



# *Beyond Our First Decade*

# The Birth of the Museum



Lord Montagu of Beaulieu

The National Motor Museum evolved from the Montagu Motor Museum, which was founded by Lord Montagu in 1952 as a tribute to British Motoring achievement and particularly in memory of his father, one of the pioneers of motoring in Great Britain and the first Parliamentary champion of the motorist's cause. Within 10 years the collection numbered more than 100 vehicles. To cater for the ever increasing demand for information on motoring history, Lord Montagu created in 1961, a Motoring Library for

books, manuscripts and photographs.

The decision to found a charitable Trust was taken in 1968 in order to safeguard the Museum and the Library collections for the long-term benefit of the nation.

The Beaulieu Museum Trust came into being on the 17th November 1970. Lord Montagu made available to the Trust his vehicle and Library Collection, at the time worth in excess of £500,000, at a peppercorn rent, for a minimum term of sixty years.

Lord Montagu, through Montagu Ventures Limited, the Beaulieu

management, borrowed one million pounds from Hambros Bank in order to provide finance for both the Trust's buildings and the remainder of the Complex. This loan was secured upon Lord Montagu's personal assets. In turn Montagu Ventures Limited loaned to the Trustees on exactly similar terms sufficient funds to pay for the Museum and Libraries and related costs.

The principle objectives recorded in the Trust Deed are:-

'.....to construct a Museum and Library to house the historic vehicles and Library contents'.

'.....to exhibit to the public and make available for research and education the historic vehicles and Library contents and for preserving same as collections'.

'.....to acquire for exhibition in the new Museum and Library, books, manuscripts, photographs and other items connected with transport'.

'.....to restore and assist in maintaining the historic vehicles and Library contents'.

'.....to make available to the public historical information... by means of publications, exhibitions and lectures.'

In 1968 a Trust fund was launched with a target of £750,000 to enable these objectives to be realised and generous support has been received from both industry and individuals.

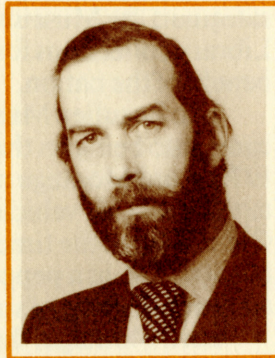
In 1972 the Beaulieu Museum Trust became the National Motor Museum Trust.

Ten years of steady progress and a look to the future are the subjects of this publication.



Victor Hemery in his Benz after his victory in the 1908 St. Petersburg-Moscow race

# Foreword by H.R.H. Prince Michael of Kent



*H.R.H. Prince Michael of Kent*

*Photograph by David Bailey*

It was in June 1972 that my brother, the H.R.H. Duke of Kent, officially opened the National Motor Museum and so it was with particular pleasure that I recently accepted an invitation to become a Trustee.

The boundless enthusiasm shown by Lord Montagu for historic motor cars is well known. Perhaps less well known is the connoisseur's interest his father took in the motor car of his day, an interest to which, undoubtedly the present magnificent collection in the Museum owes its origins.

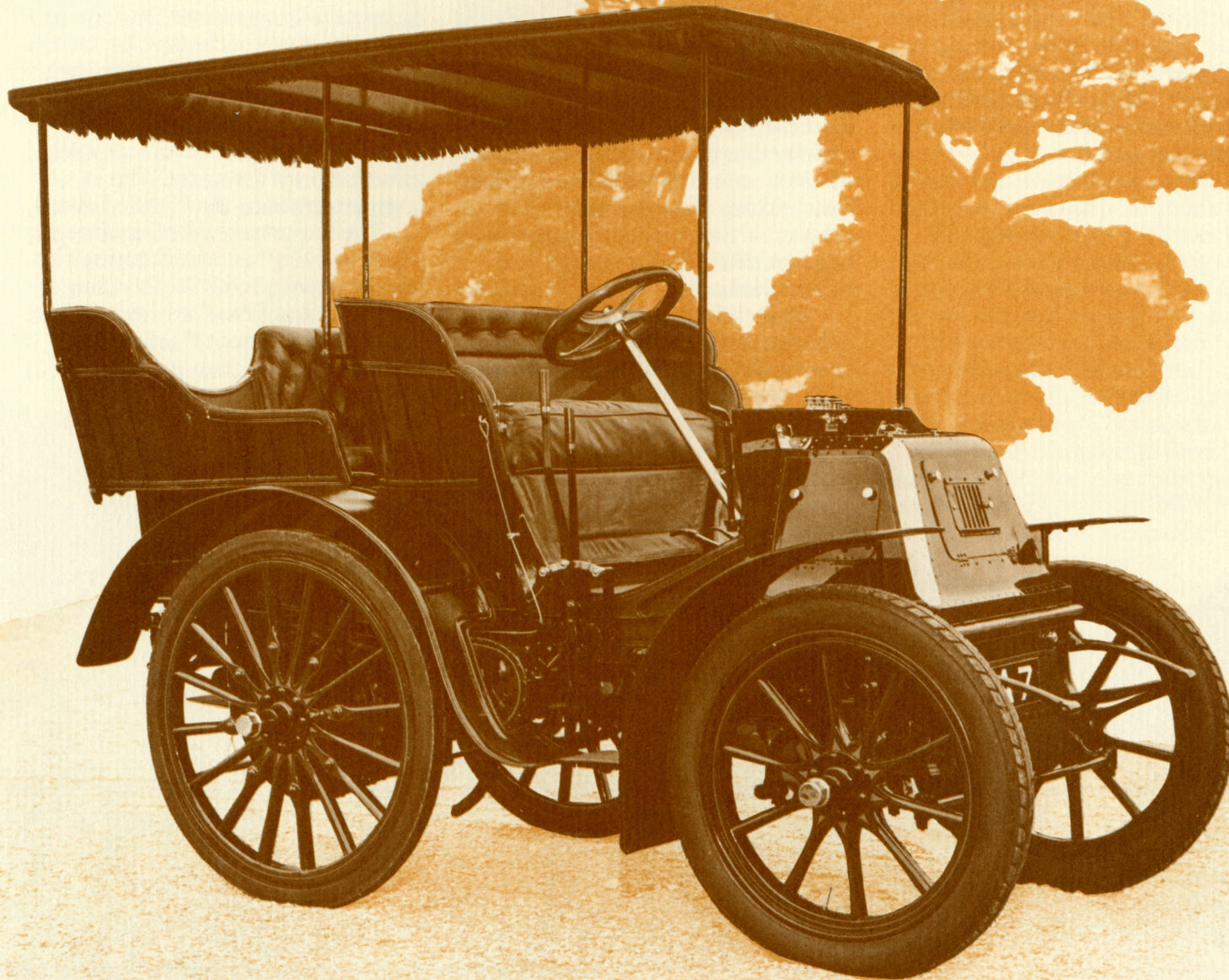
This Museum houses some of the great motor cars of the past, upon which we look with considerable affection, but will today's motor car be similarly viewed in the future?

It is said that the motor car is becoming a paradox. It provides unrivalled personal mobility, but it chokes our towns and cities, and many brood over this growing problem. The social fabric of the nation is dependent upon the motor, particularly in rural areas. Government, Industry and Commerce would be unable to function without it. It is loved but it is unloved; it is an object of fashion and of lasting beauty. It is created by brilliant design and production technology and by painstaking craftsmanship. It is a major twentieth century industry upon which many other industries depend for their prosperity; an industry which is a major employer and a very large investor.

Paradox or not the motor car is and will remain an important part of our social history and it is right, therefore, that Britain should have a flourishing museum, which is able to display the very best examples of its development for visitors of all ages to admire. This the National Motor Museum does supremely well, but more than that, it provides an educational environment in which the young can see the motor car in its proper historic and social perspective.

I wish the Museum continued success in its second decade which will embrace an event of considerable significance – The Hundredth Anniversary of the birth of the motor car.

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# *Beyond Our First Decade* *—by Lord Montagu*

In reviewing the first ten years of the National Motor Museum Trust, I must express heartfelt relief that we started when we did.

An act of faith became a reality despite many vicissitudes – how much more daunting it would all appear if we were to start now. Inflation alone would more or less treble the building costs and our ability to raise substantial financial support would be much inhibited by the present economic climate.

What then have been our milestones? On the financial side we have repaid the money borrowed for

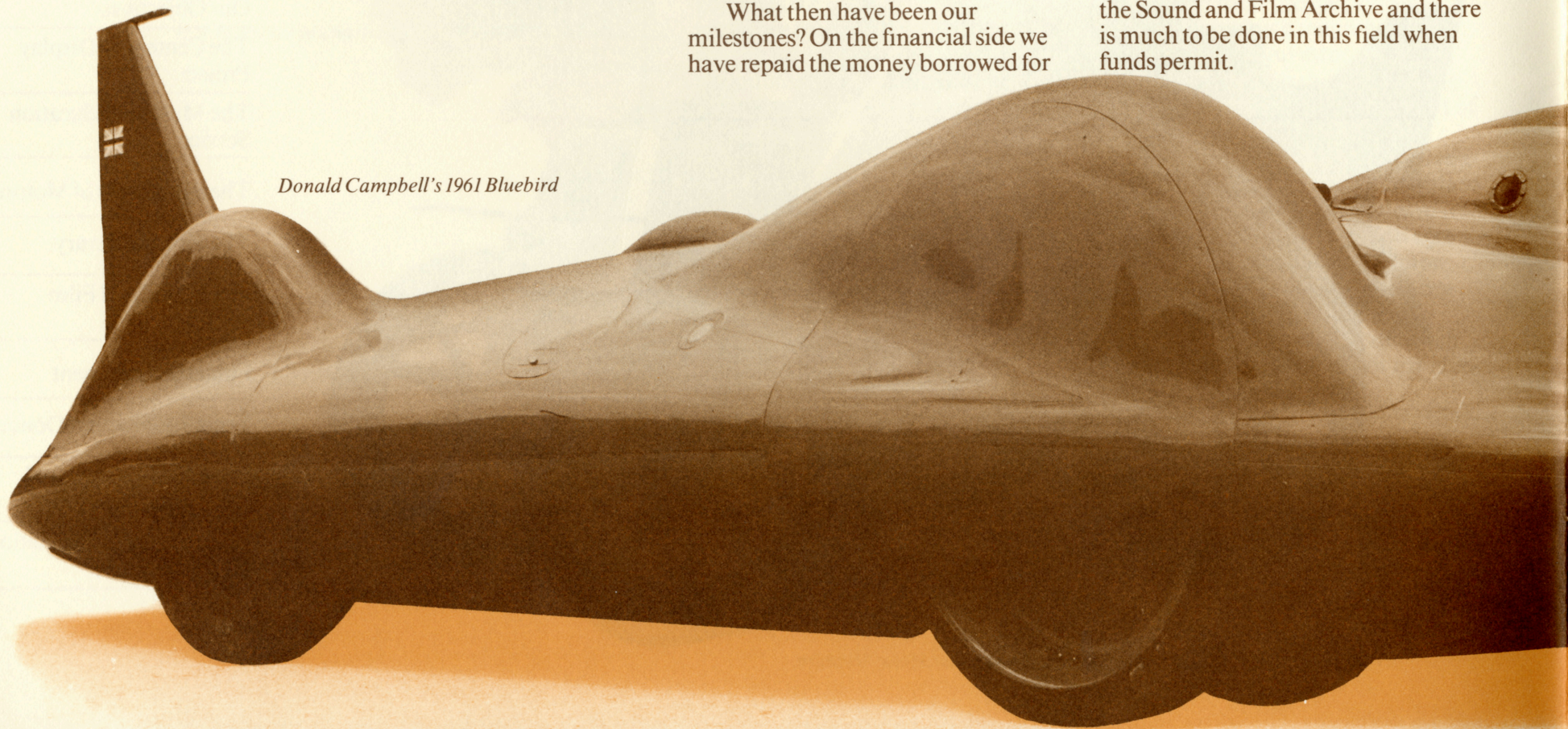
the construction of the Museum building – a major achievement, in which all at Beaulieu share the credit.

