



DCMS/V&A Funding Agreement 2008/09 – 2010/11
End of Year Report for 2008/09

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VICTORIA AND ALBERT MUSEUM

DCMS/V&A FUNDING AGREEMENT 2008/09 – 2010/11

End of Year Report for 2008/09

SUMMARY

Visitor data is calculated primarily by applying MORI market research data (calculated at the 95% confidence level) to general visit figures. This is supplemented by internal surveys sampling group visits which are audited by a statistician to ensure they are robust. Some of the data is calculated using subsets of the audience sample.

This report covers all 41 V&A performance indicators (PIs). Over half of these are in the V&A's Funding Agreement with the DCMS (17 are DCMS mandatory PIs and 5 are PIs that the V&A volunteered to be included in the Funding Agreement). PIs in the Funding Agreement are outlined in bold.

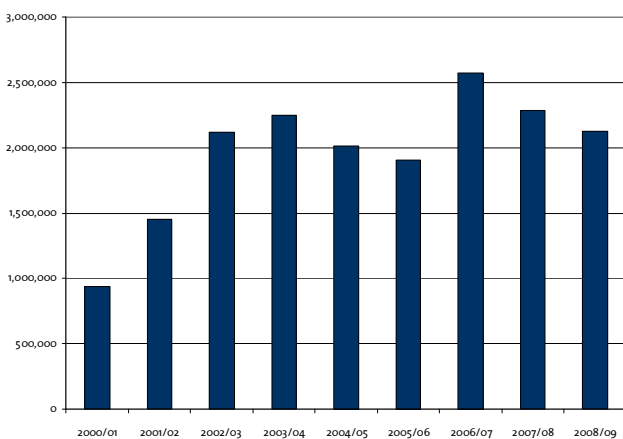
NB: The V&A Museum of Childhood closed from 31 October 2005 and reopened on 9 December 2006 as part of its Phase 2 re-development programme. The Theatre Museum's Covent Garden site closed to the general public on 6 January 2007, though education programmes and guided tours continued until August 2007.

I. TOTAL VISITS, USERS, OVERSEAS, AND REPEAT VISITS:

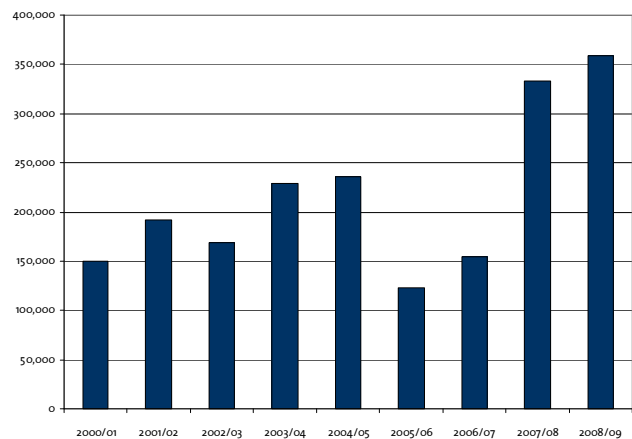
KPI 1 Number of visits to the museum	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	2,874,700	2,623,000	2,490,700	-5%
South Kensington	2,573,100	2,280,800	2,128,400	-7%
Theatre Museum	144,500	6,800	N/A	N/A
Museum of Childhood	154,200	332,800	359,400	+8%
Blythe House	2,900	2,600	2,900	+1%

- The MoC's 2008/09 outturn of 359,400 visits was its highest ever visit figure since it became the MoC in 1974. This figure represents a 53% increase compared to 2004/05, the previous full year it was open before it closed for redevelopment.

Total Visits to V&A South Kensington 2000/01-2008/09



Total Visits to V&A Museum of Childhood 2000/01-2008/09

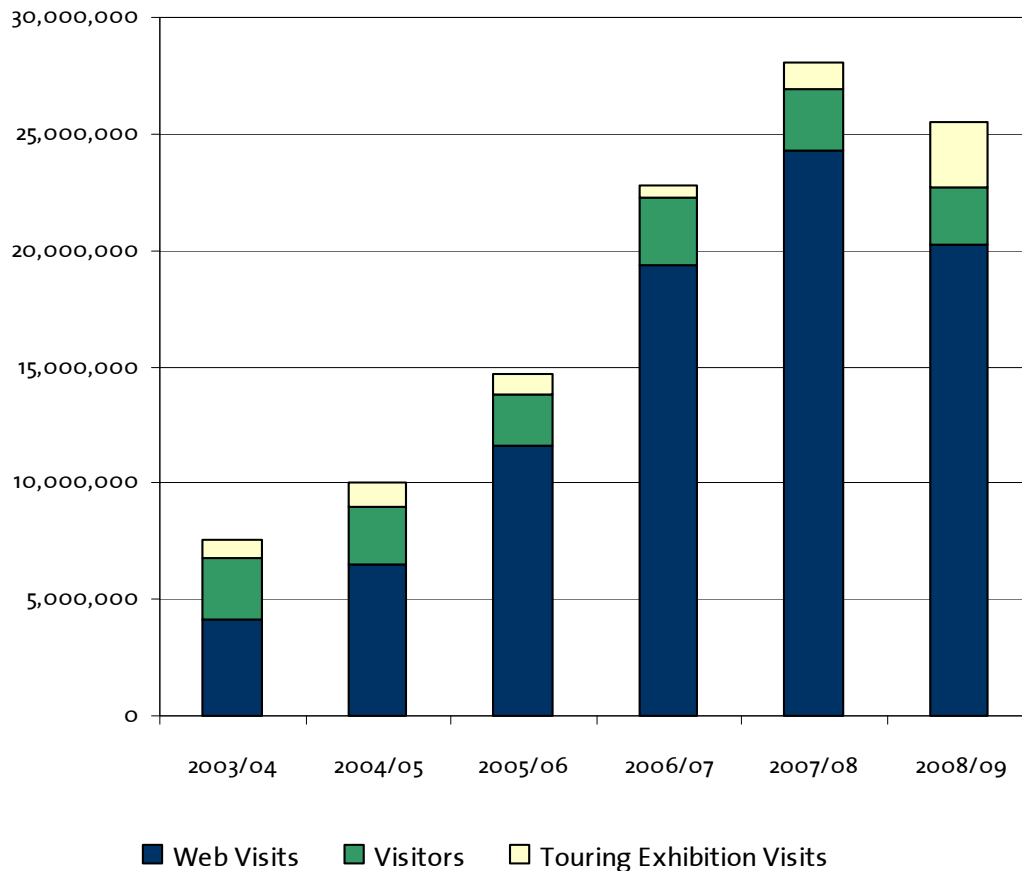


I. TOTAL VISITS, USERS, OVERSEAS, AND REPEAT VISITS:

KPI 2 Number of visits to V&A sites and touring exhibitions	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	3,410,800	3,760,800	5,221,400	+39%

KPI 3 Number of users (visits to V&A sites + touring exhibitions + web)	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	22,808,500	28,038,100	25,471,500	-9%

Total Number of Users 2003/04 – 2008/09

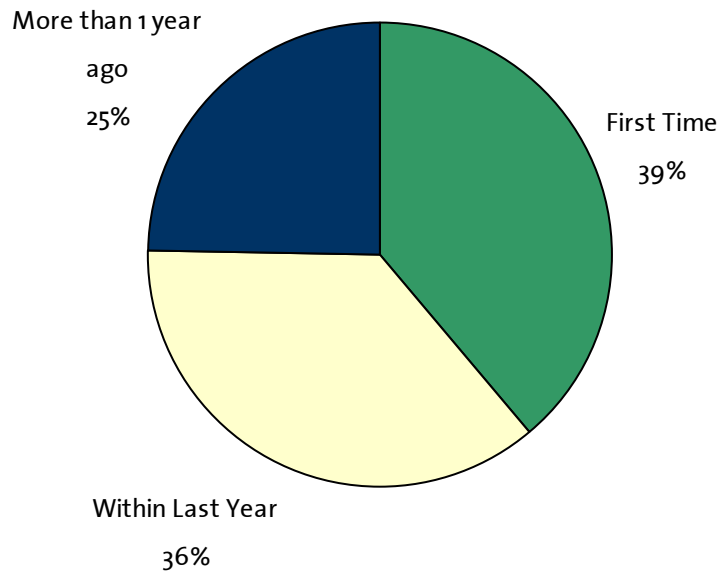


I. TOTAL VISITS, USERS, OVERSEAS, AND REPEAT VISITS:

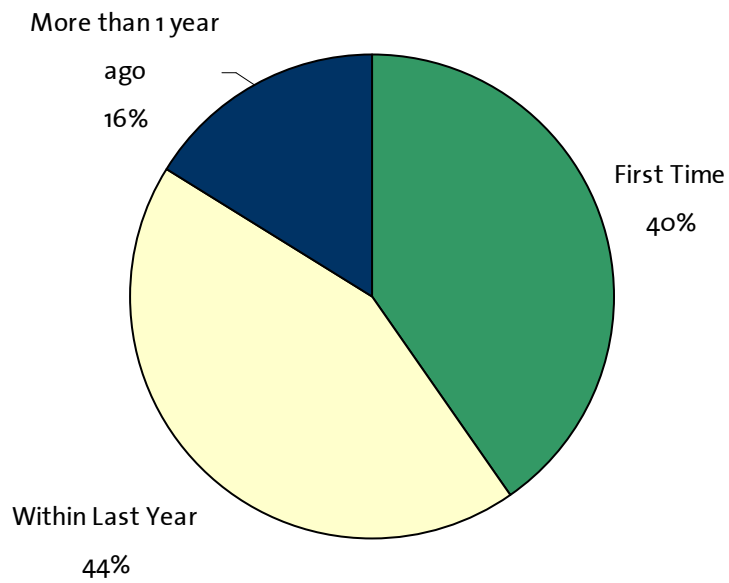
KPI 4 Number of repeat visits:	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
a) In the last 12 months				
TOTAL	965,700	936,800	925,000	-1%
South Kensington	874,000	790,500	768,900	-3%
Theatre Museum	16,100	900	N/A	N/A
Museum of Childhood	75,600	145,400	156,100	7%
b) At any time				
TOTAL	1,590,600	1,481,700	1,369,600	-8%
South Kensington	1,463,000	1,289,100	1,155,200	-10%
Theatre Museum	28,900	1,900	N/A	N/A
Museum of Childhood	98,700	190,700	214,400	12%

