

## DECISION NOTICE OF AN INDIVIDUAL MEMBER OF GWYNEDD COUNCIL CABINET

<b>DATE OF DECISION</b>	11/09/2025
<b>DATE DECISION PUBLISHED</b>	16/09/2025
<b>DATE DECISION WILL COME INTO FORCE</b> and implemented, unless the decision is called in, in accordance with section 7.25 of the Gwynedd Council Constitution	23/09/2025

---

### NAME AND TITLE OF THE CABINET MEMBER

Cllr Medwyn Hughes, Cabinet Member for the Economy and Community

---

**SUBJECT - To adopt plans and policies in order to comply with Accreditation namely the National Museum Standards for Storiol and the Lloyd George Museum.**

---

### DECISION

To adopt the Policies and Forward Plan of the Museums Service and approve the documents for both museums to submit their application to the National Accreditation Panel in the summer 2025.

---

### REASON WHY THE DECISION IS NEEDED

Please see attached Officer Report.

---

### DECLARATIONS OF PERSONAL INTEREST AND ANY RELEVANT DISPENSATIONS APPROVED BY THE COUNCIL'S STANDARDS COMMITTEE

None.

---

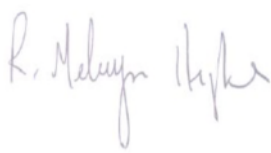
### ANY CONSULTATIONS UNDERTAKEN PRIOR TO MAKING THE DECISION

Consultation with -  
Gwynedd Council Statutory Officers

The results of the consultations are reported upon in the attached report

---

**DECISION NOTICE OF AN INDIVIDUAL MEMBER OF CYNGOR GWYNEDD CABINET –  
OFFICER'S REPORT**

Name and title of Cabinet Member(s):	Cllr Medwyn Hughes, Cabinet Member for the Economy and Community
Name and title of the Report's Author:	Nêst Thomas, Museums and Arts Manager
Date Decision was Taken:	11.9.2025
Cabinet Member(s)'s Signature:	

**Subject: To adopt plans and policies in order to comply with Accreditation namely the National Museum Standards for Storiel and the Lloyd George Museum.**

Storiel

Collections Development Policy  
Collections Documenting Policy  
Care and Conservation Policy  
Access Policy

Lloyd George Museum

Collections Development Policy  
Collections Documenting Policy  
Care and Conservation Policy  
Access Policy

Museums and the Arts Service Forward Plan 2025-2030

**Recommendation for the Decision:**

To adopt the Policies and Forward Plan of the Museums Service and approve the documents for both museums to submit their application to the National Accreditation Panel in the summer 2025.

**The reason for the need for a Decision:**

"An Accreditation is the UK standard for museums and galleries. It defines good practice and notes agreed standards and encourages development. It is a basic quality standard that aids to steer museums to be as good as they can, for the benefit of users now and in the future."

Some of the objectives and advantages are -

- The Accreditation Standard states that these documents need to be approved officially to receive Accreditation.
- Ensuring that the Museums Service has appropriate and professional procedures in place and that these are adhered to.
- Maximising the opportunities to receive grants. It indicates that the museum has achieved a national standard which strengthens applications for funding and gives investors confidence in the establishment.
- Encouraging confidence in museums as establishments that manage their collections for the benefit of society and that they manage public funding appropriately.
- Reinforcing the common ethical and professional basis for each museum.
- A quality standard that acts as an authoritative benchmark to assess performance, reward achievement and stimulate improvement.
- It helps museums to examine their services and encourages collaboration within and between establishments.
- It assists forward planning work by formalising procedures and policies.

#### **Rationale and justification for reaching the Decision:**

Ensuring appropriate and standard procedures for the Museums Service and obtaining full approval from the National Accreditation Panel.

The Museums Service follow the guidelines of the national Accreditation standards where it is a requirement to have the above-mentioned policies, as well as a Forward Plan. This ensures that appropriate procedures are followed when running museums e.g. what to collect, caring for collections. Receiving the Accreditation standard is also vital to secure some grants. Most of the policies follow a national template. The Forward Plan has been updated and adapted from the previous one and sets out its vision and objectives between 2025-2030. If a change will be required, e.g., a change in circumstances, these can be updated as needed in the period between submitting this to Accreditation by the next cycle in 5 years.

#### **Record of any personal interest by any Cabinet Member consulted and any dispensations approved by the Standards Committee:**

Not relevant

#### **Any consultations undertaken prior to making the Decision :**

Chief Finance Officer –

“I support the decision sought. I am satisfied that the decision in itself will not create a direct expenditure commitment, but successful compliance with national standards will protect the interests of the Council.”

Monitoring Officer

“No observations to add in relation to propriety”.

Local Member(s) - Not relevant

Review date: February 2030

## Access Statement

*“The access statement does not contain personal opinions regarding our suitability for those with disabilities but aims to describe the facilities and services we offer for all our visitors.”*

STORIEL (formerly known as the Gwynedd Museum & Art Gallery, Bangor) is located in the University City of Bangor. It is the county museum and gallery for Gwynedd and is one of two museums directly run by Cyngor Gwynedd 's Economy and Community Department (Heritage and Arts Service). It has an active programme of temporary exhibitions in the museum and gallery, special events and has a permanent display of museum collections relating to various aspects of life in Gwynedd through the ages. It also has a gift shop selling art and crafts.

Storiel is committed to and believes that all people and sectors of the community have a fundamental right to engage with, use and enjoy the collections and services it provides. It recognises that there are many barriers to access at all levels but is committed to making all aspects of its activities as fully accessible as resources allow. This includes access to buildings, collections, events, exhibitions and learning and to staff and volunteers as well as visitors. Storiel is committed to increasing public access to its collections, and to information associated with those collections, to increase knowledge and understanding of the items it holds.

To eliminate and reduce barriers and ensure equality of access for all it will consider the following aspects of accessibility to its services and collections:

- Physical: enabling people with physical disabilities, the elderly and those caring for young people to reach and appreciate every part of the service and its collections
- Sensory: building into all aspects of the service's activities a wide range of different sensory experiences
- Intellectual: acknowledging that people have different learning styles and adopting clear interpretive guidance
- Cultural: acknowledging and recognising cultural differences and seeking to represent varied cultural experiences and issues through displays and exhibitions
- Emotional / Attitudinal: ensuring that all visitors feel welcomed and valued
- Financial: aiming to minimise financial barriers to the use of sites and the collections and wherever possible.

**Practical Information**

STORIEL  
Ffordd Gwynedd,  
Bangor,  
Gwynedd,  
LL57 1DT

Tel: 01248 353 368  
storiel@gwynedd.gov.uk  
[www.storiel.cymru](http://www.storiel.cymru)

General Admission Free

Opening Hours: Tuesday to Saturday 11 - 5

Pre-arranged group and school visits can be arranged out of normal hours.

Follow us on

Instagram @StorielBangor  
Facebook @StorielBangor

## Arriving at the Museum and Gallery

### Train

The nearest railway station is Bangor located on Holyhead Road, (LL57 1LZ) which is approximately a 10 minute walk away. Taxis are normally available at the station. There is an NCP car park located at the Station. For further station information about the station, follow this link.

<http://www.nationalrail.co.uk/stations/bng/details.html>

### Bus

The nearest bus stop is located on Ffordd Gwynedd, c.200 metres away from our main entrance. For online information for public transport, follow this link.

<http://www.traveline-cymru.info/>

### Disabled parking

There are two disabled parking bays located outside our main entrance. There is a distance of c.25 metres to our main entrance.

### Car

Storiell does have a small short stay carpark with limited spaces. There are a number of other public car parks nearby. They include;

**Deiniol Shopping Centre Multi-Storey Car Park** (located 200m from our main entrance). This has 120 spaces, 7 disabled spaces.

**Gwynedd Council Car Park Pay and Display** (called Canondy) located between the library and the museum on Ffordd Gwynedd. 38 Spaces, 2 disabled spaces. Short term. Open 24hours but there is a height restriction. Here is a link to other Gwynedd Council run car parks within Bangor;

<https://www.gwynedd.llyw.cymru/en/Residents/Parking-roads-and-travel/Parking-and-permits/Car-parks.aspx>

Below is a link to all car parks in Bangor;

[http://en.parkopedia.co.uk/parking/carpark/bangor\\_menai/LL57/bangor/](http://en.parkopedia.co.uk/parking/carpark/bangor_menai/LL57/bangor/)

### Bikes

We are located just off the Lon Las Menai cycle route. We have four dedicated bike rails that can accommodate up to 8 bikes. They are located close to the main entrance. We cannot guarantee the security of the bike while on our premises.

## **Arrival**

### **Entrance**

The main entrance to the museum is approached from Ffordd Gwynedd on a level path composed of slabs with occasional inserts of river washed cobbles. Access to the museum door is possible following a more circular path from the nearby parking bay to the front door. The front double doors to a small vestibule are normally fixed open during opening hours of 11 to 5, and the width is 130 cms. There is a second double glazed door which opens automatically. The width of the double automatic doors when open is 120 cms.

### **Signage**

We have tried to sign post throughout the building with vinyl lettering. If there is any signage that is unclear or confusing, we would welcome feedback.

### **Reception**

This door opens to our main reception, which is well-lit, with a reception desk facing you as you enter. The shop is located to the left of our reception desk, with double doors to the café from here. The stairs leads to the main art galleries and museum spaces. From the reception, we have a unisex WC toilet facility which is DDA compliant, with a baby changer. In the reception area there is also a donation box. The reception desk is staffed during opening hours and is located less than 3m away from the internal entrance door. The reception desk has been designed to accommodate the needs of different users and has two heights, at 112cm high and 78cms high. There is a portable induction loop located at the reception desk. A hearing induction loop for use in the main gallery or meeting rooms can be made available on request.

### **Shop**

The floor of the shop is on the ground level. High display shelves may not be accessed from a seated position. Items are displayed on free standing units as well as on shelves and units and display cases around the perimeter of the space. Staff are available to provide assistance. There is room to manoeuvre a pram or a wheelchair around the units.

### **Café**

The Café is located from the shop, through double doors located to the left of the reception desk. One single door is 100 cms. There are 28 covers within the café, with additional seating outside during summer months. All the tables have legs at each corner. If you have particular dietary needs, please ask staff at the café.



## **Toilet facilities**

### **Ground floor**

There are three unisex WC located on the ground floor, two of which are wheelchair accessible. All have a non-slip floor covering.

#### **WC1**

The largest WC is located at the bottom of the main stairs and is accessible through the double doors from the main reception. The door is 90 cms wide. It measures 270 cms by 210 cms and comprises toilet, wash hand basin, hot water provider, soap dispenser, bin, sanitary bin and nappy bin and baby changing table. A step up is available. The toilet roll dispenser is placed 88 cms from floor level. There is short handrail fixed to the wall, and an emergency alarm pull cord installed.

WC2 and WC3 are located down a corridor to the right of the main entrance.

#### **WC2**

WC2 is a wheelchair accessible and is installed with handrails, pull cord alarm, hand basin, hand dryer, bin and nappy bin. Door is 93 cms wide and toilet roll is at 91 cms high. A step up is available.

#### **WC3**

WC3 has toilet cistern, sink, hand basin, hand dryer and bin. Door is 90 cms wide. A step up is available.

### **First floor facilities**

There are two unisex toilets with non-slip vinyl flooring located at the top of the main stairs landing. Both have a toilet cistern and toilet roll holder, wash hand basin, hot water provider, hand dryer and bin. The door opening is only 87 cms wide.

### **Flooring**

The flooring of the main galleries and circulation spaces are engineered oak planks. The main stairs and landing and WC's are a non-slip vinyl flooring. Where there are height changes between rooms, there are small ramps and handrails. Very small changes in height between rooms are marked by door treads.

### **Displays**

The displays in the gallery feature either 2D or 3D works and all work is captioned with text size 14. 2D works are normally hung to a centre height of 143 cms to ensure as visibly accessible to users as possible.

### **Accessing the first floor**

#### **Lifts**

The closest lift to the main entrance is that to the right of the front door. It provides access to the first museum exhibition space. The width of the lift door is 90 cms wide. The door opens at a 90 degree turn to where it closes.

**Stairs**

The art galleries and the museum is accessed on the first floor. The main stairs is a wooden painted side and handrail, is Grade II listed and dates to c.1753. There is a handrail as part of the original staircase design, but we have not been able to fit an easier to use handrail to both sides of the stairs. There are two stairwells to access the first floor - the first flight of 4 stairs comes onto a landing, then there is a 90-degree turn followed by another 11 stairs, a small landing with another 90 degree turn and a final flight of 4 steps before reaching the first floor. All the galleries are accessible from the top landing – the art galleries through the double doors ahead and the museum galleries through a smaller access on the left.

**Lighting**

The reception and shop are well and evenly lit. The gallery is normally well and evenly lit except on occasion when light levels need to be lowered for conservation needs of specific art works. The stairs to the museum are well lit but some rooms in the museum displays have low light levels, due to the conservation needs of more vulnerable museum objects.

**Room Hire**

Room hire spaces are located on the ground floor. A large room can be split into 3 smaller spaces, all with 90cm door entrances. Entry to Room 1 is via 2 90cm doors. Entry to Room 2 and 3 involve a 90 degree turn from the corridor.

All requirements are pre-arranged by the persons hiring the rooms.

Room hire is available between 9am and 5pm, with out of hours hiring available if requested. Hire charges and further information on the rooms, equipment and any other queries available by emailing [llogiystafellstoriell@gwynedd.llyw.cymru](mailto:llogiystafellstoriell@gwynedd.llyw.cymru) or calling 01248353368.

**Additional information**

All staff receive training that includes disability awareness and customer care. Some staff are trained in basic BSL.

We do not currently offer an audio trail.

Pre-arranged tours for groups, schools, colleges with specific needs can be booked.

Assistance dogs are welcome inside the museum and gallery. Non-assistance dogs are not.

We welcome suggestions on improving our service through comments books, phone, email etc.

**Collections access**

Effective arrangements are made to enable access to collections. This includes facilitating physical and intellectual access on site and virtually.

**Exhibitions and displays**

The collection is interpreted through a broad range of exhibitions and displays. Permanent exhibitions provide an overview and include key themes that improves understanding of the collection. A programme of temporary exhibitions provides the opportunity for further access to the collection by displaying objects usually in store.

Community spaces are available at Storiell so that community groups can access and use the collections and co-curate displays with the Collections Curator. There are 'satellite' display cases located in Dolgellau, Tywyn and Blaenau Ffestniog Libraries, Oriel Plas Glyn y Weddw and Quarry Hospital. Different themes are used to display objects from the collection within different communities providing further access.

**Digital access**

The collections online available on Storiell's website provides free online access to the collections. The collection is currently being digitised and is constantly being updated as new text and images are ready. The collections online uses data held within the museum collections management system.

There are other digital resources on the Storiell website including information about the collection, e.g. highlights, object of the month.

The collection is promoted where possible on social media channels.

**Enquiries**

It is possible to view items from the collection that are in store by contacting the Collections Curator and making an appointment. An enquiry service is also available. Access is provided to the objects and object information via this service by the Collections Curator.

**Loans**

Storiell operates a programme of outgoing loans to further enhance access to the collection. This is subject to suitable criteria being met.

**Handling collection**

A handling collection is available and is operated by the Learning Officer.

**Events**

Events and activities are organised to increase access and understanding of the collection.

**Information accessibility**

All interpretation and collections information (including leaflets, labels and website) will follow good practice and guidelines for text and style.

The displays in the museum spaces on the first and ground floors are a combination of works within glass or perspex display cases, open display (such as the furniture), and panels with a combination of bilingual (Welsh and English) text and images.

We try to ensure text on the wall panels is at least size 16 with smaller captions at size 14. A large print copy of wall display texts can be made available on request. AV points with further interactive information about the objects are available.

Levels of information and interpretation will be provided to suit a range of audiences and capabilities.

## **Collections Development Policy**

**Name of museum:** *STORIEL*

**Name of governing body:** *CYNGOR GWYNEDD*

**Date on which this policy was approved by governing body:** *June 2025*

**Policy review procedure:** *Staff to review & approval from governing body*

Museums Archives and Libraries Division Wales (formerly CyMAL) will be notified of any changes to the acquisition and disposal policy, and the implications of any such changes for the future of existing collections.

The collections development policy will be published and reviewed from time to time, at least once every five years.

**Date at which this policy is due for review:** *June 2030*

Welsh Government will be notified of any changes to the collections development policy, and the implications of any such changes for the future of collections.

### **1. Relationship to other relevant policies/plans of the organisation:**

#### **1.1. The museum's statement of purpose is:**

To interpret the life and times of David Lloyd George 1863-1945 by collecting, caring for and displaying items relating to him and to develop the Museum and Highgate as a worthy centre to commemorate one of the greatest statesmen of the twentieth century and as a focus for information and research that will promote world wide awareness of his achievements

- 1.2. The governing body will ensure that both acquisition and disposal are carried out openly and with transparency.
- 1.3. By definition, the museum has a long-term purpose and holds collections in trust for the benefit of the public in relation to its stated objectives. The governing body therefore accepts the principle that sound curatorial reasons must be established before consideration is given to any acquisition to the collection, or the disposal of any items in the museum's collection.
- 1.4. Acquisitions outside the current stated policy will only be made in exceptional circumstances.
- 1.5. The museum recognises its responsibility, when acquiring additions to its collections, to ensure that care of collections, documentation arrangements and use of collections will meet the requirements of the Museum Accreditation Standard. This includes using SPECTRUM primary procedures for collections management. It will take into account limitations on collecting imposed by such factors as staffing, storage and care of collection arrangements.

- 1.6. The museum will undertake due diligence and make every effort not to acquire, whether by purchase, gift, bequest or exchange, any object or specimen unless the governing body or responsible officer is satisfied that the museum can acquire a valid title to the item in question.
- 1.7. In exceptional cases, disposal may be motivated principally by financial reasons. The method of disposal will therefore be by sale and the procedures outlined below will be followed. In cases where disposal is motivated by financial reasons, the governing body will not undertake disposal unless it can be demonstrated that all the following exceptional circumstances are met in full:
  - the disposal will significantly improve the long-term public benefit derived from the remaining collection
  - the disposal will not be undertaken to generate short-term revenue (for example to meet a budget deficit)
  - the disposal will be undertaken as a last resort after other sources of funding have been thoroughly explored
  - extensive prior consultation with sector bodies has been undertaken
  - the item under consideration lies outside the museum's established core collection

## **2. History of the collection**

The Museum and Cottage outline the life and times of Lloyd George between 1863-1945. The Museum collection is based on the original Lloyd George Museum Trust's collection, which ran the Museum until the 1980's. Gwynedd County Council took over the Museum in 1987, and established a new Trust. Since then two extensions have been added to the museum and the collections have been added to extensively.

Highgate, Lloyd George's Victorian boyhood home and his uncle's shoemaking workshop, given to the Council by members of Lloyd George's family, have been furnished as they were when he lived there. Some of the items are on loan from the Museum of Welsh Life, others are owned by, or loaned from various sources, to the Council.

This Museum is of only two, that exist in Britain, that commemorate former prime ministers and it includes several aspects of the social history of the period such as religion, education, politics and cottage life.

## **3. An overview of current collections**

It includes freedom caskets and scrolls, medals, memorabilia, paintings, costumes and archives and other items relating to Lloyd George and telling his story. Highgate cottage and its shoemaking workshop has been recreated as it was when Lloyd George lived there between 1864-1880 and includes furniture, household items and shoemaker's tools and benches. The only original items from Highgate itself are the two desks in the parlour which David and his brother William used.

## **4. Themes and priorities for future collecting**

- a) Items will be acquired which relate to Lloyd George and reflect his life and career including commemorative items.

- b) Items will be acquired to recreate Highgate with its shoemaking workshop as it was when Lloyd George lived there between 1864-1880.
- c) Items will be acquired for the Victorian schoolroom housed in the Museum.
- d) In the case of archives, including photographs and printed ephemera, the Museum will transfer them to the Gwynedd Archives Service according to their terms of deposit (see also 12).
- e) The Museum will provide reference material relating to Lloyd George and his times in its library which will enhance users understanding of the social and political context of the period.