The collection has continued to grow and the acquisitions by the Trust, with those vehicles loaned to us, more fully represents the complete spectrum of motor car development.

The BP Library of Motoring has gone from strength to strength and is now acknowledged to be one of the most important sources of motoring information in the world. This is complemented by the Picture Library.

The important task of cataloguing and preserving historic motoring film has commenced with the founding of the Sound and Film Archive and there is much to be done in this field when funds permit.

*Donald Campbell's 1961 Bluebird*



The Museum has received three major awards of which the Trustees and staff are particularly proud. These were:-

The Museum of the Year Award given by the National Heritage.

The Architecture Award given by the RIBA.

The Heritage Award given by the Civic Trust.

Our special exhibitions have included:-

'The Birth of a Legend' which celebrated the 70th year of the Rolls Royce Silver Ghost.

'75 Years of Ford'

'Wizardry On Wheels' to mark the 21st Birthday of the Mini.

'Epitaph to the Trike' in The Year of the Disabled Person.

'Sixty Years of the Jaguar' – Loaned by BL Heritage.

A new permanent Duckhams – sponsored Motor Cycle Gallery.

The National Motor Museum Trust contributed to the purchase for the nation of Donald Campbell's 1961 Bluebird which by arrangement with the Science Museum will be on permanent display at Beaulieu.

The Trust has received many valuable exhibits on loan or as gifts from individuals and companies and the Trustees are most grateful for their generosity.

It is very useful to look backwards, for history, even recent history, has many important lessons for any enterprise interested in the future. So what of the future?

Our eyes and our efforts are focused on a unique motoring occasion – The One Hundredth Anniversary of the Motor Car. This will be in 1985/6 and plans are afoot in Europe and America to celebrate it in suitable style.

The National Motor Museum's major contribution to this centenary will be to produce a permanent new exhibition experience which will certainly be the first of its kind in this country. To make space for this exhibition, a new building will be constructed to house some of the existing facilities and a sponsor is being sought for this enterprise.

The Trust will continue to refine and develop its collection and displays of both vehicles and associated motoring items and publications.

The policy of using vehicles from the collection for suitable competitive events will continue so that public interest in historic cars is stimulated.

We propose to continue to compete regularly in the RAC London to Brighton Veteran Car Run and in the Historic Commercial Vehicle Club's London to Brighton Run. Vehicles from the collection will also be on display at venues in this country and abroad for special exhibitions or celebrations.

The National Motor Museum has undoubtedly had a large measure of success; success in its building programme, in its vehicle collecting policy, in its displays and in its innovations. None of this would have been possible without the wise counsel of our Trustees, both past and present, to whom I am personally most grateful. I would also like to thank the Museum staff for their tireless dedication to the work of the Trust.

## **Trustees of the National Motor Museum Trust**

### **Trustees (July 1982)**

**Lord Montagu of Beaulieu**

**P R Dugdale**

(Managing Director, Guardian Royal Exchange Assurance Ltd)

**P J Elton MC**

(Past Managing Director, Alcan Aluminium UK Ltd)

**W Hayes**

(Vice President, Public Affairs, Ford Motor Company Ltd USA)

**Sir Barrie Heath DFC**

(Past Chairman, Guest, Keen & Nettlefolds Ltd)

**A R W Large**

(Company Secretary, BL Public Limited Company)

**D G Milne CBE**

(Past Managing Director and Chief Executive, BP Oil Ltd)

**G E Moore CBE**

(Past Chairman, Vauxhall Motors Ltd)

**J T Panks**

(Chairman, Automotive Products Ltd)

**Sir Bernard Scott CBE TD**

(Past Chairman, Lucas Industries Ltd)

### **Previous Trustees**

**Belinda, Lady Montagu**

**Sir William Atkins CBE**

(Chairman, W S Atkins & Partners Ltd)

**E F Bigland MBE**

(Past Managing Director, Guardian Royal Exchange Assurance Ltd)

**Lord Black of Barrow**

(British Leyland Motor Corporation)

**Lord Brookes**

(Past Chairman, GKN Ltd)

**Sir Leonard Crossland**

(Past Chairman, Ford Motor Company Ltd)

**B F Hubbard**

(Strutt & Parker)

**Gilbert A Hunt CBE**

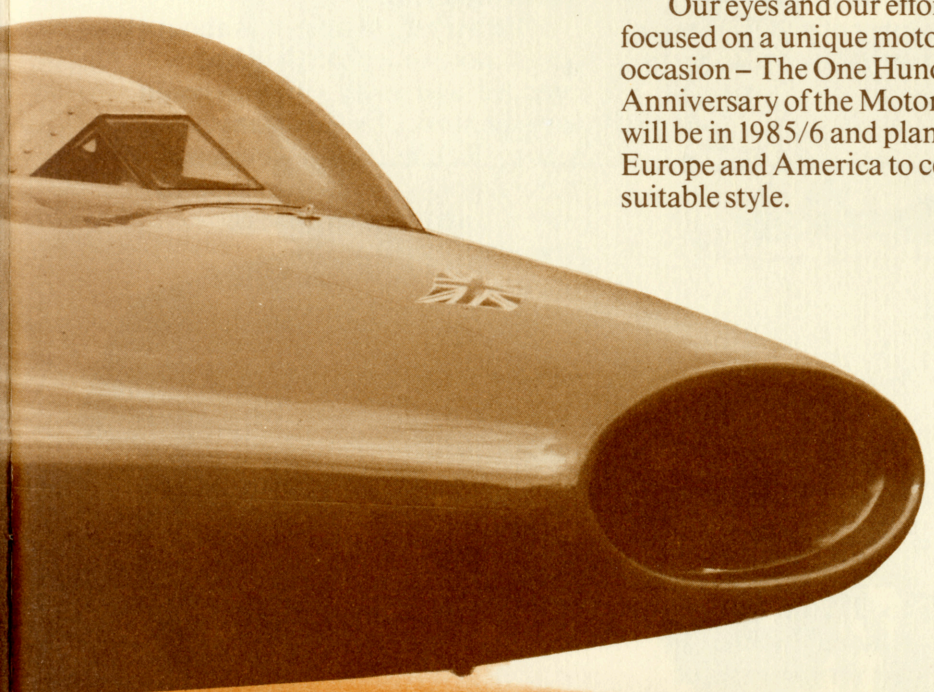
(Past Chairman, Chrysler UK Ltd)

**R J Lucas**

(Past Director & Secretary, British Leyland Ltd)

**H G Starley CBE**

(Past Vice Chairman, Champion Sparking Plug Co Ltd)



# The Museum and the Public

The present Museum was formally opened by H.R.H. Duke of Kent in July 1972 and in that first year more than half a million visitors came to see the collection.

The National Motor Museum, and other features of Beaulieu are a national attraction. Palace House is visited by more people than any Historic House or similar attraction in the country apart from the Tower of London.

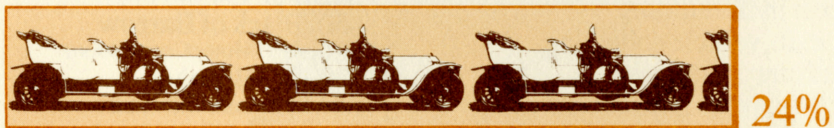
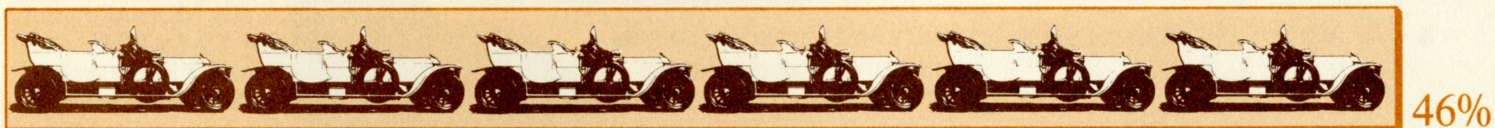
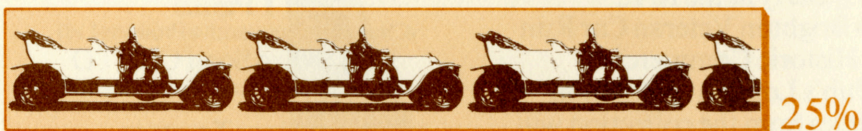
Each year a survey is carried out so that we know what our visitors think about us. It also helps us to learn something about them: their age groups; the number of people in their party; how far they travelled to get to

Beaulieu; whether they travelled by car, coach or public transport; how long they stayed; whether they think they had value for money.

We know, for example, that currently two thirds of our visitors are on holiday and they travel on average some 30 miles from their holiday location. We know that 41% are staying in hotels and guest houses, 11% in self-catering holiday homes, 33% are either camping or caravanning and 15% are staying with friends or relatives.

Visitors on a day out from home make up the other third. Their average is 56 miles one way and as a large number live within 35 miles of Beaulieu, many visitors travel well over 100 miles despite the increasing cost of motoring.

Our average visitor stays about 4½ hours, more time than they had intended, and many wish they could have spent even longer. Many have been to Beaulieu before – evidence that our policy of new displays and innovations makes each visit rewarding.



A most gratifying statistic revealed by the survey is the visitors' impression of 'value for money'.

- 25% think it is excellent value
- 46% think it is good value
- 24% think it is reasonable value
- 4% think it is not very good value
- 1% think it is poor value

# The National Motor Museum Collection

The National Motor Museum aims to 'acquire, conserve and display to the public vehicles, accessories, publications and other items related to the history of motoring on the roads of Great Britain from 1896 to the present day'.

When the National Motor Museum opened in 1972, the major part of the collection was the vehicles previously displayed in the Montagu Motor Museum. This comprised vehicles owned by Lord Montagu or on loan to him. The Montagu Collection exhibited all the characteristics common to so many museums in the early stages of building a collection. Although it contained many important vehicles, it also included a

considerable number of vehicles acquired on the basis of availability rather than desirability.

## The Collection and Acquisition, 1973-82

With the advice of the Museum Advisory Council, the collection has been subjected to a continuous process of refinement. Many of the less significant vehicles have been returned to their owners at the termination of loan agreements, or have been withdrawn from display. At the same time, an increasingly selective response has been given to

offers of vehicles on loan or as gifts. These additions to the collection have been supplemented by the purchase of a small number of important vehicles through the Trust's limited acquisition fund.