I. TOTAL VISITS, USERS, OVERSEAS, AND REPEAT VISITS:

South Kensington Repeat Visits 2008/09



Museum of Childhood Repeat Visits 2008/09

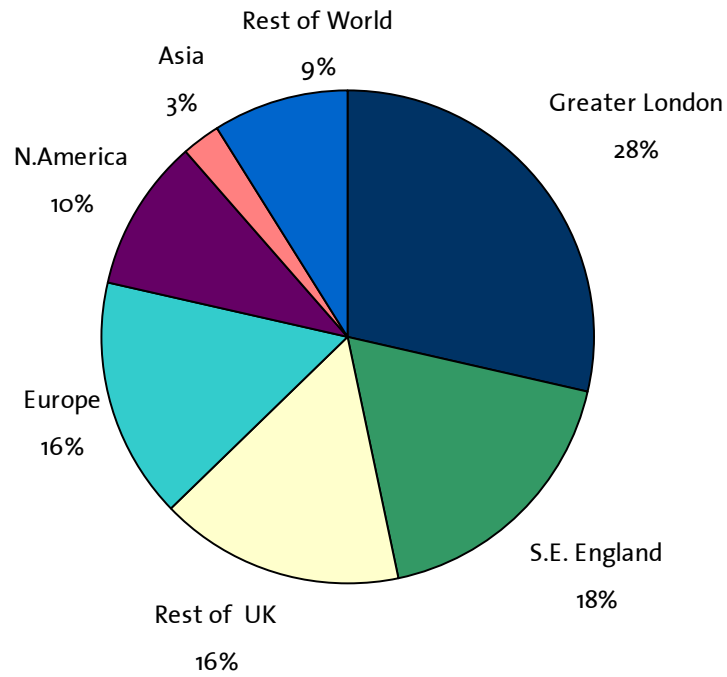


I. TOTAL VISITS, USERS, OVERSEAS, AND REPEAT VISITS:

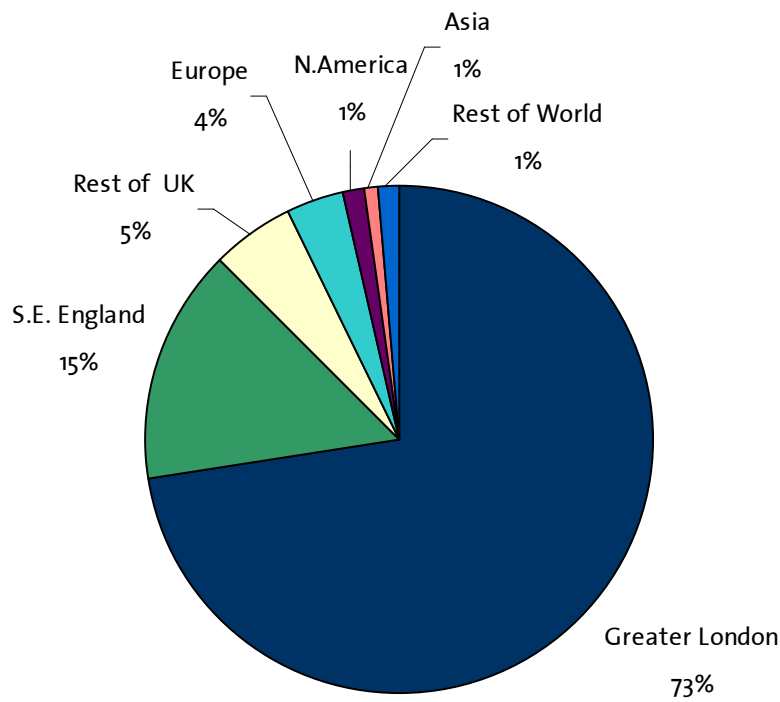
KPI 5 Number and % of UK and overseas visits	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	1,027,700	917,200	817,800	-11%
South Kensington	973,400 <i>38% overseas, 62% UK</i>	892,300 <i>39% overseas, 61% UK</i>	791,800 <i>37% overseas, 63% UK</i>	-11%
Theatre Museum	51,200 <i>35% overseas, 65% UK</i>	2,000 <i>29% overseas, 71% UK</i>	N/A	N/A
Museum of Childhood	3,100 <i>2% overseas, 98% UK</i>	22,900 <i>7% overseas, 93% UK</i>	26,000 <i>7% overseas, 93% UK</i>	+14%

I. TOTAL VISITS, USERS, OVERSEAS, AND REPEAT VISITS:

South Kensington Visitor Origin



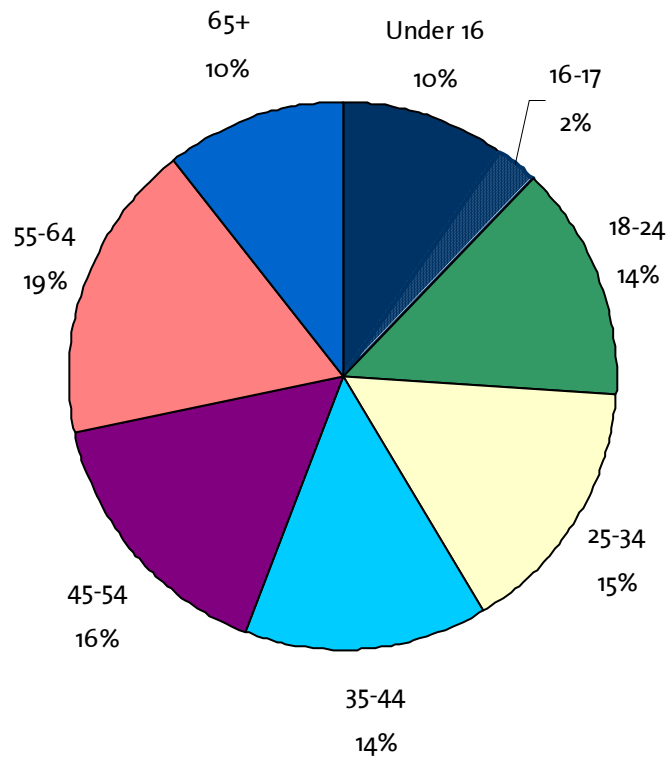
Museum of Childhood Visitor Origin



II. CHILDREN AND CHILD LEARNERS

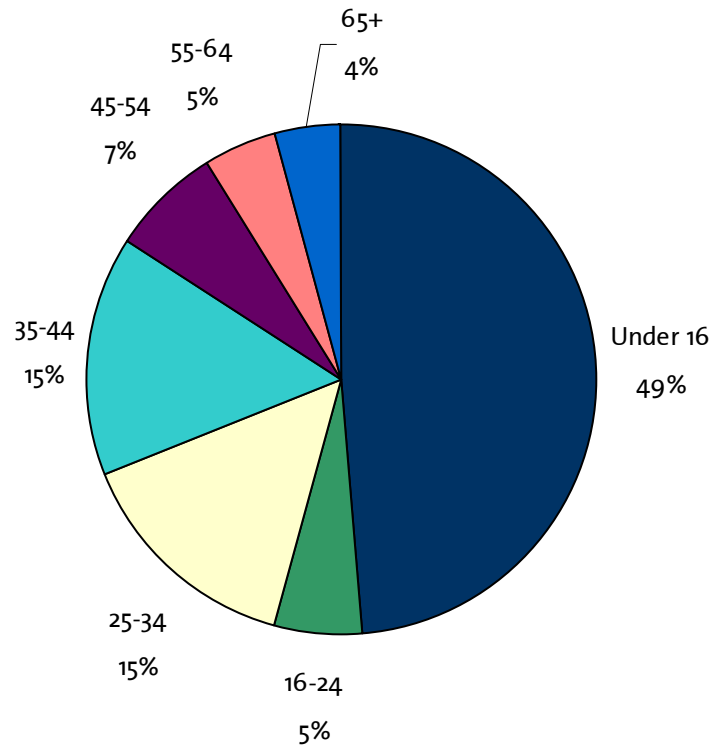
KPI 6 Number of children aged 16 and under attending the Museum sites	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	299,800	371,900	380,900	+2%
South Kensington	201,400	211,500	206,100	-3%
Theatre Museum	28,600	2,900	N/A	N/A
Museum of Childhood	69,800	157,500	174,800	+11%

Age Breakdown of Visitors to South Kensington 2008/09



II. CHILDREN AND CHILD LEARNERS

Age Breakdown of Visitors to Museum of Childhood 2008/09



KPI 7 Number of facilitated and self-directed visits to the museum/gallery by children under 16 in formal education	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	70,600	106,000	112,100	+6%
South Kensington	38,900	45,000	52,200	+16%
Theatre Museum	10,400	2,700	N/A	N/A
Museum of Childhood	21,300	58,300	59,900	+3%

- Excludes accompanying teachers and adults.

II. CHILDREN AND CHILD LEARNERS

Please Note:

- In the last Funding Agreement (2005/06 - 2007/08) the 'child learners' measure was 'Number of children aged 15 and under in on- and off-site organised educational sessions'.
- The current Funding Agreement (2007/08 – 2008/09) changed the measure to two separate PIs:
 - Number of instances of children under 16 participating in onsite organised activities
 - Number of instances of children under 16 participating in outreach activities outside the museum /gallery
- DCMS provided new guidance on what should be included and excluded. The major difference in counting is that in the old measure the outturns reported included self guided visits and free group visits to temporary exhibitions.

KPI 8 Number of instances of children under 16 participating in onsite organised activities	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	-	86,100	-
South Kensington	36,300	25,400	-30%
Museum of Childhood	-	61,100	-

KPI 9 Number of instances of children under 16 participating in outreach activities outside the museum /gallery	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	-	900	-
South Kensington	800	500	-38%
Museum of Childhood	-	400	-

- This is the first time that the V&A has reported on these two mandatory DCMS PI which were introduced in the current Funding Agreement.
- Comparative data for 2007/08 has only been calculated for South Kensington.
- Comparative data for 2006/07 has not been calculated.
- Figures exclude accompanying teachers and adults.

II. CHILDREN AND CHILD LEARNERS

KPI 10 Number of school pupils	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	70,600	106,000	112,100	+6%
South Kensington	38,900	45,000	52,200	+16%
Theatre Museum	10,400	2,700	N/A	N/A
Museum of Childhood	21,300	58,300	59,900	+3%

- NB This measure is the same as KPI 7.
- Excludes accompanying teachers and adults.

