



Vision, Mission & Values

Vision

To celebrate and build upon the bold vision of John Bowes and his French wife Joséphine, who created the Museum as a gift in perpetuity for the area, in order to inspire and enrich the lives of all who visit the building, its park and its collections.

Mission

Everything we do will match the quality of our collections.

Values

Value	<i>How values are embodied at The Bowes Museum</i>
We will deliver an exceptional visitor experience and ensure excellence is embedded in everything we do.	<i>putting customer service and satisfaction foremost</i>
We will focus on our audiences to ensure sustainability and diversity.	<i>we will focus on our local community as well as audiences further afield supporting lifelong learning, equality and diversity</i>
We will ensure responsible management of the building, the park and all the museum's facilities.	<i>ensuring they are maintained and conserved in an environmentally and sustainable manner for the use and enjoyment of all</i>
We will offer an inclusive, innovative and relevant programme of exhibitions, activities and events.	<i>offering inspiration, fascination and, on occasion, challenge- as part of our mission to provide an exceptional visitor experience</i>
We will care for our collections.	<i>managing, conserving and developing them in the spirit of the Founders</i>
We will invest in all our people.	<i>ensuring a mix of skills, leadership and resources in support of all our staff, Friends and volunteers to galvanize Team Bowes</i>
We will operate a sustainable business model.	<i>maximising earned income and fundraising, recognising and mitigating risk, managing our cost base and being environmentally aware</i>