## **5. Themes and priorities for rationalisation and disposal**

- 5.1 The museum recognises that the principles on which priorities for rationalisation and disposal are determined will be through a formal review process that identifies which collections are included and excluded from the review. The outcome of review and any subsequent rationalisation will not reduce the quality or significance of the collection and will result in a more useable, well managed collection.
- 5.2 The procedures used will meet professional standards. The process will be documented, open and transparent. There will be clear communication with key stakeholders about the outcomes and the process.

The museum will carry out responsible, curatorially motivated disposal, in order to increase public benefit derived from museum collections. The museum will follow the Disposal Toolkit Guidelines in doing so, following the MA Code of Ethics as well as considering items that are itemised in pages 9 and 10 of the Disposal Toolkit Guidelines listed here;

- Items outside collections policy
- Duplicate items
- Underutilised items
- Items unable to provide adequate care for beyond ability to repair
- Uncontextualised/unprovenanced items
- Items that hold a Health and safety threat eg asbestos
- Sold to purchase better examples

A Collections Review will be carried out to assess the collections using a framework to identify items that will be better disposed of.

## **6 Legal and ethical framework for acquisition and disposal of items**

- 6.1 The museum recognises its responsibility to work within the parameters of the Museum Association Code of Ethics when considering acquisition and disposal.

## **7 Collecting policies of other museums**

- 7.1 The museum will take account of the collecting policies of other museums and other organisations collecting in the same or related areas or subject fields. It will consult with these organisations where conflicts of interest may arise or to define areas of specialism, in order to avoid unnecessary duplication and waste of resources.

## 7.2 Specific reference is made to the following museum(s)/organisation(s):

National Slate Museum, Llanberis,  
Isle of Anglesey Museums Service,  
Segontium,  
Llandudno Museum,  
Royal Welch Fusiliers Regimental Museum,  
Thomas Telfordd Heritage Centre,  
Penrhyn Castle,  
Oriel Plas Glyn y Weddw  
and the independent maritime and railway museums in the area.

## 8 Archival holdings

As the museum holds archives, including photographs and printed ephemera, its governing body will be guided by the Code of Practice on Archives for Museums and Galleries in the United Kingdom (3rd ed., 2002). The Lloyd George Museum will co-operate with the Gwynedd Archives Service when acquiring archives. Such material should normally be stored at the Gwynedd Archives Service Repositories when not on display and BS5454 will be observed. The Gwynedd Archives Service meets the standards for storage outlined in the Royal Commission on Historical Manuscripts Standards for Record Repositories (2001).

## 9 Acquisition

### 9.1 The policy for agreeing acquisitions is:

The members of staff who are authorised to accept objects into the museum are Helen Gwerfyl and Nêst Thomas. No object should be accepted without the approval of at least one of these two staff members. If an object arrives at the museum in the absence of these two people, their contact details should be recorded on an Enquiry form with accompanying details of the object that is gifted and they will be contacted as soon as is possible. We will consider establishing an acquisitions panel to decide on acquisitions.

There is no Acquisition budget. Where an object is sought to be purchased, grants will need to be secured and approved by either by Helen Gwerfyl or Nêst Thomas.

9.2 The museum will not acquire any object or specimen unless it is satisfied that the object or specimen has not been acquired in, or exported from, its country of origin (or any intermediate country in which it may have been legally owned) in violation of that country's laws. (For the purposes of this paragraph 'country of origin' includes the United Kingdom).

9.3 In accordance with the provisions of the UNESCO 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property, which the UK ratified with effect from November 1 2002, and the Dealing in Cultural Objects (Offences) Act 2003, the museum will reject any items that have been illicitly traded. The governing body will be guided by the national guidance on the responsible acquisition of cultural property issued by the Department for Culture, Media and Sport in 2005.



## **10 Human remains**

10.1 The Museum will not acquire any human remains.

## **11 Biological and geological material**

11.1 The museum will not acquire any biological or geological material.

## **12 Archaeological material**

12.1 The museum will not acquire archaeological material (including excavated ceramics) in any case where the governing body or responsible officer has any suspicion that the circumstances of their recovery involved a failure to follow the appropriate legal procedures.

12.2 In England, Wales and Northern Ireland the procedures include reporting finds to the landowner or occupier of the land and to the proper authorities in the case of possible treasure (i.e. the Coroner for Treasure) as set out in the Treasure Act 1996 (as amended by the Coroners & Justice Act 2009).

## **13 Exceptions**

13.1 Any exceptions to the above clauses will only be because the museum is:

- acting as an externally approved repository of last resort for material of local (UK) origin
- acting with the permission of authorities with the requisite jurisdiction in the country of origin

In these cases the museum will be open and transparent in the way it makes decisions and will act only with the express consent of an appropriate outside authority. The museum will document when these exceptions occur.

## **14 Spoliation**

14.1 The museum will use the statement of principles 'Spoliation of Works of Art during the Nazi, Holocaust and World War II period', issued for non-national museums in 1999 by the Museums and Galleries Commission.

## **15 The Repatriation and Restitution of objects and human remains**

15.1 The museum's governing body, acting on the advice of the museum's professional staff, if any, may take a decision to return human remains (unless covered by the 'Guidance for the care of human remains in museums' issued by DCMS in 2005), objects or specimens to a country or people of origin. The museum will take such decisions on a case by case basis; within its legal position and taking into account all

ethical implications and available guidance. This will mean that the procedures described in 16.1-5 will be followed but the remaining procedures are not appropriate.

- 15.2 The disposal of human remains from museums in England, Northern Ireland and Wales will follow the procedures in the 'Guidance for the care of human remains in museums'.

## **16 Disposal procedures**

- 16.1 All disposals will be undertaken with reference to the SPECTRUM Primary Procedures on disposal.
- 16.2 The governing body will confirm that it is legally free to dispose of an item. Agreements on disposal made with donors will also be taken into account.
- 16.3 When disposal of a museum object is being considered, the museum will establish if it was acquired with the aid of an external funding organisation. In such cases, any conditions attached to the original grant will be followed. This may include repayment of the original grant and a proportion of the proceeds if the item is disposed of by sale.
- 16.4 When disposal is motivated by curatorial reasons the procedures outlined below will be followed and the method of disposal may be by gift, sale, exchange or as a last resort - destruction.
- 16.5 The decision to dispose of material from the collections will be taken by the governing body only after full consideration of the reasons for disposal. Other factors including public benefit, the implications for the museum's collections and collections held by museums and other organisations collecting the same material or in related fields will be considered. Expert advice will be obtained and the views of stakeholders such as donors, researchers, local and source communities and others served by the museum will also be sought.
- 16.6 A decision to dispose of a specimen or object, whether by gift, exchange, sale or destruction (in the case of an item too badly damaged or deteriorated to be of any use for the purposes of the collections or for reasons of health and safety), will be the responsibility of the governing body of the museum acting on the advice of professional curatorial staff, if any, and not of the curator or manager of the collection acting alone.
- 16.7 Once a decision to dispose of material in the collection has been taken, priority will be given to retaining it within the public domain. It will therefore be offered in the first instance, by gift or sale, directly to other Accredited Museums likely to be interested in its acquisition.
- 16.8 If the material is not acquired by any Accredited museum to which it was offered as a gift or for sale, then the museum community at large will be advised of the intention to dispose of the material normally through a notice on the MA's Find an Object web listing service, an announcement in the Museums Association's Museums Journal or in other specialist publications and websites.

- 16.9 The announcement relating to gift or sale will indicate the number and nature of specimens or objects involved, and the basis on which the material will be transferred to another institution. Preference will be given to expressions of interest from other Accredited Museums. A period of at least two months will be allowed for an interest in acquiring the material to be expressed. At the end of this period, if no expressions of interest have been received, the museum may consider disposing of the material to other interested individuals and organisations giving priority to organisations in the public domain.
- 16.10 Any monies received by the museum governing body from the disposal of items will be applied solely and directly for the benefit of the collections. This normally means the purchase of further acquisitions. In exceptional cases, improvements relating to the care of collections in order to meet or exceed Accreditation requirements relating to the risk of damage to and deterioration of the collections may be justifiable. Any monies received in compensation for the damage, loss or destruction of items will be applied in the same way. Advice on those cases where the monies are intended to be used for the care of collections will be sought from the Mald: Museums Archives and Libraries Wales
- 16.11 The proceeds of a sale will be allocated so it can be demonstrated that they are spent in a manner compatible with the requirements of the Accreditation standard. Money must be restricted to the long-term sustainability, use and development of the collection.
- 16.12 Full records will be kept of all decisions on disposals and the items involved and proper arrangements made for the preservation and/or transfer, as appropriate, of the documentation relating to the items concerned, including photographic records where practicable in accordance with SPECTRUM Procedure on deaccession and disposal.

### ***Disposal by exchange***

- 16.13 The nature of disposal by exchange means that the museum will not necessarily be in a position to exchange the material with another Accredited museum. The governing body will therefore ensure that issues relating to accountability and impartiality are carefully considered to avoid undue influence on its decision-making process.
- 16.13.1 In cases where the governing body wishes for sound curatorial reasons to exchange material directly with Accredited or non-Accredited museums, with other organisations or with individuals, the procedures in paragraphs 16.1-5 will apply.
- 16.13.2 If the exchange is proposed to be made with a specific Accredited museum, other Accredited museums which collect in the same or related areas will be directly notified of the proposal and their comments will be requested.
- 16.13.3 If the exchange is proposed with a non-Accredited museum, with another type of organisation or with an individual, the museum will place a notice on the MA's Find an Object web listing service, or make

an announcement in the Museums Association's Museums Journal or in other specialist publications and websites.

- 16.13.4 Both the notification and announcement must provide information on the number and nature of the specimens or objects involved both in the museum's collection and those intended to be acquired in exchange. A period of at least two months must be allowed for comments to be received. At the end of this period, the governing body must consider the comments before a final decision on the exchange is made.

### ***Disposal by destruction***

- 16.14 If it is not possible to dispose of an object through transfer or sale, the governing body may decide to destroy it.
- 16.15 It is acceptable to destroy material of low intrinsic significance (duplicate mass-produced articles or common specimens which lack significant provenance) where no alternative method of disposal can be found.
- 16.16 Destruction is also an acceptable method of disposal in cases where an object is in extremely poor condition, has high associated health and safety risks or is part of an approved destructive testing request identified in an organisation's research policy.
- 16.17 Where necessary, specialist advice will be sought to establish the appropriate method of destruction. Health and safety risk assessments will be carried out by trained staff where required.
- 16.18 The destruction of objects should be witnessed by an appropriate member of the museum workforce. In circumstances where this is not possible, eg the destruction of controlled substances, a police certificate should be obtained and kept in the relevant object history file.

# **Lloyd George Museum Collections**

## **Collections Care and Conservation Policy**

This policy was approved in June 2025 and will be reviewed in June 2030.

### **Background**

The Care and Conservation Policy is to set a framework for:

- the preservation of the collection and building in the care of the museum;
- preventative and remedial conservation of the collection;
- the safe use of, and access to, collection, within the limits of the Museum's resources.

The care of the collections is the special responsibility of the Museum staff with curatorial responsibilities Museum. Any concerns regarding the collections should be reported the designated member of staff in this case the Museums & Arts Manager or the Curator at Storiell. The Museum also has access to the Archives Conservation Department at the Caernarfon Record Office who can advise on archival collections.

### **1. Introduction**

1.1 The Lloyd George Museum ('the Museum')' s statement of purpose is: To interpret the life and times of David Lloyd George 1863-1945 by collecting, caring for and displaying items relating to him and to develop the Museum and Highgate as a worthy centre to commemorate one of the greatest statesmen of the twentieth century and as a focus for information and research that will promote world wide awareness of his achievements

1.2 The Museum's collection is based on the original Lloyd George Museum Trust's collection, which ran the Museum until the 1980's. It includes freedom caskets and scrolls, medals, memorabilia, paintings and archives. Gwynedd County Council took over the Museum in 1987, and established a new Trust. Since then two extensions have been added to the museum and the collections have been added to extensively.

Highgate, Lloyd George's Victorian boyhood home and his uncle's shoemaking workshop, given to the Council by members of Lloyd George's family, have been furnished as they were when he lived there. Some of the items are on loan from the Museum of Welsh Life, others are owned by, or loaned from various sources, to the Council.

1.3 The purpose of the policy is to ensure that the museum fulfils its responsibility in relation to the care and conservation of its collections. The Collections Care and Conservation Plan will assist to deliver the statements made in this policy.

1.4 Caring for the collections is a fundamental duty for all museums. This policy provides a framework for:-

1.4.1 A combination of preventive and remedial conservation measures, designed to ensure long-term preservation.

- Preventive conservation covers the measures necessary to slow down or minimise deterioration of museum objects and specimens.
- Remedial conservation involves a treatment to an object or specimen to bring it to a more acceptable condition or state in order to stabilise it or enhance some aspects of its cultural or scientific value.

1.4.2 The preservation of the collections and buildings in the care of the museum.

1.4.3 The safe use of and access to collections, within the limits of the museum's resources.

1.5 Care of collections is the responsibility of all staff and volunteers working with the collections. Volunteers will be made aware of this policy as part of the Museum's induction programme. Any Volunteers who handle the collections will be shown how to handle objects in the collection and under the guidance of those designated for this purpose.

## **2. Ethics, legislation and standards**

2.1 The Museum will care for its collections in line with the Museum Association Code of Ethics.

2.2 The Museum will comply with the following legislation according to the type of collection :-

Health and Safety at Work Act 1974

COSHH Regulations 2002

2.3 The Museum is committed to the following standards and frameworks:-

Benchmarks in Collection Care,

BS EN 16893:2018 'Conservation of Cultural Heritage'

PAS 197:2009 'Code of practice for cultural collections management'

PAS 198: 2012 'Specification for managing environmental conditions for cultural collections'

SPECTRUM.

### **3. Collections Care and Conservation Monitoring**

3.1 The Museum aims to improve the care and condition of all its collections in order that they will be available for future generations for teaching, research and enjoyment.

3.2 The Museum will undertake a regular programme of inspection to monitor the condition of the collections.

### **4. Remedial conservation**

4.1 Housekeeping and general care of collection management highlight any conservation priorities. Every 2-3 years specialist cleaning of the furniture and wooden items identify any areas for further conservation.

4.2 The Lloyd George Museum has no budget for active conservation work and priorities are assessed accordingly whilst also taking into account the significance of individual items, some of which are nationally important.

4.3 Remedial conservation work will always be carried out by a professional conservator. When conservation advice or services are needed the Museum will always seek to employ a conservator or conservation practice that is included on the Conservation Register operated by the Institute of Conservation (ICON).

4.4 Storiel will retain all documentation provided by conservators relating to the history and condition of an item, any treatment carried out and recommendations for future care.

### **5. Preventive conservation**

5.1 The Museum is aware of the risks to the collection from environmental factors, poor handling, storage and display materials and methods, and of the need to record the condition of the collection. It cares for the collections in store and on display.

5.2 Environmental monitoring equipment have been installed to assess the temperature and relative humidity of the collections.

5.3 The environmental monitoring data is assessed and measures taken to improve the environmental control of the collections.

5.4 Light and lux levels are monitored in display and storage areas.

5.5 An integrated pest management programme will be implemented for the collections.

5.6 The Museum will undertake regular housekeeping in all areas housing collections.

5.7 The safety and preservation of the collections will be considered from the outset of any plans to alter the displays or storage or to modify the buildings.

5.8 A handling policy will be developed to inform staff and volunteers on how to handle collections.

5.9 Materials used for storage and packaging will provide optimum protection and will be either chemically benign or actively beneficial to the objects.

#### **4. Other policies and plans**

This policy should be read in conjunction with the Forward plan, Emergency plans and Collections Care and Conservation Plan.

.

.



# **Lloyd George Museum**

## **DOCUMENTATION POLICY**

**Policy approved: June 2025**

**Policy to be reviewed: June 2030**

### **Introduction**

This Documentation Policy guides the work that the Museum carries out in the field of collections documentation. Documentation is essential for every aspect of our work. It ensures that there is accountability for the collection, its accessibility, management, research and use. Our overarching policy for the documentation of the collection is to follow SPECTRUM procedures to ensure that the information held concerning the collection is accurate, reliable, secure and accessible. It is essential that sufficient information be recorded for each object for which the Museum is legally responsible for (including loans), so that it can be identified and located.

### **Aim and objectives**

The aim of this policy is to ensure that we meet our guardianship, stewardship and access responsibilities. By implementing this policy our objective is to:

- a) *improve* accountability for the collection;
- b) *maintain* to at least the minimal professional standards in the documentation procedures and information relating to the collection, and attain the highest standards where we can;
- c) *extend* access to the collection by providing information to users about the objects we hold;
- d) *strengthen* the security of the collection.

Currently, our records are paper based and on Axiell Collections (Collections Management System).

### **Standards**

The Museum is committed to following the minimum standards for the SPECTRUM primary procedures that are:-

- Object entry,
- Acquisition and accessioning,
- Location and movement control,
- Inventory,
- Cataloguing,
- Object exit,
- Loans in,
- Loans out,
- Documentation planning.

Procedures are set out in the Documentation Procedural Manual.

### **Ethics and legislation**

The Museum is committed to managing its collections in accordance with the Accreditation Scheme and the Museums Association's Code of Ethics, as well

as legal frameworks in relation to Data Protection and Freedom of Information.

**Accountability**

The museum will record sufficient information about the objects and specimens in its care so that it knows exactly what it is legally responsible for (including loans as well as permanent collections) and that each item can be identified and located.

**Security against loss of irreplaceable collection information**

There are measures in place to ensure the physical security and long term preservation of all documentation records, whether paper or computerised. Manual and computerised records are updated as appropriate. Computerised data are backed up on the server.

**Access to collections information**

The majority of the collection is on Axiell Collections (Collections Management System). Part of this is available for anyone to search online and more objects and specimens will be added in order to improve public awareness and to extend access to collections.

**Controlled access to sensitive information**

All requests for information will be considered in terms of compliance with the Freedom of Information Act (2000) and Data Protection Act (2018). Requests for confidential data such as donor information, environmental information, valuations or site details will be dealt with on a case-by- case basis, and in accordance with the applicable legislation and any legal agreements.

**Storiell**  
**GWYNEDD MUSEUMS AND ARTS SERVICE**  
**FORWARD PLAN**  
**2025-2030**

## **Vision and Strategic Context**

Since 1 April 2009, the Museums Service has been part of the Heritage and Arts Service (Museums, Galleries, Community Arts Unit, Performance Arts, Archives) of Cyngor Gwynedd's Economy and Community Department. To date, the forward plan has focused on the Museums Service, however, the ultimate goal is to incorporate and create one for the Museums and Arts Service. The Action Plan will incorporate this vision.

The following sets out the strategic context of the Service -

In 2025 the Welsh Government published "[Priorities for Culture](#)"

"Culture, including our arts scene, our historic environment, and our cultural organisations, has the power to transform lives," Jack Sargeant MS Minister for Culture.

The three priorities are as follows -

PRIORITY 1: Culture brings people together

PRIORITY 2: Celebrating Wales as a nation of culture

PRIORITY 3: Culture is resilient and sustainable.

This replaces previous strategies i.e. 'Light Springs through the Dark' - A Vision for Culture in Wales and Welsh Museums Strategy (Welsh Government).

The **Well-being of Future Generations Act (Wales) 2015** continues to be integral and focuses on the social, economic, environmental and cultural well-being of Wales. It will help the public bodies that are listed in the Act to consider the long term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach. The aim is to create a Wales in which we all want to live, now and in the future, and to ensure that we are all working towards the same vision. The Act specifies seven well-being goals, which have also been adopted in the Cyngor Gwynedd Plan. The Service contributes to the goals of the Act, for example when applying for grants through the Welsh Government.; the Federation of Museums and Galleries of Wales, the Arts Council of Wales and other funders.

## **Accreditation of Museums**

These are national standards for museums administered by the Welsh Government/Arts Council England.