Among the most important and exciting acquisitions of the past decade have been.

**1954/55 Mercedes W196 Racing Car** – Donated to the Trust by Mercedes-Benz Limited, one of the most successful Grand Prix cars ever, driven by Fangio and Moss.

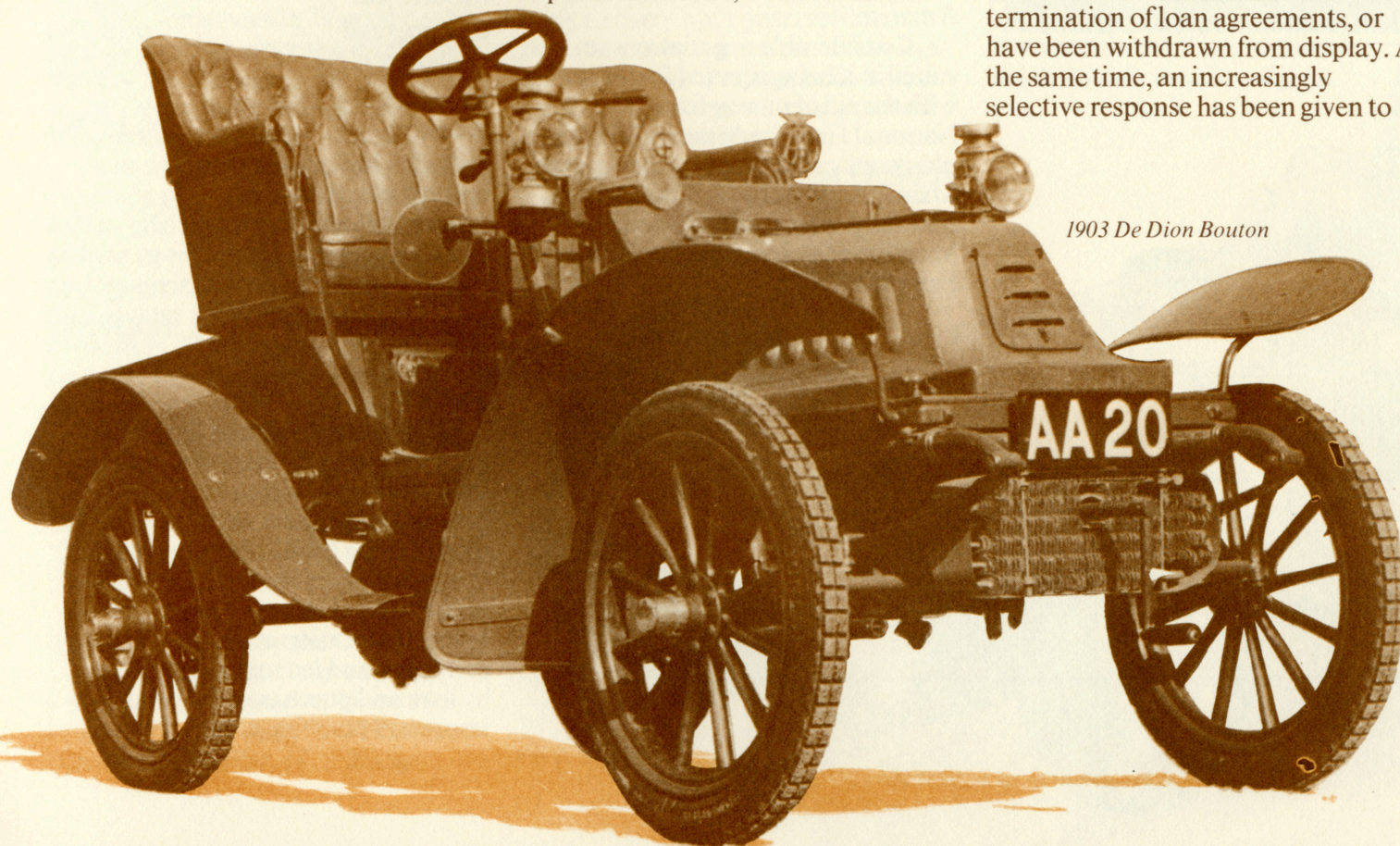
**1914 Rolls Royce Alpine Eagle** – By purchase for the Trust with the aid of a grant from the Science Museum. The sporty version of the Rolls Royce Silver Ghost.

**1975 Kawasaki 500 cc** – Donated to the Trust by Kawasaki UK Limited. This is the machine on which Mick Grant won the Senior TT in the Isle of Man.

**1948 Triumph Motor Cycle (Sectioned)** – By purchase for the Trust with the aid of a grant from the Science Museum. Good sectioned exhibits are very hard to find. This one was prepared for training Metropolitan Police motor cyclists.

**1896 Thornycroft Steam Van** – Loaned by B L Heritage Limited. This country's oldest load carrying commercial vehicle.

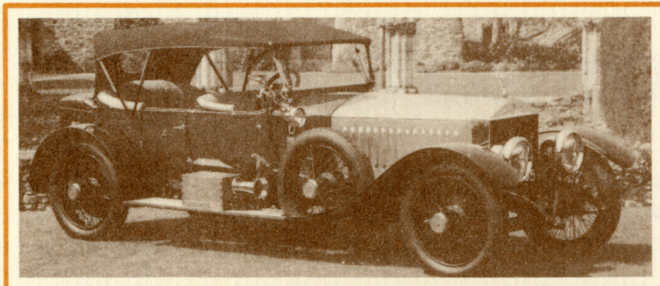
**1949 Alfa Romeo** – Loaned by Sutton Place Heritage Trust. A good example of the really flamboyant coachwork available just before and after the Second World War.



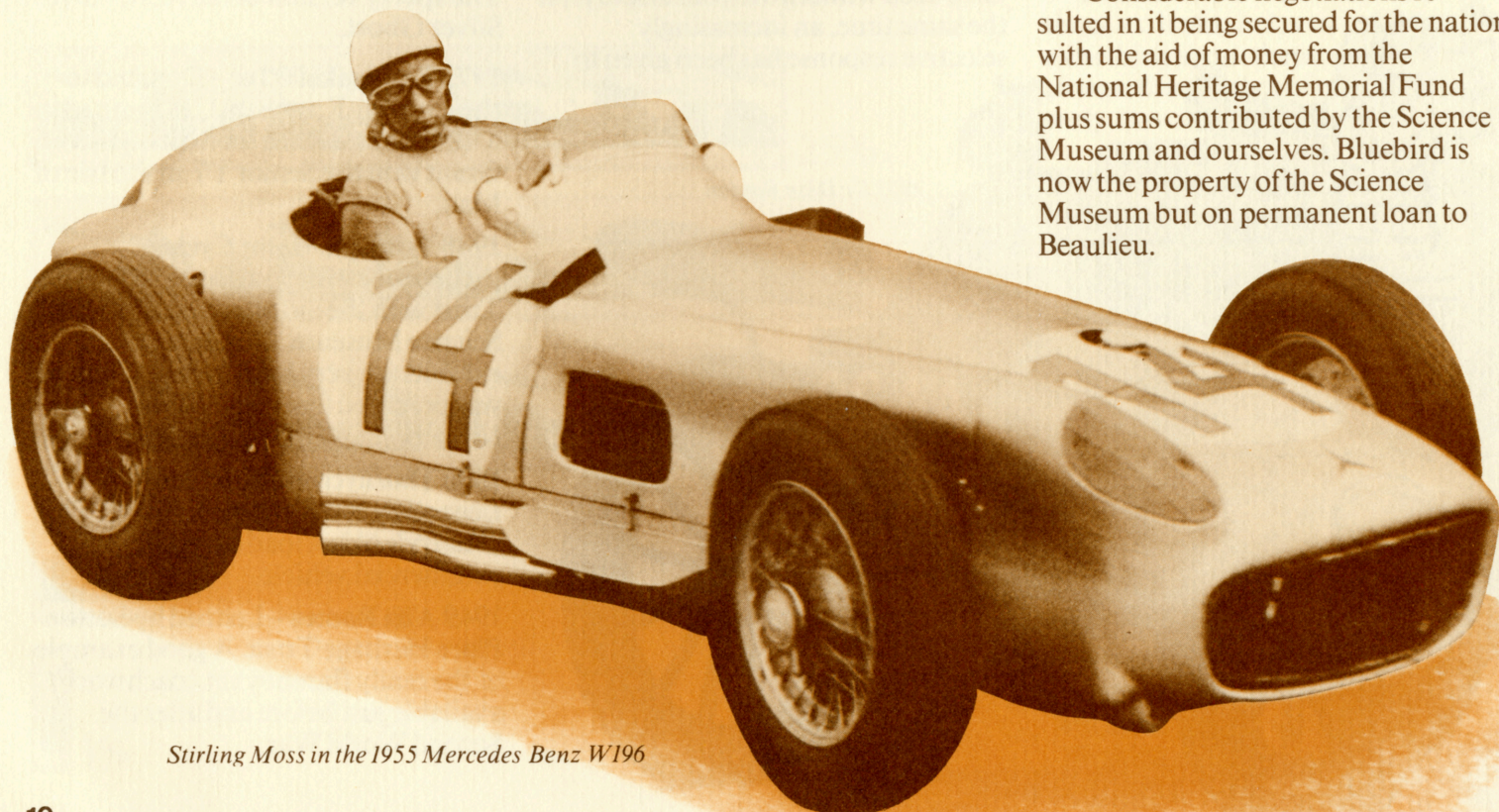
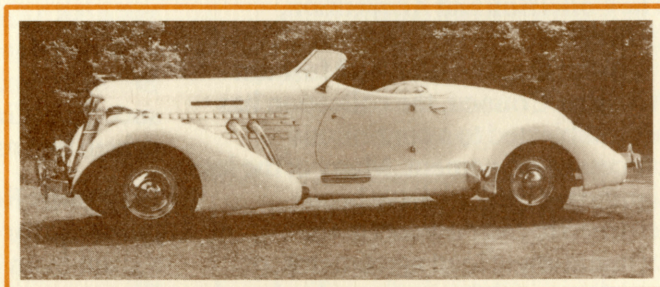
1903 De Dion Bouton



1914 Rolls Royce  
Alpine Eagle Silver Ghost



1935 Auburn 851 Speedster



Stirling Moss in the 1955 Mercedes Benz W196

**1961 Bluebird** – Loaned by the Science Museum. The last car to hold the wheel driven World Land Speed Record for this country.

One important feature of the decade is the firm working relationship which has been established between the National Motor Museum and other museums, particularly the Science Museum. Nowhere is this relationship more clearly demonstrated than in the acquisition of 'Bluebird' for the nation.

Bluebird had been on loan to the Museum from Tonia Campbell who decided to sell when she moved to America.

Considerable negotiations resulted in it being secured for the nation with the aid of money from the National Heritage Memorial Fund plus sums contributed by the Science Museum and ourselves. Bluebird is now the property of the Science Museum but on permanent loan to Beaulieu.

We would also like to mention the great help we have received from B L Heritage Limited, particularly with the loan of exhibits as well as the opportunity to exchange exhibitions.