III. ADULT LEARNERS

Please Note:

- In the last Funding Agreement (2005/06 - 2007/08) the learning performance indicators were 'Number of children aged 15 and under in on- and off-site organised educational sessions' and 'Number of learners in on- and off-site educational programmes.
- The current Funding Agreement (2007/08 – 2008/09) changed the measures to four separate PIs:
 - Number of instances of children under 16 participating in onsite organised activities
 - Number of instances of children under 16 participating in outreach activities outside the museum /gallery
 - Number of instances of adults aged 16 and over participating in organised activities at the museum/gallery
 - Number of instances of adults aged 16 and over participating in outreach activities outside the museum / gallery
- DCMS provided new guidance on what should be included and excluded. The major difference in counting for the over 16s is that in the old measure the outturns reported included self guided visits, free group visits to temporary exhibitions and all visits to the National Art Library.

KPI 11 Number of instances of adults aged 16 and over participating in organised activities at the museum / gallery	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	-	113,200	-
South Kensington	81,100	87,500	+8%
Museum of Childhood	-	25,700	-

III. ADULT LEARNERS

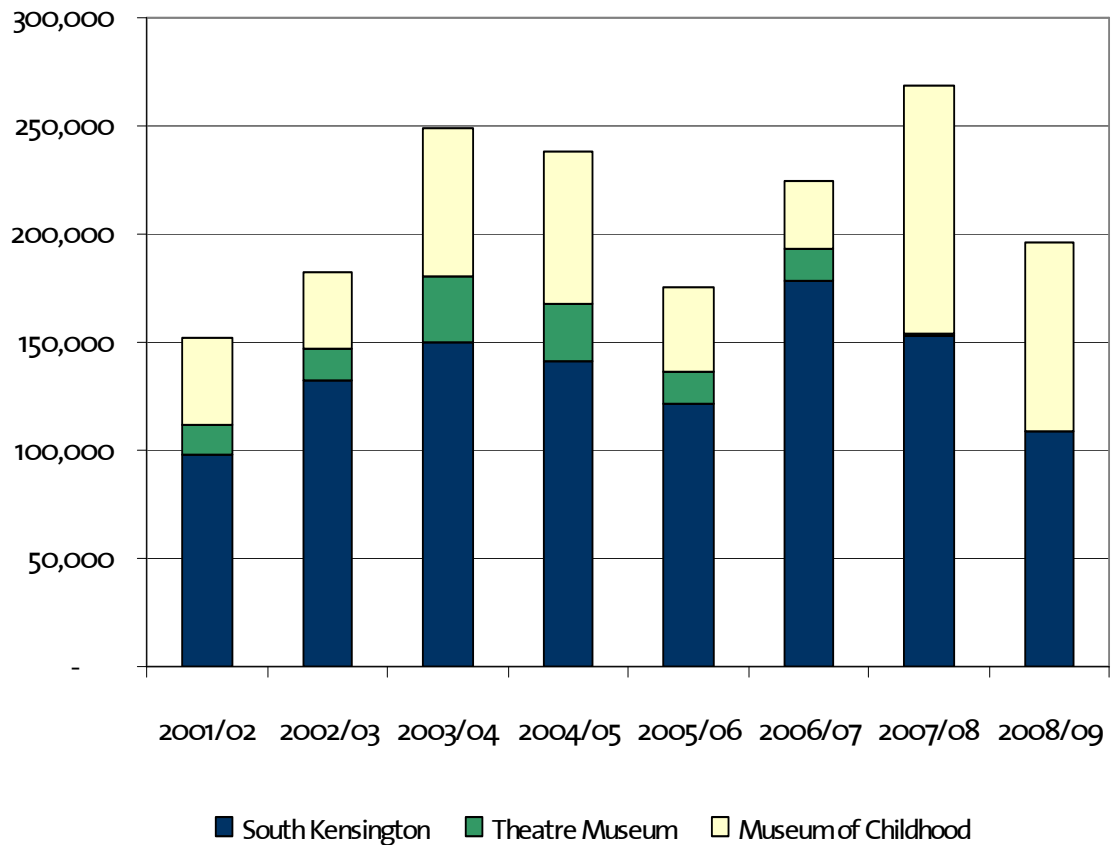
KPI 12 Number of instances of adults aged 16 and over participating in outreach activities outside the museum / gallery	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	-	100	-
South Kensington	0	0	0%
Museum of Childhood	-	100	-

- This is the first time that the V&A has reported on these two mandatory DCMS PI which were introduced in the current Funding Agreement.
- Comparative data for 2007/08 has only been calculated for South Kensington.
- Comparative data for 2006/07 has not been calculated.

IV. LOWER SOCIO-ECONOMIC

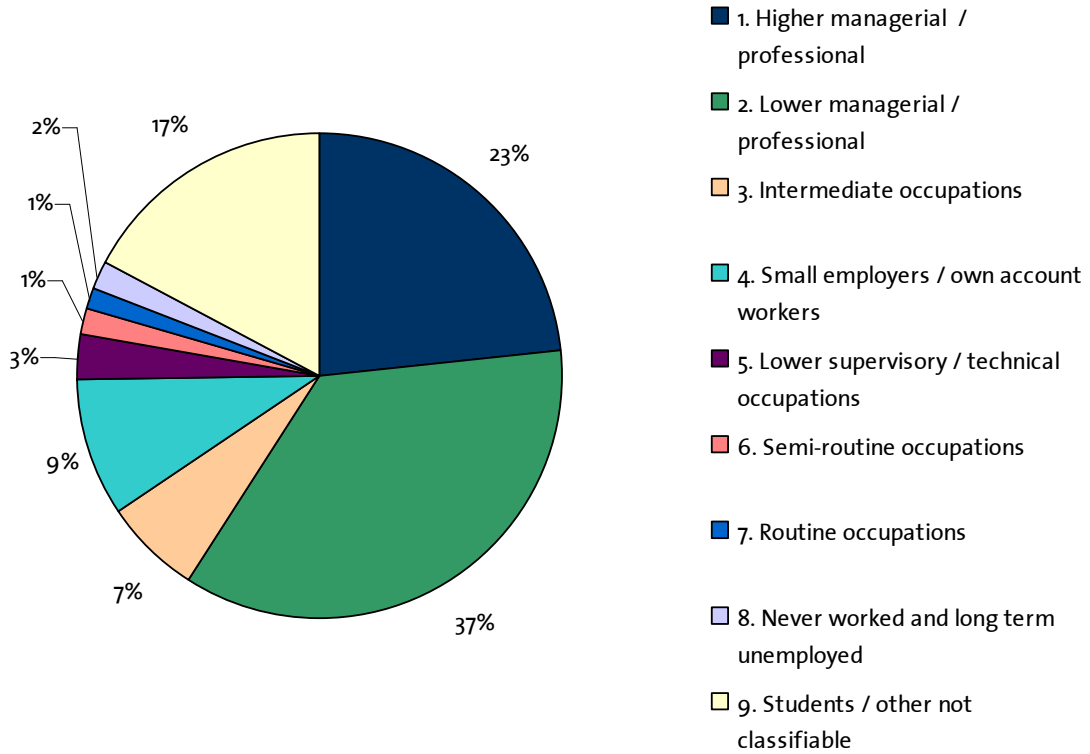
KPI 13 Number and % of all UK visits from NS-SEC groups 5-8	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	224,900	269,100	196,400	-27%
South Kensington	178,600 <i>11% of UK visits</i>	152,600 <i>11% of UK visits</i>	109,000 <i>8% of UK visits</i>	-29%
Theatre Museum	14,200	1,600 <i>33% of UK visits</i>	N/A	N/A
Museum of Childhood	32,100	114,900 <i>37% of UK visits</i>	87,400 <i>26% of UK visits</i>	-24%

Total UK visits from NS-SEC groups 5-8 (2001/02 – 2008/09)

