



5 YEAR VISION

A major expansion of our physical and digital reach, using the lens of design to make our collections increasingly accessible and relevant

V&A Strategic Plan 2015 – 2020

OBJECTIVES AND KEY STRATEGIES

1. CREATE A WORLD CLASS VISITOR AND LEARNING EXPERIENCE ACROSS ALL V&A SITES AND COLLECTIONS

- A new Exhibition Road entrance and digital welcome
- The development of the next phase of FuturePlan
- A new visitor experience strategy for all V&A sites
- A vibrant, scholarly and popular public programme

OBJECTIVES AND KEY STRATEGIES

2.

Focus and deepen the relevance of our collections to the UK creative and knowledge economy

- A particular focus on fashion, architecture, design and performance
- The development of a V&A Research Institute
- A long-term plan for accessible research collections
- Completion of the V&A Museum of Design, Dundee
- The development of 'V&A East' in the Olympic Park, Stratford

3. Expand the V&A's international reach, reputation and impact

Development of innovative international strategies and partnerships

• An increased number of overseas visitors to the V&A

• A new model for the touring exhibitions programme

• A successful launch of the Shekou Design Museum, Shenzhen

4. Showcase the best of digital design, and deliver an outstanding digital experience

▲ Curation: collecting digital design

▲ Collections: accessible and engaging online

▲ Web: bringing the V&A to life online

▲ Social media: increasing the conversation with our audiences

▲ E-commerce: generating a return on the CRM system

5. DIVERSIFY AND INCREASE PRIVATE AND COMMERCIAL FUNDING SOURCES

• GROWING THE V&A ENDOWMENT TO £30M

• A NEW MODEL FOR THE GOVERNANCE AND GROWTH OF V&A MEMBERSHIP

• THE DEVELOPMENT OF A NEW V&A ACADEMY

• FUNDRAISING FOR THE NEXT PHASE OF FUTUREPLAN

• DEVELOPMENT OF A BROADER COMMERCIAL STRATEGY FOR THE V&A

MISSION TO BE RECOGNISED AS THE WORLD'S LEADING MUSEUM OF ART, DESIGN AND PERFORMANCE.

And to enrich people's lives by promoting research, knowledge and enjoyment of the designed world to the widest possible audience.

CORE ACTIVITIES

Our plan is under-pinned by a commitment to the core and fundamental activities of a world leading museum:

curatorship

conservation

collections management

research

learning

talent management

leadership

V&A VALUES

COLLABORATION

We are an empowered team, working together to achieve our vision, by building productive relationships with each other, our partners and our public.

V&A VALUES

Integrity

We are committed to quality and authenticity in everything we do, taking responsibility for our actions and enabling everyone to show their talent.

V&A VALUES

INNOVATION

We understand that our traditions were built on innovations, so our working environment promotes and rewards new ideas and thinking.

V&A VALUES

Generosity

We respect different voices and perspectives,
and we share our knowledge with the world
to encourage dialogue with our audiences.

Printed dress fabric; Mothballs & Sugarballs; crêpe de chine by Edward Steichen (1879-1973)
for Stehli Silks Corporation, U.S.A, 1927