**The Collection in 1982**

The Museum now holds a fine collection of 299 vehicles. The collection of cars, commercial vehicles etc, owned by the Trust, on loan from Lord Montagu and from private individuals, comprises 189 vehicles, divided as follows:

Veteran (pre 1919)	34 (11.4%)
Vintage, Post Vintage, Modern etc.	38 (12.7%)
Commercial	20 (6.7%)
Sports Cars	29 (9.7%)
Racing & Record-Breaking	20 (6.7%)
Vehicles in store awaiting restoration or in the reserve collection	25 (9%)
Out on Loan	16 (5%)
Others	7 (2.3%)
Motor Cycles	110 (36.1%)

**Motor Cycles**

The motor cycle collection has been refined in the same way as the four-wheeled vehicles. Major improvements to the collection were made during 1980, in preparation for the re-display of the Graham Walker Motor Cycle Gallery. This re-display focussed attention on the motor cycle collection and led to the acquisition, by loan and purchase, of several very important machines.

## Ownership

Of the 299 vehicles currently in the collection, 136 belong to private individuals. These include 98 from the personal collection of Lord Montagu. However, the most remarkable statistic on ownership is that 65 vehicles are owned by the National Motor Museum Trust. This represents a commendable acquisition achievement in a decade of stringent economy and it is hoped that the proportion of the collection in Trust ownership will continue to grow.

## Conservation

The Conservation Workshop, has been very active since the establishment of the Museum. The workload of the Department has included restoration of museum vehicles, projects for other museums and some contracts for private enthusiasts. In the decade from 1972, a number of vehicles were restored completely and innumerable conservation tasks undertaken on vehicles in the collection. The greatest challenge has been the first Royal car – a 1900 Daimler now in the collection of H.M. The Queen at Sandringham. The restoration, which took the team 14 months to complete, was undertaken as the Trust's contribution to the Jubilee celebrations and enjoyed the support of several manufacturers.

Five examples of complete restoration undertaken by the Conservation workshop are currently on display in the Museum. These include the 1913 Argyll, 1899 Daimler, 1899 Fiat, 1928 Rudge-

Whitworth motor cycle and the 1913 Newton Bennett.

Current projects include the partial restoration of the Trust's Rolls Royce Alpine Eagle, which joined the collection in the Summer of 1980. Total restoration of a Titan Tractor for Hampshire County Museums Service is also under way, while a complete restoration of a 1919 500 cc side valve Sunbeam is in hand for a private collector.

Particularly pleasing has been the developing relationship with the Area Museums Service for South Eastern England, which employs the Conservation workshop on an agency basis to carry out conservation and provide expert advice on technological collections. Projects undertaken for the Area Service are very varied and have included to date:

- A Werner motor cycle for Gunnersbury Park Museum.
- A Thornycroft Cattle Truck for Hampshire County Museums Service.
- Bead blasting and repairs to bicycles for Ashwell Village Museum.

- A Tower Wagon for Portsmouth Museums.
- Consultancy for Eastney Pumping Station.

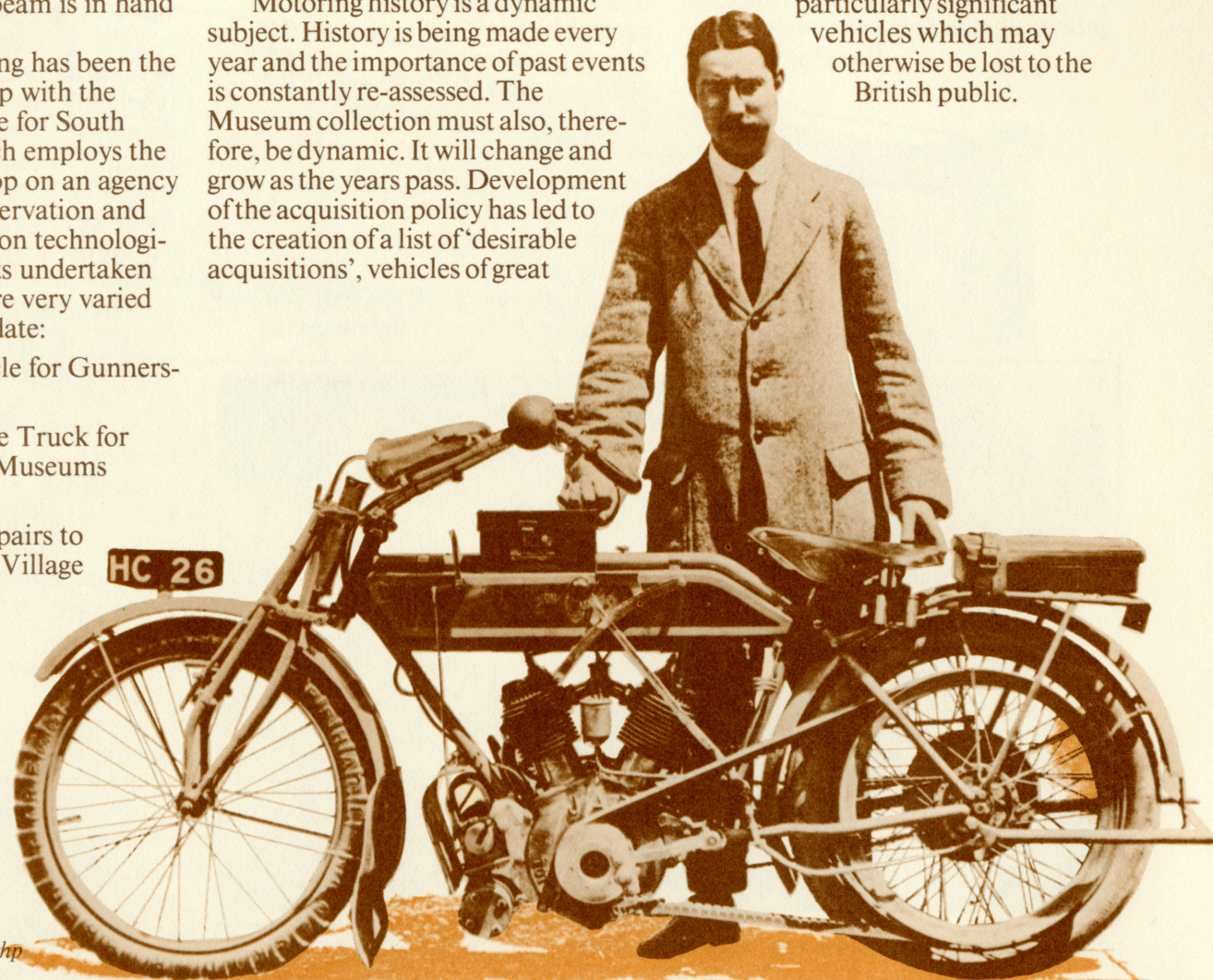
These activities and restoration work for private collectors produce valuable revenue.

## The Future

Motoring history is a dynamic subject. History is being made every year and the importance of past events is constantly re-assessed. The Museum collection must also, therefore, be dynamic. It will change and grow as the years pass. Development of the acquisition policy has led to the creation of a list of 'desirable acquisitions', vehicles of great

historical significance not represented in the current collection. In future, acquisition will involve a more positive searching rather than reacting to offers.

Many of the new and important acquisitions will almost certainly arrive on loan, but it is hoped that a developing acquisition fund will permit the Trust to purchase particularly significant vehicles which may otherwise be lost to the British public.



1912 Matchless 6hp

# The Museum Displays

The exhibition of vehicles in the Museum building is the main point of contact with our visitors, who represent a fairly typical cross-section of the general public, and are at Beaulieu to enjoy a relaxed, entertaining and agreeable day. They approach the Museum with a mild interest and, perhaps, a sense of expectancy, but they certainly do not represent an expert audience.

The nature of the audience is a major factor in determining the way in which the Museum exhibits are displayed. For the expert in motoring history, the vehicles alone would be adequate. However, to engage the

interest and the enthusiasm of the non-expert visitor, it is essential that the overall collection is presented in a lively and entertaining way.

## The First Decade

The Museum opened with a fine new building and the best collection of vehicles in Europe. The vehicles on display have been changed to reflect the continuous refining of the collection. This has produced a fresh look for visitors who come more than once during the season and released vehicles for use at events elsewhere.

A major re-display of the Motor Cycle Gallery, sponsored by Duckhams, was completed in 1980.

Additional supporting displays on motoring themes have been very limited because of restricted expenditure, but road signs, posters and period enamelled signs have been successfully featured.

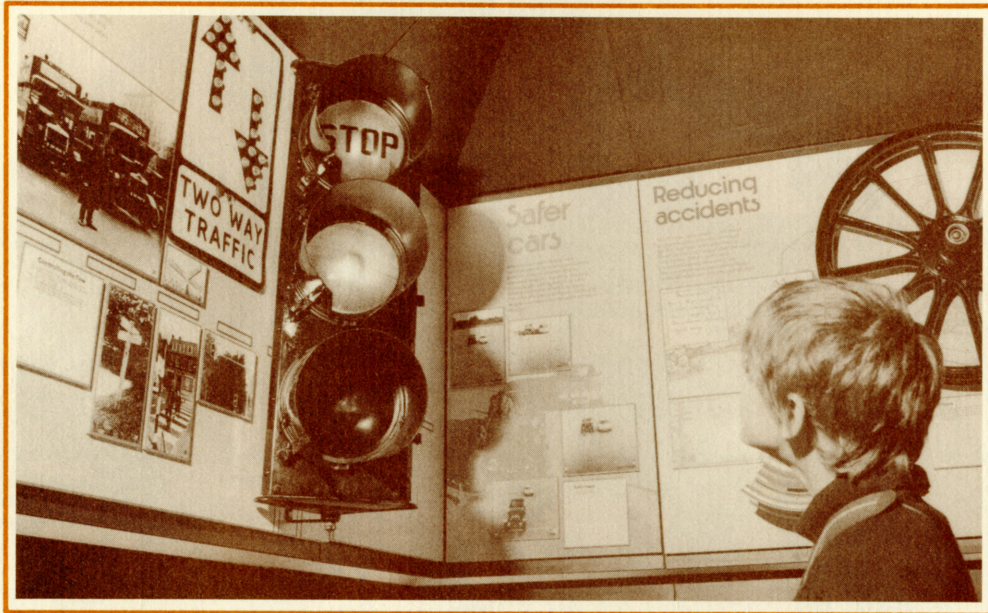
The sponsored display booths have been of a commendably high standard. As they have been re-designed and re-furbished, the close collaboration with the Museum Education Department in the development and interpretation of their themes has produced displays in complete sympathy with the Museum objectives. The Lucas and GRE display booths are two of the more recent examples of this collaboration.

Currently the display themes are:  
'The Story of the Tyre' – sponsored by Dunlop  
'Lighting' – sponsored by Lucas  
'Brakes and Transmission' – sponsored by Automotive Products  
'Safer Motoring' – sponsored by Guardian Royal Exchange Assurance  
'Aluminium In Action' – sponsored by Guardian Royal Exchange Assurance  
'Automotive Engineering' – sponsored by G.K.N.  
'Meet The Drivers' – sponsored by BP  
'The Sparking Plug' – sponsored by Champion Sparking Plugs  
'A Family At Risk' – sponsored by British Insurance Association.