Here is the definition of a museum required for Accreditation –

"Museums enable people to explore collections for inspiration, learning and enjoyment. They are institutions that collect, safeguard and make accessible artefacts and specimens, which they hold in trust for f society."

Our museums are accredited and aim to continue with this.

### **Museums Association**

A dynamic membership organisation that campaigns for museums with a representative association and workforce. It produces the sector's Code of Ethics and oversees the Ethics Committee. This is the only institution for all museums with a commitment to the four countries of the UK. It is independent and a non-profit organisation. Its mission is inspiring museums to change lives with a vision for Museums to be inclusive, functional and sustainable at the heart of their communities

### **[Ethics - Campaigns - Museums Association](#)**

### **The Arts Council of Wales Strategy 2024-2034**

"The arts are part of the daily lives of the people of Wales, connecting us to each other, integral to our well-being, and inspiring us now and for generations to come."

It includes three core values of ambition, respect and responsibility and six principles of creativity, equality and engagement, the Welsh language, climate justice, developing talent and transformation.

**Fusion**, the Welsh Government's programme, aims to create opportunities for people to engage in arts, culture, leisure and heritage activities to transform their confidence, learn skills, gain experience and qualifications, support learning and improve physical and mental well-being.

Cyngor Gwynedd's strategic priorities are highlighted in the **Cyngor Gwynedd Plan 2023-28** document aligning with the objectives of the Well-being Act. The Plan sets the principal aim **of 'Putting the people of Gwynedd at the centre of everything we do'**. The purpose of this Plan is to set out the Council's vision and priorities for the period from April 2023 to the end of March 2028. The Plan demonstrates why we want to focus our energy and resources in some areas. The Plan includes a series of projects for the next five years under seven priority areas namely Tomorrow's Gwynedd, a Prosperous Gwynedd, a Homely Gwynedd, a Caring Gwynedd, a Welsh Gwynedd, a Green Gwynedd and an Efficient Gwynedd. Museums and the arts contribute to many of these priorities.

### **[The Cyngor Gwynedd Plan 2023-28](#)**

## **GWYNEDD MUSEUMS SERVICE**

### **VISION STATEMENT**

"The aim of the Gwynedd Museums Service is to collect, safeguard, protect, exhibit and interpret galleries/items that interpret Gwynedd's history and unique character and to ensure that these collections are available to inspire, educate and for everyone's enjoyment in an inclusive and unbiased way.

### **BACKGROUND**

#### ***The history and development of museums in Gwynedd***

In the existing Cyngor Gwynedd area there is a wide variety of national, local authority and independent museums, and these include some of the oldest museums in Wales. The beginning of the Gwynedd Museums Service itself dates back to the reorganisation of local government in 1974, when Beaumaris Gaol was transferred (which is now in the area of the Ynys Môn County Council) to the Gwynedd Archives Service. With the support of the County Archivist at the time, there was an expansion of Council-run (and independent) museums in the county especially during the 1980s in response to a demand by the public and their expectations. This was a Wales-wide phenomenon. By now, the museums service runs two museums directly - Storiell and Amgueddfa Lloyd George (Museum) at Llanystumdwy.

#### ***Staffing***

There is one Museums and Arts Manager, who manages the Museums and the Arts Service within the county, including the Galleries Service and the Community Arts Unit. In addition, the Assistant Head of Economy and Community Department is responsible for these services, as well as the Archives, Libraries, Tourism, Strategy and Development. Two education officers are shared with the Archives Service (job share - equivalent to one full-time post) and the paper conservation officer service. The remainder of the staff are shown under the individual sites. Although they are managed separately, support is also given by the Visual Arts Officer and the Arts Exhibitions Officer of the Galleries Service, working from Storiell.

#### ***Council Museums***

The service runs two accredited museums - Storiell in Bangor and Amgueddfa Lloyd George (Museum) in Llanystumdwy (see below for further details). Both museums have been fully accredited since 2009 except for the HLF project period when the museum site was changed in Bangor. In addition, the Quarry Hospital Museum at Llanberis is also part of the Economy and Community Department and its day-to-day administration is undertaken by the Council's Maritime and Country Parks Service. This museum is not accredited.

#### ***Other museums in the county***

Gwynedd Museums Service has created many links with other museums within the county, in particular by providing curatorial advice which is now recognised as mentoring. There is a wide range of other museums in the county including two National Trust properties that are Accredited Museums and a national museum – the National Slate Museum in Llanberis.

The Gwynedd Museums Service has strong historical links as it supported the development of several maritime and railway museums locally (a number of these have now been accredited). In addition, the

Sailors' Institute Trustees, Barmouth (Accredited Museum) manage the local Tŷ Gwyn building and associated interpretation on behalf of Cyngor Gwynedd.

The Museums Service administers the Gwynedd and Anglesey Federation of Maritime Museums. This includes the Holyhead Maritime Museum, Porthmadog Maritime Museum, Llŷn Historical and Maritime Museum, Sailors' Institute, Barmouth and the Telford Centre. The Federation meets once or twice a year to discuss relevant matters such as training needs, marketing etc. The Museums Service is willing to be a mentor for these museums and is already doing so for the Llŷn Maritime Museum, Porthmadog Maritime Museum and the Sailors' Institute, Barmouth.

## **GALLERIES SERVICE**

### **VISION STATEMENT**

"The aim of the Galleries Service is to promote interest and ensure a better understanding and enjoyment of fine arts, crafts and design."

The Service is responsible for arranging exhibitions at Storiell and at Oriel Canolfan Maenofferen (library), Blaenau Ffestiniog. These locations provide local artists and craftspeople with an opportunity to exhibit their work, including those who are well-known and established and those who are new or young. An opportunity is also given to groups, organisations, clubs, schools and colleges to exhibit their work. They also provide an opportunity for works to be sold and a commission is received on any sales at Storiell. Also, art/craft workshops are organised, along with visits by schools and colleges. The sites are places to exhibit work by well-known national or international artists, providing Gwynedd residents with an opportunity to enjoy a variety of exciting art on their doorstep. Two part-time members of staff are employed by the Service, namely the Visual Arts Officer and the Exhibits Officer, and they are responsible for arranging, programming, installing and promoting the exhibitions.

The arts play an important part in contributing towards the economy of Gwynedd. By supporting artists and craftspeople in the area, a contribution is made to the local culture, education, promotion of the Welsh language and providing opportunities for local people and visitors.

To achieve this, it must: -

- Aim to create a balanced programme encompassing fine arts and crafts
- Ensure that the public are all given the same opportunity to access and participate in the arts
- Seek to promote knowledge, better understanding and awareness amongst the public of arts, crafts and design.
- Use galleries as educational resources
- Support artists and craft workers and especially providing opportunities for young artists and craft workers
- Assist to provide a supportive environment for artists
- Place the arts on the area's economic agenda and promote opportunities
- Aim to sustain a sufficient financial base to facilitate the work of Storiell and improve marketing
- Storiell has mainly a vibrant programme of art exhibitions but occasionally a historical exhibition is organised in the art galleries. This provides access to works in collections as well as an opportunity to set the context for these works. The exhibitions programme exhibits artwork from local and international artists. Contemporary and historic artwork, paintings, sculptures, photographs and other media can be seen. As the exhibitions are changed regularly, the art galleries continuously offer inspiration. Usually, the programmes offer approximately twenty exhibitions a year.
- Storiell has received investment as part of the CELF scheme during 2023-25 which is a network of nine galleries across Wales that provide free access to the national collection of Amgueddfa Cymru – National Museum Wales and the National Library of Wales. It is supported by the Welsh Government in collaboration with the Arts Council of Wales, Amgueddfa Cymru – National Museum Wales and the National Library of Wales. There are conditions attached to the

scheme of organising national loans to at least one exhibition per year and a 3% annual increase in visits over ten years.

- The Storiell galleries offer an opportunity to buy and sell art. 30% and VAT is received on the commission of any sales, and this generates income for Storiell.
- As the galleries' programme changes on a regular basis, it attracts new visitors and encourages others to regularly revisit. The challenge for programming is to merge the three elements of creating an income by means of sales: offering an opportunity for people to enjoy and be inspired by important national or international art works and providing a platform and developing artists within the community at the beginning of their careers. Each year, many are given a platform to exhibit their work. The Open Arts Exhibition in Storiell is very popular and has attracted hundreds of local artists over the years to compete and exhibit their work.
- Several events and workshops are organised regularly in Storiell for families, individuals and groups. For example, master classes; open workshops that are open to all that accompany an exhibition. Also, there is an opportunity to meet the artist at openings or if an event or talk is arranged by an artist.
- There is also a strong element of art and crafts in the Storiell shop and often there is a link between the merchandise in the shop and the Gallery's programme e.g. books covering the subject and post cards.
- The shop and galleries use the "Ein Celf/Own Art" scheme which is an interest-free scheme to promote and facilitate the purchase of original and contemporary works of art and crafts.
- Within Cyngor Gwynedd's museum collection at Storiell are art works, e.g. a collection was received from the Arts Council and from CASW and over 100 works from various artists such as Kyffin Williams, Elfyn Lewis and William Selwyn. These works are exhibited occasionally as part of the galleries' programmes.
- A programme of around six exhibitions a year is organised at Canolfan Maenofferen Gallery which offers opportunities for emerging artists and community groups. This gallery is run in partnership with the Libraries Service. It has only just reopened after Covid and there has been an investment in the space such as painting walls and installing new lighting.



## Gwynedd Arts Plan

Along with our artistic partners, we are eager, through the Gwynedd Arts Plan, to:

***"Collaborate to support the people of Gwynedd to access, to enjoy and experience the arts - for the benefit of individuals, society, the economy and community."***

The strategic priorities of Cyngor Gwynedd can be seen in the Cyngor **Gwynedd Plan** document, in keeping with the objectives of the Well-being Act. The Plan sets the principal aim of '**Putting the people of Gwynedd at the centre of everything we do**'. One of Gwynedd's well-being objectives is to ensure that Gwynedd has a vibrant culture where the Welsh language can prosper by promoting our culture, heritage and the arts.

The arts are important to Gwynedd. They are an important and a core part of our identity, our communities and our economy. They make Gwynedd a unique place to live and visit. As partners, we are eager to safeguard and develop the arts for the benefit of Gwynedd's residents today and in the future.

Gwynedd is home to a vibrant arts scene - from first-rate production companies to creative and enterprising individuals, from innovative theatres and arts centres to community centres; from benchmark art galleries to arts activities embedded in our communities.

As the public sector faces a period of cuts and prioritising its services; one of the main objectives of this Plan is to identify the role and purpose of the arts sector in Gwynedd, as well as its priorities. Some of the Plan's objectives can be realised without additional resources by changing ways of working; whilst other priorities are reliant on budgets. Supporting the Arts grants are provided and currently there are grants to the culture sector via grant assistance from the Diwylliesiant Fund funded by the UK Government.

## **Gwynedd Community Arts**

Gwynedd Community Arts runs a series projects annually that support the people of Gwynedd to enjoy and experience the arts - for the benefit of individuals, society, the economy and community. Each year, Gwynedd Community Arts runs a programme of different activities and projects across the county. From workshops to exhibitions, courses to grants and festivals to creative schemes, we want **everyone** to enjoy the arts.

- Here are examples from the 2024/25 programme
- Sgwrs a Chân - a commissioned project that attempts to address loneliness with the William Mathias Music Centre. They continue to be run regularly in Bala, Porthmadog and Botwnnog with further sessions also taking place in Porthi'r Dre, Caernarfon and Bethesda.
- Llwybrau Celf (Art Trails) and Llwybrau Celf Bach (Small Art Trails) - visual art activities and experiences for children and young people in the company of professional artists.
- 'Babis yr Awen' by Cylch Meithrin Y Bala - sensory, singing and movement session for babies and young children.
- Fa 'Ma Cwmni Frân Wen aims to bring the voices of young people to life focusing this time on Bethesda (they have already been to various places such as Bala and Nefyn).
- Carers Week - providing arts opportunities to support carers e.g. craft for well-being.
- Supporting training for artists through the artist organisation CARN, Caernarfon.
- Ysbyty Gwynedd Gallery - Staging quarterly arts exhibitions in the hospital to improve the experience of patients and visitors / raise awareness and celebrate the work of local artists and community schemes.
- A Culture Conference was organised with a UK Government grant. Frân Wen was commissioned to organise Gwynedd's first Culture Conference, which was held in February 2025 in Nyth, Bangor. It was a one-day event with guest speakers and facilitators to conduct discussions about the following: Successes of the culture sector in Gwynedd; Good practice from Wales and beyond to inspire the sector in Gwynedd; The Welsh Government's strategic context and funders; Challenges and opportunities for the future and how to support the culture sector and support collaboration; Identify joint priorities that could inform a Cultural Plan or Statement for Cyngor Gwynedd and its partners in the future. The aim is to arrange another one in 2025/26 with the support of a UK Government grant.

### **Collaboration**

Gwynedd Community Arts work involves partnership work by collaborating with various communities, agencies, organisations, charities and artistic companies to provide a programme of community arts activity for the people of Gwynedd. A great deal of focus is placed on seeking to reach cohorts of the community who face challenges to participation and increase access to those who cannot normally take

part. This partnership work involves in-house partners in Cyngor Gwynedd, by collaborating with Social Services for instance, as well as some external organisations, such as working with the Carers Outreach Service.

### **Artistic Media**

The range of artistic media is broad, and the plans includes mainly visual arts activities and music however, we have also provided literary, drama and dance schemes. Some projects are also multi-media and are devised according to the wishes of the various target groups. We will choose the most suitable medium for the participants in question.

### **Health and Well-being**

A high percentage of our activities are ones that seek to improve the health and well-being of the people of Gwynedd through the arts. Using the Five Ways to Well-being as a framework for many of our schemes for example. A partnership is in place piloting The Well-being “Stiwdio Lles” Arts Prescription project during 2025 with Cwmni Frân Wen, Bodnant Surgery and Bangor University's Student Well-being Department. This is supported with a grant from the Arts Council of Wales through their Lottery Programme - Arts for Health and Well-being.

### **Communication and Networking**

We are working to raise awareness of the impact of community arts on our participants and share good practice, by sharing items on the web and conducting information seminars. Opportunities, news and information about the arts are shared by us via the website and the Creative Gwynedd social media sites, for the interest of the artistic community and the public.

### **Educational**

Many of our schemes are educational and offer experiences and opportunities to learn by using the arts, sometimes as part of a school timetable or beyond the classroom. Educational elements are also included in several of our activities for adults and address '*keep learning - the five ways to well-being*'.

### **Staffing**

Community Arts has two Community Arts Development Officers who work four days a week. These officers are responsible for devising and maintaining an annual programme of activity. The service relies on a wide range of artists and artistic organisations to lead most of the activity on a freelance basis.

### **Regional**

We endeavour to work regionally on some schemes, to work more efficiently and offer an equal provision across north Wales.

### **Training**

We aim to organise one or two training sessions for sector workers each year to offer opportunities for continuous professional development. We will choose relevant subjects in response to demand and developments in the field.

## ***Funding***

Cyngor Gwynedd's Community Arts Fund allocates grants of up to £500 to voluntary and community groups to run schemes in their communities. We are also involved in the national Night Out scheme which supports communities to stage professional live performances in their community. In addition, we assist with the work of allocating and monitoring Supporting the Arts grants. We also have a "Sbarduno" Fund scheme to support a more experimental element with several artists being supported. These are dependent on the funding available at the time. Input will also be provided to Diwylliesiant grants funded by the UK Government.

The Service also supports Creative Gwynedd which is a forum for the arts that includes a website and an opportunity to share information. We are in the process of looking at the way forward with the forum.

## Storiell

Storiell's vision is: -

*"To enrich the lives of the people of Gwynedd by promoting understanding of their unique heritage and culture, in order to inspire and create pride in the area and a desire to live or stay, return or visit."*

### **Mission Statement**

'STORIEL's aim is to contribute to understanding the history and culture of Gwynedd and its people by collecting and caring for its collections and offering access to them in order for all to share the rich heritage.'

Gwynedd is a large geographical area comprising over 250,000 hectares and is home to a dispersed community of around 122,000 residents. The county is home to the largest bilingual communities in the UK and has the highest percentage of first language Welsh speakers. Storiell is the only establishment that has the task of providing a general picture and record of the heritage and culture of the region for the whole County. Every community in Gwynedd has its own memories, items, stories and photographs that are not systematically recorded nor collected in a strategic, coordinated way that tells the story of Gwynedd. We present some of the stories of Gwynedd via exhibitions and activities.

### **History**

The Museum's roots date back to 1884 when it was established as the Museum of Welsh Antiquities. This is the oldest museum in north Wales. It was run by the University of Wales, Bangor until 1990. The museum was saved from closure when it was transferred to the management of Cyngor Gwynedd in 1991 (and was re-named as the Bangor Museum and Art Gallery). The building and most of the collection continue to be in the University's ownership. The County Council's collections were moved to the museum at that time, thus providing access and conservation. Since 1996, under the management of the Council, it has been developed as the county's museum and was renamed the Gwynedd Museum and Gallery, Bangor, to reflect its remit. Since its location was moved from the Canonry to the former Bishop's Palace, the museum and gallery was renamed as Storiell, to reflect its role as a museum, gallery and to tell the story of the people of Gwynedd. The building is Council-owned. The collections continue to be collected by the Council, and they include items on loan from the University. It is now jointly funded by Cyngor Gwynedd and Bangor University.

Storiell is an Accredited Museum with a new site and service that opened in 2016, having invested substantially to the value of £2.6m with the support of the Heritage Lottery Fund, Arts Council for Wales, Welsh Government, Bangor University, Cyngor Gwynedd, Bangor City Council, Ashley Family Foundation, Garfield Weston Foundation and The Woolfson Foundation.

The Bishop's Palace in Bangor is a historic building that is acknowledged as the largest domestic and oldest timber framed building in Wales and the only surviving medieval Bishop's Palace in Wales.

When the project was devised in 2012 - 2014, following a period of uncertainty for the Gwynedd Museum and Art Gallery, the main purpose was to:

- Improve the understanding of the built heritage in Bangor by undertaking refurbishment and conservation work at the Bishop's Palace and create a dynamic, welcoming and open museum and gallery that is accessible to all.
- Improve physical and virtual access to Gwynedd Museum and Art Gallery collections at the proposed museum and at locations across the county by re-exhibiting and interpreting the vast collections and developing relevant themes and stories to accompany them.
- Improve public access and provide physical, digital and intellectual access to Bangor University collections by better preserving, setting and interpreting the collections. These have been collected since 1884, mainly as learning collections, with substantial collections of art, traditional Welsh musical instruments, ethnographic musical instruments, natural history, geology, botany and marine sciences that have a regional and national significance (and international in some cases).
- Include community groups and individuals in co-designing the interpretation of Gwynedd culture and heritage by using digital platforms and new media as well as traditional communication methods. Develop a Gwynedd Heritage Forum and develop a sustainable network of volunteers to ensure a connected and sustainable approach to the preservation and learning of, and contribution to Gwynedd's heritage.

Storiell is now established as a successful museum and art gallery with its centre based in Bangor and a series of satellites throughout Gwynedd in Llanberis, Llanbedrog, Blaenau Ffestiniog, Dolgellau and Tywyn.

An Evaluation found that the project had either reached or exceeded its targets and outcomes, with a 592% increase in visitor numbers and a 36% increase in opening hours, 139 volunteers providing 5,500 hours.

