

Amgueddfeydd Sir Gaerfyrddin

Gweledigaeth a Chynllun Strategol
2017–2022

Carmarthenshire Museums

Vision and Strategic Plan 2017-2022



Gweledigaeth a Chenhadaeth

Ein gweledigaeth yw datblygu mannau eithriadol sy'n diogelu ac yn creu atgofion cymunedol ac sy'n ysbrydoli rhyfeddod, archwilio a chysylltiad â threftadaeth a diwylliant cyfoethog Sir Gaerfyrddin.

Ein cenhadaeth yw diogelu casgliadau a darparu gwasanaethau hygyrch, cynhwysol, cyffrous a chynaliadwy sy'n hyrwyddo ac yn hwyluso dysgu, diwylliant, treftadaeth, twristiaeth, adfywiad, gwybodaeth, llesiant a hamdden.



Vision & Mission

Our vision is to develop exceptional places that preserve and create community memories and inspire wonder, exploration and connectivity with Carmarthenshire's rich heritage and culture.

Our mission is to preserve collections and provide accessible, inclusive, exciting, sustainable services, which promote and facilitate learning, culture, heritage, tourism, regeneration, information, well-being and leisure.



Datganiad o bwrpas

Cefnogi'r economi twristiaeth. Chwarae rôl mewn datblygu cymunedol a bod yn gatalydd ar gyfer adfywiad.

Gweld gwerth yng nghyfraniad nodedig y cenedlaethau blaenorol a chyfrannu gwell casgliadau a gwybodaeth i'r genhedlaeth nesaf. Hyrwyddo iechyd a llesiant. Gweld gwerth mewn proffesiynoldeb a chefnogi datblygu sgiliau.

Hyrwyddo mynediad digidol a chynhwysiad.



Statement of purpose

Supporting the tourism economy. Playing a role in community development and a catalyst for regeneration.

Valuing the legacy contributed by previous generations and passing on a better legacy of collections and knowledge to the next. Promoting health and well-being. Valuing professionalism and supporting skills development.

Promoting digital access and inclusion.



Amgueddfeydd...

Ysbrydoli'r genhedlaeth nesaf o artistiaid, peiranyddon, gwleidyddion, gwyddonwyr, ysgrifenyddion...



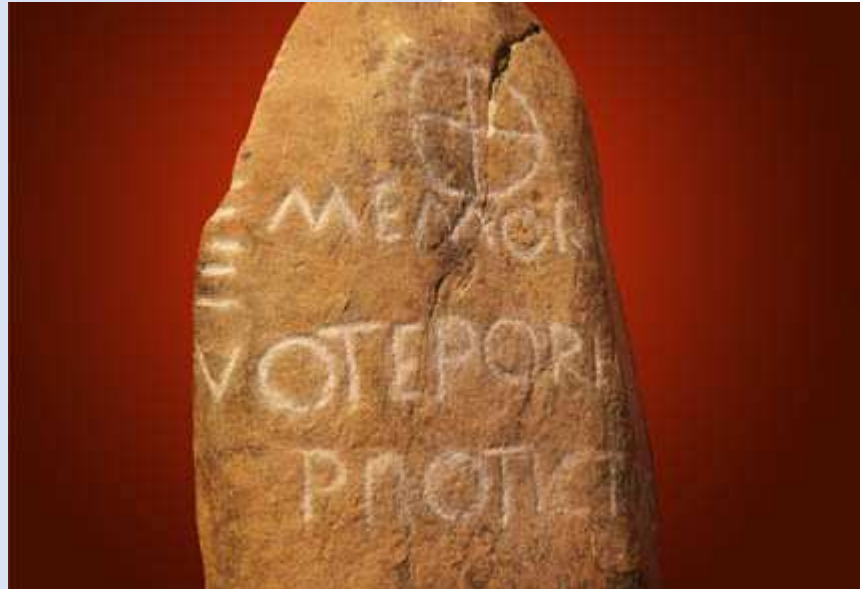
Museums...

Inspiring the next generation of artists, engineers, politicians, scientists, writers...



Gweithgareddau'r amgueddfa

- Rheoli Amgueddfeydd Achrededig, casgliadau a safleoedd hanesyddol.
- Newid arddangosfeydd.
- Ymdrechu i greu profiad ardderchog i ymwelwyr.
- Hwyluso rhwydweithiau cymunedol.
- Magu partneriaethau lleol, perchenogaeth cymuned ac ymgysylltiad.
- Darparu gweithgareddau dysgu sy'n ysbrydoli.
- Hyrwyddo gwaith gwirfoddol a'i fanteision iechyd.
- Codi arian a rheoli rhaglenni cyfalaf.