## The Future

The next decade will be marked by a major emphasis on re-display of the Museum's collection, with the aim of increasing still further the visitors' enjoyment of the Museum and their understanding of motoring history. A detailed, but flexible, Display Policy has been developed incorporating provision, not only for long term display, but also for temporary exhibitions, events and activities.

This will give the visitors a much more varied museum experience, encouraging participation and activity, while allowing vehicles to be removed easily from the collection to participate in a variety of events.



*The Guardian Royal Exchange road safety display booth*

### The Centenary Project

The 100th Anniversary of the motor car will be celebrated in 1985/6 and the Museum intends to develop a major new display feature, an experience for visitors which will be unique. Visitors will be transported through a series of dioramas, vehicle exhibits in special settings and audio visual displays which will recapture the nostalgia of the past century and complement the static displays in the main Museum.

### The Main Museum

The main Museum displays will concentrate on subjects which benefit from careful study. Several themes have been selected, including 'The Family Car' and 'Restorations'. These displays will occupy the side plinths. The main floor areas will continue to be used for showing the collection, but it will include smaller temporary displays on themes like 'Car of the Month', 'My Favourite Car' and 'Then and Now'.

### Events

Cars are designed to move, but the Museum display, despite increasing animation, will remain predominantly static. In order to bring the exhibits to life, the Museum is developing an increasing number and variety of 'events' which show the vehicles in motion and bring them into closer contact with the visitor. The major event each year is the 'Cavalcade', a motoring pageant on the rally arena, which runs each day in high season. This involves actors and actresses with an informed, but light-hearted

storyline and about thirty Museum vehicles are put through their paces. The Cavalcade becomes more sophisticated each year as other 'happenings' are added.

### Taking the Museum to the Public

Every year, Museum vehicles are seen many miles from Beaulieu. This

is part of a deliberate policy to keep the collection 'alive'. Vehicles have been exhibited in Asia, Australasia, America and Europe. They have participated in the Brighton Runs; attended vintage racing car events; been out on loan to other museums; and joined Motor Show and Motorfair.

### The Challenge

The challenge is to provide innovative and stimulating displays which satisfy the interest, emotional and mechanical, of the complete spectrum of visitors; the youngster, the grandparent, the enthusiast, the expert and the many educational groups.

The Museum Display Policy has been developed to meet this challenge – and to provide a rich and rewarding experience for all.



1923 AEC S-type Double Decker

# Looking Ahead – Our Objectives

Looking ahead, the Trust proposes to initiate a major new project, the largest since the Museum itself was built. It is in two parts.

... the construction of a completely new building to house enhanced museum services

... a major new display feature based on an entirely new, exciting concept

The new Museum Services Centre will house the Education Department with lecture room and working classrooms for visiting schools; the Sound and Film Archive; a part of the invaluable BP Library of Motoring; a part of the Picture Library, a maintenance workshop for vehicle restoration and a store for vehicles from the collection.

The construction of the new Museum Services Centre will release the basement storage space of the existing Museum for the second part of the project – a Museum experience which will be unique to Britain.

The basement is ideally suited for conversion to this new purpose in which a 'train' of especially designed acoustic booths, accommodating up to three people, each with stereo sound effects and commentary, will move on continuous silent tracks through and past exhibits and displays, depicting a century of motoring. This new, mobile system will provide visitors with a concen-

trated experience of sight and sound and ensure a greater appreciation of this important theme display than would be possible by conventional, static means.

Why is it needed and why embark upon it at such an unpropitious time?

The Trustees regard the National Motor Museum as an evolving entity, not simply an agreeable site at which its static collection gathers dust. It has created a policy of providing services for which there is a demand and initiating services which will generate demand.

The maintenance and refurbishing of the Collection is of prime importance, and adequate storage is required for vehicles not on display.

As to timing, it could be said that no time is every really right. But one event, an event of international importance, makes the timing of this project as right as it will ever be – it is

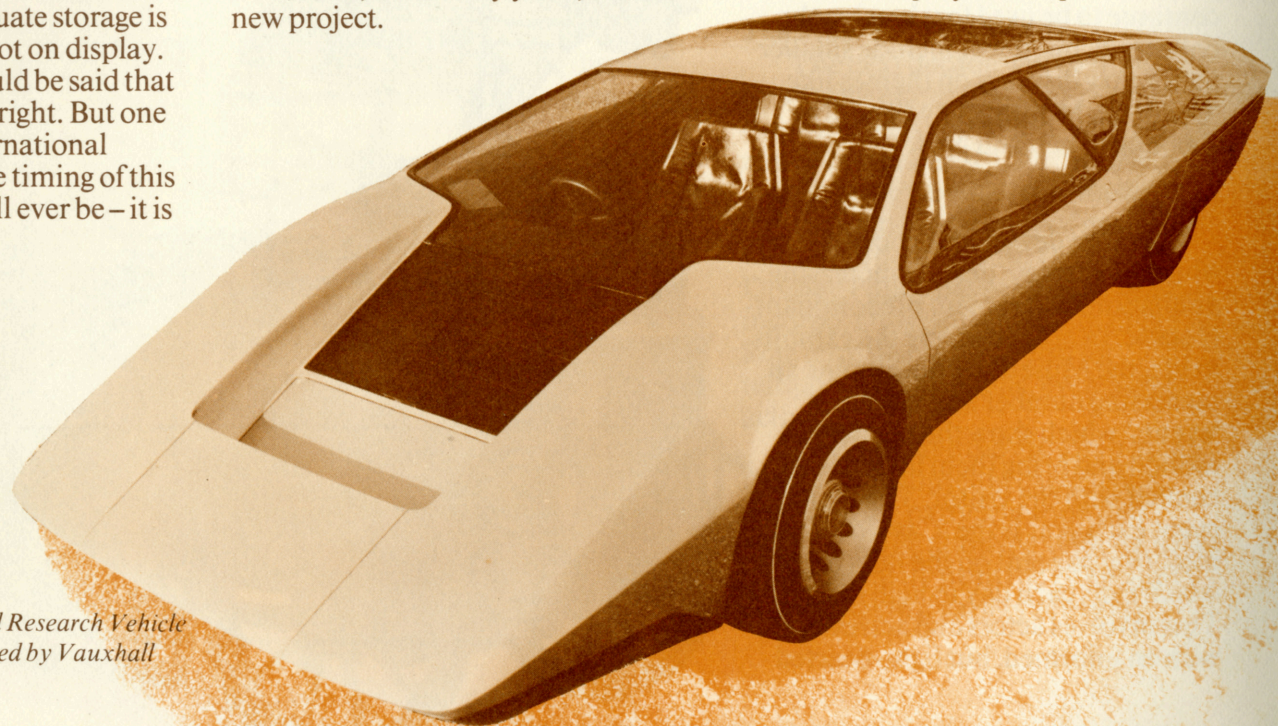
the 100th Anniversary of the Motor Car which will be celebrated in Europe and the USA in 1985/6.

Our objective is to raise the cash for this exciting new scheme, a scheme which will not only be Britain's major contribution to the centenary of the motor car, but will become a permanent exhibit of considerable significance.

Our target is £1¼ million, which we will work towards achieving through new covenants, gifts and undertakings. In particular we will be seeking a major sponsor for whom it will be a corporate advantage to be associated, over many years, with this new project.

Elsewhere, figures are given about our visitors, visitors who are sufficiently interested in, and committed to the motor car or motor cycle to travel quite long distances to get to Beaulieu. It is an audience much sought after by those in, or associated with the motor industry, an audience very familiar to our major sponsors and donors.

A sponsor is also being sought for the 'Period Garage' project. Sited in the main Museum building, a reconstruction of a typical garage of the thirties will be used to tell the story of the transition from a blacksmith's and wheelwright's shop through carriage building and cycle making to an early garage, which dispensed petrol from a pump instead of selling it by the can! The story will be told using all genuine artifacts as well as the latest audio visual and display techniques.



*A Special Research Vehicle  
constructed by Vauxhall*

# The Centenary Display Project



To celebrate the Centenary of the Motor Car in 1985/6, the National Motor Museum is planning a major new display which will provide visitors with an experience unique to Britain.

In a darkened environment, visitors will travel in specially designed 'pods', each of which will

carry up to two adults and one child, along a silent electric track.

They will move at a pre-determined, but variable speed and each 'pod' will be capable of rotating almost 360°. This will provide a means by which the visitor can be dramatically introduced to a variety of displays which will span 100 years of motor development.

Each 'pod' will be equipped with its own high fidelity stereo system, and as it passes through and past the illuminated displays, a fully synchronized effects and commentary sound-track will be heard within it. Sound and visual effects will also be integrated into individual displays which will use full-sized exhibits, scale models, diaramas, multi-projection and the latest audio-visual design and display techniques.

The Centenary Project will be sited in the main Museum building, and will complement the existing static displays which will remain entirely unaffected by it. This will be achieved by utilizing the space which hitherto has been used for the reserve vehicle collection.

Visitors to the National Motor Museum will have the opportunity to experience a kaleidoscopic century of motoring in a manner which will be truly memorable.

## Key

Track of visitor transportation vehicles ('pods')

Walls & partitions of displays

Limit of display

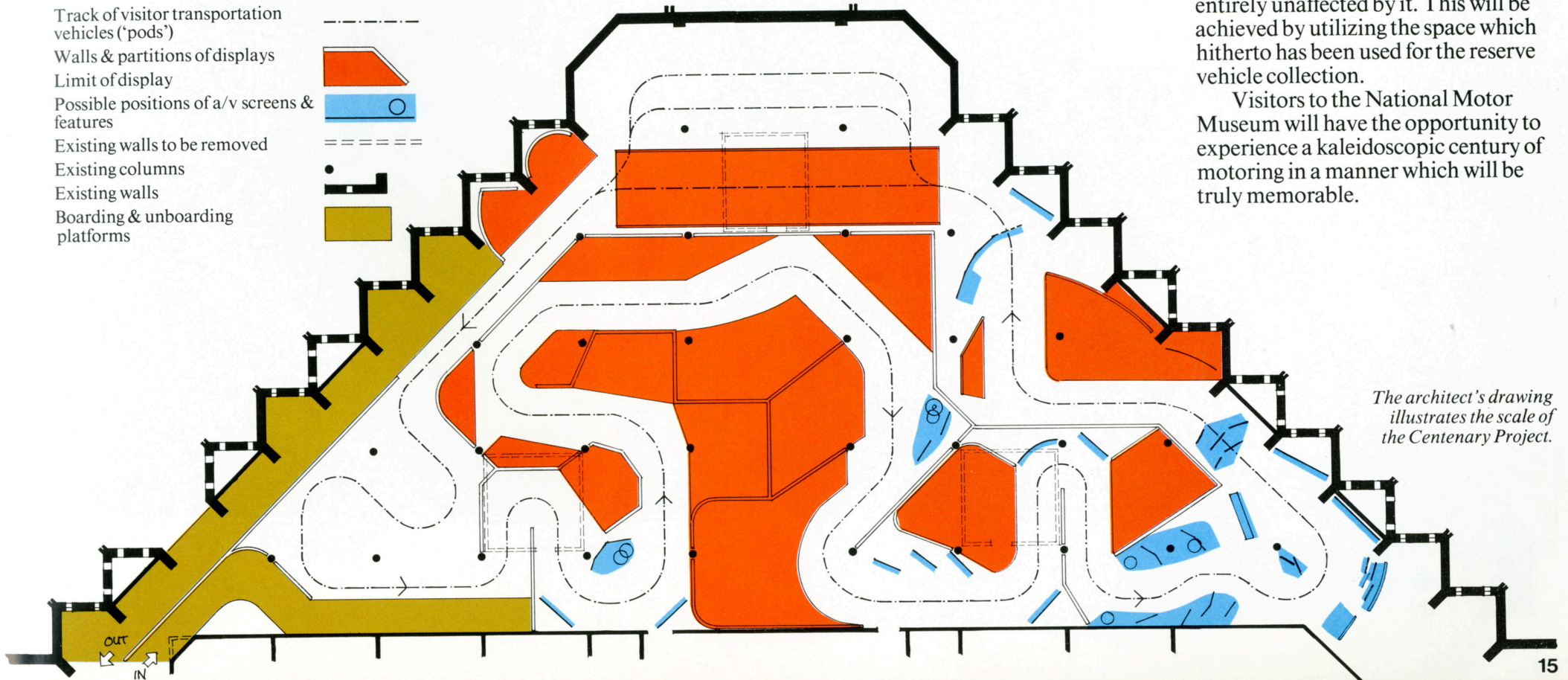
Possible positions of a/v screens & features