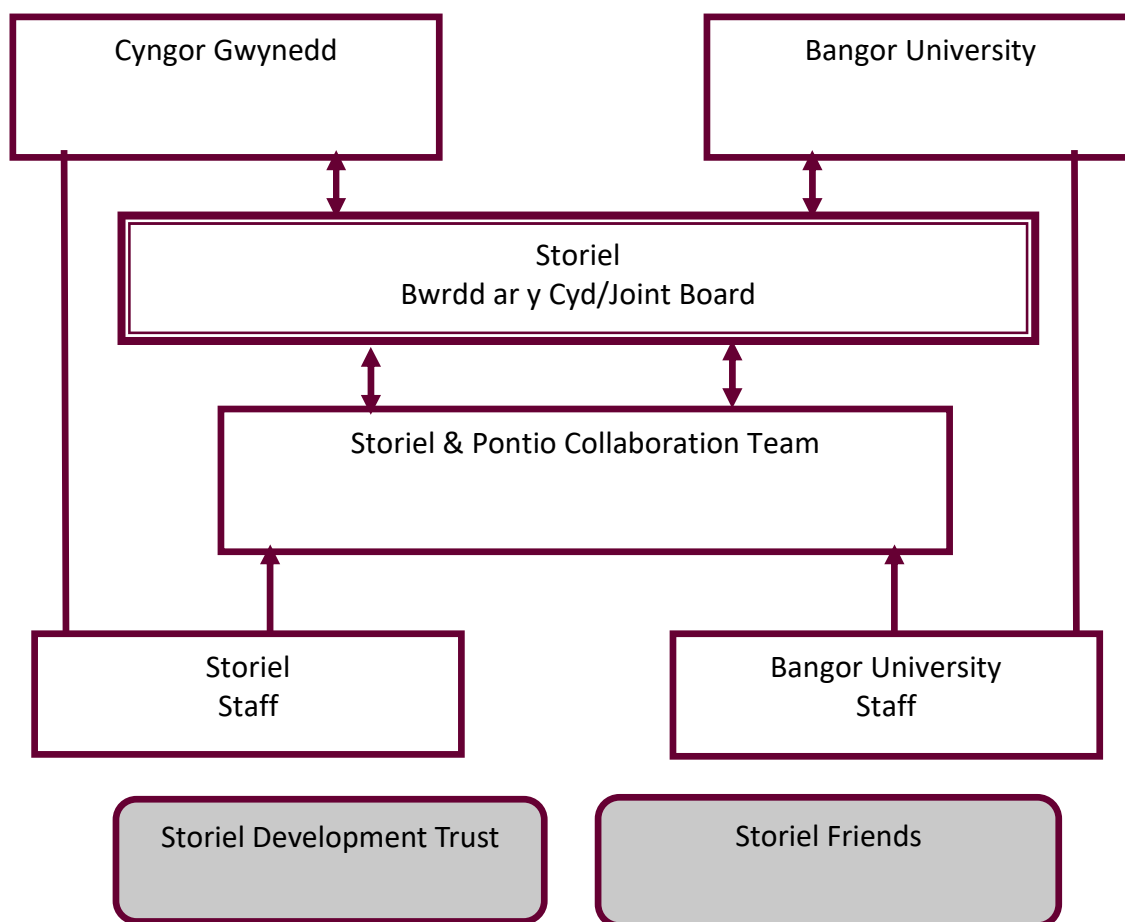
Although Storiell continues to realise many of the project's outcomes, a clear strategy and action plan is needed to review the project's original objectives, to ensure Storiell's future sustainability and success.

## Management and Governance

Storiel is managed by Cyngor Gwynedd in partnership with Bangor University.

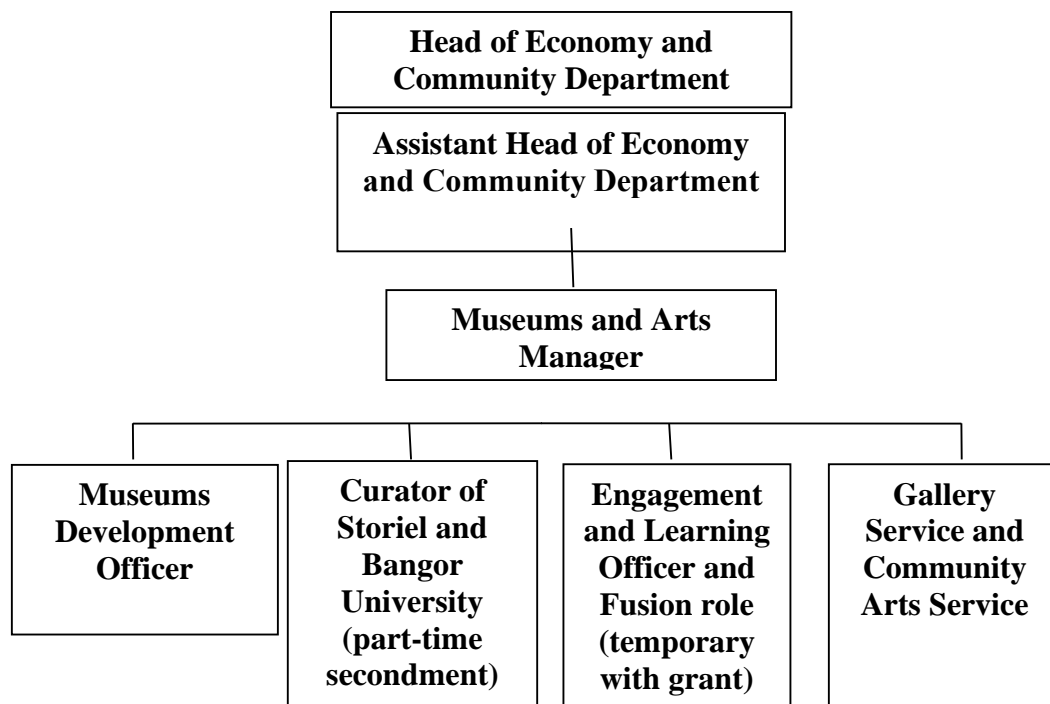
A formal agreement was signed between both parties in 2013 in order to support Storiel and its activities. This agreement formalised the governance structure to include a joint Board with responsibilities for the strategic direction and decision-making.

This is the current structure -



When the vision of extending Storiel to also include the Museums and Arts services is developed, this structure will be reviewed during the next five years as part of the work programme.

## Staffing structure of the Museums and Arts Service



Also

**Storiol Development Officer (temporary with grant)**

**Front of house**

**Include casual and seasonal staff**

Senior site assistant

Site Assistants

Museum Assistant

## Cyngor Gwynedd's Political Structure 2025

[Political structure](#)



### ***Development Trust now to be called Sefydliad Cefnogi Storiel (Storiel Support Foundation)***

We are currently in the process of establishing this. It will be separate to the Friends to enable Storiel to apply for funding through a registered charity. We are also looking to obtain a new Membership Scheme for Storiel. We have trustees in place and a draft application to register with the Charities Commission. Following further advice from a consultant through the support of AIM, we aim to register as a charitable company and with "Companies House." The aim is for this to be completed during 2025.

The objective of the Storiel Support Foundation is:

*"To promote the Arts, Culture, Heritage and Education for the benefit of the general public, in particular but not exclusively by promoting an appreciation and understanding of the history, Heritage, Culture and visual arts of Gwynedd, through the collections, interpretations, exhibitions and activities of the Storiel Museum and Art Gallery and its satellites"*

### ***Storiel Friends***

Storiel Friends have been integral to the continuation and success of Storiel. They play an important role in supporting Storiel's activities and smaller projects and have supported and contributed to projects and grants schemes such as the care and purchase of collections, adaptations and improvements, events and community activities. They also organise their own lectures, events and trips. They publish a short newsletter three times a year. We have submitted grant applications through the Friends as part of the fundraising work. We are continuing to discuss with the Friends as to how best they could support Storiel and the need to engage more to join them.

The objectives and powers of Storiel Friends, an independent charity, are:

*'To educate the public by promoting, supporting, assisting and improving the museum and gallery known as Storiel through the activities of a group of friends'*

Both charities are independent of Cyngor Gwynedd and Bangor University, but they collaborate closely to support the aims and objectives of Storiel.

### ***Staffing***

Storiel's staffing structure was reviewed at the end of 2013-2016 and the project period to reflect and assess the income available to run the service. Focus was placed on a structure with the following functions:

- Management and Volunteering
- Caring for collections
- Formal and informal learning
- Exhibitions and events

To reflect the above roles, the following was adopted but it should be noted that none of the roles have 100% of their time against Storiell and several of the activities are reliant on additional funding, e.g. through successful grants.

- Museum Development Officer (previously Museums and Volunteer Co-ordinator) in conjunction with the Lloyd George Museum.
  - A Curator who shares time between Storiell and the University on the basis of a part-time secondment that is in place with the University (previously Museum Collections Officer of Bangor University and Storiell).
  - Temporary full-time Learning and Engagement Officer with a UK Government grant.
  - Temporary full-time Storiell Development Officer with UK Government funding.
  - Exhibitions and technical support through a part-time Exhibitions Officer.
  - Part-time and casual receptionist and site assistants.
  - The café is run in-house with front-of-house staff and currently provides only light refreshments.
- 
- The Visual Arts Officer programmes art exhibitions with the Galleries Service budget.
  - Museums and Arts Manager budget outside Storiell.

Currently, a review of staffing is taking place to identify the best structure within the budget, and it is part of our Action Plan, Point 2, 3 and 5.

### **Volunteers**

Storiell's involvement with volunteers is relatively new to Cyngor Gwynedd. During the period of the HLF project around 139 volunteers gave their time to Storiell as well as Bangor University with three volunteer roles namely Visitor Experience, Collections Assistant, and Learning Assistant. However, since the end of the project period, the capacity to support volunteers has proved challenging, with so much demand on the service and management of the building and a reduction in staffing levels.

We have 1-2 regular volunteers but on a much smaller scale to support the Curator. We need to re-assess how to continue and develop more capacity to develop and support this further. Part of the Action Plan.

### **Museum Collection.**

The County Council's Collection dates to the 1950s when artefacts were collected by the Gwynedd Archives Service and then the Museums Service from 1986. The majority of the County Collection has been catalogued and focuses on the social history of Arfon, Dwyfor and Meirionnydd and the present Gwynedd. It includes a broad range, including costumes, craft artefacts, medals, household items, religious items. The work of documenting the collection is ongoing, as outlined by the Museums Service work programme. The work of adding to the County's Collections continues. Also, collections are on loan from Bangor University. There is an agreement with the development management department of Heneb (formerly the Gwynedd Archaeological Trust) which ensures that material from archaeological fieldwork in the county will become part of the County Collection.

The items collected prior to 1990 by the Museum of Welsh Antiquities (75% of the total) continue to be owned by the University and are on loan to Storiell. The University's collection includes archaeological material, furniture, topographical impressions, costumes and materials, as well as significant social history items. Most of the University's collection is listed and catalogued although

there are some gaps in information due to inconsistency between the documentation records. Recent documentation work, including the work of locating and numbering continues to deal with these inconsistencies. The University's collection is static. The collections loaned to the museum whilst it was administered by the University date back to before 1990, with many dating back to the 1930s and 1940s.

We are also working in partnership to provide care and access to the University's extensive collections, which are in the University's various departments and buildings. This is realised through the Curator's role with support from the Museums and the Arts Manager. Collections include Zoology, Geology, Damaged Wood, Herbarium, Art, Ceramics and the Crossley Holland Music collections. We have applied for accreditation for the University.

Documentation Procedures are in place, which adheres to the SPECTRUM standards and a work timetable is included in the Documentation Plan for each museum. Collections care is in place with a monitoring and environmental management system, security and supervision, building maintenance, housekeeping and a programme of examining the collections and planned improvements for implementation. These include audits of facilities and access, updating the education programme and exhibitions and other policy documents. The MEACO network monitoring link is in place between Storiell and the Lloyd George Museum to ensure monitoring and environmental control. The Lloyd George and Storiell Museums have burglar and fire alarms and CCTV with off-site monitoring available. This gives the staff, the building and the collections more security and will allow the Museum to attain the required standards and conditions required by many other establishments before they loan their collections. The external museums stores near Storiell has been identified as needing investment or identifying another way forward and this is reflected in our Action Plan.

A large proportion of the collections have been digitised and are available for the public to search through the Axiell Collection database via a link from the museum's website. Scanning and photography work has also been undertaken to improve information about the items and to improve access to them. We are working in partnership with other organisations e.g. ArtUK to improve virtual access to the collections. This is an area we are eager to develop further.

## **CELF Investment**

Storiell has received investment as part of the CELF scheme during 2023-25. CELF is a network of nine galleries across Wales that provide free access to the national collection of Amgueddfa Cymru – National Museum Wales and the National Library of Wales, bringing contemporary art closer to communities and supports artists. This is supported by the Welsh Government as part of their Governance Programme and in their Collaboration Agreement with Plaid Cymru. It is also in their 2025 Culture Priorities. It is being developed in collaboration with the Arts Council of Wales, Amgueddfa Cymru – National Museum Wales and the National Library of Wales.

During 2023-2025 over £350,000 worth of capital works was invested to upgrade Storiell's security and environmental standards and to expand its exhibition spaces to meet GIS requirements. There was also an opportunity to provide commissions for artists, for audience development and marketing. There are conditions attached to the plan namely arranging national loans for at least one exhibition per year and a 3% annual increase in visits over ten years.

## **Services**

### **Museum**

With Lottery funding we have been able to re-interpret and exhibit artefacts to represent the story of Gwynedd. There are three main museum galleries, i.e. Introduction to the Collections, Life and Work and Gwynedd Connections. In addition, as part of Storiell's vision to interpret Gwynedd's story, satellites are located across the county. Quality display cases are in Storiell's reception, which are programmed and changed every six months. One focuses on the University collections and the other is for exhibitions curated by the Curator and occasionally by volunteers, external and community groups.

### **Gallery**

The three art galleries have a vibrant programme of art exhibitions with occasional historic/historical and art exhibitions. There is also a community space to exhibit community exhibitions, community history projects, community arts projects and to focus on craftwork unique to the area. Originally, two of the art galleries met the GIS requirements in terms of security and the environment so that collections and exhibits with higher requirements can be loaned. CELF's investment has maximised this opportunity (see p16 above) with an additional gallery meeting the requirements.

### **Shop**

There is a Shop at Storiell selling the work of local artists and craftspeople, gifts, greeting cards, stationery, books and merchandise for children. This is a unique opportunity to support the local economy, artists and craftspeople from Wales and beyond, providing a platform for their work. Also, it contributes to the visitor experience and to the income targets.

### **Café**

Seibiant Café, which was run as a franchise, ended in 2018. It was then run as Caffi Storiell as an in-house pilot. It has been a challenge for this to be sustainable especially in the wake of Covid and the Council's requirements in terms of Procurement etc. Only light refreshments are currently served by front-of-house staff. We have reviewed the situation and are now in the process of entering into a tender and aim to have a resolution by September 2025.

### **Visitors**

We no longer have an official tourist information point, but we do have leaflets and knowledgeable staff who can direct visitors to attractions and services in the area.

### **Education Service**

An education service is provided via the Gwynedd Archives Service's Education Officers and Storiell's part-time Engagement and Learning Officer (with grant funding). They promote the use of the museum's collection and organise visits and workshops by schools, colleges, groups and families. Workshops, activities, open days, loan boxes, lectures are also organised in the museum as part of the Storiell engagement work and these are open to wider audiences, such as families and community groups. The departments of the University and Coleg Menai use Storiell e.g. art foundation course. The museum is the home of several annual public lectures. The Curator provides an identification service. Work experience and volunteering opportunities are given to individuals, adults, groups, University students and school children where possible. There is a need to review our learning strategy to develop our vision for the Service.

### **Opening hours**

Tuesday to Saturday 11.00 to 5.00pm

(closed on Sundays and Mondays and other public holidays and over the Christmas period).

We constantly review the hours to see whether any changes are necessary, e.g. extend or reduce hours, trial opening on some public holidays and Sundays. Admission continues to be free, however, we will develop effective methods soon to encourage visitors to give voluntary contributions to the museums.

### **Free admission**

Before moving to our new site visitor numbers were approximately 15,000 and were stable.

Since opening at our location, we have attracted many more. In 2016/17, we attracted over 80,000 visitors. After that year figures were on average around 50,000 visitors per annum visit and use Storiell. Due to Covid there has been a change in numbers, and we are now attracting around 30,000 and aiming to increase the numbers over the next few years, especially as the CELF project has a target to raise numbers by 3% annually over the next ten years.

### **The building**

The Museum is in the former Bishop's Palace which is also known as the Town Hall, Bangor. It is a Grade II listed building dating from circa 1500. As a result of the HLF project the building and the external space have been improved and renovated to provide an accessible, open and welcoming museum and galleries that comply with DDA legislation. In addition to the museum and art galleries, there is also a reception, shop, café, museum storage area, community space and exhibition cases and learning rooms that can also be hired as conference rooms by community groups. Outside is a former bowling green, namely the Storiell Lawn, that may be hired by community groups and there is a pleasing seating area with flowerbeds that are relevant to the area and the building's historical periods.

Further details for users are in our Access Statement which is available on request and will be on our new website when it is up and running.

### **Extended storage area**

An adjacent Council-owned building is used to store collections. It needs investment and a grant will need to be applied for in collaboration with our Property Department to secure a way forward. Environmental monitoring, fire alarms and security are in place via a radio link with the main Storiell building and CCTV is in place. This repository building is the home of the Gwynedd County Collection comprising arts and archaeology collections as well as a great deal of the furniture collection. A feasibility study and business plan have been developed with grant funding to explore the possibility of sharing storage space with the University and potentially other partners such as Amgueddfa Cymru – National Museum Wales, Cadw, National Trust, Oriel Môn. The way forward needs to be confirmed and funding identified.

### **Update 2020-2025**

The financial situation remains challenging with Storiell having high income targets and being dependent on the partnership with the University which is also facing financial challenges. A more viable Business Plan is necessary, and a way forward needs to be identified with the café to attract income or at least reduce the current budget deficit. Since Covid, the figures continue to rise but the impact on hiring continues with far fewer users. The history galleries had to be closed for a period as the cases were defective, and the hire space had to be closed for a period to store items from the Lloyd George Museum. In addition, the site was closed for periods while the CELF capital works were taking place, so

all this had an impact on the figures during this period. Focus is also needed on how to raise the site's profile.

Storiell, , has also been very fortunate to receive several investments, namely Transforming Towns, to transform the outdoor spaces and help raise the site's profile; Steps to Sustainability for the café and we are in the process of going out to tender; Storiell has been chosen to be part of the CELF scheme to upgrade the quality of the interior spaces with audience development and marketing commissions that will provide a good foundation for the future. The UK Government's SPF grant has also supported the Engagement and Learning Officer post and a programme of activities as well as Fusion grant funding that continues to support activities for communities that require support.

## **Amgueddfa Lloyd George Museum, Llanystumdwy**

### ***Mission Statement.***

'Interpreting the life and times of David Lloyd George 1863-1945 by collecting, caring for and displaying items relating to him and to develop the Museum and Highgate as a worthy centre to commemorate one of the greatest statesmen of the twentieth century and as a focus for information and research that will promote world-wide awareness of his achievements.'

### ***History.***

The Museum was established in 1948 and was run by Trustees until it was transferred to the Council (the Council is now the museum's trustees). It outlines the life of David Lloyd George (1863-1945) and it is one of only two museums in the UK dedicated to a former Prime Minister. In addition to the museum, his childhood home, Highgate, a Grade II listed building, has been renovated and interpreted as it was in the 1860's complete with the shoemaker's workshop. The Victorian Garden is one of the museum's features.

### ***The Status of the Lloyd George Museum***

The Lloyd George Museum is a charity (registration number 504296). The official name of the charity is "Amgueddfa Lloyd George Museum" and Cyngor Gwynedd is the charity trustee. The charity is governed by a Trust Deed dated 5 June 1948, which was adapted by a Scheme made by the Charity Commissioners on 8 November 1989.

The scheme, dated 8 November 1989, includes the following conditions:

- The land and buildings that are in the possession of the charity are to be used for museum purposes to exhibit a collection of objects to the public, along with other items of educational and historical interest associated with the life and work of the late David, Earl Lloyd George of Dwyfor, to promote education.
- The trustee can occasionally establish or change regulations for the management of the Museum within the limits noted by the Scheme.
- The trustee should insure the buildings and contents that belong to the charity to their full value from fire and other usual risks and they should have proper insurance for public liability and employer liability.

- The trustee should use the clear annual income of the charity to promote the purposes of the charity.