Museum activities

- Managing Accredited Museums, historic sites and collections.
- Changing exhibitions.
- Striving to create an excellent visitor experience.
- Facilitating community networks.
- Fostering local partnerships, community ownership and engagement.
- Delivering inspiring learning activities.
- Promoting volunteering and its health benefits.
- Fundraising and managing capital programs.

Ychydig o ffeithiau

Gyda dim ond 4.75 o staff cyfwerth ag amser llawn rydym yn:

- Croesawu mwy na 33,500 o ymwelwyr yn flynyddol i 4 amgueddfa;
- Rhagori ar y gyfradd plentyn: oedolyn genedlaethol o ran ymweliadau ag amgueddfeydd;
- Cydlynu 2,800 o oriau gwirfoddol a roddwyd i ni;
- Rhoi amser ac adnoddau i bartneriaethau cymunedol;
- Hwyluso 1,300 o ymweliadau disgyblion ysgol;
- Galluogi 2,500 o blant i fwynhau blychau benthyca'r amgueddfa am ddim;
- Trefnu 8 arddangosfa;
- A chysylltu â dros 6,000 o ddilynwyr dros y cyfryngau cymdeithasol.



Some facts

With only 4.75FTE staff we:

- Welcome more than 33,500 visitors annually to 4 museums;
- Exceed the national ratio for child : adult museum visits;
- Co-ordinate 2800 donated volunteer hours;
- Donate time and resources to community partnerships;
- Facilitate 1300 school pupil visits.
- Enable 2500 children to enjoy free museum loan boxes;
- Organise 8 exhibitions annually;
- And connect with over 6000 social media followers.

Casgliadau ysbrydoledig

Dynes arbennig o Sir Gaerfyrddin a sefydlodd 6,321 o ysgolion drwy gyfrwng y Gymraeg am ddim ar gyfer plant ac oedolion yn y 18fed ganrif. Mynychwyd eu hysgolion gan dros hanner poblogaeth Cymru a llwyddodd i gael un o gyfraddau llythrennedd uchaf Ewrop. Arddangosir yn Amgueddfa Sir Gaerfyrddin.

Bridget Vaughan, Madam Bevan (1698-1779)
gan John Lewis



Bridget Vaughan, Madam Bevan (1698-1779)
by John Lewis

Inspiring collections

A remarkable Carmarthenshire woman who set up and financed 6,321 Welsh language free schools for children and adults in the 18th century. Her schools were attended by half the population of Wales and achieved one of the highest literacy rates in Europe. On display at Carmarthenshire County Museum.

Casgliadau ysbrydoledig

Daw'r tlws crog hyfryd hwn o aur, sydd bron i 2,000 mlwydd oed, o gasgliad o emwaith o'r Oes Rufeinig a ddarganfuwyd ym 1796 a 1819. Mae gweddill y casgliad yn yr Amgueddfa Brydeinig. Roedd tlysau crog siâp olwyn yn symbolaidd – symbol o'r haul i'r Rhufeiniaid a Duw'r Taranau i'r Celtiaid.

Cadwyn a Thlws Crog
'Dolaucothi'



Inspiring collections

Almost 2000 years old, this stunning gold pendant is from a hoard of Roman jewelry found in 1796 and 1819. The rest of the hoard is in the British Museum. Wheel-shaped pendants were symbolic – the sun for the Romans and the Thunder god to the Celts.

'Dolaucothi' Chain and
Pendant

Casgliadau ysbrydoledig

“Mae gan Sir Gaerfyrddin un o’r casgliadau archeolegol gorau gan amgueddfa ranbarthol yng Nghymru. [...] Mae rhai gwrthrychau megis y meini arysgrifedig o’r Oesau Canol cynnar o bwysigrwydd cenedlaethol, fel y mae’r darganfyddiadau o waith cloddio o dref Rufeinig Caerfyrddin a Chaerfyrddin y Brodyr Llwydion o’r Oesau Canol. Mae’r rhain ynghyd â darganfyddiadau archeolegol eraill yn adnodd hollbwysig i’r bobl leol ac i eraill sydd â diddordeb yn hanes y sir.”

Ken Murphy, Prif Weithredwr, Ymddiriedolaeth Archeolegol Dyfed.



Maen Voteporix, 540-56CC, ac arno lythrennau Lladin ac ogam Gwyddeleg
Voteporix Stone, 540-560AD inscribed in Latin and Irish ogam.

