Heritage Fund grant awarded to The National Motor Museum, Beaulieu

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The National Motor Museum's Chief Executive Jon Murden celebrates the Heritage Fund grant with Museum team members.

National Lottery Heritage Fund grant will enable a transformation at The National Motor Museum, Beaulieu…

They tell us:

(All words and images from The National Motor Museum).

The National Motor Museum at Beaulieu is celebrating today after receiving a £226,000 grant from The National Lottery Heritage Fund for an exciting new project. The project will see the Museum building refurbished, transforming the entrance and welcome area, and helping to develop a new Ages of Motoring gallery.

The Heritage Fund grant will also support the Museum's Learning team to deliver an ambitious outreach programme broadening the appeal of the new permanent gallery. The two-year project will see the Museum collaborate with local community groups and will explore motoring themes relevant to contemporary audiences and address gaps in representation within the collections.

Jon Murden, Chief Executive of the National Motor Museum says, "We are delighted that the Museum will receive this support thanks to money raised by National Lottery players. The funding will enable the Museum to develop new and imaginative ways of sharing the story of motoring through our Collections, demonstrating the way motoring affects the lives of almost everybody and shapes society, showcasing the past, present and future of motoring. The Heritage Fund support allows us to take the vital first steps in our masterplan to reimagine the Museum and its Collections Centre."

Ambitious Development Plans



Proposals for the re-development of the entrance and welcome area and a new Ages of Motoring gallery.

As a first step, the National Motor Museum's initial project will redevelop, reinterpret, and redisplay the Museum's entrance galleries, transforming the welcome, orientation and engagement experience.

Displays will explain the origins of the Museum, its direct connections to the pioneers of motoring, and create a greater sense of place – explaining why the world's first national motor museum is at Beaulieu. The main gallery space will showcase a new permanent exhibition 'The Ages of Motoring' showcasing the development and social history of cars and motorcycles from the 19th century, through 20th century and beyond.

Jon continues," The project will breathe new life into our vehicle displays and our interpretation of motoring heritage, presenting it in a fresh and exciting way. The entrance will be transformed, creating a more welcoming and accessible experience for visitors of all abilities."

New and Diverse Audiences

The Museum aims to reach a far broader audience and local communities through new outreach initiatives. With activities and educational programs our goal is to encourage people to explore motoring heritage in new ways and contribute to the ongoing dialogue, making it a shared story.

Benedick Swann, the National Motor Museum's Head of learning says, "The story of motoring touches all areas of society. This exciting project aims to broaden the appeal of our collections and add new voices to the interpretation through long term outreach and community partnership work."

News of the National Lottery Heritage Fund grant comes as work is coming to an end on refurbishing the outside entrance of the Museum in readiness for the 2024 season – new glass has been installed and the iron framework has been painted in its original orange colour scheme.



Jon Murden and the team celebrate the National Lottery Heritage Fund grant award.

Further information:

- The National motor Museum prize draw will be held on Friday 28 March 2025 at the National Motor Museum. The winners will be notified directly, and the results will be published on this website. Prizes must be claimed by 25 April 2025. See the full Car Raffle Terms and Conditions.

- The National Motor Museum Trust Limited is a charitable organization founded in 1972, which runs the National Motor Museum at Beaulieu in the New Forest. Continuing the work of the flagship Montagu Motor Museum, the Trust has a world-famous collection of 250 vehicles and associated motoring items, which are on display in the National Motor Museum. The nearby Collections Centre houses and cares for a vast array of motoring artefacts, photographic images, specialist reference library and film and video library. For more information about its collection and services see www.nationalmotormuseum.org.uk

- Visitors to Beaulieu can enjoy a full day out with features including the ancestral Montagu home Palace House, 13th century Beaulieu Abbey, adventure play area Little Beaulieu, and grounds and gardens. Tickets can be bought in advance. For tickets or more information see www.beaulieu.co.uk or call 01590 612345.

- A full calendar of events and exhibitions is held at Beaulieu by the National Motor Museum, including Collection Centre Open Days, Classic Grille Evenings, Meet the Curator events and Transport Torques. Details are available at www.nationalmotormuseum.org.uk/events

About The National Lottery Heritage Fund



- As the largest dedicated funder of the UK's heritage, The National Lottery Heritage Fund's vision is for heritage to be valued, cared for and sustained for everyone, now and in the future as set out in our strategic plan, Heritage 2033.

- Over the next ten years, the Heritage Fund aims to invest £3.6billion raised for good causes by National Lottery players to bring about benefits for people, places and the natural environment.

- The Heritage Fund helps protect, transform and share the things from the past that people care about, from popular museums and historic places, our natural environment and fragile species, to the languages and cultural traditions that celebrate who we are.

- The Heritage Fund is passionate about heritage and committed to driving innovation and collaboration to make a positive difference to people's lives today, while leaving a lasting legacy for future generations to enjoy.

- Follow @HeritageFundUK on Twitter, Facebook and Instagram and use #NationalLotteryHeritageFund www.heritagefund.org.uk.