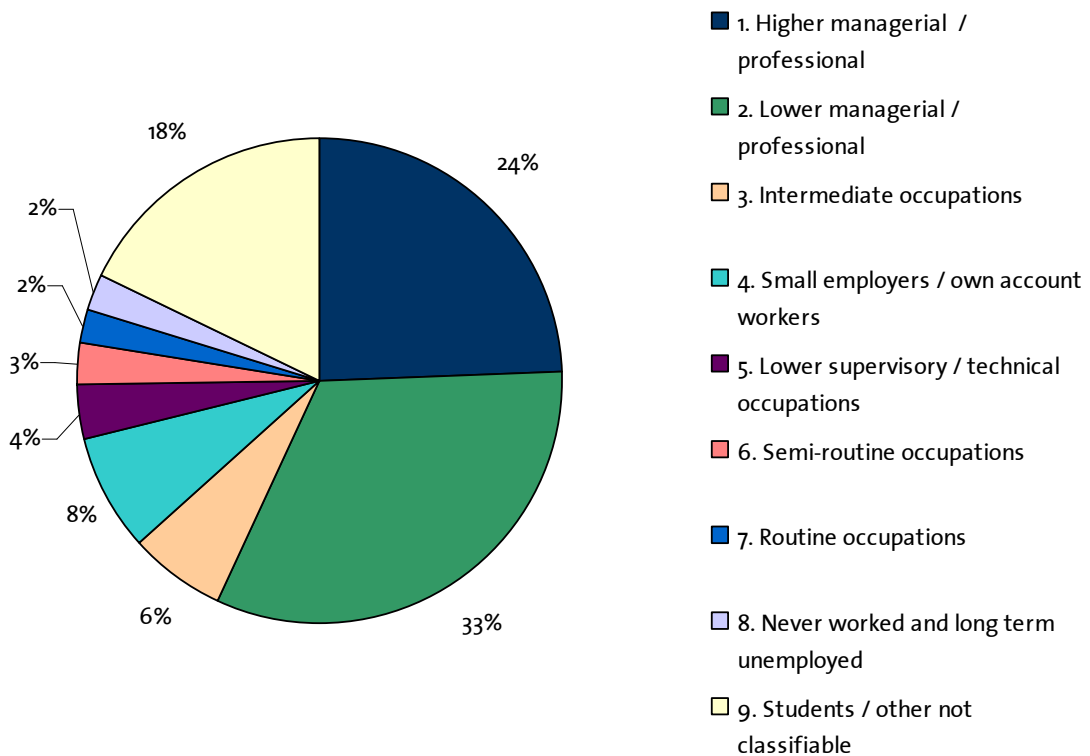


IV. LOWER SOCIO-ECONOMIC

UK Visitors to South Kensington Social Class Breakdown 2008/09

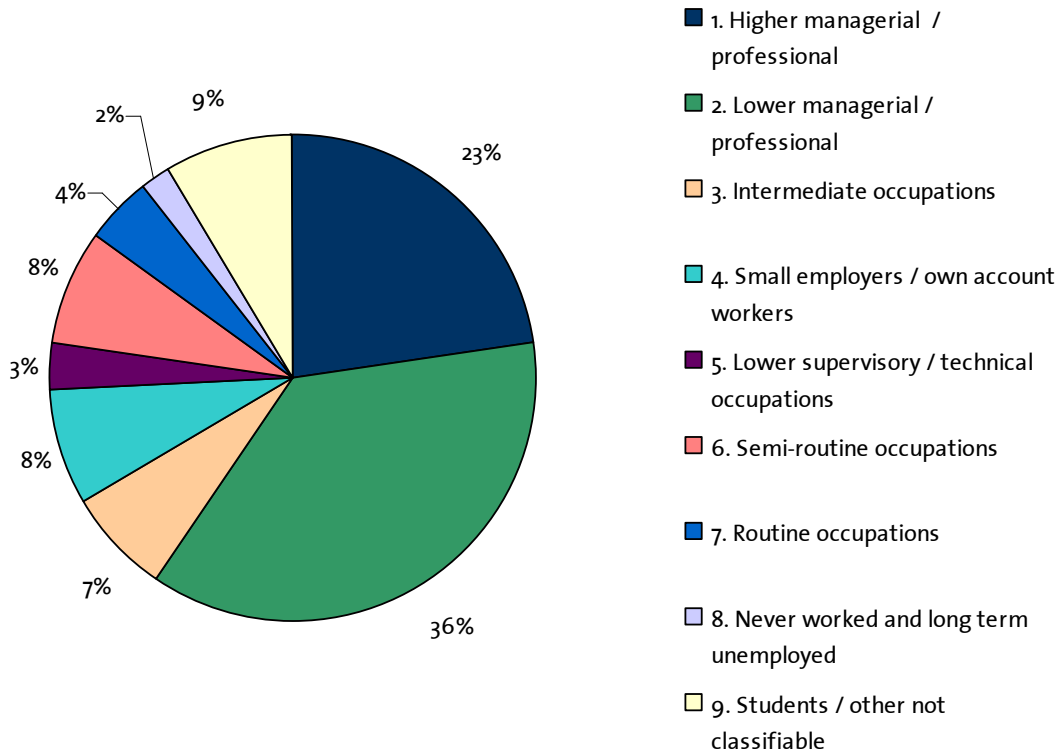


UK Visitors to South Kensington Social Class Breakdown 2007/08

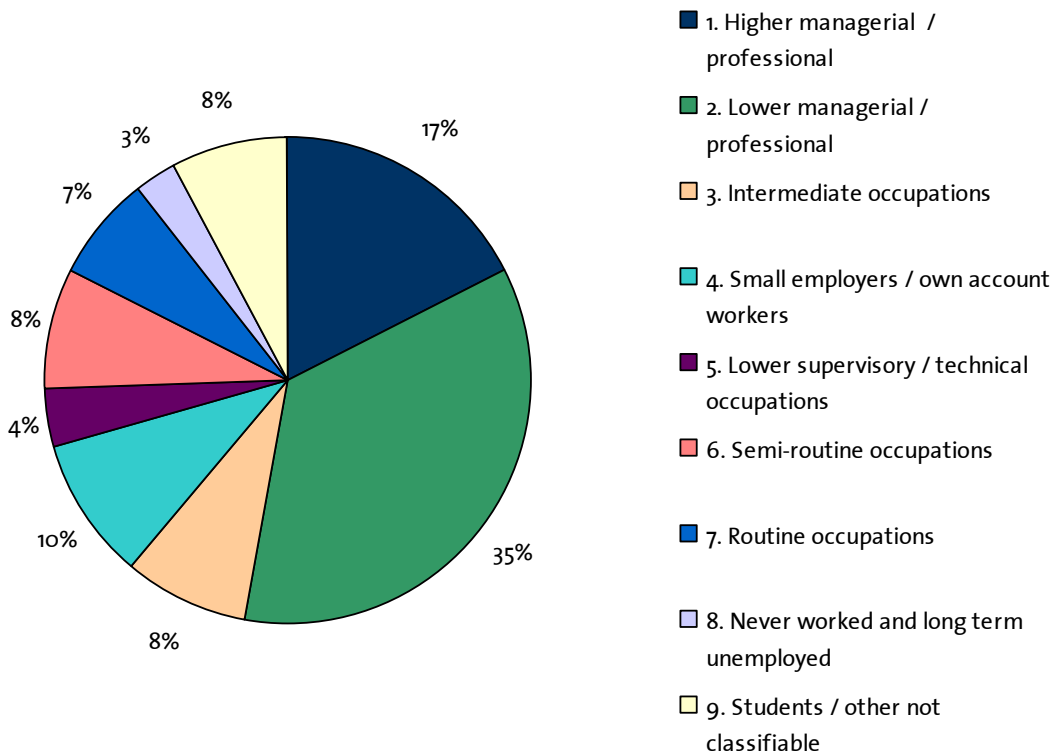


IV. LOWER SOCIO-ECONOMIC

UK Visitors to Museum of Childhood Social Class Breakdown 2008/09



UK Visitors to Museum of Childhood Social Class Breakdown 2007/08



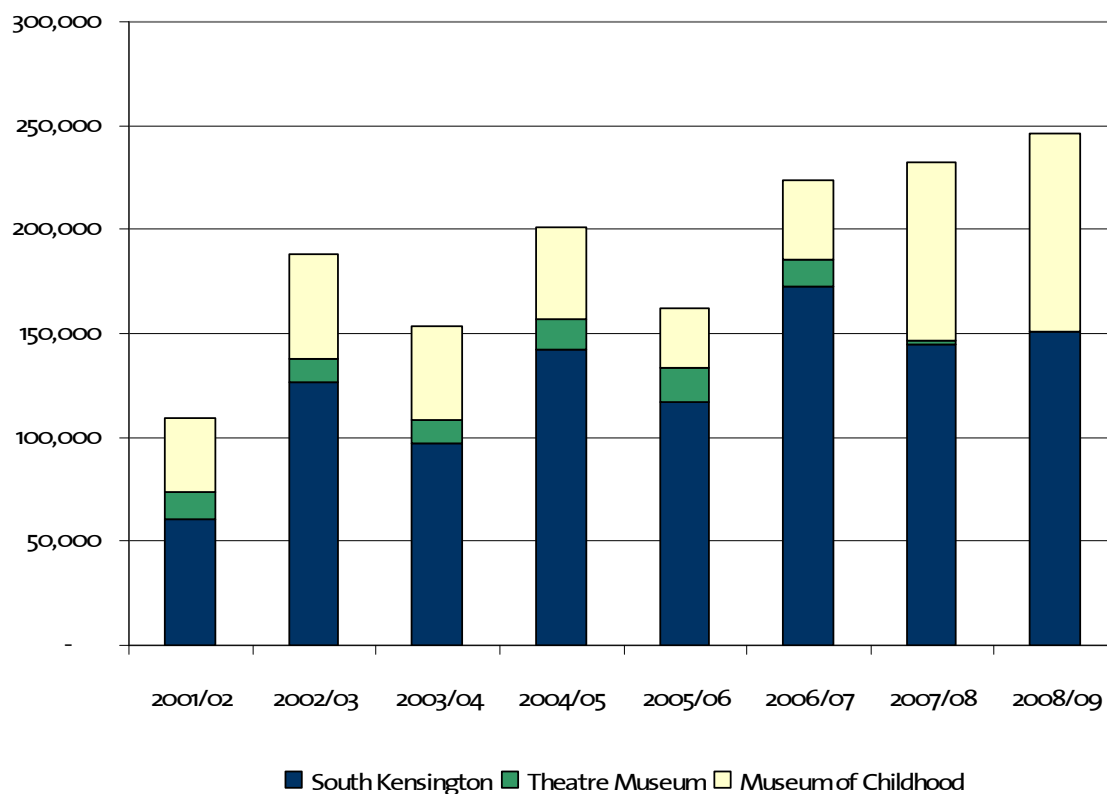
IV. LOWER SOCIO-ECONOMIC

KPI 14 Number and % of visits by UK adult visitors aged 16 and over from NS-SEC groups 5-8	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	168,700 <i>10% of UK visits</i>	145,600 <i>10% of UK visits</i>	108,200	-26%
South Kensington	148,900 <i>10% of UK visits</i>	111,300 <i>9% of UK visits</i>	79,300 <i>7% of UK visits</i>	-29%
Theatre Museum	8,200 <i>11% of UK visits</i>	300 <i>10% of UK visits</i>	N/A	N/A
Museum of Childhood	11,600 <i>14% of UK visits</i>	34,000 <i>22% of UK visits</i>	28,900 <i>16% of UK visits</i>	-15%

V. BAME (BLACK, ASIAN, AND MINORITY ETHNIC)

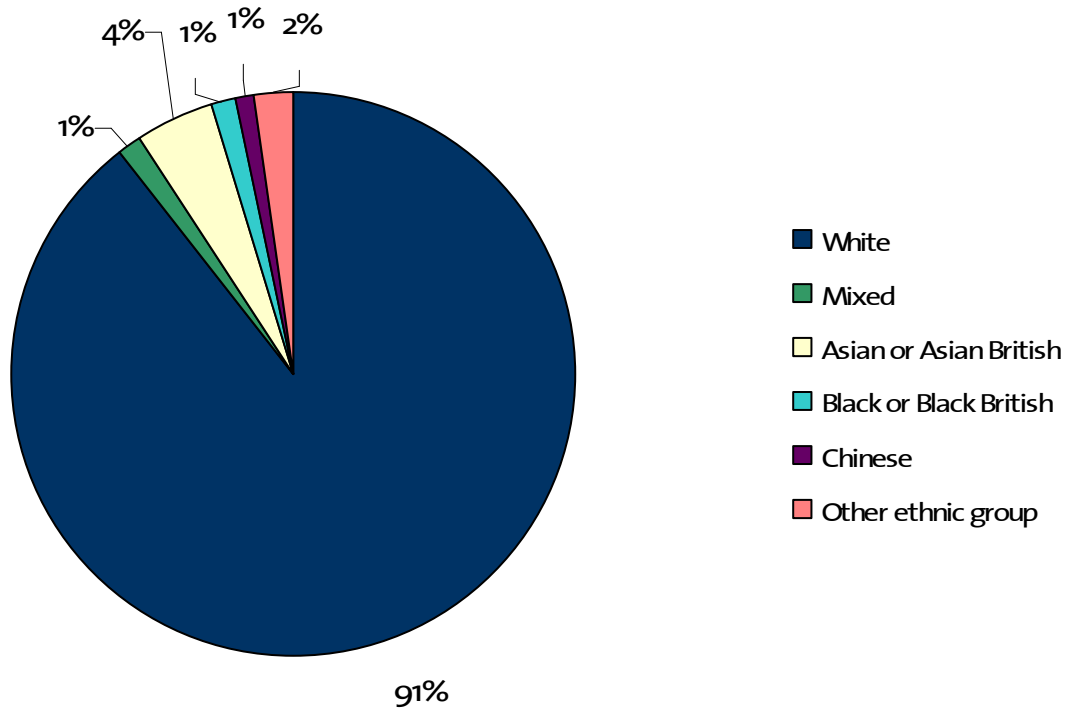
KPI 15 Number and % of all UK BAME visits	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	223,600 <i>12% of UK visits</i>	232,100 <i>14% of UK visits</i>	246,200 <i>15% of UK visits</i>	+6%
South Kensington	172,500 <i>11% of UK visits</i>	145,000 <i>10% of UK visits</i>	150,500 <i>11% of UK visits</i>	+4%
Theatre Museum	12,700 <i>11% of UK visits</i>	1,500 <i>26% of UK visits</i>	N/A	N/A
Museum of Childhood	38,400 <i>25% of UK visits</i>	85,600 <i>28% of UK visits</i>	95,700 <i>29% of UK visits</i>	+12%

