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Top marks for British Motor Museum from VisitEngland for quality

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The British Motor Museum tells us...

The British Motor Museum has been awarded the accreditation of VisitEngland Quality Assured Visitor Attraction following its recent assessment. The Museum achieved an impressive score of 91%, the second year in a row that it has been in the top 10%. The completely objective assessment looks at a number of key areas that are important to any tourist, from pre-arrival communications and first impressions, to cleanliness and catering, with scores for staff, interpretation and the Museum itself.

The Museum is home to the world's largest collection of historic British cars. It is renowned as a visitor attraction that uses its collection to tell the stories behind Britain's motoring heritage, uncovering the people, ingenuity, culture and communities that have made the motor car such an influential part of everyday life.



The assessor praised the excellent website and social media presence, proactive approach towards welcoming those with access needs, high quality exhibition experience, enjoyable guided tours, excellent catering and retail, high level of cleanliness and welcoming staff and volunteers across all areas.

Also noted were the excellent TripAdvisor and Google review profiles. The Museum scores 4.6 out of 5.0 on TripAdvisor with 1,787 reviews, praising the Museum for its extensive collection, helpful staff, and engaging interactive zones. It also scores 4.8 out of 5.0 on Google with 10,000 reviews, where visitors highlight the excellent value of tickets (which can be converted to an Annual Pass at no extra cost) and appreciate the friendly, knowledgeable staff. They also mention the spotless facilities, including restrooms and café with reasonable prices.

Peter Armstrong, CEO at the British Motor Museum said, "We are delighted to have scored over 90% in our VisitEngland accreditation this year following the recent assessor visit. This, combined with the popularity of this summer's exhibitions and activities, proves that visitors value our motoring heritage and that telling its many colourful stories can bring joy and inspiration to people of all ages".

Museum entry is just £18 for adults in advance or £21 on the day, £16 for concessions in advance or £19 on the day, £1 for children (5-16 years) until 1 September. After 1 September, standard child ticket prices, are £9 in advance or £10 on the day, and under 5s are FREE. There is also the option to Gift Aid or donate your entry fee and receive an Annual Pass in return at no extra cost. Prices vary on Annual Pass Exempt Days. To find out more information please visit the website at www.britishmotormuseum.co.uk



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[Spoiler Alert at the British Motor Museum.](#)

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