Existing walls to be removed

Existing columns

Existing walls

Boarding & unboarding platforms

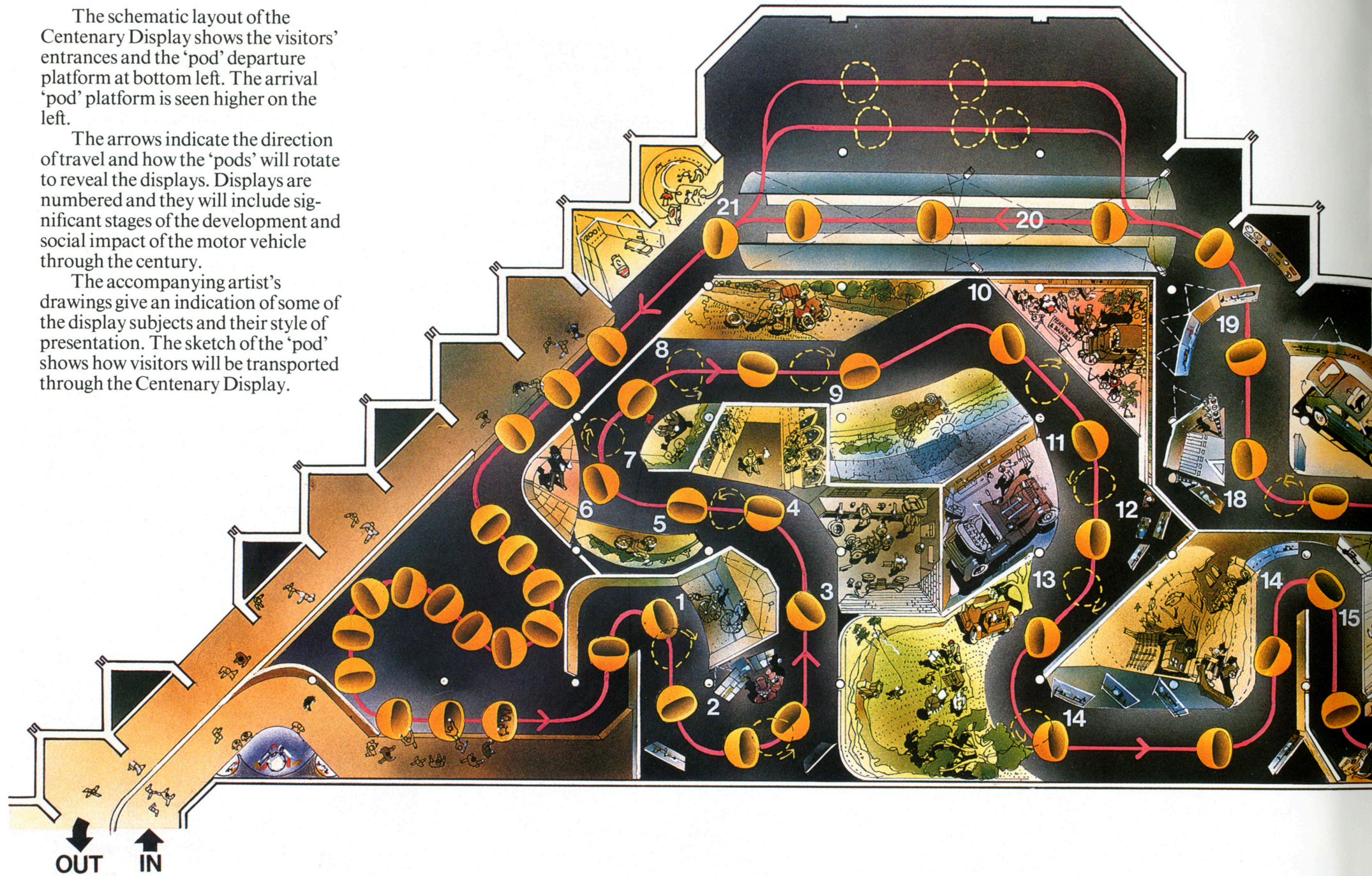


*The architect's drawing illustrates the scale of the Centenary Project.*

The schematic layout of the Centenary Display shows the visitors' entrances and the 'pod' departure platform at bottom left. The arrival 'pod' platform is seen higher on the left.

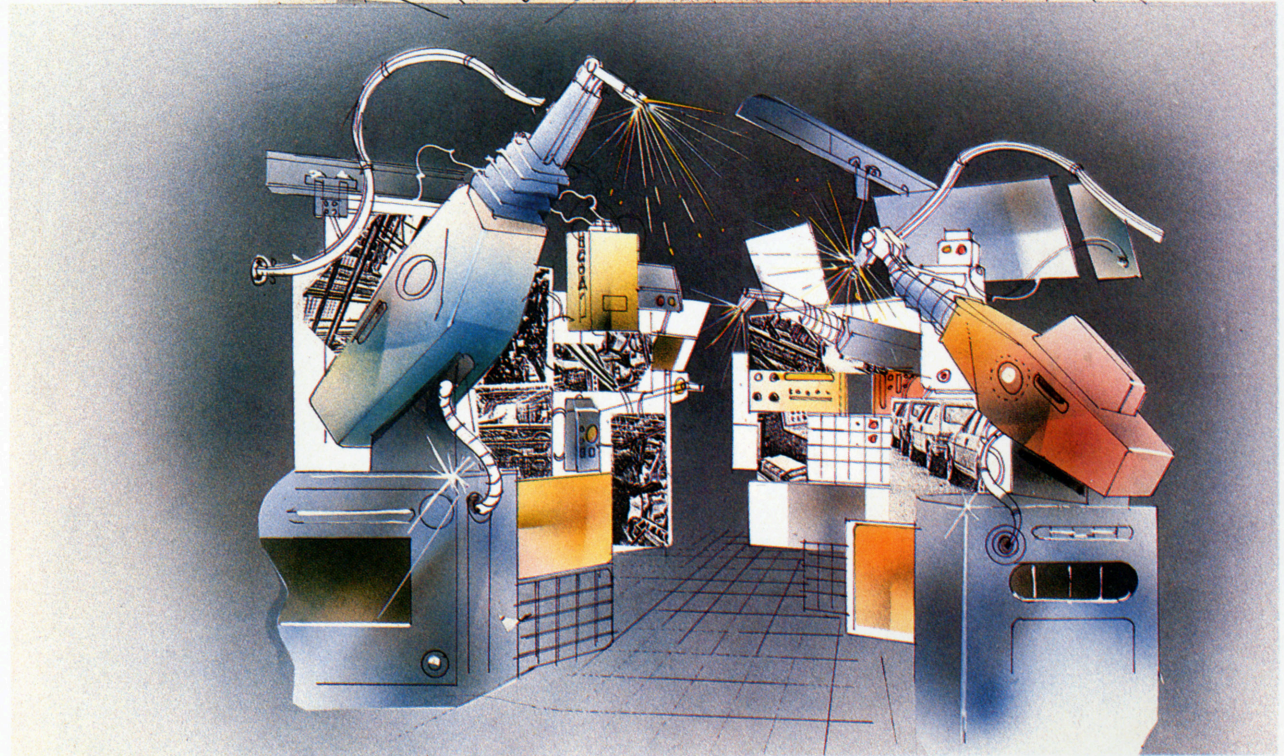
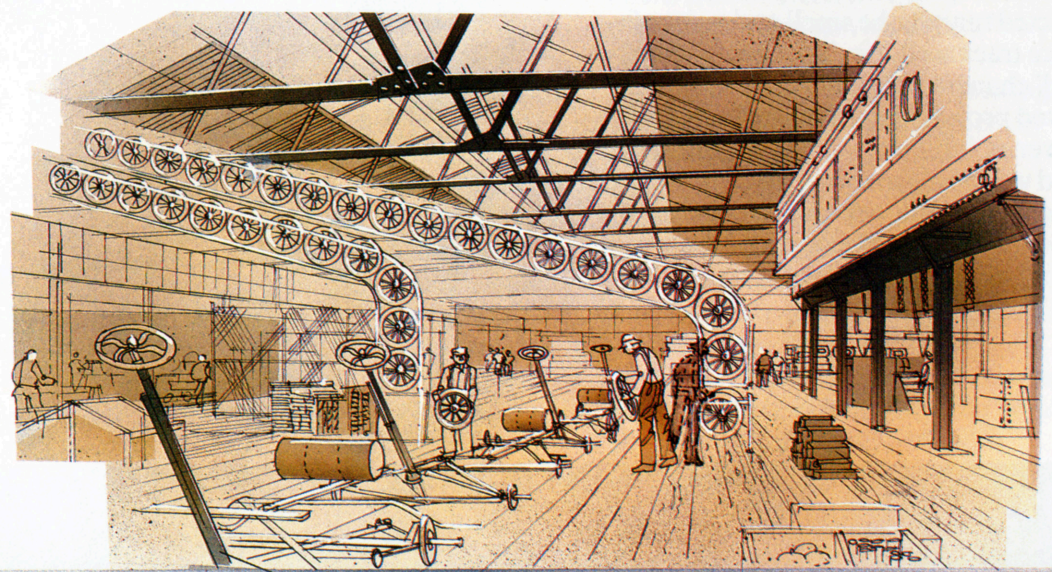
The arrows indicate the direction of travel and how the 'pods' will rotate to reveal the displays. Displays are numbered and they will include significant stages of the development and social impact of the motor vehicle through the century.

The accompanying artist's drawings give an indication of some of the display subjects and their style of presentation. The sketch of the 'pod' shows how visitors will be transported through the Centenary Display.



