

## British Motor Museum receives VisitEngland's 'Best Told Story' Award

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VisitEngland's 'Best Told Story' Award goes to... The British Motor



## Museum.

*They tell us:*

The British Motor Museum is celebrating after being awarded a coveted 'Best Told Story' Award from VisitEngland. The Museum is one of 97 attractions awarded accolades for the outstanding experiences they provide to visitors across categories including Welcome, Best Told Story, Quality Food & Drink, Hidden Gem, and Gold for overall winners. The *Best Told Story* award is presented when the judges feel "Visitors have left the venue having thoroughly enjoyed an entertaining and interesting visit".

Jeff Coope, Managing Director at the British Motor Museum said, "We are absolutely delighted and proud to have won this prestigious Award. The team work hard to ensure every single visitor to the Museum has a wonderful and memorable time - so this is testimony to their dedication and passion. This year alone we have added two new exhibitions - 'Small Car. Big History - celebrating 100 years of the Austin Seven', and 'The Legendary Daytona Motorcycle' and it is an honour to be acknowledged for sharing the story of Britain's incredible motoring heritage with our visitors".

VisitEngland Director Andrew Stokes said: *"It's so exciting to see our brilliant attractions providing outstanding experiences for visitors and to recognise and showcase the variety and quality across the country. England has unmissable visitor attractions and experiences that deliver world-class customer service. They also provide the warmest of welcomes and unforgettable storytelling that connects the whole experience, including retail and food and drink offers that exceed expectations."*

Introduced in 2014, the accolades are available to VisitEngland's Visitor Attraction Quality Scheme participants across a wide range of tourism experiences in England from museums and galleries, farm attractions, historic houses and gardens to churches, cathedrals, and country parks. Participating attractions are supported by a network of highly trained and experienced assessors who advise them on improving and promoting the quality, accessibility, and sustainability of their offer.



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For more information on the Awards please visit <https://www.visitbritain.org>. For more information about the Museum please call 01926 895300 or visit the website at <https://www.britishmotormuseum.co.uk/>

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