

# Visitor Feedback at the V&A

## Listening to our visitors

Visitor Experience Department  
V&A South Kensington

A large, stylized teal logo consisting of the letters 'V', '&', and 'A' in a serif font. The 'V' and 'A' are tall and narrow, while the '&' is smaller and more decorative. The entire logo is rendered in a solid teal color.

**Tell us what you think during your visit**

Looking after our visitors is our top priority, so our staff are eager to get your feedback in person. We're always open to suggestions, and it's really helpful to hear what our visitors think. In most cases, we can resolve the situation then and there and make sure that you leave looking forward to your next visit. Please approach a staff member if you have a question, comment or complaint.

If we can't resolve the matter immediately, we'll record your feedback and a Visitor Experience Manager will investigate and follow up with you via phone/email with 14 days.

## Provide feedback after your visit

You can also get in touch with us after you've left the V&A. If you have an urgent question or complaint, the quickest way to get in touch with us is by phone. **We're open from 09:30 – 17:30, 7 days a week.**

**Give us a call:** [0207 942 2000](tel:02079422000)

If you prefer, you can also send us your feedback in writing. Where a response is required, we aim to contact you within 21 days. Due to the volume of queries that we receive, we can't always respond to every single comment but we do read and record every piece of correspondence that we're sent.

**Send us an email:** [comments@vam.ac.uk](mailto:comments@vam.ac.uk)

**Write to us:**  
*Contact Centre  
Victoria and Albert Museum  
Cromwell Road  
London SW7 2RL*

If you're not satisfied with our response to your complaint, please get back in touch with us and a Senior Manager from the Visitor Experience Department will respond to you within 14 days.

## What we do with visitor feedback

Every department at the V&A wants to hear what our visitors are saying about their experience at the V&A, feedback is hugely important in helping to inform our decisions moving forward. We analyse visitor comments to improve our processes, update our policies and reward our staff. Compliments about V&A staff and volunteers are shared internally and comments or suggestions are forwarded to the relevant department(s).

## Our commitment to you

We promise to consider your feedback carefully, to respect your privacy, and to resolve any complaints to the best of our ability. We commit to being fair and impartial when investigating any issues that you raise and to use what we learn to help improve our visitor experience.

Our privacy policy can be found here: <https://www.vam.ac.uk/info/privacy-policy>