Appendix 3: Key Learning Consultation List

Individual interviews conducted:
– Graeme Cumming, Chief Operating Officer, V&A Dundee
– Sarah Davies, V&A Project Coordinator for V&A Dundee, the V&A
– Barry Ferguson, Director of Philanthropy & Partnerships, V&A Dundee
– Jane Ferguson, Director of Audiences and Media, V&A Dundee
– Jo Mawdsley, Head of Learning, V&A Dundee
– Sophie McKinlay, Director of Programme, V&A Dundee
– Deborah Newman, Director of Front of House & Visitor Experience, V&A Dundee
– Sandy Richardson, Development Director, V&A Dundee (now left organisation)
– John Tavendale, V&A Dundee Project Manager, Turner & Townsend
– Alex Willet, V&A Project Coordinator for V&A Dundee, the V&A

Attendees at internal workshop for senior management:
– Andrew Cameron, Design for Business Programme Manager, V&A Dundee
– Jessica Crummy, General Manager of Visitor Operations, V&A Dundee
– Graeme Cumming, Chief Operating Officer, V&A Dundee
– Barry Ferguson, Director of Philanthropy & Partnerships, V&A Dundee
– Jane Ferguson, Director of Audiences and Media, V&A Dundee
– Jo Mawdsley, Head of Learning, V&A Dundee
– Sophie McKinlay, Director of Programme, V&A Dundee
– Christian Moire, Director of Front of House & Visitor Experience, V&A Dundee

Attendees at external workshop for key stakeholders:
– Griff Boyle, Monitor, National Lottery Heritage Fund
– Graeme Cumming, Chief Operating Officer, V&A Dundee
– Tim Ellison, Partner, Counterculture
– Clive Gillman, Director of Creative Industries, Creative Scotland
– Fiona Lim, Culture, Scottish Government (Funders Monitoring Group member)
– Philip Long, Director of V&A Dundee
– David Martin, Chief Executive, Dundee City Council
– Diane Milne, Senior Policy Officer, Dundee City Council
– Peter Noad, Project Manager, Scottish Enterprise
– Chris Potts, Partner, Counterculture
– Jane Rowlands, Senior Museums Manager, Glasgow Life
– John Tavendale, V&A Dundee Project Manager, Turner & Townsend
Appendix 4: Members of V&A Dundee Advisory Group

– Andrea Nixon (Chair) – formerly Executive Director, Tate Liverpool
– Jan Boelen – Founder and Director, Z33 Research
– Mark Brearley – Visiting Professor, Cass Faculty of Art, Architecture and Design
– Sir Mark Jones – formerly Director, V&A
– Juliet Kinchin – Curator, Department of Architecture and Design, MoMA New York
– Janice Kirkpatrick – Founder and Director, Graven Images
– Brian Lang – Chair, Edinburgh World Heritage, and formerly Chair, Heritage Lottery Fund in Scotland
– Vicky Richardson – Associate Director, The London School of Architecture, and formerly Director of Architecture, Design and Fashion, British Council
– Sir John Tusa – Co-Chair, European Union Youth Orchestra and formerly Managing Director, BBC World Service and the Barbican Centre
– Victoria Pomery – Director, Turner Contemporary
– Stewart Murdoch – Director, Leisure & Culture Dundee, Dundee City Council

Note: Patricia Lankester, programme monitor for the Public Funders, attends the Advisory Council, alongside attendance from the Design Dundee Ltd Chair, Director and senior V&A Dundee staff members.
# V&A Dundee – National Lottery Heritage Fund Final Evaluation Report, August 2019

## Appendix 5 – Learning Periodic Table (created during pre-opening period)

<table>
<thead>
<tr>
<th>Communities and Outreach</th>
<th>Families</th>
<th>Young People</th>
<th>Creative Industries</th>
<th>Primary Schools</th>
<th>Secondary Schools</th>
<th>General Schools</th>
<th>Teachers</th>
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<td>My Museum Familiarisation</td>
<td>Lemon Juice</td>
<td>Toy Testers</td>
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<td>Christmas with Mackintosh</td>
<td>Hands on Design</td>
<td>Ministry of Design</td>
<td>Design Doctors</td>
<td>The Stitch-Up</td>
<td>Tea with Miss Cranston</td>
<td>Design History</td>
<td>Pure Design Residency</td>
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<td>Eeh Visually Impaired Access Tour</td>
<td>SDG Visually Impaired Access Tour</td>
<td>Tea Room Tales</td>
<td>Sleepover</td>
<td>Digital Mash</td>
<td>The Design Market</td>
<td>In Conversation</td>
<td>One-Day Courses</td>
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<td>Exhibition BSL Access Tour</td>
<td>SDG BSL Access Tour</td>
<td>Design Den</td>
<td>Summer Extravaganza</td>
<td>New Skills</td>
<td>The Look</td>
<td>New Year Lecture</td>
<td>Collaboration Residency</td>
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<td>Young People Collective</td>
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<td>Exhibition 4-Day Courses</td>
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<tr>
<td>SDG Design Relay</td>
<td>Outreach Project</td>
<td>Co-design with Communities</td>
<td>Walk This Way</td>
<td>Design Memories</td>
<td>Family Engagement</td>
<td>Young People Visits</td>
<td>Schools Design Challenge</td>
</tr>
</tbody>
</table>

### Inclusive
- Welcoming
- Social

### Fun
- Mischevious
- Friendly

### Equal
- Rebellious
- Opportunity

### Entertain
- Learn
- Create

### Curious
- Playful
- Hack