Number of UK BAME Visits to All Sites 2001/02 – 2008/09

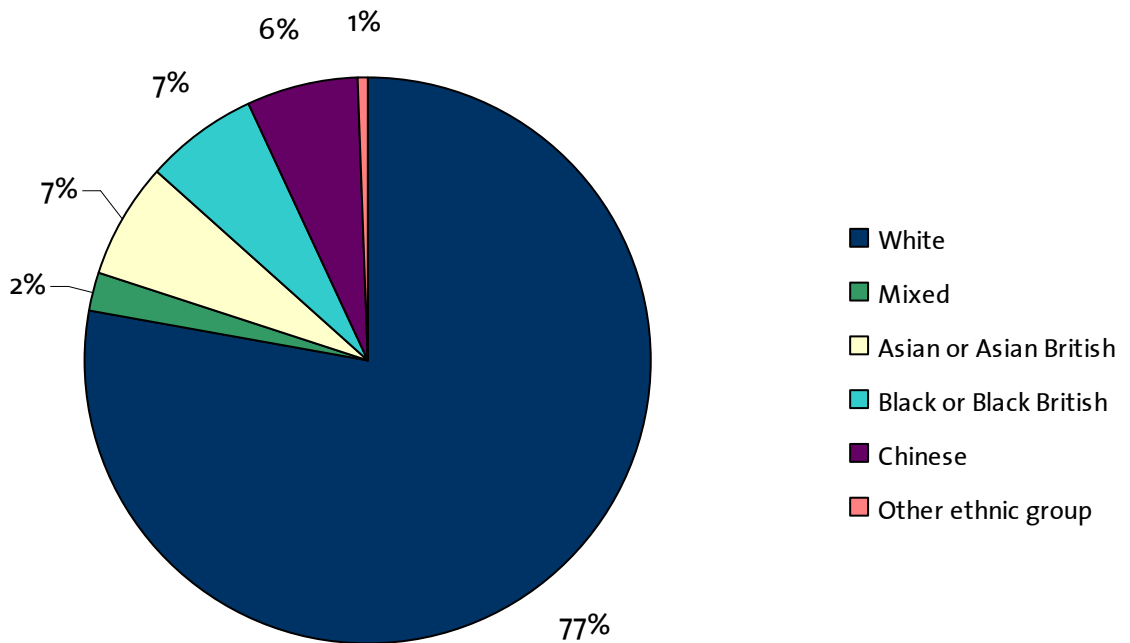


IV. BAME (BLACK, ASIAN, AND MINORITY ETHNIC)

V&A South Kensington UK Visitors BAME Breakdown 2008/09



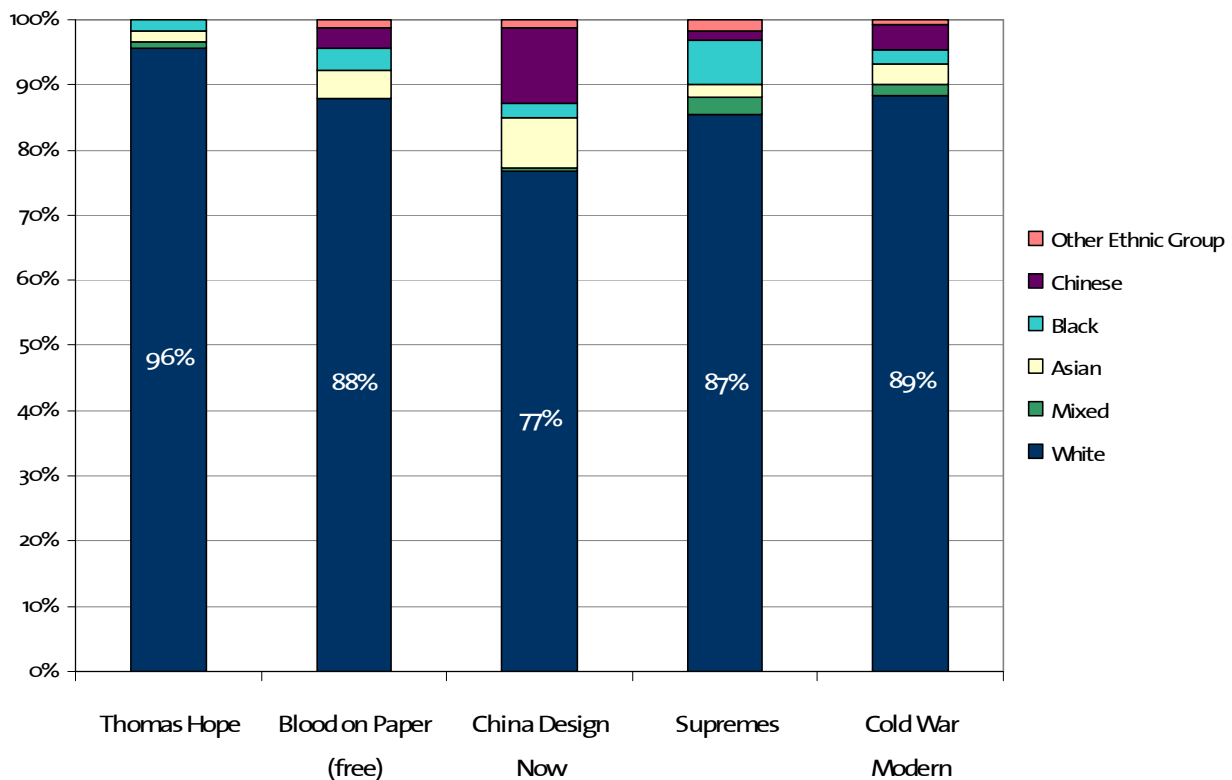
Museum of Childhood UK Visitors BAME Breakdown 2008/09



IV. BAME (BLACK, ASIAN, AND MINORITY ETHNIC)

KPI 16 Number and % of visits by UK adult visitors aged 16 and over from an ethnic minority background	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	151,500 <i>11% of UK visits</i>	144,400 <i>11% of UK visits</i>	-4%
South Kensington	115,700 <i>10% of UK visits</i>	109,400 <i>8% of UK visits</i>	-5%
Theatre Museum	300 <i>11% of UK visits</i>	N/A	N/A
Museum of Childhood	35,500 <i>22% of UK visits</i>	35,000 <i>19% of UK visits</i>	-1%

V&A South Kensington Ethnicity Profile of Temporary Exhibitions 2008/09



VI. DISABLED ACCESS

KPI 17 Number and % of visits by UK adult visitors aged 16 and over who consider themselves to have a limiting long-term illness, disability or infirmity	2008/09 Outturn
TOTAL	75,100
South Kensington	69,100 <i>6% of UK visits</i>
Museum of Childhood	6,000 <i>3% of UK visits</i>
<ul style="list-style-type: none"> 2008/09 is the first year that disability has been reported as part of the Funding Agreement Report 	

VII. CREATIVE INDUSTRIES

Showcasing the best contemporary art and design and making it accessible to all was one of the founding missions of the V&A, and this aim is still at the heart of the Museum. One of the V&A's key strategic aims is 'to promote, support and develop the UK creative economy by inspiring designers and makers, and by stimulating enjoyment and appreciation of design.' Through its exhibitions and programmes, acquisitions and commissions, the V&A continues to inspire new generations of makers and consumers, contributing to the success and growth of the UK creative economy.

KPI 18 Number and % of visits by professionals, teachers and students in creative industries	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
South Kensington	884,000	782,000	534,000	-32%
Creative Industries	496,600	388,000	274,900	-29%
Students	387,400	394,900	259,100	-34%

Events programme

While all of the V&A's programmes are about creativity in art and design, some events may be aimed specifically at CI audiences or be especially effective in showcasing the work of contemporary practitioners. The list of examples below is not comprehensive.

