

## British Motor Museum shortlisted in the West Midlands Tourist Awards

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The British Motor Museum has been shortlisted as a finalist in the West Midlands Tourist Awards...

*The British Motor Museum tells us:*

(Photograph and all words from The British Motor Museum).

The Museum has been nominated for an award in the *Accessible and Inclusive Tourism*



*Award* category and will find out if it has won this highly coveted award at a special ceremony in early 2025.

The Awards celebrate the success and accomplishments of tourism businesses across the West Midlands region, promoting the impressive strength of their services, venues, people, experiences and accommodation.

The Museum is proud of its continuous work to incorporate accessibility and inclusivity into all of its activities, from conception to execution. The recent addition of the 'Austin and Morris' Office' displays, with holographic presentations, is a key example of this. Both historic offices are equipped with a tablet, which subtitles the speeches given in the offices, and the displays are equipped with induction loops to support people with hearing aids. Additionally, the Museum hosts accessible school and community visits, and runs a Travel Support Fund to enable schools from low-income areas to visit the Museum by helping them to save money on coach travel.

The British Motor Museum also offers Touch and Access Tours and Object Handling workshops, allowing anyone to interact with the cars and objects on display. More recently, the Community team has expanded its external relationships, notably visiting Warm Hubs for the first time, to give people who otherwise wouldn't be able to see the Museum the chance to engage with the collections.

The West Midlands Tourism Awards are supported by the West Midlands Growth Company; the region's official destination marketing agency. Pre-pandemic, the tourism sector contributed £13.1 billion to the West Midlands economy, attracting 134 million visitors, and supporting more than 137,000 full-time equivalent jobs.

Stephen Laing, Head of Collections & Engagement at the British Motor Museum said, "We are delighted to be shortlisted as a finalist in the *Accessible and Inclusive Tourism Award* category, which is a great testimony and recognition of the hard work the entire team undertakes. Here at the British Motor Museum we aim to make everyone's visit enjoyable



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and work tirelessly to ensure a welcoming experience for the widest possible audience. Our facilities ensure the Museum is a place for everyone. We look forward to hearing the results of the Awards early next year”.

For more information about the West Midlands Tourism Awards visit

<http://westmidlandstourismawards.com/> To find out more about the British Motor Museum please visit [www.britishmotormuseum.co.uk](http://www.britishmotormuseum.co.uk)

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