



DCMS/V&A Funding Agreement 2008/09 – 2010/11
End of Year Report for 2009/10

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VICTORIA AND ALBERT MUSEUM

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

End of Year Report for 2009/10

SUMMARY

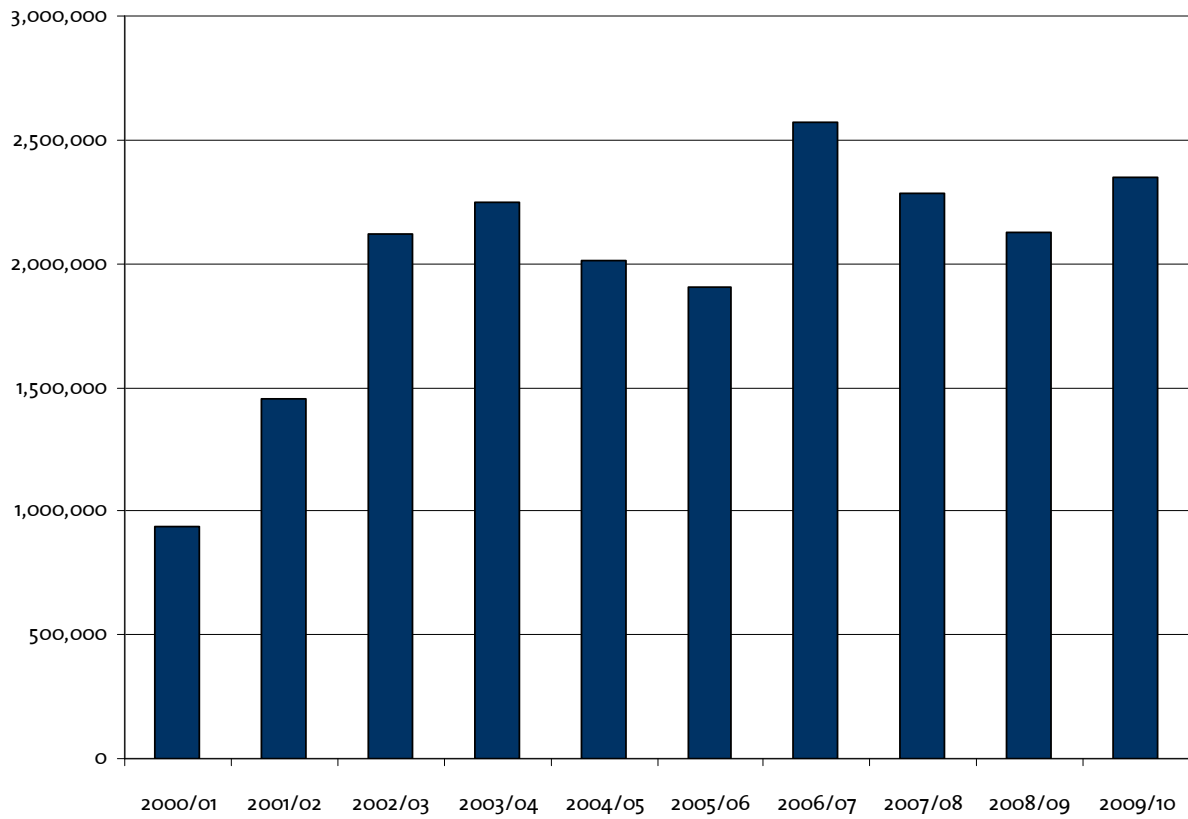
Visitor data is calculated primarily by applying MORI market research data (calculated at the 95% confidence level) to general visit figures. This is supplemented by internal surveys sampling group visits which are audited by a statistician to ensure they are robust. Some of the data is calculated using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

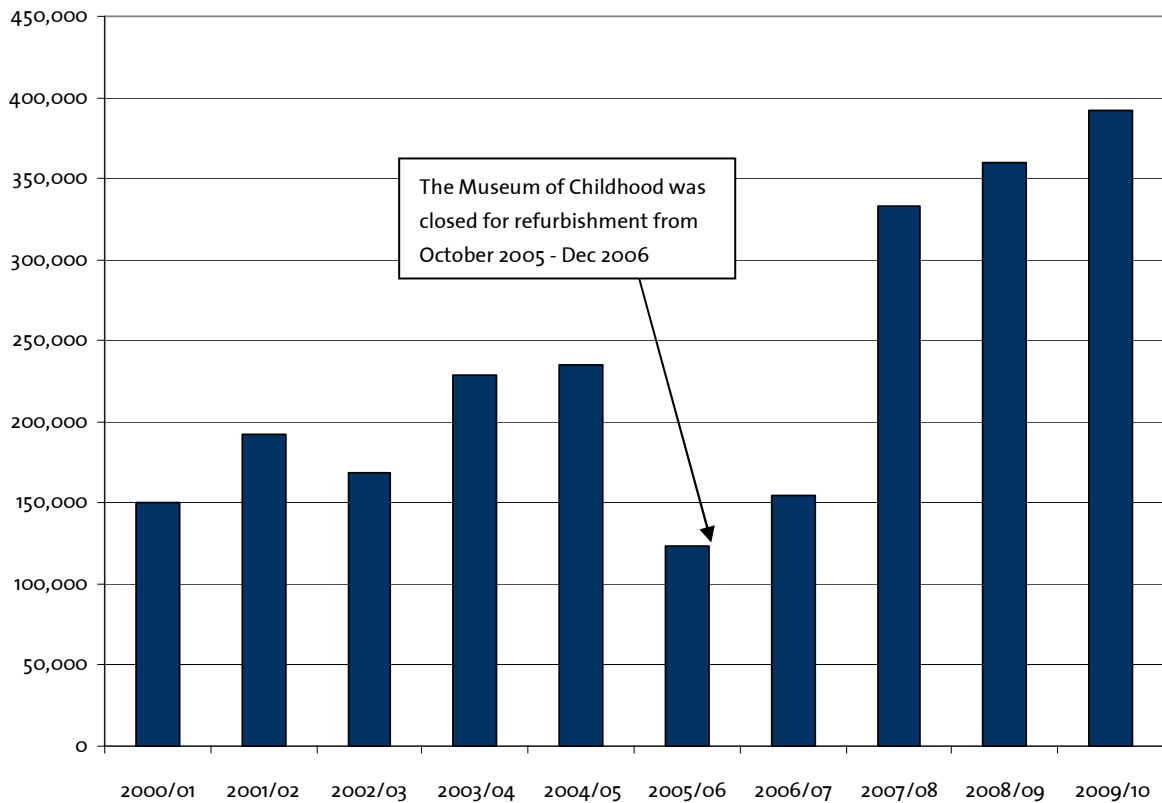
I. TOTAL VISITS, USERS, OVERSEAS, AND REPEAT VISITS:

KPI 1 Number of visits to the museum		2008/09	2009/10	% diff 09/10 v. 08/09
TOTAL	Total	2,490,700	2,746,000	+10%
	1 st Qtr (Apr-Jun)	586,200	630,500	+8%
	2 nd Qtr (Jul-Sep)	617,600	662,800	+7%
	3 rd Qtr (Oct-Dec)	602,700	683,100	+13%
	4 th Qtr (Jan-Mar)	684,200	769,600	+12%
South Kensington	Total	2,128,400	2,351,300	+10%
	1 st Qtr (Apr-Jun)	500,800	535,900	+7%
	2 nd Qtr (Jul-Sep)	533,400	568,100	+7%
	3 rd Qtr (Oct-Dec)	517,200	588,800	+14%
	4 th Qtr (Jan-Mar)	577,000	658,500	+14%
Museum of Childhood	Total	359,400	391,800	+9%
	1 st Qtr (Apr-Jun)	84,600	93,900	+11%
	2 nd Qtr (Jul-Sep)	83,600	94,100	+13%
	3 rd Qtr (Oct-Dec)	84,700	93,400	+10%
	4 th Qtr (Jan-Mar)	106,500	110,400	+4%
Blythe House	Total	2,900	2,900	0%
	1 st Qtr (Apr-Jun)	800	700	-13%
	2 nd Qtr (Jul-Sep)	600	600	0%
	3 rd Qtr (Oct-Dec)	800	900	+10%
	4 th Qtr (Jan-Mar)	700	700	+2%

Total Visits to V&A South Kensington 2000/01-2009/10



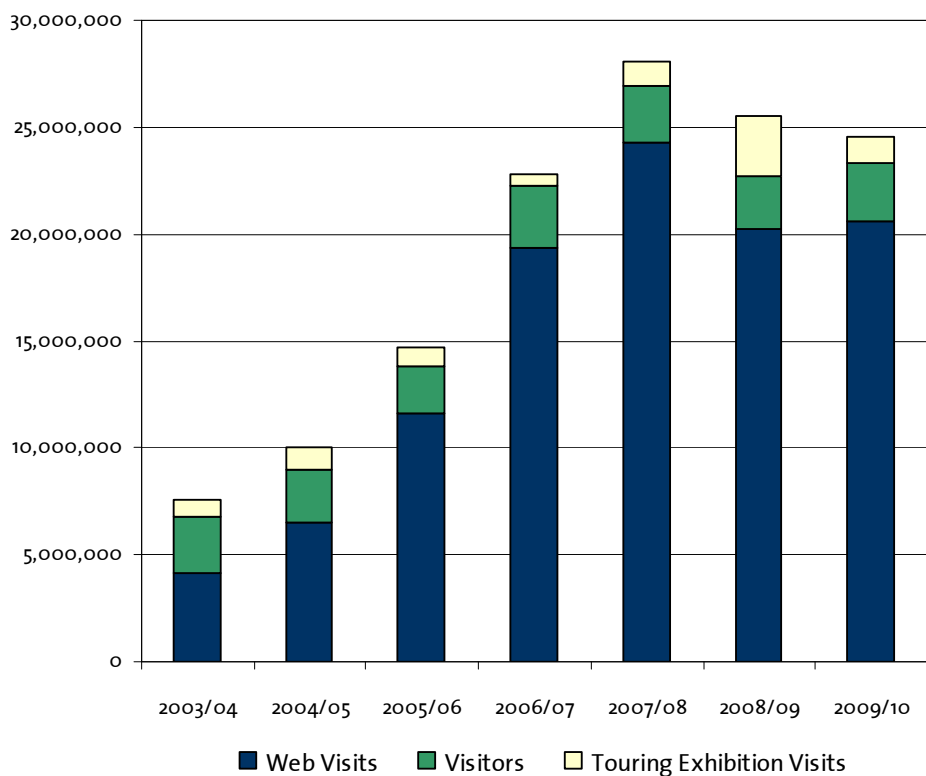
Total Visits to V&A Museum of Childhood 2000/01-2009/10



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

KPI 2 Number of visits to V&A sites and touring exhibitions		2008/09	2009/10	% diff 09/10 v. 08/09
TOTAL	Total	5,221,400	4,102,100	-21%
	1 st Qtr (Apr-Jun)	918,300	817,100	-11%
	2 nd Qtr (Jul-Sep)	1,750,500	985,700	-44%
	3 rd Qtr (Oct-Dec)	1,224,500	1,013,000	-17%
	4 th Qtr (Jan-Mar)	1,328,100	1,286,300	-3%

KPI 3 Number of users (visits to V&A sites + touring exhibitions + web)		2008/09	2009/10	% diff 09/10 v. 08/09
TOTAL	Total	25,471,500	24,684,900	-3%
	1 st Qtr (Apr-Jun)	7,016,500	5,459,300	-22%
	2 nd Qtr (Jul-Sep)	6,312,600	5,069,100	-20%
	3 rd Qtr (Oct-Dec)	6,051,700	6,343,200	+5%
	4 th Qtr (Jan-Mar)	6,090,700	7,813,300	+28%



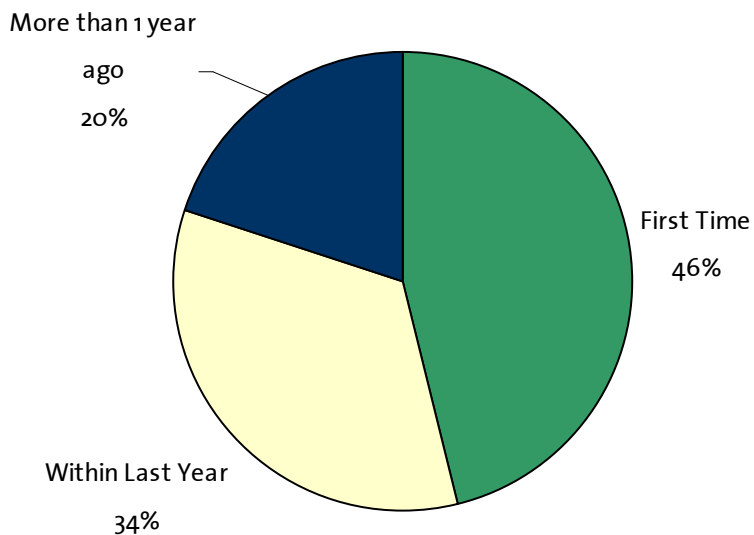
I. TOTAL VISITS, USERS, OVERSEAS, AND REPEAT VISITS:

KPI 4 Number of repeat visits:		2008/09	2009/10	% diff 09/10 v. 08/09
a) In the last 12 months				
TOTAL	Total	925,000	985,800	+7%
	1 st Qtr (Apr-Jun)	258,700	211,500	-18%
	2 nd Qtr (Jul-Sep)	176,800	188,300	+7%
	3 rd Qtr (Oct-Dec)	224,800	294,600	+31%
	4 th Qtr (Jan-Mar)	264,700	291,400	+10%
South Kensington	Total	768,900	814,100	+6%
	1 st Qtr (Apr-Jun)	213,900	162,700	-24%
	2 nd Qtr (Jul-Sep)	146,700	152,900	+4%
	3 rd Qtr (Oct-Dec)	195,700	261,200	+33%
	4 th Qtr (Jan-Mar)	212,600	237,300	+12%
Museum of Childhood	Total	156,100	171,700	+10%
	1 st Qtr (Apr-Jun)	44,800	48,800	+9%
	2 nd Qtr (Jul-Sep)	30,000	35,400	+18%
	3 rd Qtr (Oct-Dec)	29,100	33,400	+15%
	4 th Qtr (Jan-Mar)	52,200	54,100	+4%
b) At any time				
TOTAL	Total	1,369,700	1,492,300	+9%
	1 st Qtr (Apr-Jun)	377,200	328,700	-13%
	2 nd Qtr (Jul-Sep)	339,400	309,400	-9%
	3 rd Qtr (Oct-Dec)	368,100	406,500	+10%
	4 th Qtr (Jan-Mar)	285,000	447,700	+57%
South Kensington	Total	1,155,200	1,274,700	+10%
	1 st Qtr (Apr-Jun)	327,300	273,300	-17%
	2 nd Qtr (Jul-Sep)	294,400	266,100	-10%
	3 rd Qtr (Oct-Dec)	320,900	362,700	+13%
	4 th Qtr (Jan-Mar)	212,600	372,600	+75%
Museum of Childhood	Total	214,500	217,600	+1%
	1 st Qtr (Apr-Jun)	49,900	55,400	+11%
	2 nd Qtr (Jul-Sep)	45,000	43,300	-4%
	3 rd Qtr (Oct-Dec)	47,200	43,800	-7%
	4 th Qtr (Jan-Mar)	72,400	75,100	+4%

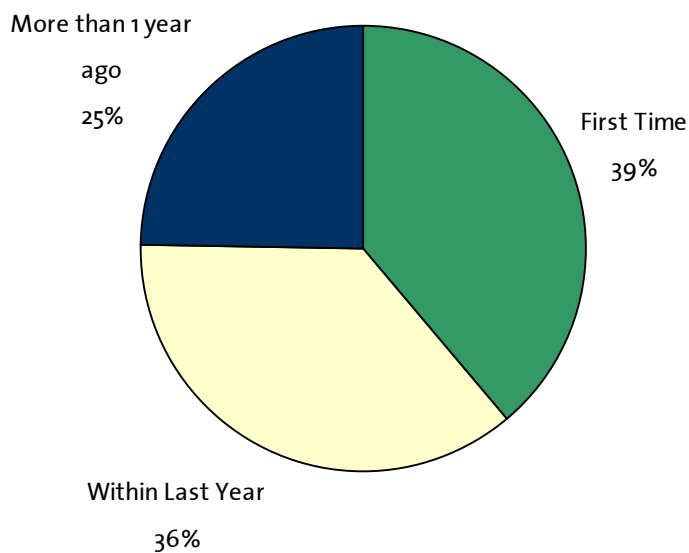
I. TOTAL VISITS, USERS, OVERSEAS, AND REPEAT VISITS:

South Kensington Repeat Visits

2009/10

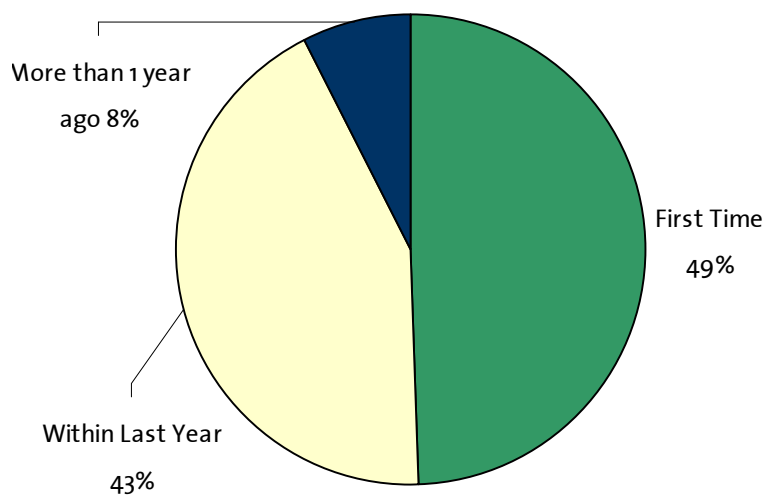


2008/09

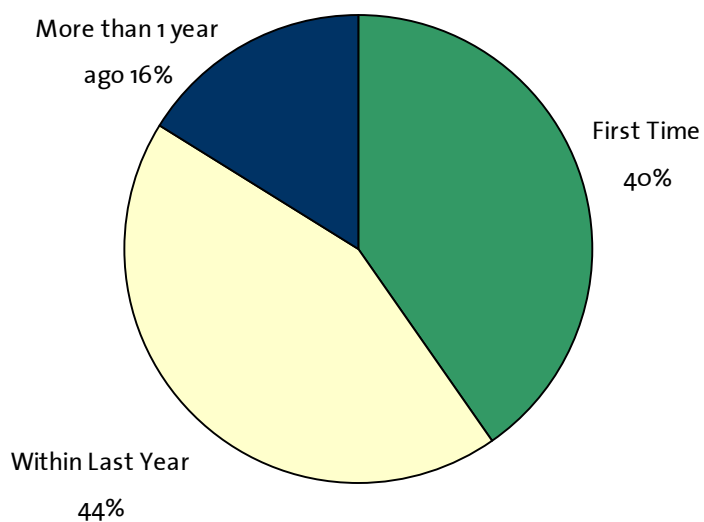


Museum of Childhood Repeat Visits

2009/10



2008/09

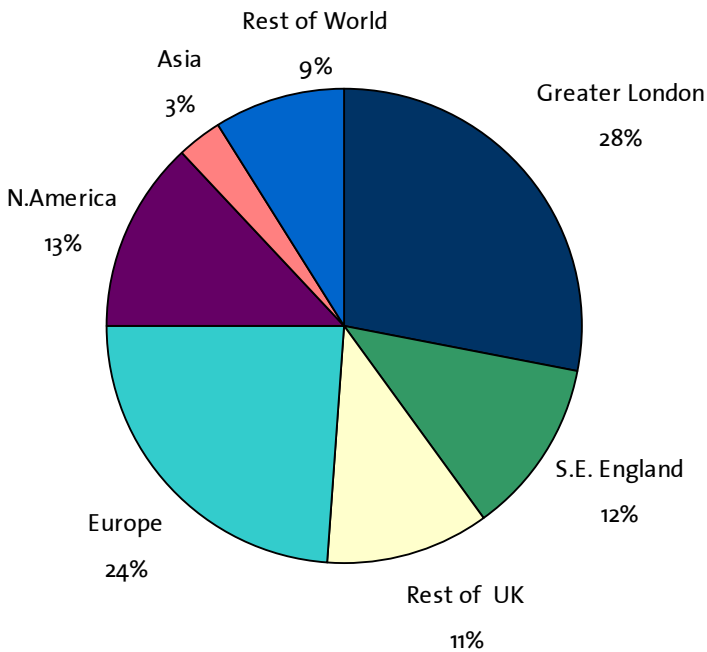


I. TOTAL VISITS, USERS, OVERSEAS, AND REPEAT VISITS:

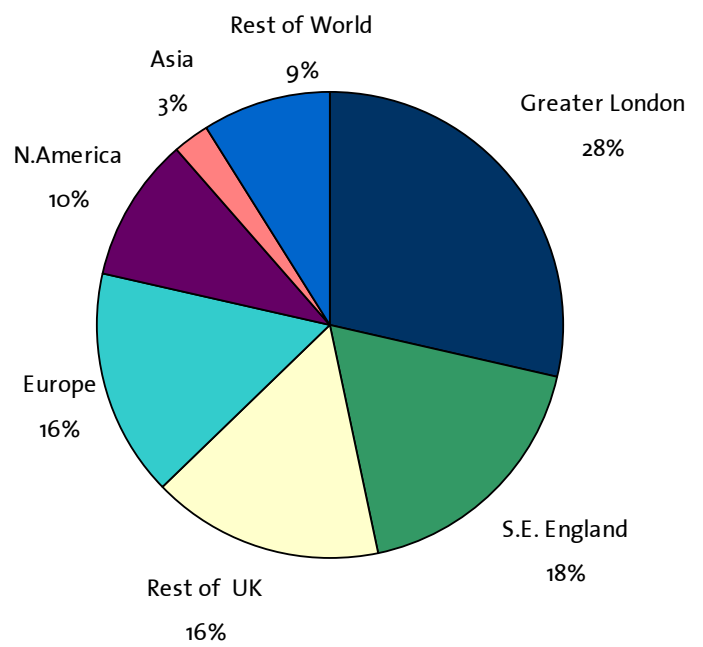
KPI 5 Number and % of UK and overseas visits		2008/09			2009/10			% diff 09/10 v. 08/09
TOTAL	Total	UK	1,662,700		UK	1,553,200		-7%
		OS	817,900		OS	1,190,000		+46%
	1 st Qtr (Apr-Jun)	UK	407,000		UK	334,100		-18%
		OS	178,400		OS	295,500		+66%
	2 nd Qtr (Jul-Sep)	UK	363,300		UK	302,100		-17%
		OS	253,700		OS	360,100		+42%
	3 rd Qtr (Oct-Dec)	UK	432,100		UK	416,100		-4%
		OS	169,800		OS	266,100		+57%
	4 th Qtr (Jan-Mar)	UK	460,300		UK	500,600		+9%
		OS	216,000		OS	268,300		+24%
South Kensington	Total	UK	1,329,200	63%	UK	1,218,600	52%	-8%
		OS	791,900	37%	OS	1,132,800	48%	+43%
	1 st Qtr (Apr-Jun)	UK	326,800	65%	UK	255,100	48%	-22%
		OS	174,000	35%	OS	280,800	52%	+61%
	2 nd Qtr (Jul-Sep)	UK	285,700	54%	UK	219,400	38%	-23%
		OS	247,700	46%	OS	348,700	62%	+41%
	3 rd Qtr (Oct-Dec)	UK	354,200	68%	UK	334,100	57%	-6%
		OS	163,000	32%	OS	254,700	43%	+56%
	4 th Qtr (Jan-Mar)	UK	362,500	64%	UK	409,900	63%	+13%
		OS	207,200	36%	OS	248,600	37%	+20%
Museum of Childhood	Total	UK	333,500	93%	UK	334,600	85%	-1%
		OS	26,000	7%	OS	57,200	15%	+120%
	1 st Qtr (Apr-Jun)	UK	80,200	95%	UK	79,100	84%	-1%
		OS	4,400	5%	OS	14,700	16%	+234%
	2 nd Qtr (Jul-Sep)	UK	77,600	93%	UK	82,700	88%	+7%
		OS	6,000	7%	OS	11,400	12%	+89%
	3 rd Qtr (Oct-Dec)	UK	77,900	92%	UK	82,000	88%	+5%
		OS	6,800	8%	OS	11,400	12%	+68%
	4 th Qtr (Jan-Mar)	UK	97,800	92%	UK	90,700	82%	-7%
		OS	8,800	8%	OS	19,700	18%	+124%