- Exhibitions and Displays (South Kensington)
 - *China Design Now*, 25 September 2008 – 11 January 2009, 73,000 visits.
 - *Blood on Paper* (free), 15 April -- 29 June 2008, 109,000 visits.
 - *Fashion V Sport*, 5 August 2008 – 4 January 2009, 45,700 visits.
 - *Hats: An Anthology by Stephen Jones*, 24 February – 31 May 2009, 40,300 visits by the end of March 2009.
 - *Collaborators: UK Design for Performance 2003-2007* (free), 21 November 2007 – 31 August 2008, 150,000 visits.
 - *CJ Lim's Season through the Looking Glass*, Tunnel, March 2008 – March 2009
 - *Yung Ho Chang's Poly & Chai*, Garden, June – September 2008
 - *Universal Everything's Forever*, a generative audio-visual installation in the Garden, November 2008 – January 2009
 - *Swarm*, Zaha Hadid Chandelier, December 2007 – September 2009

VII. CREATIVE INDUSTRIES

- Touring Exhibitions
 - *China Design Now*: Cincinnati Art Museum. 12,900 visits.
 - *Surreal Things: Surrealism and Design*: Guggenheim, Bilbao. 575,500 visits.
 - *Contemporary Photography: Recent Acquisitions from the V&A*: Nottingham Castle Museum & Art Gallery; Hatton Gallery, Newcastle; The Herbert Museum and Art Gallery, Coventry; Cartwright Hall, Bradford. 43,300 visits total.
 - *Fashion V Sport*: Walker Art Gallery, Liverpool. 26,700 visits.
 - *Out of the Ordinary: Spectacular Craft*: Shipley Art Gallery, Tyne & Wear; Tullie House Museum and Art Gallery, Carlisle. 14,100 visits.
 - *Vivienne Westwood*: Millennium Galleries, Sheffield. 38,700 visits.
 - *Space Age: Exploration, Design and Popular Culture*: Weston Park Museum, Sheffield; City Art Gallery, Edinburgh, Royal Institute of Cornwall. 117,000 visits total.
 - *The Half: Photographs by Simon Annand*: Royal National Theatre, Wales Millennium Centre, Worcester Museum and Art Gallery. 47,800 visits reported to date.
- Fashion in Motion: Free full-scale catwalk shows. Featured designers in 2008/09 were: Ma Ke Wuyong, 16 May 2008; Central St. Martins Graduates 2008, 12 September 2008; Roksanda Ilincic, 21 November 2008.
- Museum of Childhood
 - *Top to Toe, Fashion for Kids*, 4 October 2008 – 19 April 2009
 - *Sweet*, 24 November 2007 – 24 May 2008
- Learning & Interpretation, V&A
 - *Drawing Skylines*: 10 one-day workshops for 300 Key Stage 3 & 4 Art and Design students. This project became an online resource as part of the V&A + RIBA Architecture Education Programme.
 - *Conscious Style; Ethical Fashion Day*: This event attracted over 1,800 participants including designers and commentators. Activities included Style Surgery Seminars, the Ethical Fashion Show and the Ethical High Street Debate with Katherine Hamnett and Caryn Franklyn.
 - *Fashion Student Night*: This was the first Sackler Centre student night and over 1,500 young people and students attended. The event was held in collaboration with the London College of Fashion's Fashion Curating, Fashion Illustrating, and Pattern Cutting courses.
 - *China Design Now—Schools and College Events*: 600 young people took place in the event involving twenty contemporary Chinese artists and designers.
 - *Designerama!*: This weekend of activities marked the official launch of the Sackler Centre and was attended by over 6,000 people of all ages.
 - *Drop-in Design*: A popular new programme for families, e.g.
 - The Emperor's New Clothes: Drop-in Design Holiday Special – a Christmas event that allowed families to make objects inspired by the Magnificence of the Tsars exhibition.
 - Take 3 Challenge: Drop-in Design Special: During the February half-term over 2,500 family visitors used inspiration from the V&A's collections to solve three challenges.
 - Annual V&A Design Lecture with Zaha Hadid in November 2008.
 - A new programme of digital course and workshops for adults and young people, e.g. Digital Textile Design, Digital Tile Design, Poster Design and Digital Photography.

VII. CREATIVE INDUSTRIES

- Friday Late programme
 - Held on the last Friday of every month (except December), when the museum is open from 10.00 to 22.00, Friday Late includes a mixture of live performances, cutting edge fashion, debates, one-off displays, special guests, bar and food, guest DJs, and late-night exhibition opening. Admission is free to the museum, although some events may be ticketed. Friday Lates attract on average 2,500 visits (entering the V&A after 7.30 pm). Examples of the 2008/09 programme include:
 - *The Art of Confession* (May 2008): Interactive exhibits, performances, celebrity authors, new media evangelicals and publishers investigated the future of personal storytelling and the modern idea of confession.
 - The annual *Village Fete* (July 2008): With over 4,700 visits, this year's fete was the most successful Friday Late of 2008/09. It featured an extraordinary array of creative, fun, engaging and imaginative events and games run by the V&A and Scarlet Projects, as well as up-and-coming designers.
 - *Year of the Ox* (January 2009): An evening celebrating Chinese New Year with a contemporary urban twist, the evening re-examined luck, chance, and the traditions of both East and West through China's emerging electronic avant-garde.
 - *Mad Hatters* (March 2009): Celebrating the exhibition 'Hats: An Anthology by Stephen Jones', with an evening dedicated to exploring British traditions in headwear and the skill of designing and making hats.
- Museum Residency Programme
 - This year saw the launch of the V&A's innovative Museum Residency Programme, providing designers, artists, and other creators with a studio for six months in the new Sackler Centre for arts education. 2008/09 saw residencies by the following artists:
 - Jeweller Dorothy Hogg
 - New Media artist Jo Lawrence
 - Product designer Lao Jianhua (this residency was sponsored by HSBC; helping the museum to celebrate the 2008 Year of China)
 - International Print Resident Mona Choo

KPI 19 Commissions and other work with practitioners from the creative industries

In addition to showcasing the Creative Industries through its programme, the V&A commissions work ranging from major redevelopment projects, through exhibition design to products for retail. The V&A works with both established names and new emerging talents.

FuturePlan developments:

- The V&A commissions top architects and designers for its FuturePlan developments and activities including:
 - Softroom architects for the Sackler Centre for Arts Education, the V&A's important new hub for the study and practice of design.
 - Eva Jiricna Architects for the William and Judith Bollinger Jewellery Gallery.
 - MUMA for the Medieval and Renaissance Galleries.
 - Stanton Williams for the Ceramics Galleries.
- Awards in 2008/09 include:
 - The V&A's Café in South Kensington, designed by Muma, won the Design Week 2008 Award for Hospitality Environments.
 - The Porter Gallery, designed by Block Architecture, was commended in the Design Week 2008 Museums, Galleries and Visitor Attractions Award section
- Exhibition design:
 - Land Design Studio's design for The Golden Age of Couture was shortlisted in the Design Week 2008 Temporary Exhibition Design category.
- VAE is an important contributor to fulfilling the Museum's mission for working with and inspiring creative design e.g.
 - It works with a number of artists and designers to develop new product ranges for its shop and through licensing
 - V&A Images are active in supporting the creative industries.
 - V&A Publishing launched 20 new titles, seven new paperback editions, two revised editions and three paperback reprints.
- In 2008/09 the V&A commissioned a number of contemporary commissions and installations:
 - C J Lim's Seasons through the Looking Glass, Tunnel, March 2008 – March 2009
 - Yung Ho Chang's Poly & Chai, Garden, June – September 2008
 - Universal Everything's Forever, a generative audio-visual installation in the Garden, November 2008 – January 2009

VIII. WEB ACCESS

KPI 20 Number of unique web visits	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
Total	19,397,700	24,277,300	20,250,100	-17%

KPI 21 % of collection internet accessible	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn
Total	27%	28%	28%

- In 2008/09 the Museum revisited the way it was expressing the size of its collection and a figure of 2,729,754 was established as the total size of the collection at 28 February 2009. In 2006/07 and 2007/08 the total size of the collection had been expressed as 2.3 million and the percentage of collection internet accessible was reported as 32% for 2006/07 and 33% for 2007/08. For ease of comparison the outturns for 2006/07 and 2007/08 have been recalculated in the table above using 2,729,754 as the total size of the collection.
- The figures reported above include all objects in the V&A's collections which have the equivalent of a catalogue entry accessible online.
- 4.4% of the total number of whole, non-bibliographic objects in the V&A's collections (45,470 out of 1,037,000) is estimated to be internet accessible.

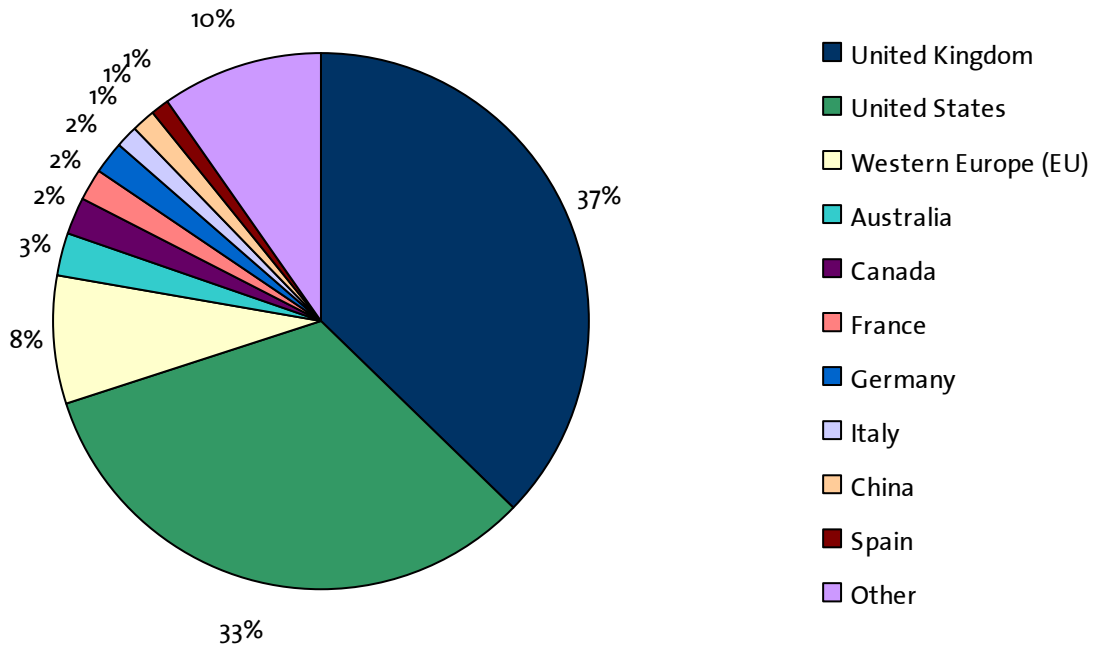
VIII. WEB ACCESS

KPI 22 International web usage

Where visitors are coming from to visit the V&A website

The statistics for the location of web users based upon the location of their internet provider is indicated in the chart below. Please note, a user in one country may be using a provider in another country, making it look like they live elsewhere.

V&A Web Visits 2008/09



United Kingdom (UK)	4,438,043	34.61%	Uruguay (UY)	129,910	1.01%
United States (US)	3,930,901	30.66%	Singapore (SG)	123,362	0.96%
Western Europe (EU)	907,076	7.07%	Korea (South) (KR)	81,549	0.64%
Australia (AU)	325,212	2.54%	Japan (JP)	79,080	0.62%
Canada (CA)	249,381	1.94%	Sweden (SE)	74,793	0.58%
France (FR)	233,602	1.82%	Poland (PL)	70,843	0.55%
Germany (DE)	220,227	1.72%	Belgium (BE)	64,377	0.50%
Italy (IT)	174,787	1.36%	Mexico (MX)	60,204	0.47%
China (CN)	168,164	1.31%	Ireland (IE)	58,770	0.46%
Spain (ES)	145,599	1.14%	Top 20	11,670,066	91.01%
Netherlands (NL)	134,186	1.05%	Other	1,152,845	8.99%
Total				12,822,911	

VIII. WEB ACCESS

Visitor information page in other languages

Another way of looking at International use is by looking at the 'Your Visit' page which we provide in various languages.