Inspiring collections

“Carmarthenshire has one of the best archaeological collections of a regional museum in Wales. [...] Some objects such as the early medieval inscribed stones are of national importance, as are the finds from excavations from the Roman town of Carmarthen and from the medieval Carmarthen Greyfriars. These and other archaeological finds represent a vital resource for local people and others with an interest in the history of the county.”

Ken Murphy, Chief Executive, Dyfed Archaeological Trust

Mannau ysbrydoledig: Yr Amgueddfa Sirol

Plas Esgobion Tyddewi am dros bedair canrif a thrysor archeolegol cudd.

Caiff ei adnabod fel cartref y Dadeni Cymreig, pan wnaeth yr Esgob Richard Davies gydweithio gyda William Salesbury, ysgolhaig blaenllaw Cymreig, i gyhoeddi'r cyfieithiad cyntaf I'r Gymraeg o'r Testament Newydd a'r Llyfr Gweddi Gyffredin ym 1567, gan osod sail i ryddiaith fodern Gymreig.



Inspiring places: County Museum

The palace of the Bishops of St Davids for over four centuries and a hidden architectural gem.

Known as *the home of the Welsh Renaissance* where Bishop Richard Davies collaborated with leading Welsh scholar, William Salesbury, to publish the first Welsh translation of the New Testament and the Book of Common Prayer in 1567, laying the foundations of modern Welsh prose.

Mannau ysbrydoledig: Yr Amgueddfa Cyflymder

Yr hanes unigryw am sut newidiwyd traeth tawel yn un o leoliadau mwyaf poblogaidd ac uchel ei barch ym Mhrydain o ran rasio modur.

Rhwng 1924 a 1927, llwyddodd Parry Thomas, yn BABS, a Malcolm Campbell, yn Bluebird, i dorri record cyflymder y byd ar dir ym Mhentywyn.

Cartref i'r TT Cymreig, ras beic modur 100 milltir o hyd o 1922. Ceisiodd Amy Johnson a Jim Mollinson, y "Flying Sweethearts", fynd o Bentywyn i Efrog Newydd drwy groesi Môr yr Iwerydd ym 1933.



Inspiring places: Museum of Speed

The unique story of how a quiet beach was transformed into one of Britain's most popular and well-regarded motor-racing venues.

Between 1924 and 1927 Pendine was at the centre of successful Land Speed Records achieved by Parry Thomas in BABS and Malcolm Campbell in Bluebird.

Home to the Welsh TT, 100-mile motorbike race from 1922. The "Flying Sweethearts", Amy Johnson and Jim Mollinson, attempted to cross the Atlantic to New York from Pendine in 1933.

Mannau ysbrydoledig: Parc Howard

Cartref i gasgliad cyhoeddus heb ei ail o grochenwaith Llanelli.

Er y cawsant eu hystyried yn llestri domestig cyffredin un tro, bellach caiff ei gasglu dros y byd i gyd – mae ei gymeriad diniwed a beintwyd â llaw gan yr enwog Sarah Jane Roberts yn cynrychioli hiraeth.

Cyswllt pendant â datblygiad, hunaniaeth a threftadaeth diwylliannol Llanelli.



Inspiring places: Parc Howard

Home to an unequalled public collection of Llanelli Pottery.

Once regarded as humble domestic ware, it is now collected worldwide – its naïve hand-painted character by the legendary Sarah Jane Roberts a representation of hiraeth.

A tangible link to Llanelli's industrial heritage, development and identity.

Trosolwg strategol

Clustnodwyd pum nod strategol a gefnogwyd gan amcanion allweddol a chamau mesuradwy er mwyn gwireddu ein gweledigaeth ar gyfer Amgueddfeydd Sir Gaerfyrddin 2017-2022.



Strategic overview

Five strategic aims supported by key objectives and measureable actions have been identified to achieve our vision for Carmarthenshire Museums 2017-2022.



Nod strategol 1

Rheoli a datblygu ein hadnoddau, cyfleusterau a gweithlu er mwyn bod yn fwy gwydn ac adeiladu economi fwy cryf.

Y themâu allweddol: twristiaeth; adfywio; creu incwm; rheoli risg; datblygu'r gweithlu a hyrwyddo gwaith gwirfoddol; lleihau ein hól troed carbon.



Strategic aim 1

Manage and develop our resources, facilities and workforce to become more resilient and build a stronger economy.

Key themes: tourism; regeneration; income generation; managing risk; developing the workforce and promoting volunteering; reducing our carbon footprint.

