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PRESS RELEASE

HLF SAY "YES" TO BLACK COUNTRY LIVING MUSEUM

The Heritage Lottery Fund (HLF) has confirmed that a grant of £347,500 has been awarded to the Black Country Living Museum to pay for a new phase of the 'Streets Ahead' Development. By January 2009, the Museum plans to have constructed a new vehicle restoration and period display unit - Bradburn and Wedge, as part of 'Moving the Black Country'. This stage of the new development will enable the Museum to showcase its significant collection of Black Country cars and motorcycles.

Caroline Taylor, Campaign Manager said: "I'd like to thank HLF for this grant award which will pay for 52% of the project and will be a wonderful boost for both the Museum and tourism in the area. Together with funding from Europe, a £20,000 grant from the Lord Austin Trust and £5,000 worth of volunteer labour from the Marston Trust, this money will allow us to bring our exciting plans to fruition. We intend to create a new display, storage and workshop building as well as a replica car showroom. Bradburn and Wedge will provide essential facilities for the Museum's vehicle collection and will ensure their long term preservation."

Anne Jenkins, Head of the Heritage Lottery Fund in the West Midlands said: "We are delighted to be able to offer support to the Bradburn & Wedge project. We look forward to the provision of a new home for these wonderful examples of our motoring heritage and the facilities for them to be enjoyed by the community into the future and beyond."

The Museum will use its collection of vehicles and motorcycles to tell the story of transport throughout the Black Country. The breadth of the collection is impressive featuring all forms of transport including cars, motorcycles and commercials. Visitors will enjoy better access to the vehicles with demonstrations, events, lectures, workshops and school based activities planned throughout the year.

Ray Jones, Honorary Curator of Vehicles said: "This grant will mean that more than 260,000 people who visit the Museum each year will be able to see the collection in all its glory. The Black Country has a history of manufacturing some of the best cars and motorcycles in the world. Sunbeam produced four land-speed record cars – 3 of which were successful and Sunbeam and AJS motorcycles had a Grand Prix racing history second-to-none. It is important we celebrate our heritage and make sure future generations share in this pride."

Ian Austin, M.P. for Dudley North said: "I am delighted that the museum has received this much needed funding, I really believe that this money is going to great use. It is only through investment such as this that we will increase the amount of tourism in our area. Our area has a fascinating heritage, which we should be proud and use to boost our towns economy."



**Project Part-Financed
by the European Union**

**European Regional
Development Fund**

-Ends-

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Photography Available:

Images attached:

- Plans for Bradburn and Wedge Garage

- Anne Jenkins, Head of the Heritage Lottery Fund for the West Midlands, Ian N Walden OBE, Director and Chief Executive of the Black Country Museum, and Ian Austin MP for Dudley North with a 1930 AJS Tourer at the site of the Black Country Living Museum.

The Heritage Lottery Fund:

Using money raised through the National Lottery, the Heritage Lottery Fund (HLF) sustains and transforms a wide range of heritage for present and future generations to take part in, learn from and enjoy. From museums, parks and historic places to archaeology, natural environment and cultural traditions, we invest in every part of our diverse heritage. HLF has supported more than 26,000 projects, allocating over £4billion across the UK, with over £290 million going to projects in the West Midlands. Website: www.hlf.org.uk.