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

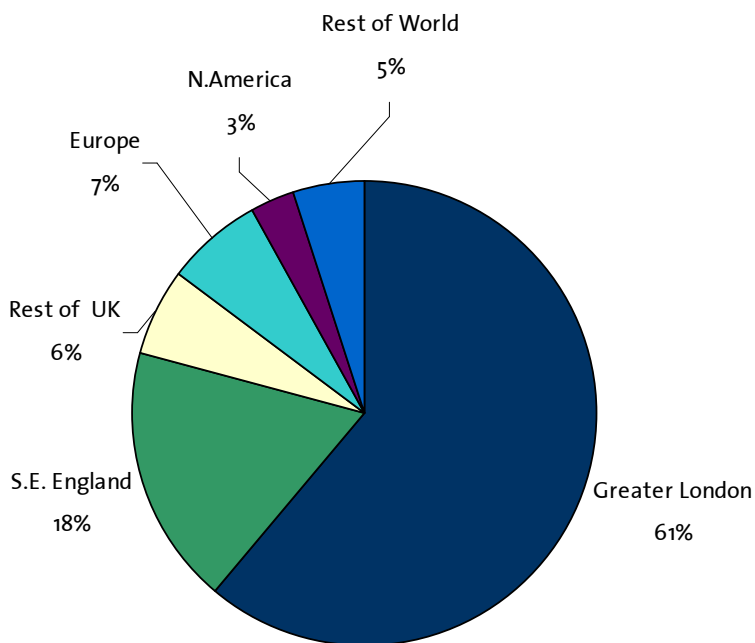
South Kensington Visitor Origin 2009/10



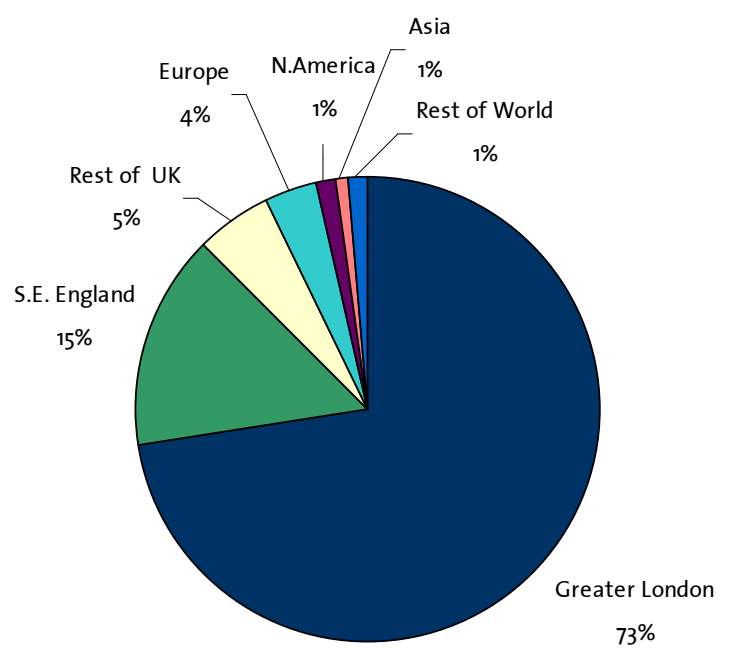
South Kensington Visitor Origin 2008/09



Museum of Childhood Visitor Origin 2009/10



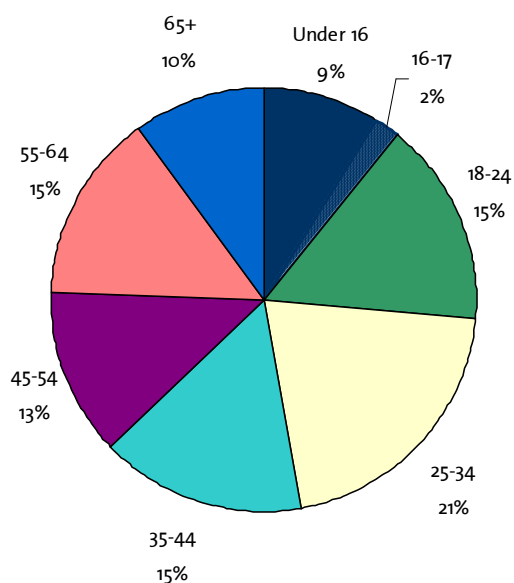
Museum of Childhood Visitor Origin 2008/09



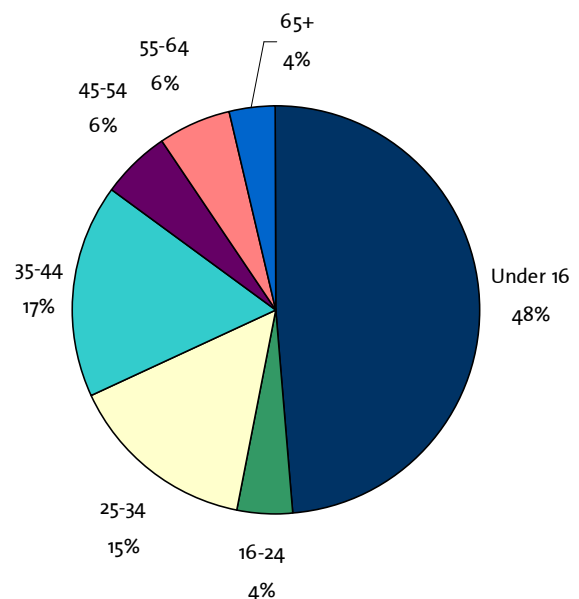
II. CHILDREN AND CHILD LEARNERS

KPI 6 Number of children aged 16 and under attending the Museum sites		2008/09	2009/10	% diff 09/10 v. 08/09
TOTAL	Total	380,900	402,000	+6%
	1 st Qtr (Apr-Jun)	78,700	83,300	+6%
	2 nd Qtr (Jul-Sep)	82,500	88,000	+7%
	3 rd Qtr (Oct-Dec)	99,200	93,800	-6%
	4 th Qtr (Jan-Mar)	120,500	136,900	+14%
South Kensington	Total	206,100	211,100	+2%
	1 st Qtr (Apr-Jun)	42,800	42,200	-1%
	2 nd Qtr (Jul-Sep)	46,000	43,500	-5%
	3 rd Qtr (Oct-Dec)	53,500	44,800	-16%
	4 th Qtr (Jan-Mar)	63,800	80,600	+26%
Museum of Childhood	Total	174,800	190,900	+9%
	1 st Qtr (Apr-Jun)	35,900	41,100	+15%
	2 nd Qtr (Jul-Sep)	36,500	44,500	+22%
	3 rd Qtr (Oct-Dec)	45,700	49,000	+7%
	4 th Qtr (Jan-Mar)	56,700	56,300	-1%

Age Breakdown of Visitors to South Kensington 2009/10



Age Breakdown of Visitors to Museum of Childhood 2009/10



II. CHILDREN AND CHILD LEARNERS

KPI 7 Number of facilitated and self-directed visits to the museum/gallery by children under 16 in formal education		2008/09	2009/10	% diff 09/10 v. 08/09
TOTAL	Total	112,100	101,300	-10%
	1 st Qtr (Apr-Jun)	24,100	21,700	-10%
	2 nd Qtr (Jul-Sep)	14,000	13,300	-5%
	3 rd Qtr (Oct-Dec)	36,000	33,100	-8%
	4 th Qtr (Jan-Mar)	38,000	33,200	-13%
South Kensington	Total	52,200	53,100	+2%
	1 st Qtr (Apr-Jun)	11,300	10,300	-9%
	2 nd Qtr (Jul-Sep)	8,100	8,800	+9%
	3 rd Qtr (Oct-Dec)	17,900	19,300	+8%
	4 th Qtr (Jan-Mar)	14,900	14,700	-1%
Museum of Childhood	Total	59,900	48,200*	-20%
	1 st Qtr (Apr-Jun)	12,800	11,400	-11%
	2 nd Qtr (Jul-Sep)	5,900	4,500	-24%
	3 rd Qtr (Oct-Dec)	18,100	13,800	-24%
	4 th Qtr (Jan-Mar)	23,100	18,500	-20%

- Excludes accompanying teachers and adults.

* At the Museum of Childhood it has been established that the reports that produced the data for this measure had previously included accompanying teachers and adults. From 2009/10 a new method has been agreed to ensure that accompanying teachers and adults are excluded from the figure. This change accounts for much of the apparent decrease in the number of school visits. (If the same method was applied to the 2008/09 outturn it would be 50,100 i.e. a 4% decrease)

II. CHILDREN AND CHILD LEARNERS

KPI 8 Number of instances of children under 16 participating in onsite organised activities		2008/09	2009/10	% diff 09/10 v. 08/09
TOTAL	Total	87,100	90,900	+4%
	1 st Qtr (Apr-Jun)	43,200 *	22,200	-
	2 nd Qtr (Jul-Sep)		20,500	-
	3 rd Qtr (Oct-Dec)	43,900 *	23,200	-
	4 th Qtr (Jan-Mar)		25,000	
South Kensington	Total	26,000	35,800	+38%
	1 st Qtr (Apr-Jun)	12,000 *	7,800	-
	2 nd Qtr (Jul-Sep)		7,600	-
	3 rd Qtr (Oct-Dec)	14,000 *	10,400	-
	4 th Qtr (Jan-Mar)		10,000	-
Museum of Childhood	Total	61,100	55,100	-10%
	1 st Qtr (Apr-Jun)	16,000	14,400	-10%
	2 nd Qtr (Jul-Sep)	15,200	12,900	-15%
	3 rd Qtr (Oct-Dec)	14,600	12,800	-12%
	4 th Qtr (Jan-Mar)	15,300	15,000	-2%

- Excludes accompanying teachers and adults.
- At the Museum of Childhood in 2009/10 there have been some changes in the activity programme, including small scale activities (i.e. more workshops with limited numbers rather than drop-in sessions) and some smaller class sizes (for example for children under 5). This accounts for much of the decrease in the number of children under 16 participating in onsite organised activities.

* This DCMS measure was introduced in 2008/09. There is no quarterly breakdown for South Kensington because only the half-yearly and annual figures were calculated.

II. CHILDREN AND CHILD LEARNERS

KPI 9 Number of instances of children under 16 participating in outreach activities outside the museum /gallery		2008/09	2009/10	% diff 09/10 v. 08/09
TOTAL	Total	900	1,900	+111%
	1 st Qtr (Apr-Jun)	*	*	-
	2 nd Qtr (Jul-Sep)			-
	3 rd Qtr (Oct-Dec)			-
	4 th Qtr (Jan-Mar)			-
South Kensington	Total	500	1,000	+100%
	1 st Qtr (Apr-Jun)	*	*	-
	2 nd Qtr (Jul-Sep)			-
	3 rd Qtr (Oct-Dec)			-
	4 th Qtr (Jan-Mar)			-
Museum of Childhood	Total	400	900	+125%
	1 st Qtr (Apr-Jun)	50	400	+700%
	2 nd Qtr (Jul-Sep)	-	-	0%
	3 rd Qtr (Oct-Dec)	50	200	+300%
	4 th Qtr (Jan-Mar)	300	300	0%

- Excludes accompanying teachers and adults.

* This DCMS measure was introduced in 2008/09. There is no quarterly breakdown for South Kensington because only the annual figure was calculated.

KPI 10 Number of school pupils

NB This measure is the same as KPI 7.

III. ADULT LEARNERS

KPI 11 Number of instances of adults aged 16 and over participating in organised activities at the museum / gallery		2008/09	2009/10	% diff 09/10 v. 08/09
TOTAL	Total	134,900	163,500	+21%
	1 st Qtr (Apr-Jun)	81,000 *	34,000	-
	2 nd Qtr (Jul-Sep)		55,400	-
	3 rd Qtr (Oct-Dec)	53,900 *	28,800	-
	4 th Qtr (Jan-Mar)		45,300	-
South Kensington	Total	112,100	141,400	+26%
	1 st Qtr (Apr-Jun)	66,100 *	28,500	-
	2 nd Qtr (Jul-Sep)		47,800	-
	3 rd Qtr (Oct-Dec)	46,000 *	24,800	-
	4 th Qtr (Jan-Mar)		40,300	-
Museum of Childhood	Total	25,700	22,100	-14%
	1 st Qtr (Apr-Jun)	7,000	5,500	-21%
	2 nd Qtr (Jul-Sep)	9,300	7,600	-17%
	3 rd Qtr (Oct-Dec)	4,400	4,000	-9%
	4 th Qtr (Jan-Mar)	5,000	5,000	0%

* NB There is no quarterly breakdown for South Kensington in 2008/09 because only the half-yearly and annual figures were calculated.

NB The 2008/09 turnout for South Kensington has been revised to include figures for visitors over 16 participating in organised activities as part of FridayLate events and visitors to the Archive & Library Reading Room at Blythe House. (These people had previously not been included in this measure).