### **Friends**

The Friends Association offers support and assistance. The Museums and Arts Manager is invited regularly to their committee meetings, and they have a close working relationship with the Museum. They often contribute financially towards projects, organise lectures and events in the museum or in local venues and promote the museum. They supported the museum in 2019 by funding coordinators to arrange experimental activities to identify income streams and to raise the museum's profile, e.g. re-create the door of Number 10, experimenting with Lloyd George themed guided tours in the area.

### **Staffing**

Within the museum's budget are -

- Part-time and casual Senior Assistants
- Seasonal assistants to greet the public
- Other budgets include the support of the Museums and Arts Manager, Museum Development Officer and access to Storiell staff such as the Curator, Archives and Museums Education Officers.

### **Collections**

The collection comprises freedom caskets, medals, memorabilia, paintings, costumes and archives relating to Lloyd George. Among the highlights are Lloyd George's draft copy of the First World War peace treaty and "Lloyd George's crown", namely the first pension. Highgate and the shoemaker's workshop have been recreated, with some loans from the National Museum of Wales.

The work of documenting this collection is in accordance with the Accreditation Standard and the documentation backlog is treated as part of the planned programme of work. The environment at the Lloyd George Museum is monitored using a remote link with Storiell, Bangor.

### **Shop**

The museum shop sells a variety of books, souvenirs and toys mainly relating to the life and times of Lloyd George. This is an important financial source for the museum.

### **Services**

From time to time the exhibitions have been renewed on a very limited budget as resources have become available. A review and plans are required to improve the interpretation, particularly to share themes from the period and Lloyd George's contribution and to engage more with communities to raise the museum's profile.

In 1990 an extension was built which is now home to an audio-visual theatre. The film shown in the theatre is very popular with the public. The theatre is also used by Community Groups. The museum also includes the museum library that should be developed further and promoted. There is a need to invest further here to complete the work of installing new shelves because of receiving a substantial number of additions to the library collection. Access is currently restricted until the work can be completed.

During 2024-25 an investment of £280,000 was made following securing a £250,000 grant from the UK Government's Shared Prosperity Fund, Cyngor Gwynedd and the Countess Lloyd George Fund.

As part of the project, museum designers Mather & Co were commissioned to modernise the displays and integrate the artefacts with the story. It is hoped that the redesigned Museum will allow visitors to

gain a more comprehensive understanding of Lloyd George and the context of his life. The thematic approach to the stories and objects presented will allow for fresh insights into Lloyd George's life, exploring both the positive and negative aspects of his character and his decisions and their legacy.

There are four thematic areas in the Museum:

- **'The Politician'** follows a chronological storyline presenting key moments from Lloyd George's early career in Parliament, his significant roles during the First World War, and the later stages of his political life.
- **'The People'** explores how the press portrays political figures and their decisions, shaping public opinion.
- **'The Man'** emerges through two sub-themes across different sections of the Museum:  
Early Life and family Life.
- **'The Legacy'** explores the impact of Lloyd George's political actions and decisions, alongside his international recognition.

Highgate cottage was renovated at the end of the 1990's with a Heritage Lottery Fund Grant and it recreates Lloyd George's childhood home with the shoemaker's workshop. In addition, in 2004/5 the garden was developed and improved as part of the S4C 'Clwb Garddio' television programme and then made more accessible with funding from the Council ensuring that the footpaths offered access to all.

### **Education Service**

A programme of educational activities is long established and is very popular based mainly around Highgate and the Victorian classroom recreated in the museum's main building. The geographical location of the museum in the county makes it accessible to many schools. Often the activities combine the historical contents of the museum with art, crafts, music, poetry and literature. The museum also has a good working relationship with Ysgol Llanystumdwy and with Tŷ Newydd National Writing Centre, which is close by, as well as "Yr Ysgwrn" (Museum and Home of Hedd Wyn, Trawsfynydd), which is run by the National Park.

There is a need for the museum to develop a learning strategy.

### **Opening hours**

Easter 10.30am - 5pm., May Mon-Fri 10.30am -5pm, June Mon - Sat 10.30am -5pm, July - Sept every day 10.30am -5pm, October Mon-Fri 11am -4pm. Open during Bank Holiday weekends, other times via appointment.

There is an admission charge which is an essential part of the income required to maintain the museum.

Visitor numbers vary and on average attract around 4,000 per year. This is lower than before the Covid period but also the museum was closed due to flood damage and then closed for investment for the new exhibition.



### ***The buildings***

The original building was designed by Clough Williams Ellis and it dates from 1960 and three more recent extensions have been built. Highgate, which dates back from the 19th century, and which was listed in the 1980s, was restored and then further restoration and interpretation work was carried out at the end of the 1990s with a Heritage Lottery Fund grant.

Further details for users are found in our Access Statement and will be on our new website.

### ***Update***

Although Cyngor Gwynedd decided, following “Her Gwynedd” consultations regarding cuts, that it would not run the museum after 2017, this decision was reversed. Following the receipt of a grant from the Heritage Lottery Fund to look at the Appraisal Options for the Museum's future there has been a change of direction.

Funding was received from the British Government, through the Welsh Government for 3 years and it was agreed that the Council would continue to run the Museum until 2020, with the aim at that time of transferring it to another group. Upon examining the options, the decision was reversed, re-establishing a budget for the Museum, looking at confirming the arrangements between the Museum and the Council, recognising the Council's role as the Museum's Charity and the Cabinet as its trustees. Agreements are now in place that include a MOU.

Obviously Covid had an impact on the number of visits in this period and then the building, but not the collections, suffered water damage in 2022. This resulted in maintenance work, redecorating, a new kitchen and carpet. Then in 2024/25 SPF investment has led to new displays reopening in Easter 2025 with a more positive period ahead.

## ***Access - Museum Audience Development and Marketing***

Both museums have an Action Plan, which includes steps required in terms of access, marketing and audience development. Both have an access policy statement. Marketing is challenging due to a lack of resources and capacity. Originally there was a central budget for marketing in a previous department but then it was split between services according to the percentage of their budget. This resulted in the present budget being £160 for the Lloyd George Museum and Storiell £1770. The museums are now focusing on social media such as, Facebook and Instagram, websites and releasing regular press releases for promotion. Leaflets and exhibition programmes are published as funding allows. We work closely with the Council's tourism service.

The commissions supported by a CELF grant for an audience development and marketing plan will provide a good foundation for Storiell. SPF has also supported the position of a Museum Development Officer which includes a marketing role to realise some of the objectives. The aim is to use the 2025/26 SPF grant to also focus on opportunities at the Lloyd George Museum and to provide the way forward.

Both museums have been approved pending the VAQAS scheme. It was explained that the Consortium was currently looking at web-based marketing and promotion. Working with the Information Technology Service aims to improve this situation and aims to have new websites for both museums in 2025/26.

We have identified the need for an Audience Development and Marketing plan with a work programme and this will be reflected in our Work Plan Point 2.

## **For information here are additional details about the Storiell Audience Development Plan by Tabitha Milne and Rhian Hughes 2025**

The report presents an overview and analysis of our work with Storiell, Bangor which offers essential access to heritage, history and creative and artistic experiences for the people of Gwynedd. Their role was to explore Storiell's relationships with the audience following being chosen to be part of CELF.

Membership of this network, and the resulting research and development, offers Storiell a unique opportunity to deepen and increase its offer to the people and communities of Gwynedd. It enables Storiell to present exhibitions/artworks from the national collection and bring them to the local area for our visitors. This also creates opportunities to draw exciting comparisons between existing collections while showcasing the rich creative talent and cultural history of Gwynedd alongside these guest exhibitions/collections.

The key purpose of the CELF network is to increase the audience who attend contemporary art exhibitions across Wales by 3% each year, achieving a 30% increase in the first 10 years of the project. This desire directly corresponds with Storiell's need to restore visitor numbers that has seen a sharp decline after Covid. It offers a platform to regenerate interest and for local audiences and communities to participate in our work throughout Gwynedd. This supports Storiell's key role in contributing to Cyngor Gwynedd's strategic priorities, specifically:

- Tomorrow's Gwynedd - providing creative and educational experiences for Gwynedd's children and young people. To offer practical arts and cultural activities, while presenting Gwynedd's cultural heritage and identity in new and meaningful ways that connect them to where they come from.
- A Caring Gwynedd - acting as a vibrant cultural hub for the people of Gwynedd - especially those at risk of social isolation and lack of social interaction. Offers a friendly place to meet and experiences that enrich health and well-being through links to creativity, art and heritage.
- A Thriving Gwynedd - playing a role in the regeneration of Bangor city centre, making Gwynedd an attractive place to live and work, supporting the local economy of arts, creativity and tourism. To understand how to maintain, revive, and vary audiences for Storiell, we first needed to understand who your audience is right now, and how willing you are as an organisation to take on the demands of audience development.

"Our process establishes an understanding of how audiences feel about Storiell, what they think it offers them and Gwynedd, their motivation for visiting, and how these align with your own beliefs, sense of purpose, and perspectives. Accessing these fundamental findings would be the basis for building an audience development strategy that can be implemented and is realistic for Storiell."

Here is a snapshot of what will be in the work plan -

- You should ensure that each exhibition has its own audience development goals.
- Develop an ongoing communications and marketing plan
- Deliver a narrative brand process
- Lead a website audit and start the process of progressing to a new website

- Establish and implement a plan for staff training focused on social media content, communication and storytelling.

## **Quarry Hospital, Parc Padarn, Llanberis**

Over the years the Quarry Hospital has moved department within the council several times. At one time in the 1990's it was a Registered Museum ( now Accreditation) as the Museums Service had been involved with its development. This ended in 2001 at the Council's request as the Museums Service could not ensure that standards could be maintained. It is now managed by the Council's Maritime and Country Parks Service, and they are within the same Service namely the Economy and Community Department.

The Quarry Hospital was built in 1860 to serve the men who worked at the Dinorwig Slate Quarry, Llanberis. Accidents and illnesses associated with the workplace were common and the hospital was close to the quarry to satisfy the genuine need. It was supported by the workers' contributions to the 'Sickness Club' that gave medical care, free of charge and financial assistance. It was closed in the 1960's and taken over and reopened by Cyngor Gwynedd in 1979 as a centre for visitors to Padarn Country Park. It became a Registered Museum when it was part of the Culture and Leisure Department in the 1990's. It recreates the life of the hospital and most of the artefacts are exhibited (approximately 300 items). During 2008, the Quarry Hospital received funding from the National Assembly towards some improvements e.g. new windows, painting, heating. Security improvements have also been completed. The hospital also provides offices for the Park wardens and a flat for the warden on the first floor. The warden's kitchen was moved to make more of the hospital accessible.

As part of the 'Our Heritage' scheme the site was totally reinterpreted by 2014. It is not accredited. The Museums Service is available to advise on any museum matters arising and discussions are continuing with the National Museum of Wales to discuss the future of the Parc Padarn site and the museums on the site in future.

## Update on Action Plans and Next Steps

### Storiel

The **2017-2021** plan incorporated the anticipated steps after opening Storiel and completing the HLF project. During this period, the business plan was reassessed, along with the type of jobs needed and the income targets. Collaboration also continued with the University and funding was secured not only as a contribution to Storiel's budget but also to the Collections Officer. Some of the positions created with HLF funding have continued such as Museums and Volunteer Co-ordinator, Collections Officer and Temporary Part-time Learning Officer.

In the **2020-2025** Plan there was a continuation of this work here, but Covid struck and an accident with some of the cases in the gallery had to be addressed, forcing the closure of the history galleries for a while. There was also a change in arrangements as with the café that has already been mentioned. In addition, the Service Manager went on an extended period of sickness (a year).

It was stated in the previous plan –

"From 2020, it is anticipated that there will be another change in the structure, modified fund-raising targets, a decision on the café, and consideration to an opportunity to improve the storage area. In addition, the aim is to realise the ambition of developing Storiel as the main focus for heritage and the arts in Gwynedd".

The business plan now continues to evolve with a new structure in place although it remains experimental with grant support. The relationship with the University continues which includes a contribution to Storiel's budget. As for the Collections Officer, the new job title is Curator which is part of a part-time secondment to the University. The café is going out to tender and Storiel was selected to be part of the CELF scheme and was successful with several other grants. The figures are also rising. Discussions are also underway to look at sharing storage space.

The challenges continue with the budget. This is mainly because it has not met its ambitious income and fundraising targets. Also, running the café in-house is ineffective. The Business Plan looks at specific headings on how to improve performance and invest where required. The response to the exhibitions, the cafe, the shop and activities continues to be positive. A balance is needed between the ethos of Storiel in providing access and raising income and this will be incredibly important over the next few years.

We are currently working with our teams and communities to re-visit our purpose, the demand for our services and the barriers and opportunities that exist when aiming to ensure that we put the people of Gwynedd at the centre of everything we do. We are about to complete a commission for Audience Development and Marketing which will provide a good foundation and a specific work programme for the next steps. Also, during 2025 -2030 we will be revisiting our vision for Storiel which will include a wider brief for heritage and the arts.

Storiel also receives support from staff and the budgets of the Museums and Galleries Service, in terms of managerial and strategic leadership, and arranging an exhibition programme and arts activities. In addition, two officers within the Community Arts Unit are organising a programme of community arts activities and projects and Storiel is often included in them, e.g. a space for displaying Art Trails,

exhibitions: space for projects for young people etc. The goal is for all of this to come under the larger Storiell banner over the next few years.

### **Amgueddfa Lloyd George (Lloyd George Museum)**

Cyngor Gwynedd decided, following the Her Gwynedd Challenge consultations regarding cuts, that it would not run the Museum after 2017 and would transfer it to others to do so. Since this decision there has been a change of direction.

A grant was received from the Heritage Lottery Fund to look at an Options Appraisal for the future of the Museum and a grant from the Federation of Museums and Gallery Wales to support this. We also received funding from the UK Government, through the Welsh Government for three years and it was agreed that the Council would continue to run the Museum until 2020, with the aim at that time of handing it over to another group.

An application for one-off bridging funding was approved by the Cabinet so that a decision could be made in 2020. A report was submitted on the options to Cabinet as trustees and as a result of examining the options, the decision was reversed, re-establishing a budget for the Museum, looking at confirming the arrangements between the Museum and the Council, recognising the Council's role as the Museum's Charity and the Cabinet as its trustees. Agreements are now in place including a MOU, and in relation to the Council's role (Cabinet) as trustees and the relationship with the Friends continues. Support was also secured for the UK Government's SPF investment leading to new exhibitions which opened in Easter 2025 with a more positive time ahead.

### **2025-2030 Objectives**

The objectives over this period relate to:

- Realising Ffordd Gwynedd and the Council's Strategic Plan putting the people of Gwynedd at the heart of everything we do.
- Running and caring for the museums and their collections according to the Accreditation standards.
- Interpreting and ensuring that collections are accessible through exhibitions, educational opportunities, partnerships and through other means.
- Shaping a co-operative network of museums and heritage/cultural/artistic centres on the grounds of a 'main centre and satellite model'.
- Developing the vision of Storiell as a Museum and Arts Service, and provide facilities and services relating to the arts, education, health and well-being, leading to a vision of Storiell as a focus for heritage and the arts, including community arts for the county and elements such as the World Heritage Site.
- Looking at the vision and mission statements of Storiell and the Lloyd George Museum so that they are current and appropriate.
- The next forward plan will build on the new vision, including the heritage and arts elements
- Response to the work programme in relation to the new Audience Development and Marketing Plan for Storiell.

- The Galleries Service will continue to arrange exhibitions and art activities in Storiel and will be covered under the Storiel "banner".
- Continue under the CELF scheme and the opportunities that come with it.
- The Community Arts continues to arrange a programme for the communities of Gwynedd and identifies how it will be covered under the banner of Storiel and tie-in with the work there.
- Continue to collaborate with Bangor University (and others if appropriate) to promote access to the collections under the banner of "Bangor Collections" and support the work with the Curator.
- Identify a way forward for a museum's stores including with other partners if possible.
- Develop a sustainable future for Storiel.
- Tendering for the Storiel Café in 2025.
- Registration of Storiel Support Foundation.
- Continue to look at a business plan for the Lloyd George Museum and take steps towards its realisation.
- Implementation of SPF phase 2 at the Lloyd George Museum in terms of space exploration/marketing and audience development and organisation of activities with opportunities via UK Government SPF grants.
- Continue to collaborate closely with our Friends.
- Continue to mentor and provide professional support for museums in Gwynedd
- Revisit the Gwynedd Heritage Forum/and/or adaptation to a new model in the wake of the Culture Conference.
- Incorporate the Well-being Act in our plans and contribute to the Council's Plans including Ffordd Gwynedd.
- Identifying opportunities with the Welsh Government and responding to the Culture Priorities.
- Identify opportunities with the Arts Council of Wales.
- Work in partnership with local and national bodies to contribute towards enjoyment and understanding of the heritage and culture of Gwynedd and its people.
- Contribute to the success of the Gwynedd Fusion Partnership to tackle poverty via culture and heritage.
- Contribute to the success of the Welsh Slate World Heritage Site nomination.
- Give a voice and role to communities in heritage and culture to influence the future as well as to reflect on the past.
- Maximise the potential of tourism and the wider economic benefits.
- Develop skills to lead and work through a period of change.
- Responding to the Welsh Government's strategy and requirements such as the climate emergency, supporting health and well-being, equality and the Wales Anti-Racism Action Plan.

