



New Chief Executive Officer for The British Motor Museum

Published: July 8, 2025

Author:

Online version: <https://www.wheels-alive.co.uk/new-chief-executive-officer-for-the-british-motor-museum/>



Peter Armstrong (Photograph credit, Mystic Seaport Museum).

The British Motor Museum tells us:

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

The British Motor Museum is delighted to announce that Peter Armstrong has been appointed Chief Executive Officer from 1 September following the retirement of Jeff Coope. Jeff retired from the Museum in March after 23 years of dedicated service.



Originally from the UK, Peter has been living and working in the USA for the last ten years and joins the Museum from the Mystic Seaport Museum in Connecticut, USA, where he has worked as President & CEO for the last 5 years. Previously Peter has served as Senior Director of Museum Operation and Education at the Jamestown-Yorktown Foundation and as Creative Development and Commercial Director of the Royal Armouries

Peter Armstrong, enthused “Returning to the UK to lead a Museum that tells such an important British story, and houses such a spectacular collection, is a true honour. I’m genuinely excited to work alongside the dedicated staff, members, volunteers, trustees, and supporters to elevate the British Motor Museum as a world leader in celebrating British automotive history and the remarkable people behind it.”

Peter Knott, Midlands Area Director at Arts Council England, said: “We’re pleased to welcome Peter Armstrong as Chief Executive Officer at the British Motor Museum, bringing a wealth of experience from museums in both the UK and USA. I’d also like to thank Jeff Coope for his excellent work in leading the organisation over the past 23 years, and wish him all the best in his retirement.”

Joel Kordan, Chair of the Board of Trustees said, “We’re delighted to have appointed Peter as our new CEO from September. Peter brings with him a wealth of experience in the Museums and Heritage sector and greatly impressed the selection committee with his ideas and strong desire to preserve all that is good at the Trust whilst, at the same time, moving things on to the next level”.

To find out more about the British Motor Museum please visit the website at <https://www.britishmotormuseum.co.uk> or email enquiries@britishmotormuseum.co.uk

Follow The British Motor Museum on social media:

Twitter @BMMuseum **Facebook** www.facebook.com/BritishMotorMuseum

Instagram www.instagram.com/britishmotormuseum

[About The British Motor Museum:](#)

- The British Motor Museum houses the collections of the British Motor Industry Heritage Trust – over 400 cars spanning the classic, vintage and veteran eras and a fabulous archive of film, photographs, personal papers



and business documents.

- The British Motor Industry Heritage Trust (the Trust) is an independent educational charity formed in 1983. The Registered Charity Number is 286575. Its mission is to collect, conserve, research and display for the benefit of the nation, motor vehicles, archives and ancillary material relating to the motor industry in Great Britain and to provide a world-class motor museum and major visitor attraction providing a broad based academic and educational facility coupled to an entertaining and attractive display.
- As a registered charity, the British Motor Industry Heritage Trust operates a number of fundraising schemes from 'Adopt a Car' to Payroll Giving and is registered with the Fundraising Regulator.
- In December 2014, the Trust gained the coveted designated status from Arts Council England which confirms that its collections are of national significance. The Designation Scheme is a mark of distinction, identifying and celebrating pre-eminent collections of national and international importance in non-national institutions. British Motor Museum is a National Portfolio Organisation supported by Arts Council England providing funding for a 3-year programme of exhibitions, engagement and learning activity from 2023 to 2026. Arts Council England is the national development body for arts and culture across England, working to enrich people's lives. It supports a range of activities across the arts, museums and libraries. Between 2023 and 2026, it will invest £446m per year to help create these experiences www.artscouncil.org.uk
- The British Motor Museum delivers a range of educational packages which support the National Curriculum – science, technology, engineering and maths (STEM) subjects at KS1 to KS4. A wide range of family and lifelong learning activities also take place in the Museum during school holidays.
- Each year the Museum hosts a number of highly successful and varied motoring Shows and Rallies as well as family events, lectures and workshops. For full details please visit the website www.britishmotormuseum.co.uk
- The address is British Motor Museum or British Motor Industry Heritage Trust, Banbury Road, Gaydon, Warwickshire CV35 0BJ.

About Arts Council England

Arts Council England is the national development agency for creativity and culture. Our vision, set out in our strategy *Let's Create*, is that by 2030, we want England to be a country in which the creativity of each of us



WHEELS-ALIVE!

www.wheels-alive.co.uk

is valued and given the chance to flourish, and where every one of us has access to a remarkable range of high-quality cultural experiences. Between 2023 and 2026 we will have invested over £467 million of public money from Government, alongside an estimated £250 million each year from The National Lottery, to help ensure that people in every part of the country have access to culture and creativity in the places where they live. Until Autumn 2025, the National Lottery is celebrating its 30th anniversary of supporting good causes in the United Kingdom: since the first draw was held in 1994, it has raised £49 billion and awarded more than 690,000 individual grants.