III. ADULT LEARNERS

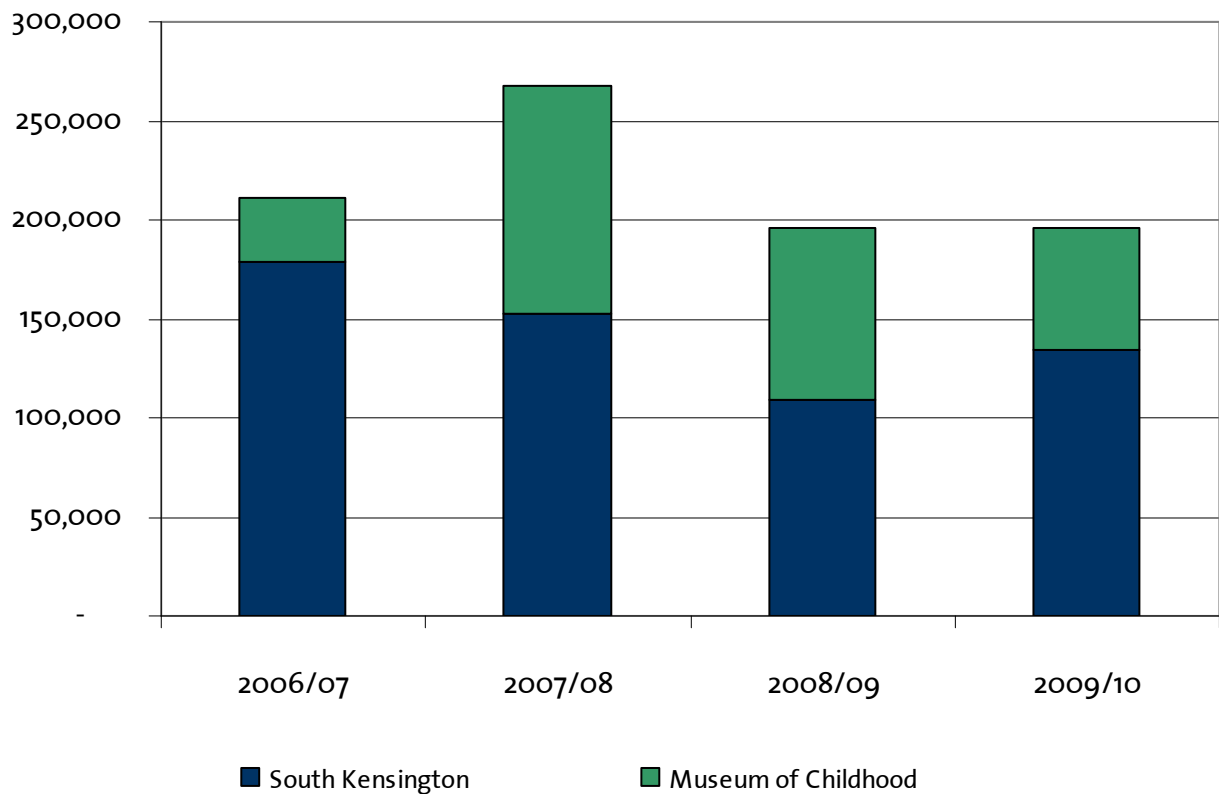
KPI 12 Number of instances of adults aged 16 and over participating in outreach activities outside the museum / gallery		2008/09	2009/10	% diff 09/10 v. 08/09
TOTAL	Total	100	2,000	+1,900%
	1 st Qtr (Apr-Jun)	20	*	-
	2 nd Qtr (Jul-Sep)	-		-
	3 rd Qtr (Oct-Dec)	20		-
	4 th Qtr (Jan-Mar)	60		-
South Kensington	Total	0	1,000	+1,000%
	1 st Qtr (Apr-Jun)	*	*	-
	2 nd Qtr (Jul-Sep)			-
	3 rd Qtr (Oct-Dec)			-
	4 th Qtr (Jan-Mar)			-
Museum of Childhood	Total	100	1,000	+900%
	1 st Qtr (Apr-Jun)	20	-	-100%
	2 nd Qtr (Jul-Sep)	-	60	+100%
	3 rd Qtr (Oct-Dec)	20	-	-100%
	4 th Qtr (Jan-Mar)	60	900	+1400%

* There is no quarterly breakdown for South Kensington because only the annual figure was calculated.

IV. LOWER SOCIO-ECONOMIC

KPI 13 Number and % of all UK visits from NS-SEC groups 5-8		2008/09	2009/10	% diff 09/10 v. 08/09
TOTAL	Total	196,400 <i>12% of UK visits</i>	195,700 <i>13% of UK visits</i>	-1%
	1 st Qtr (Apr-Jun)	46,700 <i>11% of UK visits</i>	40,000 <i>12% of UK visits</i>	-14%
	2 nd Qtr (Jul-Sep)	37,400 <i>10% of UK visits</i>	45,200 <i>15% of UK visits</i>	+21%
	3 rd Qtr (Oct-Dec)	43,900 <i>10% of UK visits</i>	43,500 <i>10% of UK visits</i>	-1%
	4 th Qtr (Jan-Mar)	68,400 <i>15% of UK visits</i>	67,000 <i>13% of UK visits</i>	-2%
South Kensington	Total	109,000 <i>8% of UK visits</i>	134,300 <i>11% of UK visits</i>	+23%
	1 st Qtr (Apr-Jun)	29,200 <i>9% of UK visits</i>	26,500 <i>10% of UK visits</i>	-9%
	2 nd Qtr (Jul-Sep)	20,300 <i>7% of UK visits</i>	31,000 <i>14% of UK visits</i>	+53%
	3 rd Qtr (Oct-Dec)	20,100 <i>6% of UK visits</i>	27,600 <i>8% of UK visits</i>	+37%
	4 th Qtr (Jan-Mar)	39,400 <i>11% of UK visits</i>	49,200 <i>12% of UK visits</i>	+25%
Museum of Childhood	Total	87,400 <i>26% of UK visits</i>	61,400 <i>18% of UK visits</i>	-30%
	1 st Qtr (Apr-Jun)	17,500 <i>22% of UK visits</i>	13,500 <i>17% of UK visits</i>	-23%
	2 nd Qtr (Jul-Sep)	17,100 <i>22% of UK visits</i>	14,200 <i>17% of UK visits</i>	-17%
	3 rd Qtr (Oct-Dec)	23,800 <i>31% of UK visits</i>	15,900 <i>19% of UK visits</i>	-33%
	4 th Qtr (Jan-Mar)	29,000 <i>30% of UK visits</i>	17,800 <i>20% of UK visits</i>	-39%

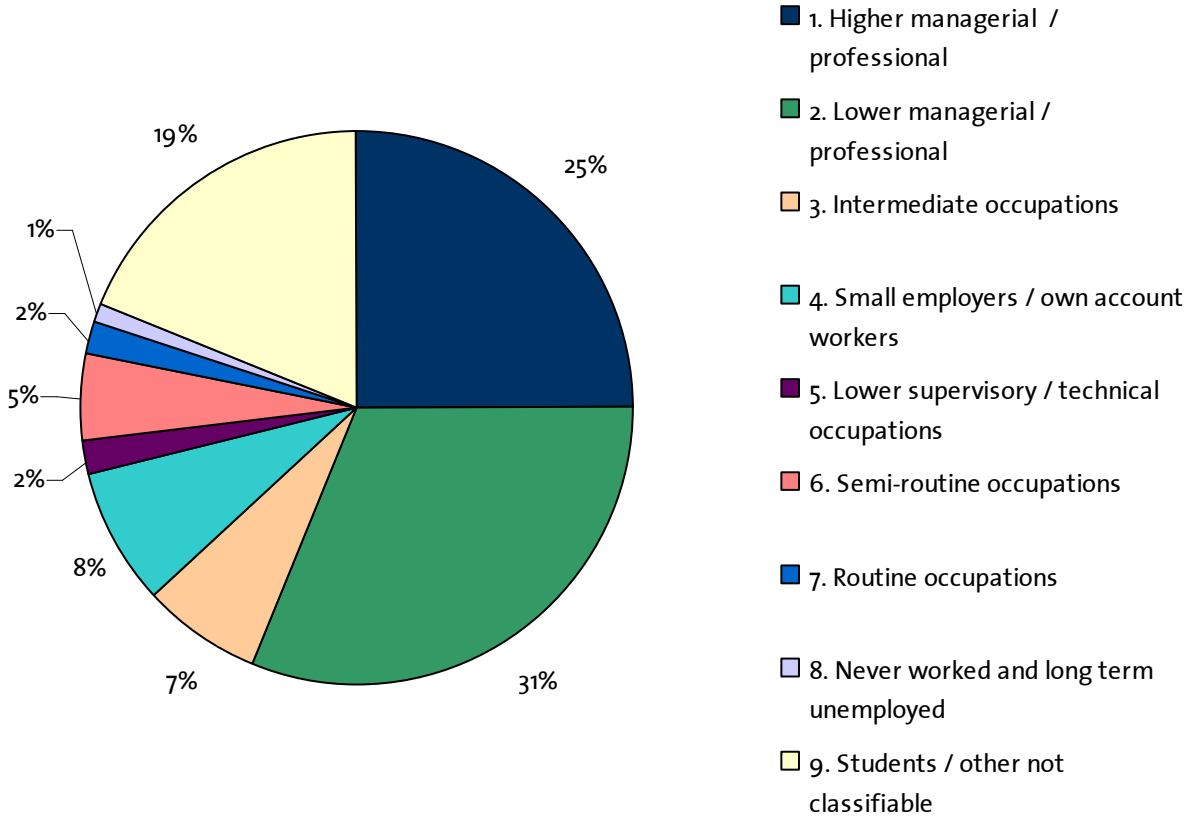
Total UK visits from NS-SEC groups 5-8 (2006/07 – 2009/10)



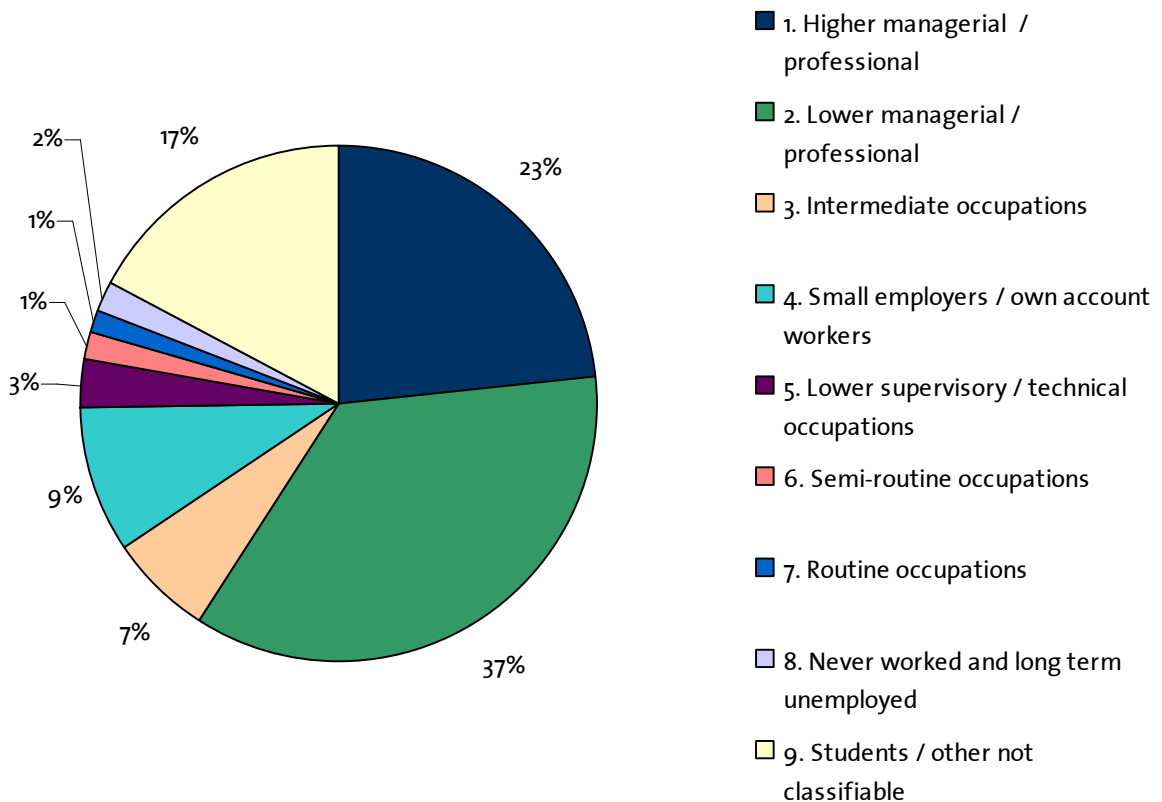
South Kensington	06/07	07/08	08/09	09/10
Number of UK Visitors from Lower Socio-Economic Categories Attending the Museum	178,600	152,600	109,000	134,300
% of UK Visitors from Lower Socio- Economic Categories Attending the Museum	11%	11%	8%	11%

IV. LOWER SOCIO-ECONOMIC

UK Visitors to South Kensington Social Class Breakdown 2009/10



UK Visitors to South Kensington Social Class Breakdown 2008/09



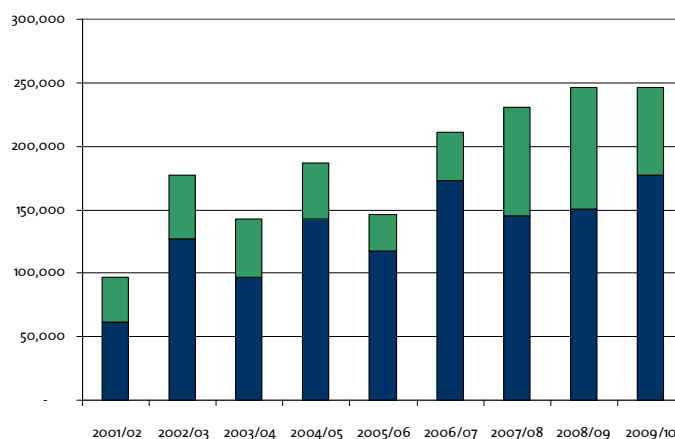
IV. LOWER SOCIO-ECONOMIC

KPI 14 Number and % of visits by UK adult visitors aged 16 and over from NS-SEC groups 5-8		2008/09	2009/10	% diff 09/10 v. 08/09
TOTAL	Total	108,200 <i>8% of UK over 16s</i>	129,900 <i>10% of UK over 16s</i>	+20%
	1 st Qtr (Apr-Jun)	28,800 <i>9% of UK over 16s</i>	28,100 <i>10% of UK over 16s</i>	-2%
	2 nd Qtr (Jul-Sep)	22,200 <i>7% of UK over 16s</i>	29,300 <i>12% of UK over 16s</i>	+32%
	3 rd Qtr (Oct-Dec)	16,900 <i>5% of UK over 16s</i>	32,200 <i>10% of UK over 16s</i>	+91%
	4 th Qtr (Jan-Mar)	40,300 <i>11% of UK over 16s</i>	40,300 <i>10% of UK over 16s</i>	0%
South Kensington	Total	79,300 <i>7% of UK over 16s</i>	102,300 <i>9% of UK over 16s</i>	+29%
	1 st Qtr (Apr-Jun)	22,700 <i>8% of UK over 16s</i>	21,900 <i>9% of UK over 16s</i>	-3%
	2 nd Qtr (Jul-Sep)	14,400 <i>6% of UK over 16s</i>	22,200 <i>12% of UK over 16s</i>	+55%
	3 rd Qtr (Oct-Dec)	10,000 <i>3% of UK over 16s</i>	25,500 <i>9% of UK over 16s</i>	+154%
	4 th Qtr (Jan-Mar)	32,200 <i>10% of UK over 16s</i>	32,700 <i>9% of UK over 16s</i>	+2%
Museum of Childhood	Total	28,900 <i>17% of UK over 16s</i>	27,600 <i>16% of UK over 16s</i>	-5%
	1 st Qtr (Apr-Jun)	6,100 <i>13% of UK over 16s</i>	6,200 <i>14% of UK over 16s</i>	+2%
	2 nd Qtr (Jul-Sep)	7,800 <i>18% of UK over 16s</i>	7,100 <i>16% of UK over 16s</i>	-9%
	3 rd Qtr (Oct-Dec)	6,900 <i>19% of UK over 16s</i>	6,700 <i>16% of UK over 16s</i>	-2%
	4 th Qtr (Jan-Mar)	8,100 <i>18% of UK over 16s</i>	7,600 <i>17% of UK over 16s</i>	-7%

