

Our vision and strategy



Our vision is of a future where people of all backgrounds and ages feel excited to pick up a pencil and draw a cartoon.

To achieve this, we will create entry points into the world of comics and cartoons for all audiences, championing a wider appreciation of the artform and the people behind the pencil.

Our mission

The Cartoon Museum champions cartoon and comic art, highlighting its value to culture and society. All our activity is driven by our mission to:

- A. Collect conserve & provide access to Britain's cartoon, caricature, animation and comic art heritage
- B. Encourage participation in and raise awareness of a popular artform
- C. Support new work by cartoonists and comics artists and support Britain's cartoon and comics communities.

Our aims

Six strategic aims will be at the core of the Museum's activities until 2023:

1. To have a secure and safe environment for visitors, volunteers, and staff
2. To develop a financially resilient and sustainable museum
3. To grow, conserve, and exhibit our collections
4. To engage a diverse range of audiences both onsite and digitally
5. To deliver an engaging learning programme that contributes to participants lifelong learning and wellbeing
6. To have an effective governance structure and workforce that is representative and highly skilled

Success

Success will see people of all backgrounds and ages being excited to pick up a pencil and draw a cartoon or a comic strip after engaging with our activities or team, in-person or online.

Our Strategy to 2023 will holistically develop our collections, exhibitions, commercial, and learning activities so that they grow together and become inter-dependant measurable activities that provide a stable base for the museum to grow footfall and income through welcoming new audiences.

We commit to improving our support for diverse audiences, staff, and stories.

Case study: Life Under Lockdown

We have already started this work. In 2021, the museum ran a series of workshops for groups at youth centres in the local borough of Westminster. Participants produced cartoons and comic strips reflecting their own experiences and feelings about life under the lockdowns of 2020-2021. The artworks reflected issues including online learning, concerns about family members, mask-wearing, daily routines, the heat wave of 2020 and Netflix.

The participants' work was collected in a 48-page comic book that was distributed to the groups that took part, local libraries, and other local groups. The Museum permanently collected the work as examples of cartoons about the pandemic.