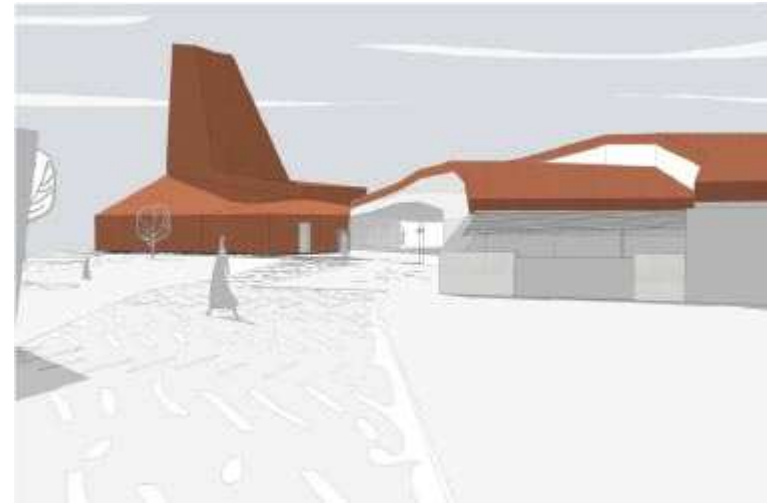
Yr Amgueddfa Cyflymder:

Amgueddfa weledigaethol newydd sy'n arwain datblygiadau twristiaeth ac adfywiad ym Mhentywyn.



Museum of Speed:

A visionary new museum leading regeneration and tourism developments in Pendine.



Nod strategol 2

Ennill cydnabyddiaeth am ein dull arloesol o ddatblygu a defnyddio casgliadau amgueddfeydd.

Y themâu allweddol: storfa 'agored' y Ganolfan Gasgliadau; gwella safonau gofal casgliadau; rheoli risg; diogeledd; gwell cyfleoedd i gael mynediad i gasgliadau; digido gwybodaeth; casglu cymunedol.



Strategic aim 2

Become recognised for our innovative approach to developing and using museum collections.

Key themes: Collections Centre 'open' store; improving standards of collections care; managing risk; security; better access to collections; digitisation of information; community collecting.



Nod strategol 3

Creu profiad ymwelwyr gwyb drwy gynnig gwasanaethau a rhaglenni ardderchog.

Y themâu allweddol: deall cynulleidfaoedd; strategaeth farchnata; bod yn ymatebol; moderneiddio ac ail-gynllunio arddangosfeydd yr amgueddfeydd; cyfleusterau o ansawdd i ymwelwyr; gofal cwsmeriaid rhagorol.



Strategic aim 3

Create a great visitor experience through excellent services and programs.

Key themes: understanding audiences; marketing strategy; being responsive; modernising and reinventing museum displays; quality visitor facilities; excellent customer care.



Ail-lunio Parc Howard yn ganolfan amlddisgyblaeth ar gyfer creadigrwydd a threftadaeth ddiwylliannol

O hyn / from this...



Amgueddfa ag Oriol Parc Howard Museum
and Gallery

Re-imagining Parc Howard as a multidisciplinary centre for creativity and cultural heritage

I hyn / to this...



Oriol Glynn Vivian Art Gallery

Arddangosfeydd hygyrch ac addas i'r teulu
Accessible and family friendly displays



Gwasanaeth cwsmeriaid o'r radd flaenaf
First-rate customer service



Arwyddion a gwybodaeth sy'n glir i ymwelwyr
Clear signage and visitor information



Gwasanaethau cynhwysol ardderchog i ymwelwyr
Excellent 'wrap-around' visitor services



Nod strategol 4

Darparu cyfleoedd dysgu ysbrydoledig a chreadigol i bawb.

Y themâu allweddol: ymweliadau ag amgueddfeydd sy'n hwyl ac yn llawn atgofion i bob oedran; bod yn rhyngweithiol, cyfleoedd i chwarae a darganfod; mynediad digidol, e-Stordy; gwasanaeth dwyieithog i ysgolion; rhaglenni pwrpasol ar gyfer cynulleidfaoedd sy'n anodd eu cyrraedd.



Strategic aim 4

Deliver inspiring and creative learning opportunities for all people.

Key themes: enjoyable and memorable museum visits for all ages; interactivity, play and discovery; digital access, Stordy Digidol; bilingual schools service; targeted programs for 'hard to reach' audiences.



Nod strategol 5

Cefnogi cyfleoedd i hyrwyddo iechyd a llesiant.