## Budgets and Expenditure Plan 2025/6

The Expenditure Plan is based on the museums' budgets set for 2025/26

### **Storiell**

#### **Expenditure**

Salaries	£112,320
----------	----------

Premises	£56,440
----------	---------

Including Premises (not under our control)	£10,690
--	---------

Services and supplies (including £4,300 Collections Care and £1,790 for Exhibitions and £1770 for Advertising), purchasing Shop, travel etc	£40,395
---	---------

<b>Income</b> contribution from Bangor University)	£141,710 (including
---	---------------------

<b>Net Expenditure</b>	£ 67,545
------------------------	----------

### **Lloyd George Museum**

#### **Expenditure**

<b>Employees – Staff Costs</b>	£52,930
--------------------------------	---------

<b>Buildings</b>	£17,860
------------------	---------

Includes Premises (not under our control)	£4950
---	-------

<b>Supplies and Services</b>	£7,295
------------------------------	--------

#### **Income**

Sales, hire and ticketing	£22,790
---------------------------	---------

<b>Net Expenditure</b>	<b>£55,295</b>
------------------------	----------------

Central costs not included



<b>SWOT Analysis</b>	
<p><b>Strengths</b> <b>The Service</b></p> <ul style="list-style-type: none"> <li>- Focus on identity/Welsh/Gwynedd elements</li> <li>- Opportunity with Culture Priorities and Well-being Act</li> <li>- Contributing to the Council's Strategic Plan</li> <li>- A part of Ffordd Gwynedd</li> <li>- Committed staff.</li> <li>- Special collections.</li> <li>- Well-established education service.</li> <li>- Contribution to the local economy.</li> <li>- Link with the archives, galleries and community arts and part of the Heritage and Arts Service</li> <li>- Link with the University.</li> <li>- Friends Associations.</li> <li>- Supportive coverage in the media</li> <li>- A history of supporting other museums</li> <li>- In line with the Council's agenda and WAG</li> <li>- Unique museum features</li> <li>- Community support</li> <li>- Good reputation in the museums and arts sector</li> <li>- Support of experts with grant support, e.g. fundraising; appraisal developing our skills</li> <li>- Accredited Museums</li> <li>- Databases available on-line</li> <li>- Council support structures</li> <li>- Access to grant support</li> <li>- Historical Buildings</li> <li>- Using Ffordd Gwynedd to put the people of Gwynedd at the centre of everything we do, and looking at our purpose, demand, barriers, etc.</li> <li>- Have been involved in Welsh Government and AIM Anti-Racist schemes and mentoring</li> </ul> <p><b>Storiell</b></p> <ul style="list-style-type: none"> <li>- Business Plan in place</li> <li>- Investment in the building and resources</li> <li>- Joint board and a strong partnership with the University</li> <li>- Financial contribution from the University to STORIEL and</li> </ul>	<p><b>Weaknesses</b> <b>The Service</b></p> <ul style="list-style-type: none"> <li>- Limited opening hours</li> <li>- Finance</li> <li>- Capacity and low marketing budget</li> <li>- Need to raise the profile of both museums</li> <li>- Complaints about signposts</li> <li>- Impact of cuts on the capacity to mentor museums</li> <li>- How to respond to the Well-being Act</li> <li>- Non-statutory Services</li> <li>- Lack of current information about visitors and those who do not visit</li> <li>- No budget to procure collections</li> <li>- The museums not balanced in terms of their location in the county</li> <li>- Non-accredited status of the Quarry Hospital</li> <li>- Need to invest in central repository or identify an alternative way forward</li> </ul> <p><b>Storiell</b></p> <ul style="list-style-type: none"> <li>- Staff capacity is low as a result of the HLF project ending and the demand on Storiell</li> <li>- Location leads some to think it doesn't apply to them in another part of the county</li> <li>- Impression in terms of the lack of Bangor's profile as a tourist destination and the negative impression of the high street. Lack of fundraisers</li> <li>- No permanent full-time staff for one location</li> <li>- Low capacity to apply for grants</li> </ul> <p><b>Lloyd George Museum</b></p> <ul style="list-style-type: none"> <li>- Admission fee (LG)</li> <li>- Rural location (LG)</li> <li>- Decrease in Lloyd George's relevance</li> <li>- Problem regarding authenticity of Highgate (unable to light the fire in the Victorian fireplace)</li> <li>- No full-time staff</li> <li>- Low capacity to apply for grants</li> <li>- More investment and raising profile needed</li> <li>- Challenging themes</li> </ul>

<p>secondment of the Curator</p> <ul style="list-style-type: none"> <li>- Investment and further opportunities with CELF</li> <li>- Opportunities with UK Government grant</li> <li>- Strong exhibitions programme</li> <li>- Audience development and marketing plan completed with CELF support</li> <li>- Success of family activities and events</li> <li>- Budget for caring for the collections</li> <li>- County brief and profile</li> <li>- Heritage and arts brief</li> <li>- Formal repository for archaeological discoveries</li> <li>- Free admission</li> <li>- Good location - in the centre of Bangor and opposite Pontio</li> <li>- A popular Art Gallery</li> <li>- A good quality shop</li> </ul> <p><b><i>Amgueddfa Lloyd George (Museum)</i></b></p> <ul style="list-style-type: none"> <li>- Profile of LG as a personality and internationally</li> <li>- Museum and his childhood home site-specific</li> <li>- Links with influential people</li> <li>- Link to themes of contemporary relevance</li> <li>- Successful educational activities</li> <li>- Unique collections</li> <li>- Admission fee attracting income</li> <li>- Theatre on the site</li> <li>- Opportunities with stage 1 and 2 SPF funding</li> </ul>	
---	--

<p><b>Opportunities</b></p> <p><b>The Service</b></p> <ul style="list-style-type: none"> <li>- Develop a function across Gwynedd for museum heritage</li> <li>- Successful Welsh Slate World Heritage Site Designation</li> <li>- Gwynedd Fusion Programme continuing</li> <li>- Well-being Act and Culture Priorities</li> <li>- Contribution to culture, identity, health, well-being, environment and several broad themes that are relevant to community life</li> <li>- The Curriculum</li> <li>- Develop and build on partnerships and broad stakeholders, e.g. Bangor University, National Museum Wales, Yr Ysgwrn, Penrhyn Castle</li> <li>- Re-establishing and supporting the Gwynedd Heritage Forum and/or/Culture Conference to bring the sector together</li> <li>- Strong focus on Gwynedd/the Welsh element and identity</li> <li>- Develop the function of community arts across Gwynedd with the Community Arts Unit</li> <li>- Grant support</li> <li>- Local links</li> <li>- Partnerships - local and national</li> <li>- IT / media</li> <li>- Link to schools and the creative curriculum</li> <li>- Volunteering</li> <li>- Accreditation</li> <li>- Proactive collecting</li> <li>- More advertising and marketing</li> <li>- Training</li> <li>- Developing the Quarry Hospital and other sites with the rural parks</li> </ul> <p><b>Storiell</b></p> <ul style="list-style-type: none"> <li>- Establish a Development Trust</li> <li>- Storiell Board Support</li> <li>- Link with the museum collections of Bangor University and with Pontio</li> <li>- Vision to develop Storiell as a focus for heritage and the arts in Gwynedd, including community arts</li> <li>- Advertisement of tender and appointment to run the café during 2025</li> <li>- Continue as part of CELF who will contribute to the proposal</li> <li>- Audience Development and Marketing</li> </ul>	<p><b>Threats</b></p> <p><b>The Service</b></p> <ul style="list-style-type: none"> <li>- Funding in general</li> <li>- Changes to standards.</li> <li>- Changes in the tourist market</li> <li>- Continue non-statutory status</li> <li>- Changes to the National Curriculum</li> <li>- School budgets</li> <li>- Maintenance system and finance</li> <li>- Loss of accreditation</li> <li>- Climate Change</li> <li>- Government Agendas</li> <li>- Competition from others for grants and users, etc.</li> <li>- Changes in the school visits pattern</li> <li>- Changes in partnerships and contracts</li> <li>- Lack of joined-upthinking.</li> <li>- 'Brexit and the impact on future external funding'</li> </ul> <p><b>Storiell</b></p> <ul style="list-style-type: none"> <li>- Storiell's challenging business plan and challenging income targets</li> <li>- Needs to be run as a business, thus affecting the site's ethos in terms of admissions</li> <li>- The future of the café is challenging and the next tender needs to be successful</li> <li>- Unable to register the “Sefydliad Cefnogi” (Support Foundation) Storiell as a charity</li> </ul> <p><b>Amgueddfa Lloyd George (Museum)</b></p> <ul style="list-style-type: none"> <li>- Need to realise the business plan and attract income</li> <li>- Difficult to raise the profile of the museum without funding/capacity</li> <li>- Unable to invest further</li> </ul>
---	--

<p>Plans with CELF funding laying good foundations with the work programme and priorities</p> <ul style="list-style-type: none"> <li>- Education Space</li> <li>- Opportunities for further work with education and art staff</li> <li>- Potential for new projects to build on what was achieved through the HLF project</li> <li>- New exhibitions for interpretation and education</li> <li>- Extending remote access to collections</li> </ul> <p><b><i>Amgueddfa Lloyd George (Museum)</i></b></p> <ul style="list-style-type: none"> <li>- Build on the relationship with the Cabinet as trustees of the Lloyd George Museum and raise awareness</li> <li>- Appeal and support of the Friends of Lloyd George Museum</li> <li>- Strong themes relating to Lloyd George, e.g. pension,</li> <li>- Using the LG brand</li> <li>- Community projects and links</li> <li>- Phase 2 SPF grant to look at the spaces, audience, marketing and order of activities</li> </ul>	
--	--

## Action Plan – Gwynedd Museums Forward Plan 2025-2030

### Action Plan – Gwynedd Museums Forward Plan 2025-2030

	Objectives	Required Actions	Responsibility	Timetable	How will it be appraised
<b>I. Caring for the museums and collections according to the relevant standards. Including Storiel, Amgueddfa Lloyd George and the University's collection</b>	I.1 Continue to attain the Accreditation standards	• Complete the Reporting Forms	NT/HG	Accreditation Timetable - June 2025	Continue with Accreditation
		• Ensure that all policies and relevant documents are current. Including the Collections Development Policy, Museums Documentation Plan	NT/HG	Accreditation Timetable - June 2025	All policies comply with the Accreditation requirements
		• Applying to work towards accreditation on behalf of Bangor University Collections	HG/NT/Uni	2025-2030	Continue with accreditation standard
		• Submit a full accreditation application to the Welsh Government	HG/NT/Uni.	Completion June 2025. Waiting to go to a panel	Success in gaining an Accreditation

	I.2 Support the documentation work for the collection	<ul style="list-style-type: none"> <li>Regularly review the Documentation Plan for the Collections and the timetable particularly the following elements</li> </ul>	NT/HG	According to the Accreditation timetable	Documentation completed according to timetable in the Museum's Documentation Plan
		<ul style="list-style-type: none"> <li>Documenting the backlog according to the timetable</li> </ul>	NT/HG	According to timetable	Produce a report
		<ul style="list-style-type: none"> <li>Documentation dealing with the collections</li> </ul>	NT/HG	According to timetable	Collections fit for purpose
		<ul style="list-style-type: none"> <li>Review and rationalise the documentation of the collections</li> </ul>	NT/HG	According to timetable	Review the documentation
		<ul style="list-style-type: none"> <li>Review and create the Collections Management Framework</li> </ul>	NT/HG	2025	Complete the framework

	Objectives	Required Actions	Responsibility	Timetable	How will it be appraised
	I.3 Achieve and maintain a high level in terms of care and management of the Collections	<ul style="list-style-type: none"> <li>• Aim to maintain acceptable environmental conditions throughout the museum</li> <li>• Continue to monitor environmentally.</li> <li>• Implement a conservation audit and operate a programme of care for the collection</li> <li>• Update the Conservation policy</li> <li>• Update the Disaster Plan as required.</li> <li>• Programme of conservation of objects</li> </ul>	<p>NT/HG</p> <p>NT/HG</p> <p>NT/HG</p> <p>NT/HG</p> <p>NT/HG/MC</p> <p>NT/HG</p>	<p>Ongoing and annually</p> <p>Ongoing and annually updated according to the care programme</p> <p>Annually but elements dependent on external funding</p> <p>Annual update</p> <p>Annual review in February</p> <p>Annually assessed and the timetable can depend on funding</p>	<p>Attain the benchmarks in terms of collection care</p> <p>Meaco System in place</p> <p>Staff undertaking in-house review but at times there will be a need to commission detailed work externally and draw up a further work programme</p> <p>Clear action from policy and programme, etc.</p> <p>Disaster plan has been updated, and staff are familiar with it</p> <p>Programme in place and being implemented</p>

		<ul style="list-style-type: none"> <li>Security - need a security check</li> </ul>	MC	Next reviews from police officer in 2025 or sooner because of specific exhibitions / situations.	Report completed with an Action Plan Storiell has also been inspected as part of the CELF scheme
		<ul style="list-style-type: none"> <li>Develop and improve the care of Bangor University collections</li> </ul>	NT/HG/Uni.	ongoing	Better understanding and access to BUni collections Opportunities with curator's post
		<ul style="list-style-type: none"> <li>Seek to secure funding to procure collections</li> </ul>	NT/HG/Bangor Uni./Trust/Friends	One-off grants and seeking to establish a fund	Success in procuring items  Budget available for procurement
		<ul style="list-style-type: none"> <li>Identify and resolve any implications of Lloyd George Museum's collections as a charity in the name of the Council</li> </ul>	NT/RE/Cyngor Gwynedd	Detailed scoping and following museum guidelines 2026	/Suitable agreement with the Council and a procedure in place



	I.4 Ensure that the building and services comply with relevant legislation	<ul style="list-style-type: none"> <li>• Access audit to be reviewed in LLG and Storiell</li> <li>• Update access statement and post online</li> <li>• Implications of any access audit to be dealt with and finance sought</li> <li>• Acceptable Building Maintenance system</li> <li>• Seek funding for improvements. Project underway with a business plan for sharing a store. Need to identify a way forward and funding.</li> </ul>	<p>NT/MC</p> <p>NT/MC</p> <p>NT/MC</p> <p>Council (Property)</p> <p>Council/Property/NT/MC/HG/University</p>	<p>Storiell 2025 Lloyd George Museum 2025</p> <p>Annually or as required</p> <p>Annually or as required</p> <p>Annually or as required</p> <p>Permanent</p>	<p>Reports have been produced</p> <p>The building and fittings in compliance</p> <p>Attain the relevant access standards</p> <p>Complete a statement</p> <p>Collections and Health and Safety standards attained.</p> <p>Complete the procedure</p> <p>Complete the improvements and resolve the storage space shortage situation</p>
	I.5 Training for Staff and Volunteers	<ul style="list-style-type: none"> <li>• Training plan in place for all</li> </ul>	Training Department and NT/MC/staff and volunteers	Ongoing	Everyone well trained and committed

		<ul style="list-style-type: none"> <li>• Implement the training ratio plan</li> <li>• Encourage professional training, including Stimulating Learning Aims</li> <li>• Promote the Well-being Act to all</li> <li>• Developing specific skills e.g. fundraising</li> <li>• Building capacity to support volunteers</li> </ul>	<p>All</p> <p>All</p> <p>All</p> <p>All</p> <p>NT/MC/HG</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>2026</p>	<p>Qualifications gained/Record of attending training</p> <p>New Business Plan</p>
	<b>Objectives</b>	<b>Required Actions</b>	<b>Responsibility</b>	<b>Timetable</b>	<b>How will it be appraised</b>
<b>2. Interpret and ensure that the collections are accessible by means of exhibitions, learning opportunities, partnerships and other methods</b>	2.1 Opening hours relevant to the needs of visitors	<ul style="list-style-type: none"> <li>• Review opening times and compare with the changing visiting patterns and the experience of others locally. Trial opening at different times</li> </ul>	NT/MC/RE	Annually	<p>Hours have been extended since January 2016 but need to continue to review this and respond to the needs of our visitors.</p> <p>Museums more responsive to visitors' needs.</p>

		<ul style="list-style-type: none"> <li>Find ways of achieving suitable longer opening hours at STORIEL as part of the New Business Plan, when practical</li> <li>Review Lloyd George Museum's hours for 2026 onwards if necessary</li> </ul>	NT/MC/RE	Annually	Appropriate opening hours to keep within budget and respond to the demands of visitors
			NT/MC	2026 and annually	Adjust if required and keep within the budget
	2.2 Provide a well-researched and practical educational/life long learning programme	<ul style="list-style-type: none"> <li>Attract funding to employ more time for the Learning Officer</li> <li>Review the Education Policy</li> <li>Review the learning strategy for the Service</li> <li>Develop new opportunities to develop skills and experiences</li> </ul>	NT  Education Officers  Education Officers/ NT  All	2025  2026  2026  Ongoing	Currently SPF grant in place  User Feedback. Introduce new programmes  Present new programmes  Current strategy in place  Confident staff and volunteers

		<ul style="list-style-type: none"> <li>• Maintain and find ways to improve the level of visits by schools and arrange programmes of activities</li> </ul>	NT /Education Officers	Ongoing	Service Improvement  Facilities compliant and sufficient (2.8m2 p/p)
		<ul style="list-style-type: none"> <li>• Improve education resources in museums</li> </ul>	Education Officers/ /NT	Ongoing	More opportunities and groups using STORIEL and continue with this at the Lloyd George Museum
		<ul style="list-style-type: none"> <li>• Extend informal learning opportunities, e.g. Kids in Museums, Happy Museum, child anti-poverty agenda, Fusion Network, the offer for families, community groups, etc.</li> </ul>	Education Officers / NT/MC/ /HG/RJ	Ongoing but specific actions in 2025/6	More opportunities and groups using Storiel and the Lloyd George Museum
		<ul style="list-style-type: none"> <li>• Develop a programme of health and well-being activities</li> </ul>			

		<ul style="list-style-type: none"> <li>• Develop Storiell as a site for groups with specific needs such as dementia friendly, autism hour, and extend the provision to the Lloyd George Museum</li> <li>• Improve educational material on the website</li> </ul>		2025/6	Improve the website Resources available on the website
	2.3 Develop information about the collections	<ul style="list-style-type: none"> <li>• Identify ways of facilitating research information</li> <li>• Develop a collections research strategy</li> <li>• Contribute to projects throughout Wales (Dispersed National Collection)</li> <li>• Add information and access to Storiell and University collections by putting them on-line.</li> </ul>	<p>HG / University Departments</p> <p>HG / University Departments</p> <p>Museum Federation/ HG / University Departments</p> <p>HG</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Better information about collections and available to a wider audience.</p> <p>Better information about collections and available to a wider audience.</p> <p>Better information about collections and available to a wider audience.</p> <p>Better information about collections and available to a wider audience.</p>

	2.4 Continue to update exhibitions	<ul style="list-style-type: none"> <li>Develop a strategy to update exhibitions in Storiell / LIG Museum</li> </ul>	NT	2025/26 Storiell	Updated strategy in place
		<ul style="list-style-type: none"> <li>Continue to organise Storiell's temporary exhibitions programme</li> </ul>	NT/ER/HG	<p>LLG Museum has received investment, but spaces need to be assessed on their use</p> <p>Storiell needs a plan for the history galleries</p> <p>annually</p>	<p>Temporary programmes that attract new audiences</p> <p>A new interpretation form in place - on the website, on-line, on apps and at the exhibitions</p>
		<ul style="list-style-type: none"> <li>Investigate additional use of IT to improve interpretation</li> </ul>	All	Ongoing	Draw up a programme
		<ul style="list-style-type: none"> <li>Provide a programme of exhibitions at the Storiell satellites</li> </ul>	HG and in collaboration with groups, etc.	Annually	Establish a panel
		<ul style="list-style-type: none"> <li>Develop a user panel and programming panel</li> </ul>	NT	2026	Incorporate in the programme
		<ul style="list-style-type: none"> <li>Develop specific themes, e.g. protest/Welsh language/1960s/</li> </ul>	NT/HG/ER	2025 onwards	

		modern art/loans of national collections and others/local, national and international artists			
	2.5 Marketing	<p>A new Marketing Plan is about to be completed and a work programme will be implemented with a clear plan and roles in place. Temporary staff in place with SPF money</p> <ul style="list-style-type: none"> <li>• Raise the profile of the Lloyd George Museum</li> <li>• Review signage (internal and external)</li> <li>• Review the effectiveness of leaflets</li> </ul>	<p>NT/MC</p> <p>NT/GC/Friends</p> <p>NT/MC</p> <p>NT/MC</p>	<p>2025/6(CELF grant and SPF support)</p> <p>2025-2026 (SPF grant to support)</p> <p>2025/6</p> <p>2025/6</p>	<p>Increase in external awareness and in the numbers of visitors.</p> <p>Programme in place</p> <p>New signage in place</p> <p>Funding affecting decisions</p>

		<ul style="list-style-type: none"> <li>Amend the website and improve the contents</li> </ul>	NT/MC	2025 a Ongoing (new ones in progress)	Appropriate interesting and effective website
		<ul style="list-style-type: none"> <li>Form or create partnerships with others to promote the attractions including centenaries, Visit Wales, etc</li> </ul>	NT/All	Ongoing	Effective promotion in place
		<ul style="list-style-type: none"> <li>Apply for funding to support marketing</li> </ul>	NT	Ongoing	Attract funding and improve marketing and capacity
	2.6 Audience Development	<ul style="list-style-type: none"> <li>A new Audience Development Plan in place which will set a new programme of work including brand messaging</li> <li>Carry out new visitor surveys</li> <li>Create a data collection system</li> </ul>	NT  MC  MC	Continuous, but annual. plan for Storiell with CELF funding and aim to develop one for Lloyd George Museum with SPF  2025/26	Plan updated  Reaching new audiences, and better understanding of the current users



		<ul style="list-style-type: none"> <li>Carry out surveys amongst those who do not visit</li> </ul>	MC	2025/6	Information feeding into new audience plans
		<ul style="list-style-type: none"> <li>Develop new audience opportunities</li> </ul>	NT/all	2025 and ongoing	
		<ul style="list-style-type: none"> <li>Review the volunteering plan</li> </ul>	NT/MC/all	ongoing	Committed volunteers in place
		<ul style="list-style-type: none"> <li>Develop web presence - Twitter, Facebook, Trip Advisor, etc.</li> </ul>	MC/all	ongoing	More users taking part
		<ul style="list-style-type: none"> <li>Ensure that Storiell continues to be relevant to the communities of Gwynedd</li> </ul>		Ongoing	
		<ul style="list-style-type: none"> <li>Develop Storiell as a site for groups with specific needs such as dementia friendly, autism hour, and extend the provision to the LIG Museum</li> </ul>		Ongoing	
				Ongoing but with specific	

