

Creativity

for all

V&A Strategy for 2026–2030

V&A

Contents

Introduction	Introduction	3
	Founding purpose	4
	Vision	5
	Mission	6
Strategic priorities and objectives	A museum for all	8
	Inspiring more people to enjoy the collection	
	Driving greater inclusivity	
	Creating meaningful connections	
	A sourcebook for the creative economy	9
	Supporting creators and makers	
	A resilient and sustainable family of museums	10
	Growing self-generated income	
	Streamlining operations	
	Reducing carbon emissions	
	Our foundations	11

Introduction

For more than 170 years, the V&A has championed the power of art, design and creativity to inspire and advance society. And today, our radical, founding purpose of making world-class art and design available to all matters more than ever.

At a time of rapid technological change, financial constraint and deep social division, creativity remains one of our greatest resources. It fuels economies, builds resilience and forges connections between us – across geographies, cultures, identities and generations.

With a collection of 2.8 million objects spanning 5000 years and every creative discipline, the V&A has both a responsibility and an opportunity to make creativity ever more accessible, relevant and useful to all.

The past decade has prepared us for this moment. With V&A Dundee, V&A Wedgwood Collection, Young V&A, V&A East Storehouse and Museum all now open, we are a family of museums with the reach and ambition to re-imagine what a cultural institution can be.

Our four-year strategy is built on three priorities. First, to be **a museum for all**, ensuring people of all backgrounds, interests and passions feel welcome and represented. Second, to be **a sourcebook for the creative economy**, inspiring and supporting the creators and makers that strengthen our country. And third, to be **a financially resilient and sustainable family of museums**.

This is the next chapter of the V&A. Grounded in our founding purpose of democratic access, this strategy reaffirms our belief that the more creativity people experience, the more enriched their lives.

To educate designers, manufacturers and the public in art and design

V&A's founding purpose 1852

A thriving society that appreciates and practises creativity

Our vision

Championing art, design and creativity in all its forms for everyone

Our mission

Strategic priorities and objectives

A museum for all

Together we will ensure more people feel welcome at the V&A, so they can meaningfully engage with the breadth of human creativity across eras, cultures and disciplines.

Objectives

1 Inspiring more people to enjoy the collection

Together we will welcome more people to engage with our collection, in person and online.

2 Driving greater inclusivity

Together we will build a creative place, accessible to all. Strengthening relationships so that we truly represent, reflect, and serve people from every background.

3 Creating meaningful connections

We will enhance more people's lives by shaping our experience, events and programming to be even more meaningful and inspiring.

A sourcebook for the creative economy

Together we will inspire and champion the creative practice and skills that drive the growth of the UK's creative industries. We will play an active role in mobilising resources, talent and partnerships that will diversify and develop the UK's creative future.

Objectives

4 Increasing support for creators and makers

We will support the creators and makers from across the country who power the UK's creative economy – the artists, designers, craftspeople and entrepreneurs whose ideas and skills shape our culture. We will share our platform, mobilise resources and connect with academic and business partners to fuel the next generation of creative talent.

A resilient and sustainable family of museums

Together we will be both disciplined and entrepreneurial, to deliver ambitious commercial and sustainability goals.

Objectives

5 Increasing self-generated income

We will grow the income we generate in order to thrive in a changing funding landscape.

We will unlock more revenue by taking a new strategic approach to our exhibition programme, broadening income streams, and underpinning data and systems.

6 Streamlining operations

We will simplify our operations and enhance our output through the effective deployment of our people, processes and technology, including AI; reducing costs while increasing impact.

7 Lowering carbon emissions

We will meet our sustainability commitments.

By prioritising low carbon and sustainable design, procurement and operations we will play our part in tackling climate change.

Our Foundations

It is only possible to meet these objectives if we maintain and care for our collections, people and fabric.

Collections

Sustain our sector-leading expertise and world-class collections.

People

Develop confident, skilled teams and an inclusive culture.

Fabric

Maintain our physical estate, reduce our security and safety risks and use data and technology effectively to support our work.

Colour palette inspired by [Pair of Curtains](#), designed by Christopher Vane Percy and printed by Zandra Rhodes, 1973–74, given by Linda Lloyd-Jones. T.489:1-2001

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