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

KPI 15 Number and % of all UK BAME visits		2008/09	2009/10	% diff 09/10 v. 08/09
TOTAL	Total	246,200 <i>15% of UK visits</i>	246,500 <i>16% of UK visits</i>	+1%
	1 st Qtr (Apr-Jun)	66,400 <i>16% of UK visits</i>	72,500 <i>22% of UK visits</i>	+9%
	2 nd Qtr (Jul-Sep)	57,300 <i>16% of UK visits</i>	55,000 <i>18% of UK visits</i>	-4%
	3 rd Qtr (Oct-Dec)	59,800 <i>14% of UK visits</i>	46,600 <i>11% of UK visits</i>	-22%
	4 th Qtr (Jan-Mar)	62,700 <i>14% of UK visits</i>	72,400 <i>14% of UK visits</i>	+15%
South Kensington	Total	150,500 <i>11% of UK visits</i>	177,400 <i>14% of UK visits</i>	+18%
	1 st Qtr (Apr-Jun)	47,400 <i>15% of UK visits</i>	52,900 <i>21% of UK visits</i>	+12%
	2 nd Qtr (Jul-Sep)	37,400 <i>12% of UK visits</i>	37,900 <i>17% of UK visits</i>	+1%
	3 rd Qtr (Oct-Dec)	33,100 <i>9% of UK visits</i>	28,500 <i>9% of UK visits</i>	-14%
	4 th Qtr (Jan-Mar)	32,600 <i>9% of UK visits</i>	58,100 <i>14% of UK visits</i>	+78%
Museum of Childhood	Total	95,700 <i>29% of UK visits</i>	69,100 <i>21% of UK visits</i>	-28%
	1 st Qtr (Apr-Jun)	19,000 <i>24% of UK visits</i>	19,600 <i>25% of UK visits</i>	+3%
	2 nd Qtr (Jul-Sep)	19,900 <i>26% of UK visits</i>	17,100 <i>21% of UK visits</i>	-14%
	3 rd Qtr (Oct-Dec)	26,600 <i>34% of UK visits</i>	18,100 <i>22% of UK visits</i>	-32%
	4 th Qtr (Jan-Mar)	30,200 <i>31% of UK visits</i>	14,300 <i>16% of UK visits</i>	-53%

Number of UK BAME
2001/02 – 2009/10



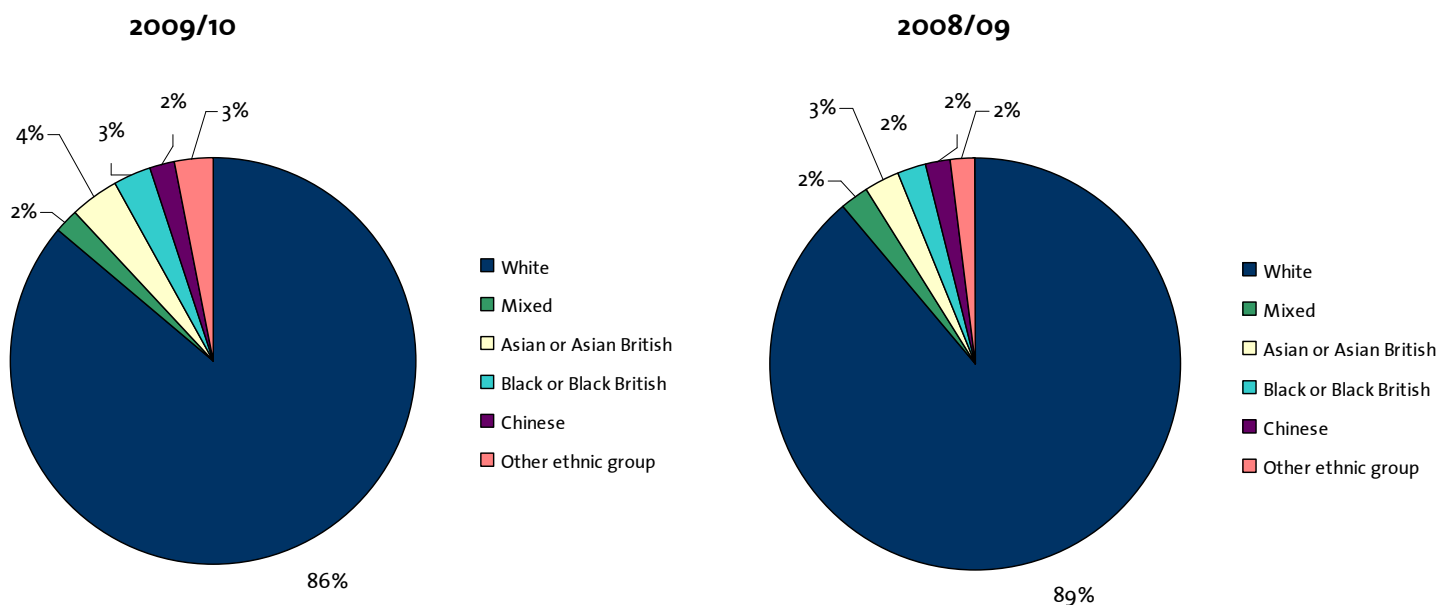
Visits to All Sites

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

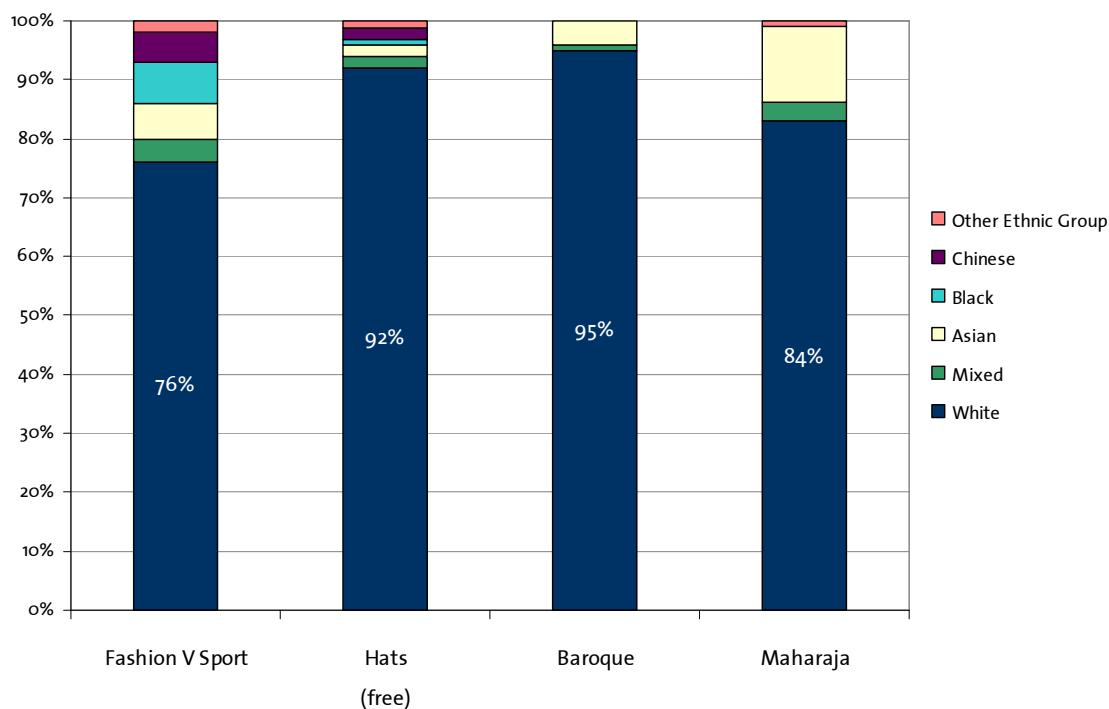
Number and proportion of UK BAME visits to South Kensington

	01/02	02/03	03/04	04/05	05/06	06/07	07/08	08/09	09/10
Number of UK BAME Visits	60,968	126,700	97,000	142,400	117,300	172,400	145,000	150,500	177,400
% of UK BAME Visits	6%	9%	7%	11%	11%	11%	10%	11%	14%

V&A South Kensington UK Visitors BAME Breakdown



V&A South Kensington Ethnicity Profile of Temporary Exhibitions 2009/10



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		2008/09	2009/10	% diff 09/10 v. 08/09
TOTAL	Total	144,400 <i>11% of UK over 16s</i>	165,400 <i>13% of UK over 16s</i>	+15%
	1 st Qtr (Apr-Jun)	44,700 <i>13% of UK over 16s</i>	47,700 <i>17% of UK over 16s</i>	+7%
	2 nd Qtr (Jul-Sep)	39,800 <i>13% of UK over 16s</i>	36,800 <i>16% of UK over 16s</i>	-8%
	3 rd Qtr (Oct-Dec)	29,900 <i>9% of UK over 16s</i>	32,200 <i>10% of UK over 16s</i>	+8%
	4 th Qtr (Jan-Mar)	30,000 <i>8% of UK over 16s</i>	48,700 <i>12% of UK over 16s</i>	+63%
South Kensington	Total	109,400 <i>9% of UK over 16s</i>	141,900 <i>13% of UK over 16s</i>	+30%
	1 st Qtr (Apr-Jun)	36,400 <i>13% of UK over 16s</i>	40,300 <i>17% of UK over 16s</i>	+11%
	2 nd Qtr (Jul-Sep)	29,800 <i>12% of UK over 16s</i>	29,000 <i>15% of UK over 16s</i>	-3%
	3 rd Qtr (Oct-Dec)	21,600 <i>7% of UK over 16s</i>	26,100 <i>9% of UK over 16s</i>	+21%
	4 th Qtr (Jan-Mar)	21,700 <i>7% of UK over 16s</i>	46,500 <i>13% of UK over 16s</i>	+115%
Museum of Childhood	Total	35,000 <i>20% of UK over 16s</i>	23,500 <i>14% of UK over 16s</i>	-33%
	1 st Qtr (Apr-Jun)	8,300 <i>18% of UK over 16s</i>	7,400 <i>17% of UK over 16s</i>	-10%
	2 nd Qtr (Jul-Sep)	10,100 <i>23% of UK over 16s</i>	7,800 <i>18% of UK over 16s</i>	-22%
	3 rd Qtr (Oct-Dec)	8,300 <i>23% of UK over 16s</i>	6,100 <i>14% of UK over 16s</i>	-27%
	4 th Qtr (Jan-Mar)	8,300 <i>18% of UK over 16s</i>	2,200 <i>5% of UK over 16s</i>	-74%

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	2009/10	% diff 09/10 v. 08/09
TOTAL	Total	75,100 <i>6% of UK over 16s</i>	37,200 <i>3% of UK over 16s</i>	-50%
	1 st Qtr (Apr-Jun)	19,500 <i>6% of UK over 16s</i>	10,800 <i>4% of UK over 16s</i>	-45%
	2 nd Qtr (Jul-Sep)	12,800 <i>4% of UK over 16s</i>	7,600 <i>3% of UK over 16s</i>	-41%
	3 rd Qtr (Oct-Dec)	20,900 <i>6% of UK over 16s</i>	8,600 <i>3% of UK over 16s</i>	-59%
	4 th Qtr (Jan-Mar)	21,900 <i>6% of UK over 16s</i>	10,200 <i>3% of UK over 16s</i>	-53%
South Kensington	Total	69,100 <i>6% of UK over 16s</i>	26,900 <i>2% of UK over 16s</i>	-61%
	1 st Qtr (Apr-Jun)	17,600 <i>6% of UK Over 16s</i>	6,600 <i>3% of UK Over 16s</i>	-63%
	2 nd Qtr (Jul-Sep)	12,000 <i>5% of UK Over 16s</i>	4,300 <i>2% of UK Over 16s</i>	-64%
	3 rd Qtr (Oct-Dec)	20,100 <i>7% of UK Over 16s</i>	6,400 <i>2% of UK Over 16s</i>	-68%
	4 th Qtr (Jan-Mar)	19,400 <i>6% of UK Over 16s</i>	9,600 <i>3% of UK Over 16s</i>	-51%
Museum of Childhood	Total	6,000 <i>3% of UK over 16s</i>	10,300 <i>6% of UK over 16s</i>	+71%
	1 st Qtr (Apr-Jun)	1,900 <i>4% of UK Over 16s</i>	4,200 <i>9% of UK Over 16s</i>	+115%
	2 nd Qtr (Jul-Sep)	800 <i>2% of UK Over 16s</i>	3,300 <i>8% of UK Over 16s</i>	+296%
	3 rd Qtr (Oct-Dec)	800 <i>2% of UK Over 16s</i>	2,200 <i>6% of UK Over 16s</i>	+190%
	4 th Qtr (Jan-Mar)	2,500 <i>5% of UK Over 16s</i>	600 <i>1% of UK Over 16s</i>	-76%

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	2009/10 Outturn
South Kensington	737,200 <i>31% of total visitors</i>
Creative Industries *	508,200 <i>22% of total visitors</i>
Students studying subjects related to the Creative Industries **	229,000 <i>9% of total visitors</i>

* For 2009/10 a new method has been used to calculate the number of creative industry professionals which is not comparable to previous data. The previous method meant that people who worked in the creative industries, but were visiting as a family group, were classified as a family over being classified as a creative industry professional. The new method calculates the total number of creative industry professionals even if they also fall into other visitor category types.