		<ul style="list-style-type: none"> <li>• Incorporate "Museums changing people's lives"</li> <li>• Engagement and current affairs</li> </ul>		steps	
	<b>Objectives</b>	<b>Required Actions</b>	<b>Responsibility</b>	<b>Timetable</b>	<b>How will it be appraised</b>
<b>3. Ensure the long-term sustainability of the Museums Service</b>	3.1 Creating income	<ul style="list-style-type: none"> <li>• Use the shop Reviews to improve income</li> <li>• New review for the shops</li> <li>• Support artists and producers</li> <li>• Look into on-line sales</li> </ul>	NT/ MC  NT/MC  NT/MC/DW  NT/MC	Ongoing  2025/6  Ongoing  2025/26 – possibly with the new website but a support system is needed	Broader range of goods; more income  New review in place and a work programme in place  Develop the shop to be the best place to purchase local goods and cards and works by artists and craftspeople  Provide a platform to display the work of artists  Live online shop if viable option

		<ul style="list-style-type: none"> <li>• Look at commissioning new goods, including some unique ones</li> <li>• Identify a way forward with the café in Storiél</li> <li>• Investigate other ways of generating income and realising it, e.g. events; parking; room rental; reproducing images.</li> <li>• Update the Storiél Business Plan</li> <li>• Update LIG Museum's business plan</li> <li>• Identify whether it is possible to obtain or amend a post/s that would lead on the business elements, events, commercial to ensure the potential of Storiél and attract income</li> </ul>	<p>NT/MC Front of house staff</p> <p>NT/RE/MC</p> <p>NT/RE/MC all</p>	<p>2025 and ongoing</p> <p>September 2025</p> <p>Ongoing and to the following</p>	<p>Goods created</p> <p>Review the Business Plan</p> <p>Review or draw up a Business Plan and identify ways forward under these headings</p>
--	--	---	---	---	--

		<ul style="list-style-type: none"> <li>• Develop a membership scheme</li> <li>• Develop a 'pitch' to request funding for the core budget. Ensure that key fund-raising messages are prominent at Storiel</li> <li>• Appoint a business / events officer</li> <li>• Appoint a fundraising officer</li> </ul>		Dependent on finance or amending the job description	
	3.2 Budgets	<ul style="list-style-type: none"> <li>• Ensure that the budget is sufficient to satisfy current and future needs</li> </ul>	Cyngor Gwynedd / The University	Annually	The Museums reach the standards and serve their visitors and the community's expectations. A viable

		<ul style="list-style-type: none"> <li>Continue to discuss the museums' Business Plan to secure their long-term future</li> </ul>	Cyngor Gwynedd /The University NT/RE	2025 and annually	budget  Continue with the agreement between Cyngor Gwynedd and the University regarding STORIEL
		<ul style="list-style-type: none"> <li>Respond to higher targets by GC</li> </ul>	NT	2025 and annually	Business Plan
		<ul style="list-style-type: none"> <li>Ensure that succession arrangements are in place</li> </ul>	NT	Annually and ongoing	Arrangements in place

	3.3 Vision	<ul style="list-style-type: none"> <li>Develop the vision of Storiell as a heritage and arts focus for the county, including community arts under the brand/banner of Storiell</li> <li>Economic Regeneration by being involved in the Bangor scheme</li> <li>Identify a way forward for the Lloyd George Museum with a clear vision and strong engagement with communities and stakeholders</li> </ul>	<p>NT/RE/Other services, namely Community Arts and the Galleries</p> <p>RE/NT/MC</p> <p>RE/NT/Cyngor Gwynedd</p> <p>Council Task Force and discuss with partners</p> <p>Project group/Cabinet/Museum Trustees/Friends</p>	2025 and annually	<p>Review the Business Plan</p> <p>Ensure that we are a part of the discussion; that Storiell is relevant to the developments; that there are clear signposts guiding people to it as an attraction and important service in Bangor</p> <p>Arrangements are mostly in place with MOU. Now building on the relationship and the Cabinet's role as trustees is clearer and a new model is underway. Budget reinstated to the Museum from the Council.</p>

					SPF investment in the exhibition and opening Easter 2025
	3.4 Fundraising	<ul style="list-style-type: none"> <li>• Adopt a Sponsorship Strategy for STORIEL</li> <li>• Examine every opportunity for grant aid including endowment funds, independent funds and private finance.</li> <li>• Establishing the Storiel Support Foundation as a fundraising body</li> </ul>	<p>All/CG/The University</p> <p>All/CG/The University</p> <p>RE/NT</p>	<p>2025/6</p> <p>Ongoing</p> <p>In line with demand, timetable</p> <p>September 2025</p>	<p>A clear strategy in place</p> <p>Develop new projects after the HLF project period</p> <p>Register the Storiel Trust with the Charities Commission and Companies House with a work programme in place</p>

		<ul style="list-style-type: none"> <li>Continue to submit applications to the Welsh Government and the Federation and others as required</li> <li>Present applications to identify a sustainable future for the LIG Museum as needed</li> <li>Present applications on behalf of the LIG Museum in relation to developing themes and raising the profile of the museum</li> </ul>	<p>NT/HG/others as required</p> <p>NT</p> <p>NT</p>	<p>Ongoing</p> <p>2025 /2030</p> <p>2025-2030</p>	<p>Successful applications as required</p> <p>Successful applications as required</p> <p>Successful applications as required</p>
	3.5 Succession	<ul style="list-style-type: none"> <li>Ensure that a clear staffing structure is in place, clear roles and regular induction</li> <li>Identify the departure of key staff as a risk in our Business Case</li> </ul>	<p>RE/NT</p> <p>NT</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>Everyone clear about the role and procedure and location of information</p> <p>Strong team in place</p>



		<ul style="list-style-type: none"> <li>• Ensure that everyone uses igwynedd and share information effectively</li> <li>• Clarity on any requirements of the LIG Museum as a charity in the name of the Council</li> </ul>	All	Review quarterly	Information available and in order
			NT/RE	2025/6	Clear arrangements in place
	3.6 Staffing	<ul style="list-style-type: none"> <li>• Maintain at the current level at least</li> <li>• Ensure a suitable level of training for the museum staff and volunteers (see above)</li> <li>• Staffing structure changes according to business case in Storiol</li> </ul>	Cyngor Gwynedd	Ongoing	Standards met and the museum open
			CG/all	Ongoing - annual appraisal	Arranging and attending training
			NT/RE/MC	review regularly	New, clear arrangements in place
	3.7 Information Technology	<ul style="list-style-type: none"> <li>• Update the IT provision and associated media as required</li> <li>• Develop new interpretation proposals by using IT</li> </ul>	MC/Cyngor Gwynedd	Ongoing	Systems current and fit-for-purpose.
			CG/BUni./All	Ongoing	IT interpretation provision in place

<b>4. Provision of professional support for other museums in the county as appropriate</b>	4.1 Support for other museums	Maintain support via <ul style="list-style-type: none"> <li>• Mentoring</li> <li>• General museums advice county-wide</li> <li>• Coordinate the Gwynedd and Anglesey Maritime Museum Federation</li> <li>• Support the museums of Wales by contributing to the work of the Federation of Welsh Museums</li> </ul>	NT	Ongoing	Role as a County Museums Service continues
			RE/NT	Ongoing	
			NT	Ongoing	Holding meetings
			NT	Ongoing	Gwynedd with a role in the national museums strategy
	4.2 Museum Objects Identification Service	<ul style="list-style-type: none"> <li>• Provide a designation and advisory service for the public.</li> </ul>	Museums and partners such as Heneb, PAS	Ongoing	<p>The Service continuing</p> <p>Adding to collections and their understanding</p>
<b>5. Work in partnership with local and national bodies to contribute to the enjoyment and understanding of the heritage of Gwynedd and</b>	5.1 Maintain existing partnerships and develop new ones	<ul style="list-style-type: none"> <li>• Work with our existing partners</li> <li>• Work with new partners, e.g. the Family Learning Signature projects, Fusion Schemes, Well-being of</li> </ul>	All	Ongoing	Relevance and broader sustainability to the museums service.
			All	Ongoing	Part of the Business Plan

its people		Future Generation Act, Museum Strategies etc.			
		<ul style="list-style-type: none"> <li>Contribute to the vision of Cyngor Gwynedd, e.g. Ffordd Gwynedd, Economy and Community Business Plan and the Council's Strategic Plan</li> </ul>	All	Ongoing	Part of our plans
		<ul style="list-style-type: none"> <li>Contribute to and take advantage of opportunities that could derive from the Welsh Slate World Heritage Site nomination</li> </ul>	All	Ongoing	Exhibits and activities work programme

### Important Note

The development of most of the required steps in the Plan are dependent on continued funding by the Council at the current level.

## The Lloyd George Museum Access Statement

This Access Statement does not contain personal opinions as to our suitability for those with access needs, but aims to accurately describe the facilities and services that we offer all our visitors and users. (Review date : February 2025).

### Introduction

Located on the main street in the picturesque village of Llanystumdwy, the Lloyd George Museum and Highgate cottage are within 200 yards of each other within their own grounds. They tell the story of David Lloyd George, the cottage bred boy who became prime minister during World War 1. The highlights include a film on his life; draft copy of the World War 1 peace treaty ; the first old age pension given in Wales; recreated Victorian boyhood home and Victorian classroom and much more. There is also a Discovery Corner for children and families.

The Museum is fully accessible by wheelchairs and pushchairs. Highgate cottage and its shoemaking workshop are listed buildings and do not have access for wheelchairs and pushchairs. Images are available of the interior of Highgate. There is an accessible toilet at the Museum.

We look forward to welcoming you. If you have any enquiries or need any assistance please contact us on 01766 522071 or 01286 679098 or email [lloydgeorgemuseum@gwynedd.llyw.cymru](mailto:lloydgeorgemuseum@gwynedd.llyw.cymru). The website is [www.gwynedd.gov.uk/museums](http://www.gwynedd.gov.uk/museums).

### Pre Arrival

Located on the main street in Llanystumdwy. The nearest train station is at Criccieth which is about half an hours walk away or 5-10 minutes by bus. There is public transport to the village from various destinations including Criccieth, Pwllheli, Caernarfon and Porthmadog. The Museum is well signposted and there is a large banner outside.

### Car Parking & Arrival

There is a free car park at the Museum located through its main gate and is signposted at the entrance. There is dedicated blue badge parking space. It's a short walk away to the Museums' main entrance on a tarmac surface on a slight downwards gradient. The Museum is fully accessible. Admission to Highgate is through a ticket purchased at the Museum. Highgate is accessed through the Victorian garden.. There is also a large free public car park located 5 minutes walk away which is suitable for coaches.

### Main Entrance/Reception/Shop

The ground floor area has short piled carpet and is well lit. Seating nearby. Induction loop at the desk. The desk is not too high for wheelchair users. Staffed at all times by welcoming staff who can provide further information and assistance if needed. Staff are all bi-lingual in Welsh and English.

### Museum Exhibition Areas

The ground floor displays are fully accessible. There is short piled carpet or wooden flooring. Seating available and induction loop.

### Theatre

There are steps within the theatre but there is a dedicated areas for wheelchair users and pushchairs. Induction loop. Short piled carpet.

### Highgate Cottage & Shoemakers' Workshop

Recreated to the Victorian period when Lloyd George lived there 1864-1880.. Induction loop for the narrative in the Workshop. No access for wheelchairs and pushchairs to Highgate or the Workshop but images are available in the Museum Booklet.

### Victorian Garden

The Victorian Garden is a pleasant area to relax. There are benches and footpaths suitable for wheelchairs and pushchairs. Handrails provided at steps in the garden although the use of the steps is not essential.

### Interpretation

Interpretation is available in Welsh and English. The exhibition includes several interpretation styles - panels with text and images, items displayed in cases, film, audio, recreated Victorian Schoolroom and Highgate Victorian cottage with its' garden.

### Museum Grounds

There are areas with green lawns and tarmac with picnic tables and access through the top gates to Lloyd Georges' riverside grave.

### Toilets

There are two toilets in the Museum, one which is fully accessible with handrail, hand basin with lever taps and ample space. Public toilets also located in the village.

### Additional Information

Opening Times – Monday before Easter and over Easter Daily 10.30 – 5, May Mon- Fri 10.30 - 5, June Mon-Sat 10.30 -5, July – Sept Daily 10.30-5 , October Mon- Fri 11-4. Open at other times by appointment.

Admission Charge – Adults £8.50, Children, £4.50 & Over 65's £7.50, Family ticket £20 ( 2 adults and any number of children. Concessions also for students and MA members. Group discounts available.

Schools Education Service – please contact our Education Officers on 01286 679091.

Research – If you require research access research or the enquiry service please contact the Museum. Access to the collections is provided by the Museums & Arts Manager or the Curator.

Website [www.gwynedd.gov.uk/museums](http://www.gwynedd.gov.uk/museums) Museum booklet and leaflet available

Accredited Museum ( National Museum standards)

VAQAS approved ( Visitor Attraction Quality Assurance Scheme run by Visit Wales)

Tripadvisor “Certificate of Excellence”

All information is available in Welsh and English.

Assistance dogs welcomed

No Smoking/ Vaping Policy

Please contact the Museum in advance should you wish to film or take photographs other than personal use.

CCTV cameras in operation for your safety

There is a Friends of the Museum which supports the Museum and arranges regular lectures. Please contact the Museum for further details.

Also in the village there is the Plu Tavern and Ty Newydd National Writing Centre. See “Things to do in Llanystumdwy “ [www. aboutbritain.com/towns/llanystumdwy.asp](http://www.aboutbritain.com/towns/llanystumdwy.asp) (an independent website) which also has a map and more information on the village which is located on the A497 between Pwllheli and Criccieth.

#### Contact Details

The Lloyd George Museum, Llanystumdwy, Criccieth, Gwynedd, LL52 OSH

Tel : 01766 522071 / 01286 679098

School Bookings : 01286 679091

E mail : [lloydgeorgemuseum@gwynedd.llyw.cymru](mailto:lloydgeorgemuseum@gwynedd.llyw.cymru)

Website : [www.gwynedd.llyw.cymru/museums](http://www.gwynedd.llyw.cymru/museums)

[Facebook: @AmgueddfaLloydGeorgeMuseum](https://www.facebook.com/AmgueddfaLloydGeorgeMuseum)

[Twitter / Instagram: @AmgDLLGMuseum](https://www.instagram.com/AmgDLLGMuseum)

If you'd like to provide feedback on any aspect of your visit or this information we would be very pleased to hear from you

**Mwynhewch eich hymweliad ! Enjoy your visit !**

## **Storiell**

### **Collections Care and Conservation Policy**

This policy was approved in June 2025 and will be reviewed in June 2030.

#### **1. Introduction**

1.1 Storiell's statement of purpose is: To collect, care for, interpret and display material that illustrates and promotes through education and enjoyment the history, culture and life of Gwynedd and its peoples.

1.2 Storiell's Collections includes social history, archaeology, costume and textiles, fine art and decorative art.

1.3 The purpose of the policy is to ensure that the museum fulfils its responsibility in relation to the care and conservation of its collections. The Collections Care and Conservation Plan will assist to deliver the statements made in this policy.

1.4 Caring for the collections is a fundamental duty for all museums. This policy provides a framework for:-

1.4.1 A combination of preventive and remedial conservation measures, designed to ensure long-term preservation.

- Preventive conservation covers the measures necessary to slow down or minimise deterioration of museum objects and specimens.
- Remedial conservation involves a treatment to an object or specimen to bring it to a more acceptable condition or state in order to stabilise it or enhance some aspects of its cultural or scientific value.

1.4.2 The preservation of the collections and buildings in the care of the museum.

1.4.3 The safe use of and access to collections, within the limits of the museum's resources.

1.5 Care of collections is the responsibility of all staff and volunteers working with the collections. Volunteers will be made aware of this policy as part of the Museum's induction programme.

#### **2. Ethics, legislation and standards**

2.1 The Museum will care for its collections in line with the Museum Association Code of Ethics.

2.2 The Museum will comply with the following legislation according to the type of collection :-

Health and Safety at Work Act 1974  
COSHH Regulations 2002

2.3 The Museum is committed to the following standards and frameworks:-

Benchmarks in Collection Care,  
BS EN 16893:2018 'Conservation of Cultural Heritage'  
PAS 197:2009 'Code of practice for cultural collections management'  
PAS 198: 2012 'Specification for managing environmental conditions for cultural collections'  
SPECTRUM.

### **3. Collections Care and Conservation Monitoring**

3.1 The Museum aims to improve the care and condition of all its collections in order that they will be available for future generations for teaching, research and enjoyment.

3.2 The Museum will undertake a regular programme of inspection to monitor the condition of the collections.

### **4. Remedial conservation**

4.1 Collections audits and condition surveys as well as housekeeping and general care of collection management highlight any conservation priorities. Every 2-3 years specialist cleaning of the furniture and wooden items identify any areas for further conservation.

4.2 Storiel has a limited budget for active conservation work and priorities are assessed accordingly whilst also taking into account the significance of individual items and display needs.

4.3 Remedial conservation work will always be carried out by a professional conservator. When conservation advice or services are needed the Museum will always seek to employ a conservator or conservation practice that is included on the Conservation Register operated by the Institute of Conservation (ICON).

4.4 Storiel will retain all documentation provided by conservators relating to the history and condition of an item, any treatment carried out and recommendations for future care.

### **5. Preventive conservation**

5.1 The Museum is aware of the risks to the collection from environmental factors, poor handling, storage and display materials and methods, and of the need to record the condition of the collection. It cares for the collections in store and on display.

5.2 Environmental monitoring equipment has been installed in 2015 and upgraded in 2024 to assess the temperature and relative humidity of the collections.

5.3 The environmental monitoring data is assessed and measures taken to improve the environmental control of the collections.



5.4 Light and lux levels are monitored in display and storage areas.

5.5 An integrated pest management programme is in place for the collections.

5.6 The Museum will undertake regular housekeeping in all areas housing collections.

5.7 The safety and preservation of the collections will be considered from the outset of any plans to alter the displays or storage or to modify the buildings.

5.8 A handling policy will be developed to inform staff and volunteers on how to handle collections.

5.9 Materials used for storage and packaging will provide optimum protection and will be either chemically benign or actively beneficial to the objects.

## **6. Other policies and plans**

This policy should be read in conjunction with the Forward plan, Emergency plans and Collections Care and Conservation Plan.

## **Collections Development Policy**

**Name of museum:** *STORIEL*

**Name of governing body:** *CYNGOR GWYNEDD*

**Date on which this policy was approved by governing body:** *June 2025*

**Policy review procedure:** *Staff to review & approval from governing body*

Museums Archives and Libraries Division Wales (formerly CyMAL) will be notified of any changes to the acquisition and disposal policy, and the implications of any such changes for the future of existing collections.

The collections development policy will be published and reviewed from time to time, at least once every five years.

**Date at which this policy is due for review:** *June 2030*

***MALD; Museums Archives and Libraries Wales*** will be notified of any changes to the collections development policy, and the implications of any such changes for the future of collections.

