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## PRESS RELEASE

### **Museum gets Green Light from Waste Fund**

The Black Country Living Museum in Dudley is celebrating a £132,550 grant from the Veolia Environmental Trust, which will be used to recreate history at the award-winning Dudley attraction.

The trust's grant was awarded through the Landfill Communities Fund and has been matched by contributions from other donors. It ensures Phase 3 of the Museum's £10 million expansion programme gets underway. The £132,550 investment will support the reconstruction of buildings rescued from numbers 16 and 18 Birmingham Road in Oldbury and will create part of the second block on the new High Street.

The buildings will bring to life a tobacconist and a radio dealer. During the thirties tobacconists did a roaring trade as ordinary people were unaware of the health risks and saw smoking as a touch of Hollywood glamour. Woodbines were perhaps the best-known cigarette but multi-coloured matches and scented cigarettes were just some of the more exotic items for sale. The radio dealer will introduce Museum visitors to the story of mass communication during the thirties. Trade boomed as the experimental years were over and even AJS - better known for making motorcycles in Wolverhampton produced a range of

radios. The death of King George V in 1936 was an early broadcasting landmark and millions of families tuned in to coverage of his funeral and the first ever live broadcast.

Ian Walden, Director and Chief Executive of the Black Country Living Museum said: “We have an international reputation for the preservation of buildings by relocation, we actually number almost every brick and the Trust’s help will allow us to accurately reconstruct another fascinating part of Black Country history.”

The Executive Director of The Veolia Environmental Trust, Margaret Cobbold, added: “The Trust works to support community and environmental projects across the UK. This scheme is an excellent example of how Landfill Communities Fund can help preserve our heritage for future generations, and I look forward to seeing the project completed.”

Visitors to the Black Country Living Museum will be able to see many of the attraction’s ambitious expansion plans first hand as developments in phase 1 and 2 have been rolled out to the public each month since the start of the New Year. 2009 kicked off with a new exhibition in Hall 2 and a three-dimensional guide book explains in a fun way what visitors can expect when they tour the Museum. February followed with the opening of the Black Country Vehicle Company Limited - a state-of-the-art vehicle showroom to house the Museum’s prestigious collection of vintage vehicles. HRH The Duke of Gloucester officially opened the Workers’ Institute and Folkes’ Park in March and spring culminated with the opening of Morrall’s Gentlemen’s Outfitters and Hobbs Fish and Chip Shop in April and which will form the centrepiece of the new 1930s High Street.

**Photographic Opportunities:**

Image attached

Caption: Costumed Guide David Williams collects waste at the Black Country Living Museum.

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**Note to Editors:**

The Veolia Environmental trust has been supporting community and environmental projects for over ten years. Under the Landfill Communities Fund, landfill site operators can donate a percentage, currently 6%, of their landfill tax payment to these projects.

Since the Trust was established in 1997, Veolia Environmental Services (UK) plc has supported it by contributions of over £37 million for more than 900 projects.

The Trust has helped fund a diverse range of projects, including the repair of woodland footpaths, the renovation of community halls and the installation of playgrounds and play areas. For more information, or to find out how to apply for funding, visit the Trust's website [www.veoliatrust.org](http://www.veoliatrust.org).