** We previously reported the total number of students visiting the V&A for this category. For 2009/10 a new method has been used to identify out of the total number of students, how many are studying subjects related to the Creative Industries.

NB the creative industries are defined as follows:

- Design (e.g. practitioners in product, interior, graphics, illustration, fashion, textiles, architecture and those in the associated buying/retail function)
- Performing Arts (music, theatre, dance)
- Digital Media (e.g. web designers)
- Marketing, Advertising and PR
- TV, Film and Video
- Arts and Crafts (e.g. ceramics, glass, jewellery)
- Fine Arts and Antiques
- Publishing
- Cultural Institutions (e.g. museums, galleries, libraries, Arts Council etc)

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)
 - *Hats: An Anthology by Stephen Jones*, 24 February – 31 May 2009, 95,600 visits.
 - *Telling Tales: Fantasy and Fear in Contemporary Design*, 14 July – 18 October 2009, 164,600 visits.
 - *Decode: Digital Design Sensations*, 8 December 2009 – 11 April 2010, 94,500 visits.
 - *Contemporary Drawings*, 7 March – 30 July 2009
 - *Capturing the Moment. Photographs by Reg Wilson*, 18 March 2009 - 10 January 2010
 - *Inspired by ... 2009*, 9 May - 5 July 2009
 - *Jameel Prize 2009*, 8 July - 13 September 2009
 - *V&A Illustration Awards 2009*, 9 June 2009 - 21 March 2010
- Touring Exhibitions
 - *China Design Now*: Portland Museum of Art, Oregon. 61,000 visits.
 - *Cold War Modern: Design 1945-1970*: MART, Rovereto; National Gallery of Art, Vilnius. 95,300 visits.
 - *Fashion V Sport*: Walker Art Gallery, Liverpool; The Herbert Museum and Art Gallery, Coventry. 9,100 visits.
 - *Jameel Prize for Contemporary Islamic Art*: National Museum, Riyadh. 1,500 visits.
 - *Out of the Ordinary: Spectacular Craft*: Museums Sheffield: Millennium Gallery; Hub: National Centre for Craft and Design, Sleaford. 46,600 visits.
 - *Surreal Things: Surrealism and Design*: Art Gallery of Ontario. 93,600 visits.
 - *Space Age: Exploration, Design and Popular Culture*: City Museum and Art Gallery, Plymouth; Bradford One Gallery, Bradford; Stockwood Discovery Centre, Luton. 42,100 visits.
 - *The Half: Photographs by Simon Annand*: Worcester Museum and Art Gallery; Northern Stage, Newcastle. 4,800 visits.
- Fashion in Motion: Free full-scale catwalk shows. Featured designers in 2009/10 were: Stephen Jones, 3 April 2009; Giles Deacon, 17 July 2009; Erdem Moralioglu, 11 December 2009.
- The V&A hosted the 2009 London Design Festival, 19 -27 September 2009. The V&A became the Hub for London's annual festival of contemporary design. It was a successful and exciting collaboration that brought the contemporary design world to the heart of the V&A. As the Festival Hub, the V&A was the first point of call for many visitors. The Sackler Centre was also home to the Design Embassy where international design and business delegates met, mingled, conducted business meetings and enjoyed the beautiful and inspiring surroundings of the museum. Highlights included:
 - Seven 'pop-up' displays and installations on the theme of contemporary and sustainable design e.g. *In Praise of Shadows*, an installation which explored how contemporary European designers were responding to the recent EU phase-out of incandescent light bulbs
 - Daily FT Breakfast Talks on the business of design;
 - Designer talks and tours

VII. CREATIVE INDUSTRIES

- Gallery talks by V&A curators.
- Drop-in events in the Sackler Centre studios e.g. 'Anglepoise', a digital animation workshop
- A Chair Arch made of Ercol stacking chairs in the V&A's Garden
- Museum of Childhood
 - *British Toy Making*, November 2009 – May 2010
 - *Sit Down: Seating for Kids*, February – Sep 2010
 - *Use Your Imagination: Toys by Tomorrow's Designers*, 28 November 2009 - 13 June 2010
- Learning & Interpretation, V&A
 - *Creative Quarter*: an insight into the creative industries for 13-19 year olds. At this free one-day event students have the opportunity to meet professionals within the creative industries, take part in workshops, drop-in activities, talks and demonstrations.
 - *DesignLab*: this series of workshops allows students to respond to briefs set by creative industry practitioners e.g. jewellery, animation, print design etc
 - *ArchiLab*: this series of workshops allow students to explore the V&A and RIBA architectural collections
 - *TheatreLab*: these workshops allowed students to explore the creative process of performance
 - *Drop-in Design*: A popular new programme for families, e.g.
 - Heads Up! Drop-in Design Special: This Easter event gave families the chance to create their own headwear inspired by costumes, inspired by the Hats exhibition.
 - Friday night Lecture Theatre Programme of talks featuring renowned designers, artists, writers and critics e.g. David Gentleman, Lulu Guinness, Yves Behar, Twiggy, and Cath Kidston.
 - *Create!* This programme of workshops, courses, and events for 11–19 year olds included design workshops and activities on digital, creative design, theatre set, costume and graphic design
 - *Ceramica*: a weekend of special events to celebrate the opening of the Ceramics Phase 1 galleries. A total of 11 separate events took place including demonstrations, kiln building, digital workshops, dance and a site specific participatory installation in the Raphael gallery.
- 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 2,300 visits (entering the V&A after 7.30 pm). Examples of the 2009/10 programme include:
 - The annual *Village Fete* (July 2009): this year was the 10th anniversary and final V&A Fete. It featured an extraordinary array of creative, fun, engaging and imaginative events and games run by the V&A and Scarlet Projects.
 - *Tune In, Soul'd Out* (August 2009): A showcase of emerging London-based, Soul inspired poets and musicians, whose sounds range from Jazz to Hip Hop to Electro. Live music, spoken word performances curated by Tilt, a Mix Tape Clinic and poetry workshop featured.
 - *Renaissance Ball* (January 2009): With over 5,200 visits this was the most successful Friday Late of 2009/10. Celebrating the redisplay of the Medieval and Renaissance galleries, the evening drew on the masked tradition of the Commedia dell' Arte.

- *Decode Lab* (February 2009): Celebrating the exhibition 'Decode: Digital Design Sensations', with unique installations, workshops and live performance run by the V&A in collaboration with onedotzero.
- Museum Residency Programme
 - The Museum's Residency Programme gives designers, artists, writers and makers the opportunity to have a studio in the V&A's Sackler Centre for Arts Education. 2009/10 saw residencies by the following artists:
 - International Print Resident Mona Choo
 - Artist Basketmaker Mary Butcher
 - Architecture Residency: aberrant architecture
 - Digital Designer Christian Kerrigan

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:
 - Wilkinson Eyre for the Ceramics Link Bridge
 - Stanton Williams for Ceramics Phase 1
 - MUMA (McInnes Usher McKnight Architects), a young architectural practice for the Medieval and Renaissance Galleries
- Awards that the V&A has been short listed for in 2009/10 include:
 - The Medieval and Renaissance Galleries, the Sackler Centre and the Ceramics Link Bridge have all been short listed for the RIBA awards, which will be announced in October 2010.
 - The Medieval and Renaissance Galleries have been short listed for the Conde Nast Innovation & Design Award, which will be announced on 10 May 2010.
- 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 nineteen new titles, eight new paperback editions, two revised editions and four paperback reprints.
- In 2009/10 the V&A commissioned, in conjunction with SAP, a number of contemporary commissions and installations as part of the *Decode: Digital Design Sensations* exhibition (8 September 2009 – 11 April 2010):
 - Karsten Schmidt's Recode, an open-source marketing identity for the exhibition.
 - Julius Popp's bit.code, a large-scale installation in the Grand Entrance of the Museum
 - Jason Bruges' Mirror Mirror, displayed in the John Madejski Garden
 - Daniel Brown's On Growth and Form, explored the creative possibilities of algorithms to create moving images and ever-changing animations.

VIII. WEB ACCESS

KPI 20 Number of unique web visits		2008/09	2009/10	% diff 09/10 v. 08/09
TOTAL	Total	20,250,100	20,582,800	+2%
	1 st Qtr (Apr-Jun)	6,098,200	4,642,200	-24%
	2 nd Qtr (Jul-Sep)	4,562,100	4,083,400	-10%
	3 rd Qtr (Oct-Dec)	4,827,200	5,330,200	+10%
	4 th Qtr (Jan-Mar)	4,762,600	6,527,000	+37%

- In October 2009 the Museum launched a new online version of 'Search the Collections' which published all object catalogue records online, increasing the number of objects online from 45,470 to 1,031,267. This accounts for much of the increase in the number of unique website visits in the third and fourth quarters of 2009/10.

KPI 21 % of collection internet accessible	2008/09 Outturn	2009/10 Outturn
Total	28%	64%

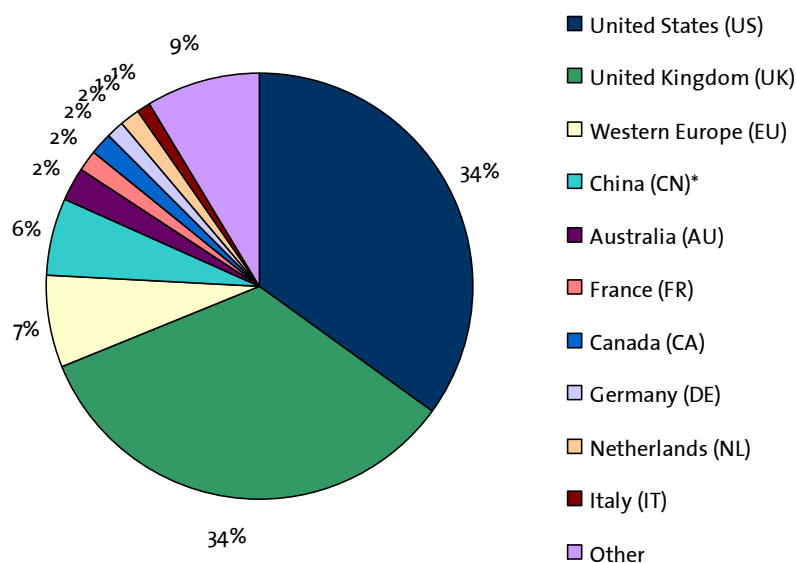
- In 2008/09 the Museum expressed the size of its collection as 2,729,754 at 28 February 2009. The estimated size of the collection (comprising object, archival and bibliographic items) at March 2010 is 2,763,573 items. The increase in the size of the collection from 2008/09 to 2009/10 can be attributed to:
 - 7,000 new acquisitions have been made
 - Several large acquisitions previously acquired have been fully catalogued
 - Work to prepare for the new online version of 'Search the Collections', including the automatic generation of a catalogue record for every object, has enabled more accurate reporting.
- In 2009/10 we made progress to offering richer and more extensive information about our collections online: 1,760,098 items (64%) have the equivalent of a catalogue entry accessible online through 'Search the Collections' (1,031,267) or the Library catalogue (728,831).
- The records available through 'Search the Collections' comprise both full catalogue records and records with more basic information. Of these records it is estimated that 126,751 meet the V&A's minimum cataloguing standard.

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 that a user in one country may be using a provider in another country, making it look like they live elsewhere.

