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British Motor Museum brings local businesses together to inspire next generation

Published: July 3, 2026

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Online version:

<https://www.wheels-alive.co.uk/british-motor-museum-brings-local-businesses-together-to-inspire-next-generation/>



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The Museum tells us:

“It was wonderful seeing the excitement as the children realised that they could do it too”

More than 200 children aged 11 to 16 were inspired by games developers, vehicle engineers, and technology innovators at this year’s STEM (Science, Technology, Engineering, Mathematics) Week designed and led by the British Motor Museum. Through talks and activities delivered by a range of local companies, including Playground Games, Lotus Cars, and WMG Academy for Young Engineers, the children and their teachers emerged from the week with a new enthusiasm for careers in science and engineering.

Research by engineering institutions reveals that many young people are unaware of the vast range of rewarding careers available for those with an interest in STEM subjects. From apprenticeships that allow you to ‘earn while you learn’ to specialist degrees that create world-class experts, STEM careers can be accessed at every level. The week’s activities at the British Motor Museum were designed to help young people explore STEM subjects that inspire them and to understand the access pathway that best suits their learning preferences.

Claire Broader, Learning & Engagement Officer at the British Motor Museum, said: “All around us are examples of the amazing things achieved by scientists and engineers. We brought together some inspirational examples from world-leading local businesses. These include designing supercars, developing electric vehicle technologies, and programming a world-leading driving game, ‘Forza Horizon’. Each example came to life thanks to a fantastic group of experts from the partner companies. It was wonderful seeing the excitement as the children realised that they could do it too.”

The British Motor Museum’s STEM Careers Days are a valuable investment in the future talent pipeline for the UK’s science, engineering and wider technology industries. “It’s an area where at every level, there are too few really good candidates,” explains Broader. “To stay a world leader in technology, the UK has to encourage more young people into STEM careers at every level.”

The Museum’s evaluation highlights the transformative nature of the programme. Many participants arrived with limited knowledge of STEM career opportunities, but left with increased confidence, clear direction and a renewed sense of ambition.

[The British Motor Museum, located between Warwick, Leamington Spa, Banbury and Stratford-upon-Avon, is one of Europe’s most highly regarded centres for the conservation and display of automotive heritage, a cornerstone in the story of the United Kingdom, its people and culture.](#)





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STEM Careers Days are a major part of the Museum's calendar of community and education activities. Schools interested in taking part in future STEM activities at the British Motor Museum can contact Claire Broader at claire.broader@britishmotormuseum.co.uk.

To find out more information about the Museum, please visit the website at www.britishmotormuseum.co.uk/learning/schools

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