It's green for 'go' for Warwickshire motor museum!

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The £2.5million project aims to create a new building to store and display the Trust's reserve collection of historic British cars.

Following the award of a first round pass* by the HLF, development funding of £51,100 has been awarded to help the Trust progress their plans to apply for a full grant in 2012. If second round funding is awarded and match funding is also obtained, building work on the new project could begin in 2013.

The Trust has a collection of almost 300 cars, telling the story of the motor industry in Britain from the 1890's to the present and although more than 160 of these vehicles can be seen on display at the Heritage Motor Centre, the rest of the collection remains hidden in store. This project will enable people to see the whole collection for the first time in a purpose-built facility that will also include a vehicle restoration and conservation workshop. In addition the Trust will launch a new volunteer programme allowing people to get more involved with the collection by helping with its conservation and interpretation and will also run a series of events and other activities as part of the project.

Tim Bryan, Head of Collections and Interpretation at the Heritage Motor Centre said: "We are delighted that the Heritage Lottery Fund has pledged their support for our project which will help us make our collection far more accessible than before and enable people to learn more about the motor industry which has played such an important role in the West Midlands."

Anne Jenkins, Head of the Heritage Lottery Fund West Midlands said: “We’re extremely pleased to give initial support to the British Motor Industry Heritage Trust for their project to develop a new and improved display venue for this wonderful collection of historic cars. We look forward to receiving their application for a full grant in the future."

Notes to editors

*A first-round pass means the project meets HLF criteria for funding and HLF believes the project has potential to deliver high-quality benefits and value for Lottery money. The application was in competition with other supportable projects, so a first-round pass is an endorsement of outline proposals. Having been awarded a first-round pass, the project now has up to two years to submit fully developed proposals to compete for a firm award. On occasion, an applicant with a first-round pass will also be awarded development funding towards the development of their scheme.

The Heritage Motor Centre is home to the world's largest historic collection of British cars and draws together the collections of the British Motor Industry Heritage Trust. The car collection boasts almost 300 cars which span the classic, vintage and veteran eras and includes iconic cars such as: Austin 100 HP, Land Rover No1, Morris Minor No1, the first and last Mini, MG old No1 and the Thunderbirds Fab1 car .

In 2010 the Centre won a joint Gold Award for Regional Culture at the Heart of England Excellence in Tourism Awards and ‘Best Temporary Exhibition Award’ for the Mini 50th Anniversary Exhibition at the Renaissance West Midlands Best of the West Awards 2010.

A combined Heritage Lottery Fund grant of £1.7million in 2007 enabled the Centre to re-develop its museum,

constructing a new mezzanine floor and three interactive exhibitions.

The Heritage Motor Centre is a not-for-profit organisation which donates all its profits to the British Motor Industry Heritage Trust, an educational charity which preserves and cares for the vehicle collection and an extensive motoring archive.

The Centre is situated in Gaydon, Warwickshire just off junction 12 of the M40.

Heritage Lottery Fund
Using money raised through the National Lottery, the Heritage Lottery Fund (HLF) sustains and transforms a wide range of heritage for present and future generations to take part in, learn from and enjoy. From museums, parks and historic places to archaeology, natural environment and cultural traditions, we invest in every part of our diverse heritage. HLF has supported over 30,000 projects, allocating £4.7 million across the UK.

Further information

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