

# Exhibitions and Displays Framework

CofGâr (Museums)

March 2021

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This Exhibitions and Displays Framework sets out the strategy for one of the most visible and important activities of any public museum service. It has been developed in consultation with the CofGâr team and Senior Cultural Services Manager.

Any exhibition or display should be the result of a long development process supported by professional standards, best practice and consideration of purpose, audiences, learning outcomes, methodology, resources, horizon scanning, risk, and performance management. This Framework and supporting materials establish a structure that provides continuity for CofGâr during a time of development and change. It demonstrates how exhibitions and displays are aligned to strategic goals and sets out the values and objectives that inform this activity. It communicates what people can expect from the exhibitions and displays programme and provides a basis on which the performance of the service can be measured.

Audience consultation tells us people want to see more exhibitions and lack of resources is potentially a cause of past inaction. Exhibitions require resourcing and a core budget is to be established to maintain the programme. Furthermore, this Framework sets out the correlation between CofGâr exhibitions and displays and income generated through retail and other opportunities, to achieve greater financial resilience and scope for reinvestment. Corresponding museums retail strategies are under development, highlighting the value of the museum shop as an extension of the brand and visitor experience.

This Framework aims to establish consistency and collaborative practice across CofGâr museums, with sufficient scope for creativity, experimentation, and the individual personalities of the museums to emerge through their Interpretation Plans. Outcomes from the ongoing development of the museum service will result in additional supporting materials that support the Framework. For example, a new permanent exhibition of Llanelly Pottery at Parc Howard and associated set of online learning resources will be evaluated for their effectiveness in supporting the new Curriculum in Wales and the recommendations arising from this evaluation will feed into a set of best practice guidelines.

The Framework will be reviewed every three years or more frequently as required, in the event of service restructuring or other significant changes. We are seeking approval for the Framework with the intention that the final version (to be set out in design terms in accordance with the CofGâr brand), will eventually be publicly accessible via the CofGâr website.

Summary of CofGâr service area strategies, policies and plans

Carmarthenshire Museums Strategic Plan 2017-2022				
How we understand audiences	How we look after collections	How we use collections	How we manage effectively	How we communicate
CofGâr Audience Development Plan	Collections Care and Conservation Policy (2017)	Collections Development Policy (2017)	Emergency Preparedness Plan	CofGar Brand Guidelines (2021)
Access Policy Statement (2017)	Collections Care and Conservation Plan (2017-2022)	Exhibition Framework (2021)	Salvage Plan (2020)	<a href="#">CofGâr Digital Strategy</a>
CofGâr Learning Plan	Documentation Policy Statement (2017)	Statement of collections significance	Business Continuity Plan (2020)	
	Documentation Procedural Manual		Environmental Sustainability Policy (2017)	
Carmarthenshire Museum	Museum of Land Speed	Parc Howard	Collection Centre	Kidwelly Industrial Museum
Interpretation Strategy (2020)	Interpretation Framework	Interpretation Strategy and Plan	Significance Review and Preservation Requirements (2017)	Governance and Resilience Review (2019)
Interpretation Plan	<a href="#">Pricing Strategy</a>	Visitor Facilities Feasibility Study (2019)	Business Case Assessment (2020)	
<a href="#">Joint Business Plan</a> (Operations Plan and Annual Action Plan)	Market research and earned income strategy	Security Review (2017)	Vision statement (2021)	
<a href="#">Retail Strategy</a>	<a href="#">Retail Strategy</a>	Access audit (2012, 2017)		
KIM Family Audit (2019)		<a href="#">Great Places brand</a> (2021)		
Security Review (2017)				
Access audit (2012, 2017)				

Items in blue are in development. Items in grey are planned for 2021-2022.