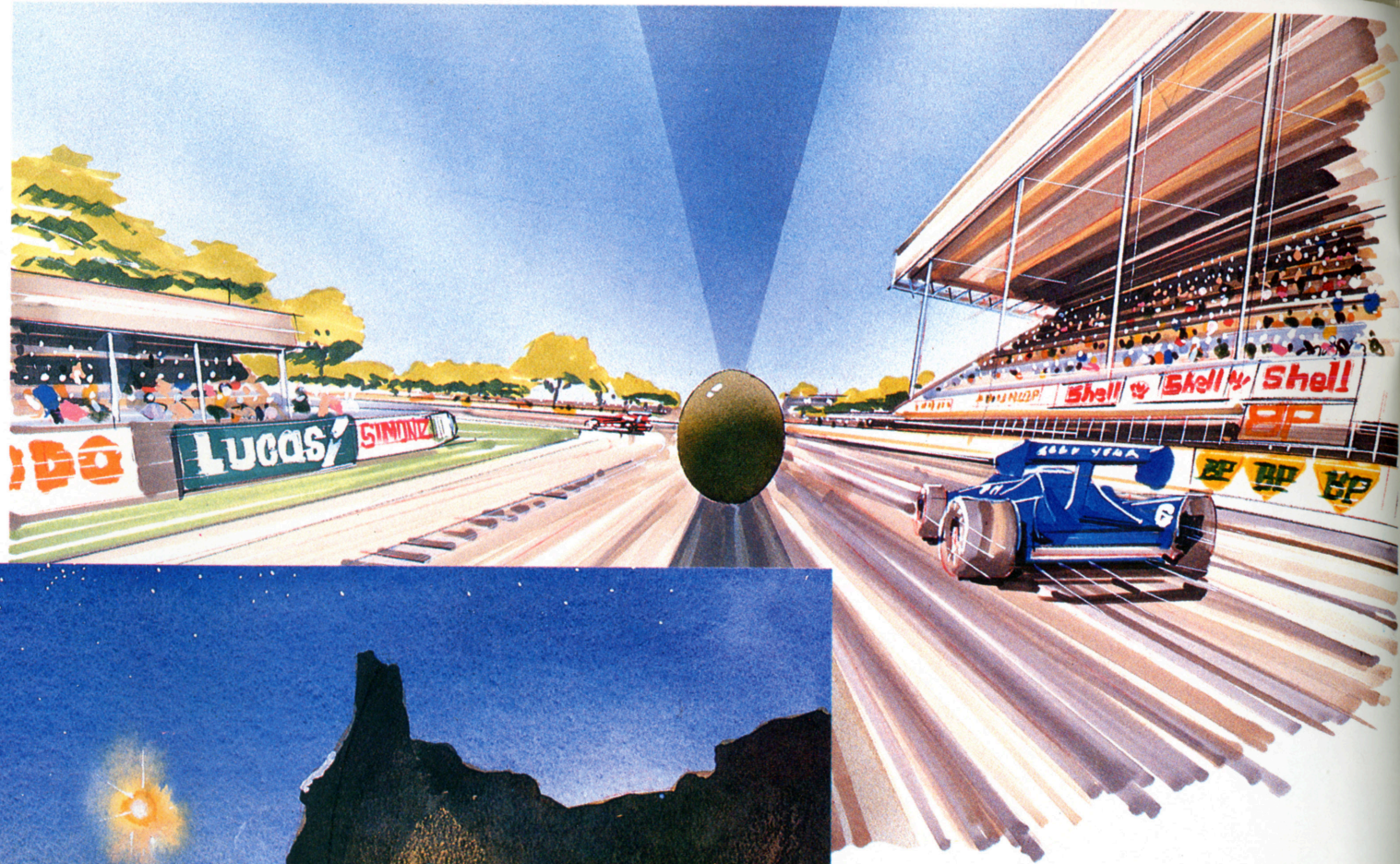
A sketch of a 'pod' which will seat up to two adults and one child. It will travel forward on its track and rotate nearly 360° to reveal to the occupants the variety of displays in the Centenary Project.

As the 'pod' travels along its track, moving forward and rotating to provide the viewer with a precisely programmed impression of the exhibition, a scene showing the mass production methods of an early Ford production line will be revealed in an animated diorama. The 'pod' then pivots and the viewer will be conveyed through a modern computer-controlled production plant in which automatic welders are flashing and other sophisticated equipment associated with modern car construction and quality control is at work.





As the 'pod' enters a specially constructed tunnel, the smell and noise of a race track wells up. The speed of the 'pod' changes and a series of inter-locked projected images create for the viewer a high speed race track effect; wind will be blown on to the occupants of the 'pods' to enhance the impression of their being involved in a Grand Prix race.



This display will be dramatically revealed to the viewer as the 'pod' pivots from a tranquil Edwardian scene.

Amid sound effects, shell flashes and the smell of cordite, a series of film projectors and an animated diorama will show a battle scene in which ambulances and motor cycles are in action during World War I.

The 'pod' continues forward and pivots again and the viewer is transported to a scene in which modern vehicles are seen in battle.

# The Museum Education Service

The creation of the first education service at Beaulieu coincided almost exactly with the opening of the National Motor Museum.

The aims of the Educations Department are:

To offer a service to every teacher or student visiting the Museum.

To develop the educational potential of the Museum.

To encourage time spent there by school groups to be regarded as a serious educational visit, rather than simply a day out.

The educational services offered to both primary and secondary students fall into two categories, direct and indirect. Direct services involve the Museum Educations Officer in



*The Trust's Education Officer teaching a class of visiting school children*

personal contact with a visiting group. By prior booking, a party can take advantage of the following free services: guided tours; film and video shows; a demonstration lecture on Edwardian motoring, which can involve the children in dressing up in costumes; slide talks; and demonstration talks on how the car works. However, due to the limited manpower available, direct services cannot be provided for every school group visiting the Museum, nor is such a service requested by every teacher.

To ensure that every group can make the most of its visit, indirect services are provided. These are publications devised to assist a visiting group in their preparation, work in the Museum, and follow up after a visit. These resources include workbooks; worksheets; a children's guide to the Museum; wallcharts a filmstrip and a booklet on the social history of motoring; a filmstrip on motor cycle history; a video tape and a teachers' topic book.

Other educational activities include annual 6th Form Seminars, a project enquiry service, competitions and participation in the production of a recent 10-part series on local BBC radio. Considerable liaison work goes on with teachers making preliminary visits and with Teacher's Centres and educational organisations. The Museum Education Officer is also

closely involved with the national Schools Traffic Education Programme. The Department is also responsible for display interpretation and it is intimately concerned in developing all new Museum displays.

The Museum Education Service has benefitted considerably from direct industrial sponsorship and the Department is particularly grateful to BP Oil for its generous grants and support. The National Motor Museum now has this country's leading education service for any independent museum, servicing the needs of some 20,000 teacher-accompanied school children every year.

## The Future

Development of the Education Service will continue. One of the most important objectives for the future must be the provision of a new Education Centre. The present temporary Education Centre in the Museum basement has provided an interim service, but is very far from satisfactory and will, in any case, disappear before 1985 to meet future Museum display requirements. A new Centre is thus urgently required. This should include a large lecture room, a classroom/workroom, office space, a small reception area, storerooms and adequate reprographic facilities.

The Departmental objective will be to extend formal education services

to meet the needs of more advanced groups, so far as resources permit. There is also a need for the educational film service to be extended.

Social changes and the widening role of museum education generally will also create a need for Departmental developments in new directions. Long term unemployment creates a social need for educational activities for the adult unemployed and this Museum should be making a contribution. There are also opportunities for more liaison with existing Adult Education Institutes, the WEA and the new television and radio services, including the provision of information through CEEFAX and Prestel. Our own capacity to produce video programmes for schools use and our own closed circuit television facility for visiting parties should also be developed.

Another exciting trend in museum education which we must explore is the provision of educational activities for family groups.

One area which the Museum Education Service has not yet touched and which it must soon consider, is the development of computer-based activities. The potential benefits and opportunities here are enormous and range from the educational use of computers in the Museum and education centre, through a computer-based resource and information service to students and teachers, to the development of motoring history programmes for machines now widely in use in schools.

# The BP Library of Motoring

The Library has grown steadily over the past decade into what must be the finest motoring reference collection outside the United States.

## The Collection

The core of the collection comprises complete editions of many of the major motoring and motor cycling periodicals, along with 28,000 sales catalogues and 5,000 vehicle handbooks. There is also a very large collection of textbooks and allied materials. Possibly the most valuable asset of the collection is the master index, which gives details of every reference to each make of car, motor cycle and commercial vehicle contained within the periodicals held in the Library.

## Acquisition

The high cost of materials means that the Library must rely heavily on donations from publishers, manufacturers and enthusiasts, although it has been able to purchase some collections, such as the James Young Coachbuilding Archives. The Library is grateful for all donations, but would like to select for particular mention gifts of important catalogues from Glass's Guide, a variety of valuable publications and photographs from Vauxhall Motors, a full set of manuals from both Haynes and Autobooks, and the entire library of the Institute of the Motor Industry. In addition to acquisition of historic material, the Library receives copies of about 150 current periodicals, with which it is building an archive for the future.

Despite financial constraints, the Library collection continues to grow at a rate which demands at least 20 ft. of additional shelf space each year. This growth has obvious implications for future storage.



## Users

As well as containing one of the finest collections of motoring reference materials in the world, the Library must also be in contention for the title of 'Most Used Specialist Museum Archive'. Certainly, it receives a constant stream of enquiries from enthusiasts and researchers in all parts of the world.

The nature of enquiries received varies enormously. Some are simply efforts to identify vehicles owned in the past by various members of the family. Private owners and enthusiasts seek precise identification of vehicles in their possession and detailed reference to support their restoration work. Authors and journalists may spend days or weeks researching books and articles.

Personal service is provided at the enquiry desk of the Library, which is accessible to any member of the public free of charge during the opening hours of the Museum, seven days a week. Brief enquiries are dealt with across the counter, but visitors wishing to devote longer to their studies make use of the Reading Room. In addition to personal callers, the Library receives many enquiries each week by telephone or correspondence.

The aim of the Library staff is to ensure that no enquirer leaves empty-handed. Full photocopying facilities are available to ensure that enquirers can take away copies of materials which they have been researching.

## The Future

In order to ensure comprehensive documentation of motoring history, acquisition of materials will continue, by gift and purchase. Staff will pay particular attention to acquisition and conservation of the archives of the British motor industry, which may be threatened by rationalisation of premises etc. As the collection grows, increased Library and reserve storage space will become essential.

The Library already enjoys an excellent reputation worldwide, but as it becomes better known, a growth in the work load is inevitable.