Web visitors to Your Visit page by language		
English	249,912	71.6%
Arabic	11,962	3.4%
French	13,401	3.8%
German	10,903	3.1%
Italian	11,777	3.4%
Japanese	17,564	5.0%
Polish	8,887	2.5%
Russian	8,779	2.5%
Spanish	15,425	4.4%
Total non-English	98,698	28.3%

Chinese language content

The Museum also published a selection of pages in Chinese, managed by an external partner who markets V&A activity in China. The total use of these pages was 652,979 visits over the period, which represents 3.2% of the total web visits for the year.

IX. VISITOR SATISFACTION

KPI 23 % of visitors who would recommend a visit	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn
South Kensington	94%	97%	98%
Museum of Childhood	94%	96%	100%

- Before Aug 2007 results are based on the question *How would you rate your visit overall?* with visitor satisfaction being the addition of respondents to the options *'very good'* and *'good'*.
- Since Aug 2008 the question *'How likely or unlikely would you be to recommend this museum to your friends?'* has been asked in line with DCMS guidance for the PIs in the Funding Agreement. Those visitors responding to the options *'certain to'*, *'very likely'* and *'fairly likely'* are outputted.

Visitor Perception

In 2008/09 visitors to V&A, South Kensington, answering the MORI market research questionnaires were asked the question, *'Which, if any, of the following words do you associate with the V&A?'* The table below shows the results (NB visitor could choose more than one word so the results don't add up to 100% and * represents less than 1%).

Culturally diverse	52%
Inspiring	45%
Elegant	42%
Welcoming	34%
Imaginative	34%
Traditional	30%
Intellectual	23%
Contemporary	21%
Quirky	12%
Inclusive	11%
Confusing	6%
Old fashioned	6%
Elitist	3%
Boring	*
None of these	*

X. LOANS & TOURING EXHIBITIONS

KPI 24 Number of UK loan Venues	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	287	252	251	0%

KPI 25 Number of visits to V&A touring exhibitions (UK and overseas)	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL including exhibitions comprising reproductions of historic photographs or displays with non original museum objects	536,100	1,137,800	2,730,700	+140%
TOTAL excluding exhibitions comprising reproductions of historic photographs or displays with non original museum objects	536,100	1,066,800	2,538,700	+138%

- Of the 2,730,700 visits 349,500 were to 23 venues in the UK and 2,381,200 were to 23 venues overseas.
- 2008/09 has been the V&A's most successful year for touring exhibitions. The high visit figure is due to extremely popular shows such as *Art Deco* at the National Gallery of Victoria, Melbourne (240,800 visits), *Surreal Things* at the Guggenheim, Bilbao (575,500 visits) and *The Art of Lee Miller*, MOMA, San Francisco (301,100 visits).

KPI 26 Number of loan venues (UK (KPI 24) and overseas)	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	403	388	385	-1%

XI. RESEARCH

Scope of research activity and outputs related to the V&A's collections:

Gallery developments:

In 2008/09 a number of high-profile projects were realised and much work was undertaken to progress other projects that will complete FuturePlan Phase 1 and begin the next phase of FuturePlan.

- The following projects were completed in 2008/09:
 - June 2008 saw the opening of the spectacular William and Judith Bollinger Jewellery Gallery, which houses more than 3,000 jewels in a dramatic contemporary space. The gallery was designed by Eva Jiricna Architects. Since it opened, it has been visited by 308,500 people (up to the end of March 2009).
 - In September 2008 the Sackler Centre for Arts Education, the V&A's important new hub for the study and practice of design, opened to the public. The space was designed by the architects Softroom.
 - In March 2009 the new Theatre and Performance Galleries, designed by the V&A's in-house design team, opened. The new galleries had been eagerly anticipated following the closure of the Theatre Museum in Covent Garden in January 2007. They have been well received by the general public, critics, and the theatre and performance community.
- Much progress was made during the year on other FuturePlan gallery developments including:
 - The Buddhist Sculpture Gallery – The Robert H N Ho Family Foundation Gallery which was completed in April 2009
 - Gold, Silver & Mosaics – The Rosalinde and Arthur Gilbert Galleries (due to open June 2009)
 - The Medieval and Renaissance Galleries (due to open November 2009)
 - Two phases of the Ceramics Galleries (due to open September 2009 and April 2010)

Temporary exhibitions and displays in 2008/09:

- **Headline exhibitions**
 - *Thomas Hope: Regency Designer*, 22 March – 22 June 2008
 - *China Design Now*, 15 March – 13 July 2008
 - *Cold War Modern*, 25 September 2008 – 11 January 2009
- **Contemporary exhibitions and displays**
 - *Blood On Paper*, 15 April – 29 June 2008
 - *Fashion V Sport*, 5 August 2008 – 4 January 2009
 - *Hats: An Anthology by Stephen Jones*, 24 February – 31 May 2009
- **Theatre and Performance exhibitions**
 - *Collaborators: UK Design for Performance 2003-2007* (free), 21 November 2007 – 31 August 2008
 - *The Story of the Supremes, from the Mary Wilson Collection*, 13 May – 19 October 2008
- **Displays: South Kensington (free)**
 - *Collaborators: UK Design for Performance*, 21 November 2007 - 31 August 2008

Temporary exhibitions and displays in 2008/09 (continued):

- *Beatrix Potter: All the Little Side Shows*, 12 May - 31 August 2008
- *The Art of Drinking*, 26 September 2007 – 26 April 2009
- *Curtis Moffat: Experimental Photography and Design, 1923–1935*, 2 August 2007 - 13 April 2008
- Museum of Childhood
 - *Space Age*, 24 November 2007 – 6 April 2008
 - *A Century of Olympic Posters*, 17 May – 7 September 2008
 - *Top to Toe, Fashion for Kids*, 4 October 2008 – 19 April 2009
 - *Sweet*, 24 November 2007 – 24 May 2008
 - *Are You Being Served?*, 7 June – 9 November 2008
 - *Edwardian Outdoor Games: Photographs by Andrew Pitcairn-Knowles*, 4 October 2008 – 4 January 2009
 - *Warli & Weave*, 22 November 2008 – 31 May 2009
 - *Home and Away*, 10 January – 29 March 2009
- The following V&A exhibitions toured in the UK and abroad:
 - *A Century of Olympic Posters*: Liaoning Museum, Shenyang, China; Ironbridge Gorge Museum, Shropshire; Southampton City Art Gallery
 - *Art Deco*: National Gallery of Victoria, Melbourne
 - *China Design Now*: Cincinnati Art Museum
 - *Cold War Modern*: MART, Rovereto
 - *Contemporary Photography: Recent Acquisitions from the V&A*: Nottingham Castle Museum & Art Gallery; Hatton Gallery, Newcastle; The Herbert Museum and Art Gallery, Coventry; Cartwright Hall, Bradford
 - *Fashion V Sport*: Walker Art Gallery, Liverpool
 - *Indian Life and Landscape*: CSMVS (formerly the Prince of Wales Museum), Mumbai; Mehrangarh Fort, Rajasthan
 - *Life and Art: Arts and Crafts from Morris to Mingei*: The National Museum of Art, Kyoto, Japan; Tokyo Metropolitan Art Museum
 - *Masterpieces of Ukiyo-e from the V&A*: Iwaki City Art Museum, Japan; Nagasaki Prefectural Museum
 - *Medieval and Renaissance Treasures*: Metropolitan Museum of Art, New York; High Museum of Art, Atlanta; Museums Sheffield: Millennium Gallery
 - *Out of the Ordinary: Spectacular Craft*: Shipley Art Gallery, Tyne & Wear; Tullie House Museum and Art Gallery, Carlisle
 - *Surreal Things: Surrealism and Design*: Guggenheim, Bilbao
 - *The Art of Lee Miller*: MOMA, San Francisco; Jeu de Paume, Paris
 - *The Golden Age of Couture: Paris and London 1947-1957*: Bendigo Art Gallery, Victoria, Australia
 - *Two Centuries of British Fashion from the V&A*: Kremlin Museum, Moscow
 - *The Story of the Supremes, from the Mary Wilson Collection*: Grundy Art Gallery, Blackpool; Birmingham Museum and Art Gallery
 - *Vivienne Westwood*: Millennium Galleries, Sheffield; Artis Tree, Hong Kong
 - *Where are We? Questions of Landscape*: Plymouth City Museum and Art Gallery

XI. RESEARCH

Temporary exhibitions and displays in 2008/09 (continued):

- *World Ceramics: Masterpieces of the V&A*: Korea Foundation Cultural Centre, Seoul; Hetjens-Museum, Düsseldorf; Khan As'ad Pasha, Damascus, Syria
- Research was undertaken for future exhibitions and displays

KPI 27 Number of publications	44
- Of which, peer-reviewed	35
- Of which, published by V&A Enterprises	9

KPI 28 Number of externally-funded research projects	6
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KPI 29 Number of research fellowships and exchanges	18
- Of which, into the V&A	15
- Of which, out of the V&A	3

KPI 30 Number of postgraduate students on collaborative programmes based at the V&A	
- Of which, on joint programmes with the Royal College of Art: History of Design; Conservation	tbc
- Of which, AHRC Collaborative PhD studentships with various universities	16

KPI 31 Number of occasions of advice to public bodies (e.g. Capital Taxes Office, MLA, HLF)	27 cases covering 137 objects
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XII. ACQUISITIONS

KPI 32 Scope of acquisitions

- The V&A has 2.7 million objects in its collections. Continually increasing the V&A's collections is essential to maintaining the Museum's status as the world's pre-eminent museum of art and design. It is important that the collections represent the best of historic and contemporary design and reflect changing societies. This is increasingly difficult to sustain due to high prices in the art market and competition from other buyers (both private and institutional), often from overseas. Nevertheless, the modest sums that the V&A is able to allocate to acquisition from core budgets is supplemented by funds levered in from elsewhere such as donors, the Friends of the V&A and grant-making bodies – notably The Art Fund and the National Heritage Memorial Fund (NHMF).
- In 2008/09 the V&A acquired objects for the collections worth £2,906,000 of which £497,000 was from core funding.
- Acquisition Highlights in 2008/09 include:
 - *Tongue and Lips Logo, 1970*, by John Pasche
 - *Jomon pot, 3500-2500 BC*, Jomon people, Japan
 - *Robe, 1780-1810*, Italy
 - *Coronation Cup and Cover, about 1685*, maker unknown
 - *Shoe Hat, 1937-8*, by Elsa Schiaparelli
 - *Chair, 2008*, by Sebastian Brajkovic
 - *Pot, 1994*, by Grayson Perry
 - *High Chair*, designed about 1920 by Gerrit Rietveld; made by Gerard van der Groenekan

XIII. FINANCIAL

KPI 33-35 Self Generated income	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
TOTAL	£35,097k	£35,745k	£34,842k	-3%
KPI 33) Admissions	£2,909k	£2,731k	£2,737k	0%
KPI 34) Trading Income	£9,489k	£10,713k	£8,894k	-17%
KPI 35) Fundraising	£17,277k	£19,308k	£20,127k	4%
Other	£5,422k	£2,993k	£3,084k	-3%

KPI 36 Progress against value for money saving programme

The V&A's agreed target with DCMS for 2008/09 savings was £815k which it was able to achieve through £515k savings from reprioritisation savings from closing the Theatre Museum and £300k savings from holding posts vacant and procurement savings.

