



2008 - A Vintage Year!

2008 was a year of accolades with The Black Country Living Museum scooping an impressive 10 awards over 12 months including Tourism West Midlands' Excellence in Tourism's 'Favourite Day Out' Award, voted for by members of the public, the Gold Award for 'Website of The Year (Commercial)' and a Highly Commended Award for 'Business Tourism'.

The Museum also won Black Country Hotel and Tourism's 'Festival of the Year', for the Chainmakers Festival, and 'Large Visitor Attraction' categories. These successes were shortly followed by the Express and Star's Spotlight Award for 'Best Day Out', another public vote.

The Museum took the Going Places' 'Midlands Top Tourist Attraction' award and Group Leisure's Joint Runner Up Award for 'Best UK Group Attraction', second only to Windsor Castle.

Museum boss, Ian N. Walden O.B.E., even scooped the 'Outstanding Business Achievement' Award in the Best of the Black Country competition 2008.

Emma Middleton, Marketing Manager said: "2008 has been a very good vintage and the the Museum is continuing to go from strength to strength. Visitor numbers grew remarkably with a 12% increase in the year and we are confident going forward into 2009. These are obviously interesting times with an uncertain economic outlook but we believe that we are well positioned to continue our success.

"During 2009 we will be unveiling more new exhibitions. Our £10 million expansion programme is well underway and builds on the Museum's successful living history displays. The development includes a major expansion of the canal-side village, together with exciting interpretation of the collection of Black Country cars and motorcycles; new conservation and research facilities and the major new exhibition that tells the story of the Black Country".