustees at its meeting in March 2022 and the new strategy already forms the basis of our annual operational plan and 5-year business plan. It is also closely aligned to our Remit Letter and the Programme for Government and helps us deliver our commitments to it, including the National Contemporary Art Gallery for Wales, the Anti-Racist Wales Action Plan and Amgueddfa'r Gogledd.

We fully agree that it would be inappropriate to hold a launch or issue a press announcement at this stage as Amgueddfa Cymru will be judged on its continuing positive engagement with the public in the years ahead.

With your support we would like to start adopting and implementing both the strategy and elements of the brand gradually over the summer in order to deliver our commitments under our Remit Letter and Programme for Government.

We would initially start the implementation of the strategy by holding a series of internal meetings with colleagues and holding a limited number of conversations with key funders to secure their understanding of and support for Amgueddfa Cymru's new goals.

In terms of brand, we would start to roll-out the new design, logo and tone of voice through our different communication platforms as well as in our summer marketing campaign which will aim to entice visitors back to Wales' national museums post-COVID-19. The careful consultation we have conducted concerning the brand makes us eager to use it to engage with all communities in Wales and internationally in a fresh and innovative way.

Llywydd / President Roger Lewis
Is-Lywydd / Vice President Dr Carol Bell PhD, DLitt
Trysorydd / Treasurer Hywel John FCA
Cyfarwyddwr Cyffredinol / Director General David Anderson OBE
Elusen Cofrestredig / Registered charity: 525774
Rhif TAW / VAT number: GB 783 4541 10
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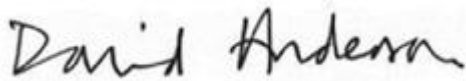


We very much hope you will support this approach.

Kind regards,

A handwritten signature in black ink, appearing to read 'Roger Lewis', with a stylized, cursive script.

Roger Lewis
President, Amgueddfa Cymru

A handwritten signature in black ink, appearing to read 'David Anderson', with a cursive script.

David Anderson
Director General, Amgueddfa Cymru