Our strategy
For over 170 years the V&A’s mission has been to promote art and design for all, building a peerless collection to showcase human creativity and ingenuity, and to inspire the designers and makers of today and tomorrow.
Our mission
To champion design and creativity in all its forms, for everyone.

Our vision
To take that mission to new audiences of all ages and backgrounds, online and in person, redefining the role of the V&A as a 21st century museum.
As well as building back our operations after the shock of COVID-19, and keeping the South Kensington museum vibrant and contemporary, a generational transformation of access to the rich potential of our collection and its meanings will be the defining ambition of our new 3-year strategy. The clearest physical manifestation of that ambition will be the V&A’s evolution into a museum group, and our expansion into east London. The transformation of the Museum of Childhood into Young V&A and the creation of V&A East Storehouse & Museum, represent a timely reassertion of our founding purpose, providing creative opportunity for a broader audience, supplemented by the greater digital reach and ambition of Explore the Collections and an expanded role for the V&A Research Institute.
At the same time our institution will need to change, in response to a range of factors; the ongoing impacts of COVID-19 and Brexit; the need and opportunity to review and redesign our ambitions, processes and policies across a number of areas as we expand; the imperative to embed an anti-racist and inclusive culture across the V&A; our commitment to ambitious sustainability goals as our contribution to tackling the climate emergency.

Our new values will guide how we want to behave and be viewed as an institution, what it means to work at the V&A, and what our audience and partners can expect from us.
Our 5 strategic objectives

• Rebuild visitor numbers, and broaden how we connect with diverse local and global audiences through integrated digital and physical experiences

• Transform access to our collection as a public asset, and broaden its creative relevance and social impact

• Inspire creative confidence in all our audiences, and champion the skills needed to drive the future of the creative economy

• Become a more effective, sustainable and inclusive organisation

• Build financial resilience to underpin our strategic objectives
Rebuild visitor numbers, and broaden how we connect with diverse local and global audiences through integrated digital and physical experiences

- Establish V&A East and Young V&A with distinct propositions that connect with, and serve, new audiences
- Develop a vibrant exhibitions and public programme spanning all V&A sites, to rebuild visitor numbers and attract more diverse audiences
- Transform our digital estate and take an audience-centred approach to digital products, content and social media, to deliver a deeper engagement with our priority audiences
- Implement a V&A-wide brand strategy to build a strong, central Masterbrand, with supporting visual identities across the wider V&A family of sites
- Foreground and interrogate the V&A collection in the context of contemporary debates about colonial legacies, race and ‘Global Britain’

Transform access to our collection as a public asset, and broaden its creative relevance and social impact

- Revolutionise access to our collection through the V&A East Storehouse, both as a museum experience, and a local, national and international collection hub
- Develop connections and partnerships which position the V&A collection as a source of inspiration, and a resource for makers and the creative industries
- Foster the development of new knowledge through our higher education collaborations, and by enhancing access to our integrated research resources, including the National Art Library and Archives
- Transform online access through Explore the Collection – integrated with the experience at V&A East Storehouse – and improve access to collection information through investment in our collection management systems
- Progress gallery and display projects which broaden the collection from Euro-centric predominance, and update interpretation to reflect new scholarship and changing public interest
Inspire creative confidence in all our audiences, and champion the skills needed to drive the future of the creative economy

• Establish Young V&A as a national child-centred museum, driving forward Gen A’s creative confidence and design skills

• Support school leaders in making art and design an attractive and engaging subject through a bold national learning programme, both online and on site, in V&A Innovate and Design Lab Nation

• Continue to deepen the relationship with V&A Dundee as an integral member of the V&A family, supporting its ambitions to champion design from Scotland and to catalyse creative energy as Scotland’s design museum

• Expand and diversify our connections with Higher Education students through the formalisation of new programme partnerships with our East Bank partners

Become a more effective, sustainable and inclusive organisation

• Develop and implement new ways of working through the V&A Redesign programme, building capability and capacity to operate as a collaborative, creative and efficient family of sites

• Promote an inclusive and anti-racist culture, as we work to diversify our people, practice, programmes and governance to better reflect and respond to the public we serve

• Modernise our technology and IT infrastructure, and grow a digitally fluent workforce to enable better communications and management of information

• Implement the new sustainability strategy working steadily towards our 2035 net zero emissions target

• Further new curatorial practice to ensure our collection, publications and programming connect with changing public expectations of the 21st century museum
Build financial resilience to underpin our strategic objectives

• Deliver an integrated, multi-site exhibitions programme that is financially successful, strengthens the V&A brand, grows audiences and sustains a membership base of 100,000

• Take an integrated cross-site approach to fundraising, securing funds through major gifts and new kinds of brand partnerships, delivering a high quality experience for members and donors across the portfolio

• Build back and sustain commercial growth across retail, through the development of multisite shops and establishment of a profitable eCommerce operation, and develop an attractive cross-site venue hire offer

• Secure and support the delivery of two major new international commercial partnerships as part of the new international framework, and strengthen our fundraising strategy and presence in the Americas

• Increase participation and profitability by expanding the V&A Academy programmes and on-line learning capacity
Our values
Equity

• Drive inclusion, invite and value diverse perspectives
• Actively listen and seek to understand
• Act respectfully, show integrity, humility and kindness
• Champion equity and fairness every day

Creativity

• Be curious and ask questions
• Find ways to think and act creatively
• Explore new ideas, test, learn and adapt
• Innovate, aim high and embrace possibility
Collaboration

- Connect and collaborate inside and outside the V&A
- Appreciate different roles and the value everyone brings
- Take every opportunity to learn from others
- Come together as one team and celebrate success

Sustainability

- Think today, act for tomorrow
- Be responsible with time and resources
- Own your actions, show genuine care
- Make sustainable decisions, be climate conscious
Generosity

- Show passion and play to your strengths
- Be open, listen well, sharing your knowledge and time wisely
- Value your contribution, take pride in what you do
- Proactively share balanced, constructive feedback