V&A Web Visits April 2009 – March 2010



United States (US)	7,197,115	34.97%	Spain (ES)	194,563	0.95%
United Kingdom (UK)	6,959,251	33.81%	Uruguay (UY)	154,230	0.75%
Western Europe (EU) - country unspecified	1,442,781	7.01%	Ireland (IE)	126,714	0.62%
China (CN)*	1,230,830	5.98%	Korea (South) (KR)	123,335	0.60%
Australia (AU)	498,195	2.42%	India (IN)	117,187	0.57%
France (FR)	342,161	1.66%	Japan (JP)	105,626	0.51%
Canada (CA)	322,684	1.57%	Sweden (SE)	100,862	0.49%
Germany (DE)	310,171	1.51%	Belgium (BE)	98,008	0.48%
Netherlands (NL)	282,492	1.37%	Russian Federation (RU)	95,593	0.46%
Italy (IT)	210,998	1.03%	Top 20	20,116,446	97.73%
Singapore (SG)	203,650	0.99%	Other	466,354	2.27%
Total				20,582,800	

* China

The Museum publishes a selection of pages in Chinese, managed by an external partner who markets V&A activity in China (<http://lvyou168.cn/travel/uk/vam/>). The total use of these pages for the period April 2009 – March 2010 was 1,011,400 visits, which represents 4.9% of the total web visits for the period. In addition, 219,430 visits (1.07%) were made to the V&A's main website (www.vam.ac.uk) by visitors using a provider in China. The figure of 1,230,830 (5.98%) in the table above is a total of these two figures.

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	346,655	79.11%
Japanese	14,705	3.36%
Spanish	14,681	3.35%
Italian	12,151	2.77%
French	12,375	2.82%
Arabic	11,979	2.73%
German	9,576	2.19%
Russian	8,178	1.87%
Polish	7,868	1.80%
Total non-English	91,513	20.89%

IX. VISITOR SATISFACTION

KPI 23 % of visitors who would recommend a visit		2008/09	2009/10
South Kensington	Total	98%	99%
	1 st Qtr (Apr-Jun)	96%	99%
	2 nd Qtr (Jul-Sep)	98%	100%
	3 rd Qtr (Oct-Dec)	100%	98%
	4 th Qtr (Jan-Mar)	99%	99%
Museum of Childhood	Total	100%	99%
	1 st Qtr (Apr-Jun)	100%	100%
	2 nd Qtr (Jul-Sep)	100%	99%
	3 rd Qtr (Oct-Dec)	100%	98%
	4 th Qtr (Jan-Mar)	99%	99%

- Visitors are asked the question ‘How likely or unlikely would you be to recommend this museum to your friends?’ Those visitors responding to the options ‘certain to’, ‘very likely’ and ‘fairly likely’ are outputted.

The MORI market research questions also ask visitors ‘How would you rate your visit overall’. Visitors can choose from the following list of responses to this question: *Very good; Good; Neither good nor poor; Poor; Very poor; Don’t know*. Between April 2009 – March 2010 of visitors surveyed an average of 99% at South Kensington and 96% at the Museum of Childhood responded either *very good* or *good*. Between April 2008 – March 2009 of visitors surveyed an average of 96% at South Kensington and 100% at the Museum of Childhood responded either *very good* or *good*.

Visitor Perception

Visitors answering the MORI market research questionnaires at South Kensington are asked the question, ‘Which, if any, of the following words do you associate with the V&A?’ The table below shows the average results for April 2009 – March 2010 and April 2008 – March 2009 (NB visitors could choose more than one word so the results don’t add up to 100% and * represents less than 1%).

	2008/09	2009/10		2008/09	2009/10
Inspiring	45	46	Inclusive	11	11
Elegant	42	46	Quirky	12	10
Imaginative	34	42	Confusing	6	4
Culturally diverse	52	42	Old fashioned	6	4
Welcoming	34	34	Elitist	3	1
Intellectual	23	26	Don’t Know	*	1
Traditional	30	25	Boring	*	*
Contemporary	21	22			

X. LOANS & TOURING EXHIBITIONS

In 2009/10 a total of 4,089 V&A objects were loaned throughout the UK (2,764) and Overseas (1,405)
NB UK and overseas figures don't add up to the total as the same 80 objects went to venues in UK and overseas and the total figure doesn't double count.

2,531 objects were loaned to other museum's exhibitions or displays (2,023 in the UK; 508 overseas)
1,558 were loaned in V&A touring exhibitions (741 in the UK; 897 overseas)

KPI 24 Number of UK Loan Venues	2008/09 Outturn	2009/10 Outturn	% diff 2009/10 vs. 2008/09
TOTAL	251	254	1%

Of loaned objects to other museum's exhibitions or displays 1,650 were on long-term loan and 881 were on short term loan.

97% of long term loans were to UK venues

48% of short-term loans were to UK venues

KPI 25 Number of visits to V&A touring exhibitions (UK and overseas)		2008/09	2009/10	% diff 09/10 v. 08/09
TOTAL	Total	2,730,700	1,356,100	-50%
including exhibitions comprising reproductions of historic photographs or displays with non original museum objects	1 st Qtr (Apr-Jun)	332,100	186,600	-44%
	2 nd Qtr (Jul-Sep)	1,132,900	322,900	-71%
	3 rd Qtr (Oct-Dec)	621,800	329,900	-47%
	4 th Qtr (Jan-Mar)	643,900	516,700	-20%

Of the 1,356,100 visits 419,400 were to 23 venues in the UK and 936,700 were to 20 venues overseas.

KPI 26 Number of loan venues (UK (KPI 24) and overseas)	2008/09 Outturn	2009/10 Outturn	% diff 2009/10 vs. 2008/09
TOTAL	385	354	-8%

XI. RESEARCH

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

Gallery developments:

In 2009/10 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 2009/10:
 - Buddhist Sculpture, the Robert H N Ho Family Foundation Gallery, opened April 2009
 - Gold, Silver and Mosaics, the Rosalinde and Arthur Gilbert Galleries, opened June 2009
 - Ceramics Phase 1, opened September 2009
 - Medieval and Renaissance Galleries, opened December 2009
- Much progress was made during the year on other FuturePlan gallery developments including:
 - Ceramics Phase 2 (due to open June 2010)
 - European Sculpture and Stained Glass, 1300-1600 (due to open November 2010)
 - The Fashion Gallery
 - Furniture Galleries
 - Refurbishment and reinterpretation of the Cast Courts
 - Textiles and Fashion Study and Conservation Centre at Blythe House
 - Europe 1600-1800

Temporary exhibitions and displays in 2009/10:

- Headline exhibitions
 - *Baroque: Style in the Age of Magnificence*, 4 April – 19 July 2009
 - *Maharaja: The Splendour of India's Royal Courts*, 10 October 2009 – 17 January 2010
- Contemporary exhibitions
 - *Hats: An Anthology by Stephen Jones*, 24 February – 31 May 2009
 - *Telling Tales: Fantasy and Fear in Contemporary Design*, 14 July – 18 October 2009
 - *Decode: Digital Design Sensations*, 8 December 2009 – 11 April 2010
- Displays: South Kensington (free)
 - *Contemporary Drawings*, 7 March – 30 July 2009
 - *Capturing the Moment. Photographs by Reg Wilson*, 18 March 2009 - 10 January 2010
 - *A Higher Ambition: Owen Jones (1809–74)*, 28 March – 22 November 2009
 - *The Photographers' Pilgrimage: Exploring Buddhist Sites in Asia*, 29 April - 21 June 2009
 - *An 18th-Century Enigma: Paul de Lamerie and the Maynard Master*, 11 May 2009 - 9 May 2010
 - *Contemporary Drawings*, 7 March – 30 July 2009
 - *Capturing the Moment. Photographs by Reg Wilson*, 18 March 2009 - 10 January 2010
 - *A Higher Ambition: Owen Jones (1809–74)*, 28 March – 22 November 2009
 - *The Photographers' Pilgrimage: Exploring Buddhist Sites in Asia*, 29 April - 21 June 2009
 - *An 18th-Century Enigma: Paul de Lamerie and the Maynard Master*, 11 May 2009 - 9 May 2010

XI. RESEARCH

Temporary exhibitions and displays in 2009/10 (continued):

- *Romilly Saumarez Smith: Bookbindings for Eileen Hogan*, 2 May - 2 August 2009
- *Europe and the English Baroque*, 1 May - 9 November 2009
- *'All the better to see you with my dear': Fairy Tales & Enchantments*, 2 July 2009 - 28 February 2010
- *Faber and Faber: Eighty Years of Book Cover Design, 1929–2009*, 3 August - 6 December 2009
- *'Gardens neatly razed': The Art of the Flopsy Bunnies*, 10 August - 17 December 2009
- *Elegant Accomplishments: The Art of Noh Performance*, 7 September 2009 - 7 March 2010
- *Stories for Humans: Contemporary Comics*, 1 October - 22 November 2009
- *Design and Ornament in Renaissance Bindings*, 7 December 2009 - 13 March 2010
- *The Metropolitan Police Service's Investigation of Fakes and Forgeries*, 23 January - 21 February 2010
- *The Half by Simon Annand*, 25 January - 11 April 2010
- *Objects of Luxury: French porcelain of the eighteenth century*, 18 September 2009 - end May 2010
- *Capturing the Imagination: British Fairy-tale Illustrations 1860-1940*, 18 December 2009 - 12 June 2010
- *Gargoyles and Shadows: Gothic Architecture and 19th-Century Photography*, 7 January - 16 May 2010
- *A Fairyland of Flowers: Beatrix Potter and Cicely Mary Barker*, 21 December 2009 - 14 June 2010
- Museum of Childhood
 - *Warli & Weave*, 22 November 2008 - 31 May 2009
 - *Victorians at the Seaside: Photographs by Paul Martin*, 20 April - 24 July 2009
 - *Snozzcumbers and Frobscottle*, 2 May - 6 September 2009
 - *Bettina von Zwehl: Profiles III*, 7 August - 25 October 2009
 - *Make Do and Mend*, 11 June - 8 November 2009
 - *Childhood: From Paul Trevor's Eastender Archive*, 11 June - 8 November 2009
 - *Wonderland*, 26 October 2009 - 10 January 2010
 - *Sindy in the Sixties*, 2 October 2009 - 18 January 2010
 - *Welcome to Our World...Lives For Sale*, 28 February 2009 - 8 February 2010
 - *Kingsmead Eyes*, 7 November 2009 - 7 February 2010
 - *Bethnal Green at Christmas*, 15 December 2009 - 17 January 2010
- The following V&A exhibitions toured in the UK and abroad:
 - *A Century of Olympic Posters*: Southampton City Art Gallery; Shipley Art Gallery, Tyne and Wear
 - *Central Asian Ikats from the Rau Collection*: Azerbaijan state Museum of Art, Baku, Azerbaijan
 - *China Design Now*: Portland Museum of Art, Oregon
 - *Cold War Modern*: MART, Rovereto; National Gallery of Art, Vilnius
 - *Fashion V Sport*: Walker Art Gallery, Liverpool; The Herbert Museum and Art Gallery, Coventry
 - *Indian Life and Landscape*: Mehrangarh Fort, Rajasthan; National Gallery of Modern Art, New Delhi; Victoria Memorial Hall, Kolkata; Victoria Memorial Hall, Kolkata
 - *Jameel Prize for Contemporary Islamic Art*: National Museum, Riyadh; National Museum, Damascus
 - *Life and Art: Arts and Crafts from Morris to Mingei*: Aichi Prefectural Museum of Art, Nagoya
 - *Maharaja: The Splendour of India's Royal Courts*: Kunsthalle der Hypo-Kulturstiftung, Munich
 - *Treasures from the V&A 400-1600AD*: Museums Sheffield: Millennium Gallery
 - *Out of the Ordinary: Spectacular Craft*: Museums Sheffield: Millennium Gallery ; Hub: National Centre for Craft and Design, Sleaford
 - *Surreal Things: Surrealism and Design*: Art Gallery of Ontario

XI. RESEARCH

Temporary exhibitions and displays in 2009/10 (continued):

- *The Golden Age of Couture: Paris and London 1947-1957*: Hong Kong Heritage Museum; Musee National des Beaux Arts du Quebec
 - *World Ceramics: Masterpieces of the V&A*: Pera Museum, Istanbul
 - *Space Age: Exploration, Design and Popular Culture*: City Museum and Art Gallery, Plymouth; Bradford One Gallery, Bradford; Stockwood Discovery Centre, Luton; South Shields Museum, Newcastle
 - *Contemporary Theatrical Performance*: Tblisi International Festival of Theatre, Tblisi, Georgia
 - *Record Today for Tomorrow*: William De Ferrers Library, Chelmsford
 - *Reg Wilson : Capturing the Moment*: Playhouse Theatre
 - *The Birth of British Rock: Photographs by Harry Hammond*: O2, London; Wales Millennium Centre, Cardiff; Portsmouth City Museum
 - *The Half: Photographs by Simon Annand*: Worcester Museum and Art Gallery; Northern Stage, Newcastle; Gallery Huit, Arles Photography Festival; The Lowry, Salford; Manchester Royal Exchange
 - *The Story of the Supremes from the Mary Wilson Collection*: Birmingham Museum and Art Gallery; Fashion Museum, Bath; Shipley Art Gallery, Newcastle
- Research was undertaken for future exhibitions and displays

KPI 27 Number of publications	49
- Of which, peer-reviewed *	30
- Of which, published by V&A Enterprises	19

* Since 2005/6 the V&A has moved from bi-annual to annual publication of its Research Report and during 2009/10 has revised the criteria by which it identifies peer-reviewed publications. For the purposes of the report and in line with guidelines set out by the UK Funding Councils (AHRC and HEFCE), 'peer-reviewed' publications and articles are those which have been accepted by journals and publishers with international academic standing, properly constituted editorial boards and a clear system of external reviewing. Whilst this has narrowed the number of articles identified as 'peer-reviewed', staff continue to publish in a wide range of scholarly and accessible formats that fall beyond the traditional 'peer-review' definition, for example in the V&A's Online Journal. The tighter criteria now applied also provide us with a much clearer and more detailed oversight of where and how often museum-based scholarship is published. In order to encourage further publication, especially by younger staff, the Research Department have recently launched a curatorial scholarship programme, providing mentoring and guidance in placing collections-based articles.

