



GŴYL AMGUEDDFEYDD CYMRU
WELSH MUSEUMS FESTIVAL

be amazed

AT MUSEUMS ACROSS WALES 4-12 OCTOBER 2014



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Federation of Museums
and Art Galleries of Wales
Ffederasiwn Amgueddfeydd
ac Oriolau Celf Cymru



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The first Welsh Museums Festival will run from 4-12 October 2014. It coincides with the Museums Association Conference, which takes place at the Wales Millennium Centre, Cardiff on 9 and 10 October. It is the first time the Conference has returned to Wales since 1997, and it is an opportunity for museum professionals from across the World to see how Wales has been leading the way in terms of support for museums since Devolution. Wales was the first Nation in the United Kingdom to introduce free entry to its National Museums, and to produce a Museums Strategy. Wales has also ensured that as many people as possible have access to museum collections, whatever their age or background, through the pioneering work of its Government in relation to culture and poverty.

There are three key objectives to the Festival:

- 1) Encourage as many people as possible to visit a museum in Wales
- 2) Communicate the breadth of the work being done by museums in every corner of Wales, and the positive impact this is having on the citizens of Wales
- 3) Increase the online presence and engagement via social media of Welsh museums



@welshmuseums

You can support the Festival by visiting a museum, or by voicing your support for Welsh museums on social media using the hashtags **#welshmuseumsfest** or **#gwylamgueddfeydd** during this period.

Key messages about Welsh Museums:

MUSEUMS EMPOWER PEOPLE THROUGH LEARNING, PARTICIPATION AND INSPIRATION

Museums are significant centres of formal and informal learning. 50% of school age children visit a museum or gallery at least once a year. Through their outreach, access and learning programmes, museums reach directly into the community often working with disadvantaged, diverse and isolated groups of all ages.

Over 2000 volunteers are helping to run Welsh Museums. Over 7000 people participate by joining Friends organisations, which support museums across Wales. There are 30 accredited independent museums in Wales. Some are managed and run by volunteers with paid staff, while others are totally dependent on volunteers to manage them.

MUSEUM AND THEIR COLLECTIONS STRENGTHEN COMMUNITY IDENTITY

Museums contribute to local identity, by providing a sense of place and belonging. The majority of collections have been donated by members of the community, and local museums are iconic community institutions.

Museums enhance the quality of community life by providing experiences, learning and relaxed recreation. Through volunteering and participation in museums, people of all ages improve their physical and mental health. Welsh museums through

their bilingual interpretation and programmes encourage the use and growth of the Welsh language.

MUSEUMS MAKE A SIGNIFICANT ECONOMIC CONTRIBUTION THROUGH TOURISM AND REGENERATION

According to the AIM Economic Impact Toolkit, in 2010 the economic impact of local museums in Wales was nearly £70 million. When combined with the data from Amgueddfa Cymru – National Museum Wales, the figure totalled nearly £128 million. This figure is per annum, and is steadily growing.

In 2010 there were an estimated 3.8 million visits to Wales' 160 museums, which was a 9% increase since 2006. This figure is steadily increasing. Recent research has shown that:



eight out of ten tourists that visit a Welsh museum during their trip to Wales would recommend the museum to a friend or relative as a place to visit



the number of visitors who believe Welsh museums are “friendly and welcoming places” rose from 75% in 2011 to 84% in 2013



56% of overseas tourists say they have visited or plan to visit a museum during their trip to Wales (compared to 27% across the UK)



visiting museums was the third most popular activity for tourists to Wales (23%) – with the most popular being a visit to the beach (42%)

MUSEUMS OFFER UPLIFTING, ENJOYABLE AND THOUGHT PROVOKING EXPERIENCES

Museums provide high quality, stimulating and exciting experiences. Through their programmes and interpretation of collections, museums inspire creativity and discovery. By engaging with museum objects, children, students and adults can be inspired to be innovative.

WHEREVER YOU ARE IN WALES, THERE IS A MUSEUM FOR YOU

There are over 5.5 million objects in Welsh museums reflecting local and regional heritage. Due to the diversity of these collections, every museum offers a different visitor experience. They help people understand where they live and how their community developed. They give visitors an understanding of where they are and what is different and interesting about the area. Half of the museums offer free entry, including all of the Amgueddfa Cymru – National Museum Wales sites.

FACTS AND FIGURES

ABOUT WELSH MUSEUMS

VISITS TO MUSEUMS INCREASED BY 9%
BETWEEN 2006 AND 2010 TO OVER

3.8 million



NUMBER OF ACCREDITED MUSEUMS

94



local community groups
use museum services

4843 times
a year

NUMBER OF
VOLUNTEERS

2118



MUSEUMS IN WALES
CARE FOR APPROXIMATELY

5,500,000 ITEMS



Half the
museums
in Wales
provide
free entry



Swansea Museum, founded in

1841

IS THE OLDEST MUSEUM IN WALES

WITH **544,768**
visitors last year

St Fagans

is the most visited museum in Wales