KPI 37 Proportion of total income that is self-generated	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn
TOTAL	47%	46%	44%

KPI 38 Grant in Aid per visit	2006/07 Outturn	2007/08 Outturn	2008/09 Outturn	% diff 2008/09 vs. 2007/08
a) GIA per actual visit to all V&A sites	£13.61	£15.93	£17.53	+10%
b) GIA per physical visit (all sites and touring exhibitions)	£11.47	£11.11	£8.36	-25%
b) GIA per user (physical and web)	£1.71	£1.49	£1.71	+15%

XIV. SUSTAINABILITY

KPI 39 Carbon footprint reduction (energy and transport/travel)

- The V&A was given a Display Energy Certificate carbon rating of D85 on a scale of A to G, which compares well against other National Museums with the Natural History Museum at E116 and the Science Museum at E108.
- The Green 500 group, supported by the Mayor of London, awarded the V&A a Gold Award to recognise the significant work that it has undertaken to reduce its carbon footprint.
- The V&A Sustainability Committee is working on a range of initiatives to reduce carbon footprint and encourage sustainability.
- The V&A has worked out a baseline carbon footprint for 2007/08 including utilities, staff and object travel:
 - Eighty per cent of the carbon footprint for the utilities at South Kensington is from the use of electricity.
 - Electrical consumption has risen by 7.5% between April 08 and April 09. The New computer room has been populated (5% of site load) and Sackler has opened (3%) (Sackler is 2.3% of floor area). In addition the Combined Heat and Power plant at the NHM was out for repair November /December 2008 and is now operating for more hours as the utility costs are high.
- Through FuturePlan the V&A has continued to find sustainable means for providing environmental control/lighting.

XVI. WORKFORCE

KPI 40 Average number of days sickness absence per employee	2006 Outturn	2007 Outturn	2008 Outturn	% diff 2008 vs. 2007
TOTAL (excludes long term absence of 8 weeks or more)	5.67	6.3	6.18	-2%
TOTAL (excludes long term absence of 3 weeks or more)	4.70	5.31	5.00	-6%

- Average number of days sickness absence per employee, excluding long-term absences, as at 31 December of each year.
- In previous years, occasions of long term absence were taken as those of 8 weeks or more. Whilst there are no formal guidelines for such calculations, this calculation was reviewed by HR in 2008 and it was decided to calculate the outturn using long-term absences of three weeks or more.

KPI 41 Workforce diversity (quantitative and qualitative)			
Employee headcount @ Dec '08	748 (of which 24 externally funded)	Full time equivalent @ Dec '08	691.44 (of which 19.14 externally funded)
<ul style="list-style-type: none"> • The V&A continued its rolling programme of equality proofing current HR policies and procedures to take account of changes in anti-discrimination legislation; in particular revisions were made to a range of Family Leave and Flexible Working policies, procedures and standard practice, to reflect the Work and Families Act 2007. • With the exception of staff working in Visitor Services (who have continued to use a paper-based procedure) staff across the Museum have completed their 2008 annual performance reviews using the Online Performance Management system. This will enable easy sampling of: <ul style="list-style-type: none"> ○ The objectives relating to access, inclusion and diversity which are core for all Museum staff ○ Adjustments that have been made for staff with disabilities/long term health conditions • In-depth reporting on the diversity profile of the Museum's workforce has continued through regular reports to the Museum's Staffing Committee. • The V&A contributed to external networks regarding the provision of practical support to the sector in diversifying the workforce by the MLA and DCMS. This has included preparing the V&A's response to a sector-wide consultation by the MLA. • Working in partnership with the Job Centre, 4 new Gallery Assistants who took up post during 2008 came through the START programme for the long-term unemployed. This was out of a total of 22 new Gallery Assistants who commenced employment. 			

KPI 41 Workforce diversity (Continued)			
<ul style="list-style-type: none"> In summer 2008, the V&A undertook its first Work and Wellbeing Survey, covering all permanent and fixed-term employees within the V&A and VAE. This has provided us with rich data regarding the comparative experiences of staff with/without disabilities or long term health conditions; men and women; and differences in ethnicity and age. 			
Full Time @ Dec '08	600	Part-time @ Dec '08	148
<ul style="list-style-type: none"> The proportion of part-time staff has remained at broadly similar levels to those reported for 2007/8. Following changes to the Principle Civil Service Pension Scheme, the opportunity for staff to take flexible retirement has been made available. During 2008 this enabled one department to undertake a skill mix review and subsequent restructure that has opened up career progression routes and supported succession planning. Two more potential applications are now being considered for 2009. 			
Female @ Dec '08	65%	Male @ Dec '08	35%
<ul style="list-style-type: none"> The Lesbian, Gay, Bisexual and Transgender (LGBT) Network met on a regular basis in 2008. A Career Break policy was launched in spring 2008 to support the recruitment and retention of a diverse workforce. 			
Ethnicity @ Dec '08	White 85%	Black or Minority Ethnic (BAME) 10%	Undeclared 5%
<ul style="list-style-type: none"> The V&A hosted 10 students on the Young Graduates in Museums programme for 2 week placements in August. The V&A continued to analyse workforce data on ethnicity by broad occupational groups, to enable comparison with the populations of the recruitment pools relevant to each e.g. a local pool from London and the South East for general administrative and junior professional roles in corporate departments such as HR, Finance, ISSD, Marketing; and a national pool for specialist curatorial, educational and conservation roles, and senior professionals. For the first time, places on the V&A's prestigious five-year Assistant Curator Development Programme were advertised using diversity networks established through the Museum's partnership working with BAME heritage institutions and disability charities. Research has been undertaken into the possibility of introducing Competency Based Recruitment to the V&A. This approach offers potential for diversifying the range of applicants and appointments into Museum Professional roles. Such a project will entail the development of competency based person specifications and the delivery of specific training to managers involved in competency based recruitment. Consideration is being given to areas in which a pilot may be undertaken. As a starting point, during 2009 we will pilot the use of competency based questions on our on-line application form. 			

KPI 41 Workforce diversity (Continued)		
	V&A workforce BAME % @ Dec '08	UK population BAME % (from 2001 census)
Locally recruited (South East)	17% with 5% undeclared origin (4% BAME decrease from Dec '07)	16%
Nationally recruited (England & Wales)	5% with 6% undeclared origin (6% BAME decrease from Dec '07)	8%
Staff who declared themselves as having a disability		6%
<ul style="list-style-type: none"> • The V&A remains an employer that is Positive about Disabled People (“Two Ticks Symbol”) • The Staff Disability Forum (SDF), met regularly to consult with and involve staff interested in disability issues e.g. contributing to the development of the V&A’s Stress and Psychological Wellbeing Policy, launched in April 2008. A mental health awareness raising session for managers was piloted with the SDF and will now be rolled out as part of the Line Manager programme during 2009. • The V&A has strengthened its partnership with STATUS Employment – a charitable organisation that supports mental health service users who have been long-term unemployed, back into employment. A case management team comprising HR, Line Management and an employment support advisor from STATUS has resulted in the successful appointment and induction of a Gallery Assistant. • The V&A was delighted to be invited by Status to speak at a conference in the autumn of 2008 celebrating the employment of staff with mental health issues. • The V&A commissioned a report from its Occupational Health Service provider regarding ergonomic issues specific to certain galleries raised by Visitor Services staff with disabilities and long term health conditions. 		
Training and Development Initiatives		
<ul style="list-style-type: none"> • The V&A hosted a Museums Association Diversify placement for six months in 2008. • The V&A continued to work with young people with learning disabilities through its collaboration with the Hackney Recruitment Partnership. Two six-week work placements were supported in the Shop and Gallery Services. • The V&A continued to be a key partner in the Young Graduates in Museums and Galleries Programme (YGMG), hosting placements for students during the summer holidays. • The Line Manager Programme of 5 modules ran three times for 60 managers and covered all aspects of diversity and inclusion for which managers need to take responsibility. • Diversity case studies used in the Line Manager Development Programme were revised to reflect recent changes in equalities legislation. • Training was provided on the use of racially appropriate terminology in collections records. 		

KPI 41 Workforce diversity (Continued)

- 7 members of staff successfully completed a year-long programme of British Sign Language training and have been awarded the Level 2 qualification.
- 6 members of staff attended a training course in Cued speech during January/February 2008 to facilitate communication with a deaf colleague.
- The HLF Programme “Capacity Building and Cultural Ownership” which had run for 3 years, marked its conclusion by delivering a series of seminars to organisations within the cultural sector. As part of this series, 10 leaders of cultural organisations attended a round table discussion on “The Business case for Diversity” in July 2008 at the V&A.
- The V&A commenced development of a film of Leaders discussing the Business case for Diversity as a training resource for use during management development programmes.
- Following V&A input into the development of sector specific training on mental health issues, a V&A Training Consultant has trained as a trainer to advise and deliver the Social Inclusion Mental Health & The Arts package. It is anticipated that, once tailored to the V&A’s needs, the course and its learning materials will be made available to front line staff who have contact with mental health service users.
- The V&A was commissioned by the GLA to develop a package of training for the sector on Building Equitable Partnerships.
- The V&A Cross Culture and Faith Guiding programme was proposed for national accreditation from EDI