XI. RESEARCH

KPI 28 Number of externally-funded research projects	5
KPI 29 Number of research fellowships and exchanges	16
- Of which, into the V&A	13
- 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	56
- Of which, AHRC Collaborative PhD studentships with various universities	15
KPI 31 Number of occasions of advice to public bodies (e.g. Capital Taxes Office, MLA, HLF)	35 cases covering 377 objects

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.

During 2009/10, the V&A acquired over 7,000 objects. Nearly 6,000 of these objects were donated, a significant amount of which were to the Word and Image Department and the Archives.

The cost of objects purchased was £6.3m. V&A funds financed 47% of this and the remaining 53% was funded by external funding sources such as The Art Fund, the Friends of the V&A, National Heritage Memorial Fund (NHMF) and private donations.

The V&A strives to collect the best of contemporary art and design, and continue to build on historic and cultural collections. During 2009/10, the V&A's collecting has spanned from an early 15th century Mahasiddha Virupa bronze Buddha to the prize winning *1001 Pages*, by Afruz Amighi – winner of the Jameel Prize 2009.

Acquisition highlights for 2009/10 demonstrate the breadth of recent V&A collecting:

- *The Mahasiddha Virupa, bronze statue, early 15th century, China*: An extremely rare gilt-bronze depiction of the Indian yogic adept Virupa.
- *Sunday Christ, 1475-1500, England*: This alabaster carving is the only known sculptural representation of The Sunday Christ in the world.
- *Lacquer panel, 1640, Japan*: This panel was almost certainly the top of a chest. It belongs to a small group of extremely high quality lacquer made in Japan for the European market in the 1630s and early 1640s.
- *Giltwood Stools, about 1705, England*: Acquired from the state bedroom at Warwick Castle, these stools have a very unusual method of upholstery. The Museum is investigating this upholstery, together with the documentary evidence for the stools' original commission.
- *The Hamilton Beckford Candlesticks, 1787, Charles Aldridge*: These silver-gilt candlesticks are based on the Roman bronze lamp stand from the collection of Sir William Hamilton. They were commissioned by William Beckford (1760-1844), who is regarded as the first European patron to commission deliberately historicising metalwork, thus heralding a century of revivalism.
- *Biscuit group 'La Nature' designed by Louis-Simon Boizot (1743-1809) Hard-paste porcelain, Sèvres (France), 1794*: This group was arguably one of Sèvres' most important and accomplished productions of the period.

XII. ACQUISITIONS

KPI 32 Scope of acquisitions (Continued)

- *Design for wallpaper, 1862, William Morris*: Loose pencil sketching visible under the gouache demonstrates Morris's working method in the early stages of developing a new design. The resulting wallpaper (already in the V&A's collection) shows how the design evolved.
- *Evening Dress, 1931, Madeleine Vionnet*: This dress, one of four acquired by the V&A, was designed by French couturier Madeleine Vionnet for a wealthy British socialite.
- *The George Speaight Punch and Judy Archive*: George Speaight (1914–2005) was one of the most distinguished historians of popular entertainment in Great Britain. His Punch and Judy Archive is probably the world's best paper archive on the subject. A star piece is the earliest known photograph of a Punch and Judy show (about 1860) and is one half of a stereoscopic photograph.
- *1001 Pages, 2008, Afruz Amighi*: Created from a thin, porous sheet of plastic – a material used in the construction of refugee tents - 1001 Pages bears a complex pattern created with a stencil burner. The sheet is suspended in front of a blank wall, and light is shone through it, creating a very beautiful effect: the complexity of the pattern is increased by the negative version that appears on the wall behind.
- *Mirror Mirror, 2009, Jason Bruges*: Commissioned with the V&A in partnership with SAP for the Decode exhibition, this interactive digital installation was on display in the John Madejski Garden.
- At COLLECT 2009, the V&A acquired 5 pieces of contemporary art and design for the Metalwork, Ceramics and Glass, and Asia departments.
- *'Nothing Continues to Happen' Chair designed by Howard Meister, 1980*: This chair was extensively published during the 1980s as an exemplar of 'New Wave' or Postmodern design.
- *Presentation drawing for the AT&T Building, New York, Philip Johnson (Johnson & Burgee Associates), 1978*: The AT&T building, completed in 1984, is considered one of the most iconic and controversial buildings of the postmodern era. No model or other major drawings of this building can be found in public collections.
- *Dance costumes for the Michael Clark Company, 1980*
- *Eden 5 (2004) by Susan Derges (b.1955), Unique Ilfochrome print photograph*: This piece was made as part of a residency at the Eden project biosphere. It is a unique photogram, made by submersion in a fast-flowing river.
- *Study for Cluster XXIII (Rhizopolis), 2007 by Richard Galpin (b.1975 Cambridgeshire): Unique peeled photograph*
- *Gelatin silver print Broken Glass by Edward Hartwig (Polish, 1909- 2003), 1980s*: This photograph was taken in Warsaw in the 1980s, and is typical of the artist's more experimental work.

XIII. FINANCIAL

KPI 33-35 Self Generated income	2007/08 Outturn	2008/09 Outturn	2009/10 Outturn	% diff 2009/10 vs. 2008/09
TOTAL	£35,745k	£34,842k	£33,393k	-4%
KPI 33) Admissions	£2,731k	£2,737k	£3,118k	+14%
KPI 34) Trading Income	£10,713k	£8,894k	£10,359k	+16%
KPI 35) Fundraising	£19,308k	£20,127k	£17,175k*	-15%
Other	£2,993k	£3,084k	£2,561k	-17%

NB These figures are subject to audit adjustments

* Despite a challenging fundraising environment, support from the corporate sector was maintained at prior year levels, helped by the very successful sponsorship of *Decode: Digital Design Sensations*. Donations from The Friends of the V&A and the Director's Circle exceeded their targets and the reinvigorated legacy programme resulted in some welcome gifts during the year. Donations for FuturePlan were below prior year levels reflecting the cycle of gallery completions. This downturn was off set by an increase in the level of donated objects to the collection which at £3.2m was double that achieved in 2008/09.

KPI 36 Progress against value for money saving programme

The V&A's agreed target with DCMS for 2009/10 savings was £1,683k which it was able to achieve through £901k savings from reprioritisation savings from closing the Theatre Museum and £782k efficiency savings from reducing posts, procurement savings and process improvement.

KPI 37 Proportion of total income that is self-generated	2007/08 Outturn	2008/09 Outturn	2009/10 Outturn
TOTAL	46%	44%	43%

XIII. FINANCIAL

KPI 38 Grant in Aid per visit	2007/08 Outturn	2008/09 Outturn	2009/10 Outturn	% diff 2009/10 vs. 2008/09
a) GIA per actual visit to all V&A sites	£15.93	£17.53	£16.30	-7%
b) GIA per physical visit (all sites and touring exhibitions)	£11.11	£8.36	£10.91	+31%
b) GIA per user (physical and web)	£1.49	£1.71	£1.81	+6%

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

In 2009/10 the V&A completed a large exercise to calculate its carbon footprint for 2007/08 (including utilities for all sites and stores, IT, headline and touring exhibitions and business travel). As far as the V&A is aware it was the first Museum to calculate its carbon footprint. The exercise showed that the majority of the V&A's carbon footprint was utilities (75%) and IT (11%). Activities that the museum community tended to presume had very high carbon usage were actually comparatively low e.g. headline and touring exhibitions (5%) and business travel (2%). Using this information the V&A will be able to better prioritise its work to reduce its carbon footprint.

Saving energy is a priority for the V&A. The Museum is pioneering new low energy methods to create the right environmental conditions to preserve its collections. Two recent FuturePlan gallery redevelopments optimised the use of daylight and controlled the environment by minimising solar gain, using intelligent ventilation and heating strategies, without humidification or cooling plant. These are expected to achieve 71kg CO₂/m² p.a.

During the year the V&A continued to participate in sustainability discussions via the BIZOT group of international museum directors. Topics included building and refurbishing museums and galleries using low energy methods to create the right environmental conditions to preserve the collections and revising guidelines for the use of couriers when loaning objects.

In June 2009 the V&A won a Gold Green 500 award for its work to reduce its carbon footprint. In September 2009 the V&A was highly commended as a runner up in the Public Sector category of the Greening Government ICT Awards which recognise organisations that are saving valuable resources through the use of technology best practice.

The Museum published further information on the work it was undertaking to become a more sustainable organisation on its website: http://www.vam.ac.uk/about_va/sustainability/index.html

XVI. WORKFORCE

KPI 40 Average number of days sickness absence per employee	2007 Outturn	2008 Outturn	2009 Outturn	% diff 2009 vs. 2008
TOTAL (excludes long term absence of 3 weeks or more)*	5.31	5.00	4.94	-1.2%

- Average number of days sickness absence per employee, excluding long-term absences, as at 31 December of each year.
- Since 2008 long term absence has been defined as 3 weeks or more (previously it was 8 weeks or more).

KPI 41 Workforce diversity (quantitative and qualitative)			
Employee headcount @ Dec '09	746 (of which 48 externally funded) (2 less than Dec'08)	Full time equivalent @ Dec '09	686.58 (of which 43.13 externally funded) (4.86 fte less than Dec'08)
<ul style="list-style-type: none"> ▪ The opening of major new galleries during 2009 resulted in funding for an increased number of externally funded posts associated with these projects. 			
Full Time @ Dec '09	588 (1.4% decrease of total from Dec'o8)	Part-time @ Dec '09	158 (1.4% increase of total from Dec'o8)
<ul style="list-style-type: none"> ▪ There has been a small increase in the proportion of staff working part time. The Museum considers all requests for staff wishing to change their hours from full time to part time using the framework of the Flexible working policy which requires the Museum to balance its business needs with those of the individual. Requests for part time working are made for numerous reasons including caring for dependants (whether a child or elderly relative) and to enable flexible early retirement where an individual is able to take their accrued occupational pension whilst remaining in work on a part time basis. 			

KPI 41 Workforce diversity (Continued)			
Female @ Dec '09	64%	Male @ Dec '09	36%
	(1% decrease from Dec'o8)		(1% increase from Dec'o8)
<ul style="list-style-type: none"> As in previous years, the Museum employs a predominantly female workforce although there has been a slight increase in the proportion of males employed during 2009. 			
Ethnicity @ Dec '09	White	Black and Minority Ethnic (BAME)	Undeclared
	84%	9%	7%
	(1% decrease from Dec'o8)	(1% decrease from Dec'o8)	(2% increase from Dec'o8)
<ul style="list-style-type: none"> 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. For example, the Museum expects to recruit locally 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. See below: 			
	V&A workforce BAME % @ Dec '09		UK population BAME % (from 2001 census)
Locally recruited (South East)	15% (2% BAME decrease from Dec '08). Within this pool of locally recruited staff, 6% have not declared their ethnicity.		16%
Nationally recruited (England & Wales)	5% (no BAME change from Dec '08) Within this pool of nationally recruited staff, 7% have not declared their ethnicity.		8%
Staff who declared themselves as having a disability		6% (no change from Dec'o8)	
<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), meet regularly to consult with and involve staff interested in disability issues. 			

- **KPI 41 Workforce diversity (Continued)**

- Training and Development Initiatives

- The V&A hosted a Museums Association Diversify placement for six months in 2009 in the Learning and Interpretation Department. Following completion of the placement, the individual has continued working at the Museum on an Occasional Professional Assistant basis.
- 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 continues to be a key partner in the Young Graduates in Museums and Galleries Programme (YGMG), hosting two week placements for students during August.
- Diversity case studies used in the Line Manager Development Programme were revised to reflect recent changes in equalities legislation.
- The V&A completed and published the Training DVD Leadership and diversity “Making it Happen” This was launched at the Museums Association Annual Conference and the V&A International conference on diversity “From the Margins to the Core”. This is a legacy of the Heritage Lottery funded project Capacity Building and Cultural Ownership training 2005-2008. Copies of the DVD are free to the sector. The DVD will be used in all programmes at the V&A to explore diversity in practice.
- Following V&A input into the development of sector specific training on mental health issues, the V&A provides a module on Mental Health Awareness as part of the Well Being Strategy and Training Plan.
- A successful bid was made to the Future Jobs Fund to establish the Culture Quarter Programme creating 68 new jobs in the arts sector for long term unemployed young people. The Culture Quarter Programme, led by the Royal Opera House, is a partnership of ten arts and cultural organisations based in Central London and includes the V&A. The funding obtained has enabled new jobs to be created across a diverse range of roles. The V&A has successfully recruited 8 interns who are working in Word and Image Department, Conservation, Records and Documentation and Learning and Interpretation. A further 6 interns will be recruited in October 2010.
- The V&A training team designed and delivered a week long induction course for the new front of house team recruited for the re-opening of Leighton House Museum. Disability awareness was a core session to support staff to welcome visitors to the museum and assist them during their visit.