### **1. Relationship to other relevant policies/plans of the organisation:**

#### **1.1. The museum's statement of purpose is:**

*To collect, care for, interpret and display material that illustrates and promotes through education and enjoyment the history, culture and life of Gwynedd and its peoples.*

#### **1.2. The governing body will ensure that both acquisition and disposal are carried out openly and with transparency.**

#### **1.3. By definition, the museum has a long-term purpose and holds collections in trust for the benefit of the public in relation to its stated objectives. The governing body therefore accepts the principle that sound curatorial reasons must be established before consideration is given to any acquisition to the collection, or the disposal of any items in the museum's collection.**

#### **1.4. Acquisitions outside the current stated policy will only be made in exceptional circumstances.**

#### **1.5. The museum recognises its responsibility, when acquiring additions to its collections, to ensure that care of collections, documentation arrangements and use of collections will meet the requirements of the Museum Accreditation Standard. This includes using SPECTRUM primary procedures for collections management. It will take into account limitations on collecting imposed by such factors as staffing, storage and care of collection arrangements.**

#### **1.6. The museum will undertake due diligence and make every effort not to acquire, whether by purchase, gift, bequest or exchange, any object or specimen unless**

**the governing body or responsible officer is satisfied that the museum can acquire a valid title to the item in question.**

**1.7 In exceptional cases, disposal may be motivated principally by financial reasons. The method of disposal will therefore be by sale and the procedures outlined below will be followed. In cases where disposal is motivated by financial reasons, the governing body will not undertake disposal unless it can be demonstrated that all the following exceptional circumstances are met in full:**

- the disposal will significantly improve the long-term public benefit derived from the remaining collection**
- the disposal will not be undertaken to generate short-term revenue (for example to meet a budget deficit)**
- the disposal will be undertaken as a last resort after other sources of funding have been thoroughly explored**
- extensive prior consultation with sector bodies has been undertaken**
- the item under consideration lies outside the museum's established core collection**

## **2. History of the collections**

### *Collection.*

The items collected pre-1990 (75% of the total collection) continues to belong to the University (the remainder are the County Collection). The collection includes archaeological material, furniture, topographical prints, costumes and materials as well as significant social history items. Most of the University collection has been listed and catalogued. The University collection is static. The collections on loan to the museum whilst it was being run by the University (pre-1990, but many dating back from the 1930s and 1940s) are historical and add to the complexity of the legal status of the University collection. Any item collected since 1990 is part of the County Collection. Most of the County Collection has been catalogued. The work of documenting the collection is ongoing, as outlined in the Museums Service programme of work. The Handbook outlines the Documenting Procedures which meet SPECTRUM standards and the work schedule in the Documenting Plan for each museum. The collection is cared for using a system of environmental monitoring and control, protection and supervision, building maintenance, housekeeping and a programme of inspecting collections and improvements planned for implementation.

A large proportion of the collections have been digitised and they are available for public inspection through the CALM database via a link from the STORIEL website. The scanning and photography work to improve information about the items and improve access to them has begun. We are also working in partnership with e.g. ArtUk to improve virtual access to the collections. This is an area which we are keen to develop further.

## **3. An overview of current collections**

### *i) The County Collection*

This collection was created through items being acquired by the Archives Service and more recently the Museums Service. The collection dates back to the 1950's and focuses on the social history of the former counties of Caernarvonshire and Merioneth. This policy takes into account the county boundary changes of 1974 and 1996. It includes for

example craft tools, medals, costumes, household effects and objects relating to religion. This collection is stored at the Gwynedd Museum & Art Gallery, Bangor.

ii) *Storiell, Bangor*

The main collection (c.75%) of the Museum is the loan from Bangor University, to the Council. This collection originated as an education resource circa 1884. At the time there was no museum presence in North Wales, therefore the collection expanded to include Welsh by-gones with the objective of establishing a museum for North Wales and the Museum of Welsh Antiquities was created. In February 1993, following the establishment of the Joint Management Committee of the Museum, the Museum was renamed Bangor Museum and Art Gallery. After 1993 the Museum's policy has been to collect from Bangor and the immediate area. The collection includes archaeology and social history items. Part of the collection especially the archaeology, furniture, costume and textiles have an importance that extends beyond the local area. In 1996 the Museum's policy was extended to include Gwynedd in order to reflect its countywide brief as the county museum. The name of the Museum was also altered to Gwynedd Museum and Art Gallery in September 2002 and to STORIEL in 2016.

#### **4. Themes and priorities for future collecting**

It will collect objects from within Arfon, Dwyfor and the Meirionnydd areas and the general theme will illustrate:-

- the social, industrial and economic growth of the area and its communities
- its cultural heritage
- its personalities
- special events

### **SPECIFIC COLLECTIONS**

#### **4a. SOCIAL HISTORY**

- i) The social history collections should record, illustrate or otherwise reflect the everyday life of the Gwynedd area and its communities. Areas of interest will include social, domestic, industrial, agricultural, educational, commercial and craft life.
- ii) The most active collecting will be undertaken in areas which are currently under-represented e.g. twentieth century collections.
- iii) Care must be taken when acquiring items of social history interest that the objects have a county significance and importance and to only acquire a mass produced object if it has a specific significance or requirement.

#### **4b. ARCHAEOLOGY**

- i) The Gwynedd Museums Service has entered into an agreement with the planning section of the former Gwynedd Archaeological Trust, now The Trust for Welsh Archaeology (Heneb) to ensure that archaeological material properly excavated within Gwynedd will be deposited within Storiell, Bangor. The documentary archaeological archive will be deposited with the Royal Commission of Ancient and Historic Monuments of Wales (RCAHMW).

Further details of which are outlined in the 'Guideline to the Preparation and Deposition of Archaeological Archives'.

- ii) Casual finds including coins, will only be collected when their recovery is not believed to have been made in contravention of legislation or guidelines designed to protect ancient sites or monuments, or involved a failure to disclose the finds to the owner or occupier of the land, or to the proper authorities in the cases of a possible Treasure. Storiell is a reporting centre for possible cases of Treasure and as part of the Portable Antiquities Scheme. Storiell recognises the use of metal detectors and will seek guidance from recognised archaeological authorities with regard to finds made with detectors.
- iii) Unless there are compelling scientific, historic or educational arguments the Storiell will not collect human remains.

#### **4c. COSTUME AND TEXTILES**

- i) Textiles are defined as accessories for example footwear, headwear, gloves and umbrellas, textiles in an archaeological context, carpets, flags, banners, furnishing fabrics, samplers, quilts and household linen.
- ii) The acquisition of costume and textiles must be carefully monitored and controlled to ensure balance and to avoid major conservation problems.
- iii) There are substantial collections of costume, although significant gaps exist, particularly in areas such as working or occupational costume and male costume. The Museum will attempt to fill these gaps.
- iv) The Museum will collect costume and textiles relating to specific personalities, societies and events.
- v) The Museum will strengthen and develop its existing collection of Welsh costume and textiles relating to Gwynedd.

#### **4d. FINE ART AND DECORATIVE ART**

- i) These collections include for example oil paintings, drawings, watercolours, prints, sculpture, glass, ceramics, furniture and jewellery and personal ornaments.
- ii) The Museum will acquire fine and decorative art which have a particular relevance to the area e.g. depict a local scene, person or group or have been produced locally. The Museum will take into account and co-operate with the Archive Service and the Arts Policy of Gwynedd Council. The Museum will, by working in partnership, investigate ways of securing an acquisitions fund to proactively collect works by local artists or works produced locally by international artists.
- iii) The furniture collection will not generally be added to due to limited resources except for exceptional examples.

#### **4e. NATURAL HISTORY, GEOLOGY AND ETHNOGRAPHIC MATERIAL**

- i) There will be a presumption against the acquisition of natural history, geological or ethnological material, other than any such material which may be relevant to a specific

display or educational programme of the Museum. In the absence of a trained natural scientist the Museum will seek advice regarding such material especially on the health and safety aspect of handling natural history material.

## **5. Themes and priorities for rationalisation and disposal**

**5.1 The museum recognises that the principles on which priorities for rationalisation and disposal are determined will be through a formal review process that identifies which collections are included and excluded from the review. The outcome of review and any subsequent rationalisation will not reduce the quality or significance of the collection and will result in a more useable, well managed collection.**

**5.2 The procedures used will meet professional standards. The process will be documented, open and transparent. There will be clear communication with key stakeholders about the outcomes and the process.**

The museum will carry out responsible, curatorially motivated disposal, in order to increase public benefit derived from museum collections. The museum will follow the Disposal Toolkit Guidelines in doing so, following the MA Code of Ethics as well as considering items that are itemised in pages 9 and 10 of the Disposal Toolkit Guidelines listed here;

- Items outside collections policy
- Duplicate items
- Underutilised items
- Items unable to provide adequate care for beyond ability to repair
- Uncontextualised/unprovenanced items
- Items that hold a Health and safety threat eg asbestos
- Sold to purchase better examples

A Collections Review will be carried out to assess the collections using a framework to identify items that will be better disposed of.

## **6 Legal and ethical framework for acquisition and disposal of items**

**6.1 The museum recognises its responsibility to work within the parameters of the Museum Association Code of Ethics when considering acquisition and disposal.**

## **7 Collecting policies of other museums**

**7.1 The museum will take account of the collecting policies of other museums and other organisations collecting in the same or related areas or subject fields. It will consult with these organisations where conflicts of interest may arise or to define areas of specialism, in order to avoid unnecessary duplication and waste of resources.**

**7.2 Specific reference is made to the following museum(s)/organisation(s):**

National Slate Museum, Llanberis,  
Isle of Anglesey Museums Service,  
Segontium,  
Llandudno Museum,  
Royal Welch Fusiliers Regimental Museum,  
Thomas Telfordd Heritage Centre,  
Penrhyn Castle,  
Oriol Plas Glyn y Weddw  
and the independent maritime and railway museums in the area.

## **8 Archival holdings**

As the museum holds archives, including photographs and printed ephemera, its governing body will be guided by the Code of Practice on Archives for Museums and Galleries in the United Kingdom (3rd ed., 2002). Storiel will co-operate with the Gwynedd Archives Service when acquiring archives. Such material should normally be stored at the Gwynedd Archives Service Repositories when not on display and BS5454 will be observed. The Gwynedd Archives Service meets the standards for storage outlined in the Royal Commission on Historical Manuscripts Standards for Record Repositories (2001).

## **9 Acquisition**

### **9.1 The policy for agreeing acquisitions is:**

The members of staff who are authorised to accept objects into the museum are Helen Gwerfyl and Nêst Thomas. No object should be accepted without the approval of at least one of these two staff members. If an object arrives at the museum in the absence of these two people, their contact details should be recorded on an Enquiry form with accompanying details of the object that is gifted and they will be contacted as soon as is possible. We will consider establishing an acquisitions panel to decide on acquisitions.

There is no Acquisition budget. Where an object is sought to be purchased, grants will need to be secured and approved by either by Helen Gwerfyl or Nêst Thomas.

**9.2 The museum will not acquire any object or specimen unless it is satisfied that the object or specimen has not been acquired in, or exported from, its country of origin (or any intermediate country in which it may have been legally owned) in violation of that country's laws. (For the purposes of this paragraph 'country of origin' includes the United Kingdom).**

**9.3 In accordance with the provisions of the UNESCO 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property, which the UK ratified with effect from November 1 2002, and the Dealing in Cultural Objects (Offences) Act 2003, the museum will reject any items that have been illicitly traded. The governing body will be guided by the national guidance on the responsible acquisition of cultural property issued by the Department for Culture, Media and Sport in 2005.**

## **10 Human remains**

**10.1 As the museum holds or intends to acquire human remains from any period, it will follow the procedures in the 'Guidance for the care of human remains in museums' issued by DCMS in 2005.**

## **11 Biological and geological material**

**11.1 The museum will not acquire any biological or geological material.**

## **12 Archaeological material**

**12.1 The museum will not acquire archaeological material (including excavated ceramics) in any case where the governing body or responsible officer has any suspicion that the circumstances of their recovery involved a failure to follow the appropriate legal procedures.**

**12.2 In England, Wales and Northern Ireland the procedures include reporting finds to the landowner or occupier of the land and to the proper authorities in the case of possible treasure (i.e. the Coroner for Treasure) as set out in the Treasure Act 1996 (as amended by the Coroners & Justice Act 2009).**

## **13 Exceptions**

**13.1 Any exceptions to the above clauses will only be because the museum is:**

- **acting as an externally approved repository of last resort for material of local (UK) origin**
- **acting with the permission of authorities with the requisite jurisdiction in the country of origin**

**In these cases the museum will be open and transparent in the way it makes decisions and will act only with the express consent of an appropriate outside authority. The museum will document when these exceptions occur.**

## **14 Spoliation**

**14.1 The museum will use the statement of principles 'Spoliation of Works of Art during the Nazi, Holocaust and World War II period', issued for non-national museums in 1999 by the Museums and Galleries Commission.**

## **15 The Repatriation and Restitution of objects and human remains**

**15.1 The museum's governing body, acting on the advice of the museum's professional staff, if any, may take a decision to return human remains (unless covered by the 'Guidance for the care of human remains in museums' issued by DCMS in 2005) , objects or specimens to a country or people of origin. The**



**museum will take such decisions on a case by case basis; within its legal position and taking into account all ethical implications and available guidance. This will mean that the procedures described in 16.1-5 will be followed but the remaining procedures are not appropriate.**

- 15.2 The disposal of human remains from museums in England, Northern Ireland and Wales will follow the procedures in the ‘Guidance for the care of human remains in museums’.**

## **16 Disposal procedures**

- 16.1 All disposals will be undertaken with reference to the SPECTRUM Primary Procedures on disposal.**
- 16.2 The governing body will confirm that it is legally free to dispose of an item. Agreements on disposal made with donors will also be taken into account.**
- 16.3 When disposal of a museum object is being considered, the museum will establish if it was acquired with the aid of an external funding organisation. In such cases, any conditions attached to the original grant will be followed. This may include repayment of the original grant and a proportion of the proceeds if the item is disposed of by sale.**
- 16.4 When disposal is motivated by curatorial reasons the procedures outlined below will be followed and the method of disposal may be by gift, sale, exchange or as a last resort - destruction.**
- 16.5 The decision to dispose of material from the collections will be taken by the governing body only after full consideration of the reasons for disposal. Other factors including public benefit, the implications for the museum’s collections and collections held by museums and other organisations collecting the same material or in related fields will be considered. Expert advice will be obtained and the views of stakeholders such as donors, researchers, local and source communities and others served by the museum will also be sought.**
- 16.6 A decision to dispose of a specimen or object, whether by gift, exchange, sale or destruction (in the case of an item too badly damaged or deteriorated to be of any use for the purposes of the collections or for reasons of health and safety), will be the responsibility of the governing body of the museum acting on the advice of professional curatorial staff, if any, and not of the curator or manager of the collection acting alone.**
- 16.7 Once a decision to dispose of material in the collection has been taken, priority will be given to retaining it within the public domain. It will therefore be offered in the first instance, by gift or sale, directly to other Accredited Museums likely to be interested in its acquisition.**
- 16.8 If the material is not acquired by any Accredited museum to which it was offered as a gift or for sale, then the museum community at large will be**

advised of the intention to dispose of the material normally through a notice on the MA's Find an Object web listing service, an announcement in the Museums Association's Museums Journal or in other specialist publications and websites.

- 16.9 The announcement relating to gift or sale will indicate the number and nature of specimens or objects involved, and the basis on which the material will be transferred to another institution. Preference will be given to expressions of interest from other Accredited Museums. A period of at least two months will be allowed for an interest in acquiring the material to be expressed. At the end of this period, if no expressions of interest have been received, the museum may consider disposing of the material to other interested individuals and organisations giving priority to organisations in the public domain.
- 16.10 Any monies received by the museum governing body from the disposal of items will be applied solely and directly for the benefit of the collections. This normally means the purchase of further acquisitions. In exceptional cases, improvements relating to the care of collections in order to meet or exceed Accreditation requirements relating to the risk of damage to and deterioration of the collections may be justifiable. Any monies received in compensation for the damage, loss or destruction of items will be applied in the same way. Advice on those cases where the monies are intended to be used for the care of collections will be sought from the Mald: Museums Archives and Libraries Wales
- 16.11 The proceeds of a sale will be allocated so it can be demonstrated that they are spent in a manner compatible with the requirements of the Accreditation standard. Money must be restricted to the long-term sustainability, use and development of the collection.
- 16.12 Full records will be kept of all decisions on disposals and the items involved and proper arrangements made for the preservation and/or transfer, as appropriate, of the documentation relating to the items concerned, including photographic records where practicable in accordance with SPECTRUM Procedure on deaccession and disposal.

### *Disposal by exchange*

- 16.13 The nature of disposal by exchange means that the museum will not necessarily be in a position to exchange the material with another Accredited museum. The governing body will therefore ensure that issues relating to accountability and impartiality are carefully considered to avoid undue influence on its decision-making process.
- 16.13.1 In cases where the governing body wishes for sound curatorial reasons to exchange material directly with Accredited or non-Accredited museums, with other organisations or with individuals, the procedures in paragraphs 16.1-5 will apply.

- 16.13.2** If the exchange is proposed to be made with a specific Accredited museum, other Accredited museums which collect in the same or related areas will be directly notified of the proposal and their comments will be requested.
- 16.13.3** If the exchange is proposed with a non-Accredited museum, with another type of organisation or with an individual, the museum will place a notice on the MA's Find an Object web listing service, or make an announcement in the Museums Association's Museums Journal or in other specialist publications and websites.
- 16.13.4** Both the notification and announcement must provide information on the number and nature of the specimens or objects involved both in the museum's collection and those intended to be acquired in exchange. A period of at least two months must be allowed for comments to be received. At the end of this period, the governing body must consider the comments before a final decision on the exchange is made.

***Disposal by destruction***

- 16.14** If it is not possible to dispose of an object through transfer or sale, the governing body may decide to destroy it.
- 16.15** It is acceptable to destroy material of low intrinsic significance (duplicate mass-produced articles or common specimens which lack significant provenance) where no alternative method of disposal can be found.
- 16.16** Destruction is also an acceptable method of disposal in cases where an object is in extremely poor condition, has high associated health and safety risks or is part of an approved destructive testing request identified in an organisation's research policy.
- 16.17** Where necessary, specialist advice will be sought to establish the appropriate method of destruction. Health and safety risk assessments will be carried out by trained staff where required.
- 16.18** The destruction of objects should be witnessed by an appropriate member of the museum workforce. In circumstances where this is not possible, eg the destruction of controlled substances, a police certificate should be obtained and kept in the relevant object history file.

# STORIEL

## DOCUMENTATION POLICY

**Policy approved: June 2025**

**Policy to be reviewed: June 2030**

### **Introduction**

This Documentation Policy guides the work that the Museum carries out in the field of collections documentation. Documentation is essential for every aspect of our work. It ensures that there is accountability for the collection, its accessibility, management, research and use. Our overarching policy for the documentation of the collection is to follow SPECTRUM procedures to ensure that the information held concerning the collection is accurate, reliable, secure and accessible. It is essential that sufficient information be recorded for each object for which the Museum is legally responsible for (including loans), so that it can be identified and located.

### **Aim and objectives**

The aim of this policy is to ensure that we meet our guardianship, stewardship and access responsibilities. By implementing this policy our objective is to:

- a) *improve* accountability for the collection;
- b) *maintain* to at least the minimal professional standards in the documentation procedures and information relating to the collection, and attain the highest standards where we can;
- c) *extend* access to the collection by providing information to users about the objects we hold;
- d) *strengthen* the security of the collection.

Currently, our records are paper based and on Axiell Collections (Collections Management System).

### **Standards**

The Museum is committed to following the minimum standards for the SPECTRUM primary procedures that are:-

- Object entry,
- Acquisition and accessioning,
- Location and movement control,
- Inventory,
- Cataloguing,
- Object exit,
- Loans in,
- Loans out,
- Documentation planning.

Procedures are set out in the Documentation Procedural Manual.

### **Ethics and legislation**

The Museum is committed to managing its collections in accordance with the Accreditation Scheme and the Museums Association's Code of Ethics, as well

as legal frameworks in relation to Data Protection and Freedom of Information.

### **Accountability**

The museum will record sufficient information about the objects and specimens in its care so that it knows exactly what it is legally responsible for (including loans as well as permanent collections) and that each item can be identified and located.

### **Security against loss of irreplaceable collection information**

There are measures in place to ensure the physical security and long term preservation of all documentation records, whether paper or computerised. Manual and computerised records are updated as appropriate. Computerised data are backed up on the server.

### **Access to collections information**

The majority of the collection is on Axiell Collections (Collections Management System). Part of this is available for anyone to search online and more objects and specimens will be added in order to improve public awareness and to extend access to collections.

### **Controlled access to sensitive information**

All requests for information will be considered in terms of compliance with the Freedom of Information Act (2000) and Data Protection Act (2018). Requests for confidential data such as donor information, environmental information, valuations or site details will be dealt with on a case-by-case basis, and in accordance with the applicable legislation and any legal agreements.