

VISION

A strategic expansion of our physical and digital reach, using the lens of design to showcase ingenuity, spark the imagination, and make our collections increasingly accessible and relevant

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, reflecting the updated brand
- Vibrant, scholarly and popular programme that retains and grows target audiences
- Successful launch of V&A Dundee

OBJECTIVES AND KEY STRATEGIES

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

- Decant to new open access collections centre
- Promote design education in schools, and museum partnerships across England and Wales
- Transform Museum of Childhood into an innovative design hub for children
- Connect our research agenda closer to the V&A's core activities

OBJECTIVES AND KEY STRATEGIES

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

- Cross 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

OBJECTIVES AND KEY STRATEGIES

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

- 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

OBJECTIVES AND KEY STRATEGIES

5. DIVERSIFY 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

OUR MISSION – WHY WE'RE HERE

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

Research

Collections management

Learning

Talent management

Leadership

OUR BRAND PROMISE

INGENUITY & IMAGINATION

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.

BRAND EXPERIENCE PRINCIPLES

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

Illuminating

Shining a light on our collections to inform our visitors and peers

Inspiring

Instilling a desire to learn, create and further engage with the V&A

OUR 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

Integrity

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

OUR VALUES

Innovation

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

Generosity

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