Y themâu allweddol: bydd pobl yn teimlo eu bod yn cael eu croesawu, eu bod â hawl i fynd yno ac yn teimlo eu bod yn cael eu gwerthfawrogi; bydd amgueddfeydd yn ysbrydoli mwynhad, rhyfeddod a myfyrio; archwilio'r awyr agored; cyfleusterau o ansawdd da ar gyfer rhaglenni cyhoeddus sy'n hyrwyddo iechyd meddwl; gwella mynediad corfforol, deallusol ac emosiynol.



Strategic aim 5

Support opportunities to promote health and well-being.

Key themes: people will feel welcomed, entitled and valued; museums will inspire enjoyment, wonder and enquiry; exploring the outdoors; good quality facilities for public programs promoting mental health; improving physical, intellectual and emotional access.

Cyfleoedd i fod yn egnïol o ran y corff a'r meddwl



Darparu hyfforddiant i wirfoddolwyr arwain teithiau o gwmpas amgueddfeydd
Provide training for volunteers to lead museum tours



Cyfeiriadu ym Mharc Howard gan gysylltu'r amgueddfa a'r parc
Orienteering at Parc Howard connecting the museum and park

Opportunities to be physically and mentally active

Mae'r Amgueddfa Sirol yng nghalon adferiad Parc yr Esgob yn natblygiad Llwybr Beicio Dyffryn Tywi ac yn creu cyfleoedd i fod yn egnïol drwy waith gwirfoddoli, archeoleg, garddio, chwarae, cerdded, beicio a rhagor.

The County Museum at the heart of the Bishop's Park restoration at the Tywi Valley Cycleway development – creating opportunities to be active through volunteering, archaeology, gardening, play, walking, cycling and more.



Amgueddfeydd yn arloesol yn yr agenda iechyd a llesiant

Museums as innovators in the health and well-being agenda



EICH CYNGOR arleinamdani
www.sirgar.llyw.cymru
YOUR COUNCIL doitonline
www.carmarthenshire.gov.wales

Cerrig milltir

Milestones

2018	Lansio Canolfan Gasgliadau Amgueddfeydd arloesol newydd.	Launch an innovative new Museums Collections Centre.
	Gwella capasiti drwy ail-strwythuro a hyfforddi staff.	Improve capacity through staff restructure and training.
	Treialu cynlluniau gwella cyfalaf yn yr Amgueddfa Sirol ac ym Mharc Howard.	Pilot capital improvement schemes at County Museum and Parc Howard.
2019	Bydd gwasanaethau sy'n ffynnu yn nodweddiadol o Amgueddfeydd Sir Gaerfyrddin.	Carmarthenshire Museums will bear the hallmarks of a prospering service.
	Bydd Stordy Digidol yn darparu profiad gwasanaethau diwylliannol integredig newydd	Stordy Digidol will deliver a new integrated cultural services experience
2020	Bydd yr amgueddfeydd yn gatalyddion ar gyfer adfywio a thwristiaeth ym Mhentywyn.	Museums will be the catalyst for regeneration and tourism in Pendine.
2021	Yr Amgueddfa Sirol, gem yng nghoron un o brif atyniadau hamdden Abergwili.	The County Museum, a 'jewel in the crown' at the centre of a major leisure attraction in Abergwili.

Gwasanaeth amgueddfa sy'n datblygu

1. Byddwn yn blaenoriaethu diogelu casgliadau ac yn sicrhau rhagoriaeth mewn safonau rheoli casgliadau.
2. Bydd creu Canolfan Gasgliadau Amgueddfeydd bwrpasol yn gwella mynediad, dysgu a datblygu ar draws y gwasanaeth cyfan.
3. Bydd gwelliant i'r strwythur staff a bydd gweithwyr yn cael eu hyfforddi i gyflwyno gwasanaeth modern sy'n canolbwyntio ar yr ymwelydd ac yn cydbwysu disgwyliadau traddodiadol â masnacheiddio sensitif.
4. Bydd y camau uchod yn gosod y sylfeini ar gyfer buddsoddiadau a datblygiadau yn y dyfodol.



An evolving museum service

1. We will prioritise the preservation of collections and achieve excellence in collections management standards.
2. Creating a dedicated Museums Collections Centre will improve access, learning and service-wide development.
3. The staff structure will be improved and employees trained to deliver a modern and visitor-focused museum service that balances traditional expectations with sensitive commercialisation.
4. The above steps will provide the building blocks for onward investment and development.