Make V&A collections increasingly accessible and engaging online

Maximise the V&A’s social media and web reach and engagement

Develop data-driven marketing, VE and commercial plans (CRM)

Thought leadership on museums and the digital sphere

V&A Strategic Plan 2018-2020

OBJECTIVES AND KEY STRATEGIES

1. Create a world class visitor and learning experience across all V&A sites and collections

• New FuturePlan phase, prioritising Museum of Childhood and V&A East
• New visitor experience strategy for V&A sites following the updated brand
• Vibrant, scholarly and popular programme that retains and grows target audiences
• Exciting and innovative visitor offers

2. Focus and deepen the relevance of our collections and ideas across the UK

• Develop new approaches to collections
• Visiting design education in schools and museums partnership
• Turning digital and films
• Enhancing Medieval and Renaissance Islamic collections

3. Expand the V&A’s international reach as a global catalyst for the UK creative industries

Across V&A international strategy developed by new International Secretariat

• Look to attract more visitors to the V&A from Europe, Asia and USA
• Continue to grow brand licensing and touring exhibitions businesses
• Capitalise on successful launch of V&A Gallery at Design Society, China

4. Embed digital capacity and culture at the V&A and deliver an outstanding digital experience

V&A collections becoming accessible and engaging online

• Develop and grow digital experience
• Deliver a world-class website
• Enhance UK creative industries’ digital capability
• Develop social media marketing

5. DIVERSE and increase private and commercial funding sources

• Continue to grow unrestricted fundraising income
• A new model for growth of V&A membership
• Expand international fundraising potential with a focus on the USA and Asia
• Increase funding from education/research bodies
• Explore new commercial models and partnerships
MISSION TO BE RECOGNISED AS THE WORLD’S LEADING MUSEUM OF ART, DESIGN AND PERFORMANCE

Our mission is underpinned by a commitment to the core and fundamental activities of a world-leading museum:

**Leadership**

- Talent management

**Talent management**

**Research**

- Collections management

**Conservation**

- Curatorship

**Curatorship**

**Curatorship**

**Core Activities**

- Leadership
- Talent management
- Research
- Collections management
- Conservation
- Curatorship

These principles help us bring our brand to life:

- **Inviting**
  - Making the V&A accessible and appealing to everyone
- **Intriguing**
  - Sparking curiosity, fostering learning, provoking discovery
- **Intriguing**
  - Shining a light on our collections to inform our visitors and peers
- **Illuminating**
  - Instilling a desire to learn, create and further engage with the V&A
- **Inspiring**
  - Inspiring a desire to learn, create and further engage with the V&A

The V&A is home to 5000 years of human ingenuity in art, design and performance. We champion creative industry, inspire the next generation and enrich everyone’s imagination.

INGENUITY & IMAGINATION

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