BENTLEY MOTORS LIMITED  
POLLEN HOUSE, CORK STREET, LONDON, W. 1  
Telegrams: "Bentmot, Pione, Londn" Telephone: Regent 0511

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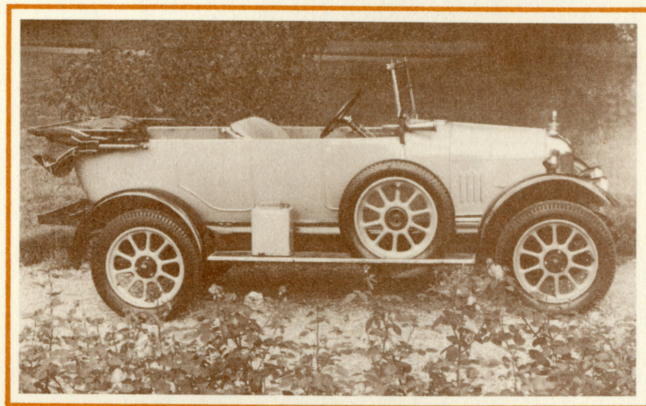
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*Publicity material held by the library*



# The Picture Library



1923/4 Morris Cowley Tourer

Many of the enquirers visiting the BP Library of Motoring, find themselves drawn almost inevitably into its sister department the Picture Library, which is sponsored by Kodak. It was established to provide photographic reference for enthusiasts undertaking vehicle restoration and for authors and illustrators of motoring publications.

## The Collection

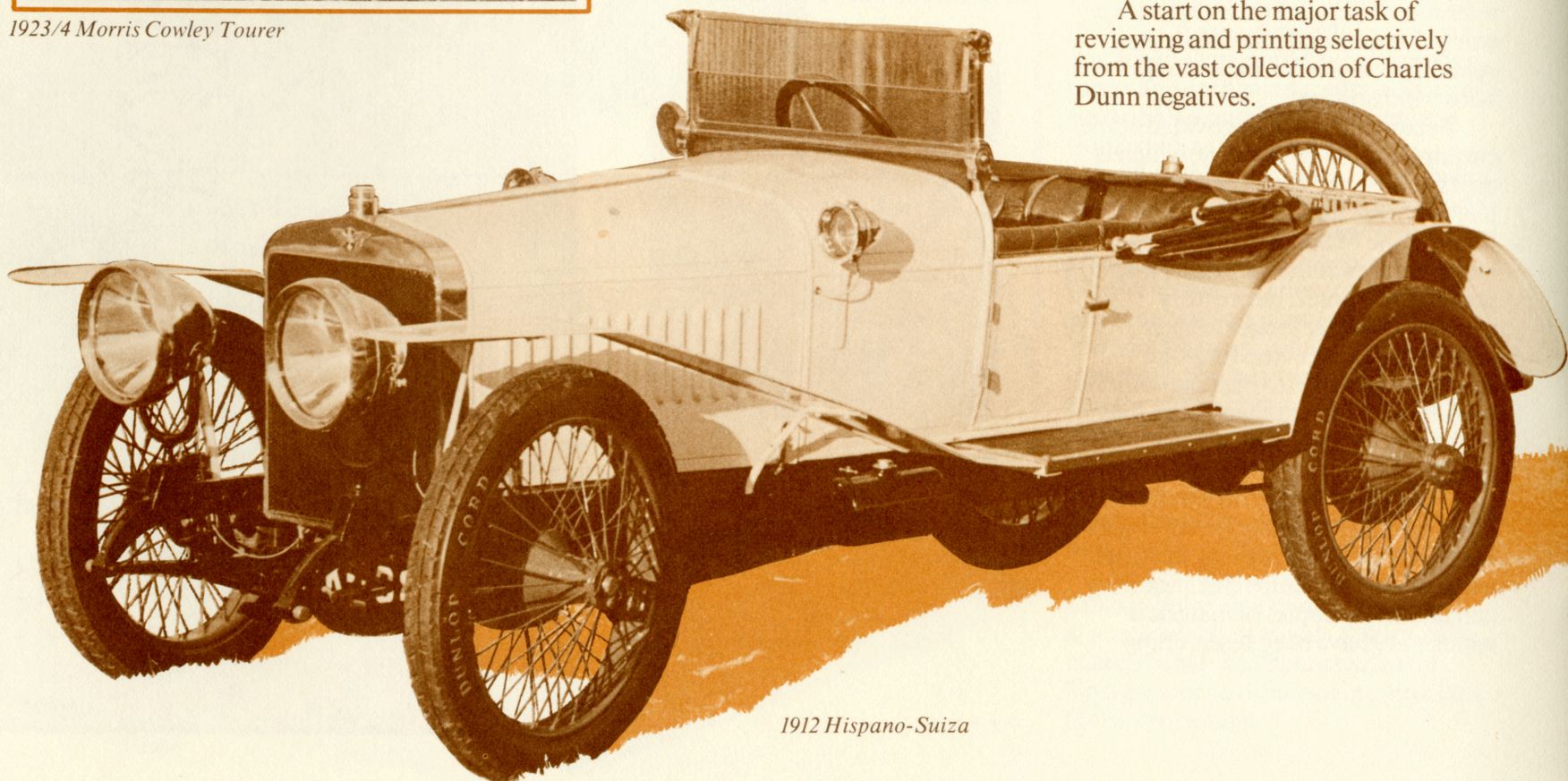
The past decade has been one of expansion for the Picture Library, which now contains over 15,000 black and white prints and 15,000 colour transparencies. Unprinted negatives still number in excess of 250,000.

Landmarks during the ten years under review have included:

Acquisition by purchase, with grant aid from the Science Museum, of the Maxwell Boyd Collection, a very comprehensive record of motor racing in the 1960's and 1970's.

Donation of the entire photographic collection of Vauxhall/Bedford.

A start on the major task of reviewing and printing selectively from the vast collection of Charles Dunn negatives.



1912 Hispano-Suiza

### The Service

The Picture Library provides a service to a wide cross section of the public. The enthusiast who requires photographic reference to assist in vehicle restoration can still obtain from the Library copy prints at a nominal charge, which covers only the cost of materials and postage.

However, over the years, a much wider commercial market has developed, for which reproduction fees are charged. Photographs and transparencies are made available to periodicals, publishers, advertising agencies, post card producers, calendar manufacturers and many other organisations. Income from these sources is now virtually equivalent to the running costs of the Picture Library. However, funds for purchase of important collections must still be found from elsewhere.

### The Photographic Department

The Photographic Department was established to provide the necessary support services for the Picture Library, producing reference prints and sale copies from the Library's collection of negatives. However, in recent years, it has developed an important documentary function, contributing directly to the Library collections.

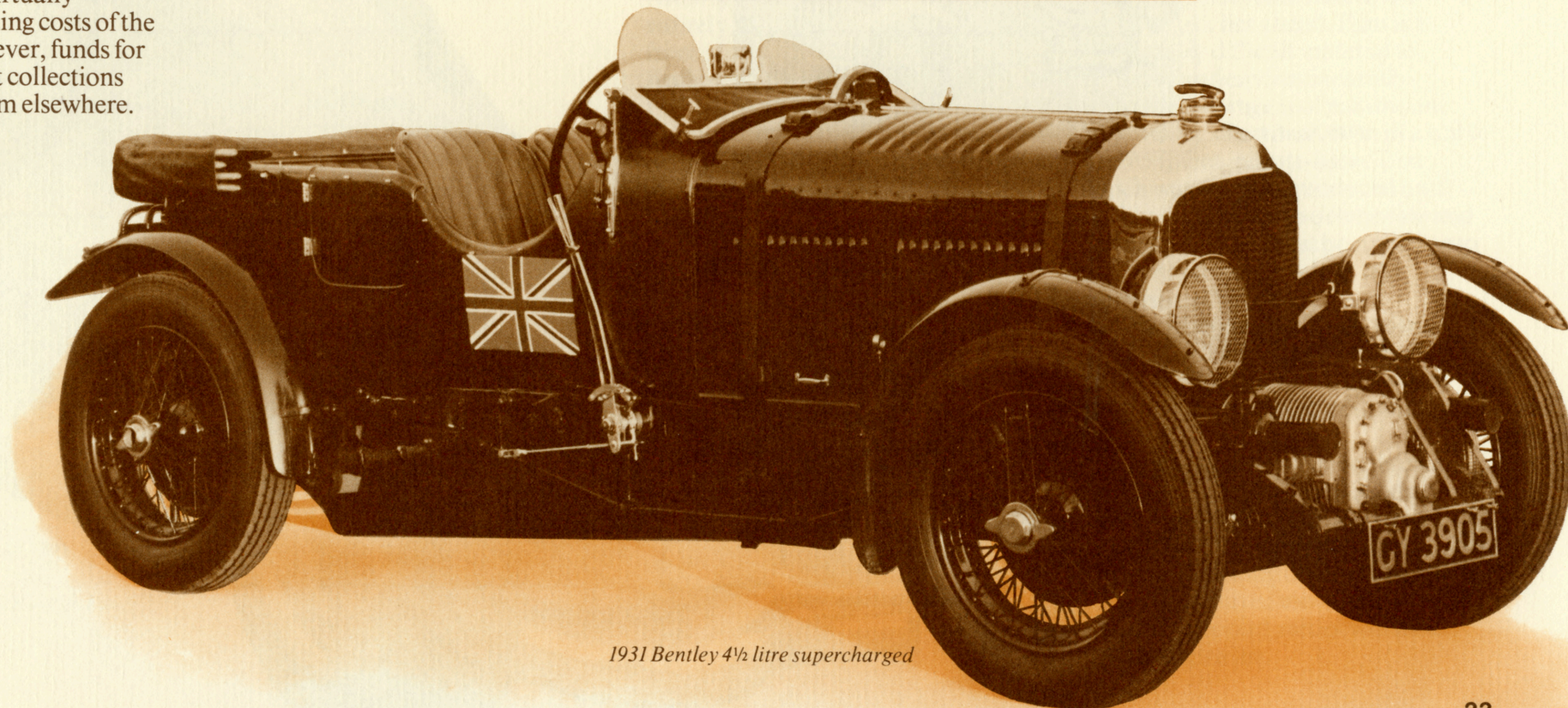
Several historic collections have been fully recorded on film, including the Trojan Collection at Effingham Park, and the Goldsmith Collection, while record photography of contemporary motoring is also in hand.

Recent projects include complete photographic coverage of the factories and cars of Lotus and Aston Martin. Individual contemporary classics are also photographed in great detail, with the co-operation of the manufac-

turers. Examples include AC, Ferrari, Chevrolet and Maserati. The British Grand Prix is also photographed each year. All of these assignments contribute to the development of the photographic archive of tomorrow.



*1981 Aston Martin V8*



*1931 Bentley 4 1/2 litre supercharged*

The Department has also begun to produce exhibitions on a motoring theme. Examples include Frith's 'Roads of Hampshire', a selection from the work of the prominent local photographer which was exhibited at Beaulieu, and which 'Motor Sport', displayed for five months at the Royal Photographic Society in Bath.

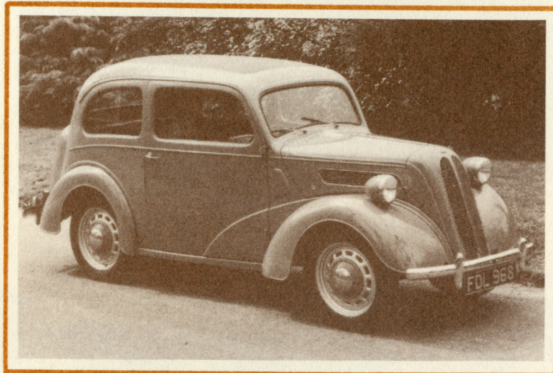
The photographer also undertakes all photography for the National Motor Museum Guide Book.

### The Future

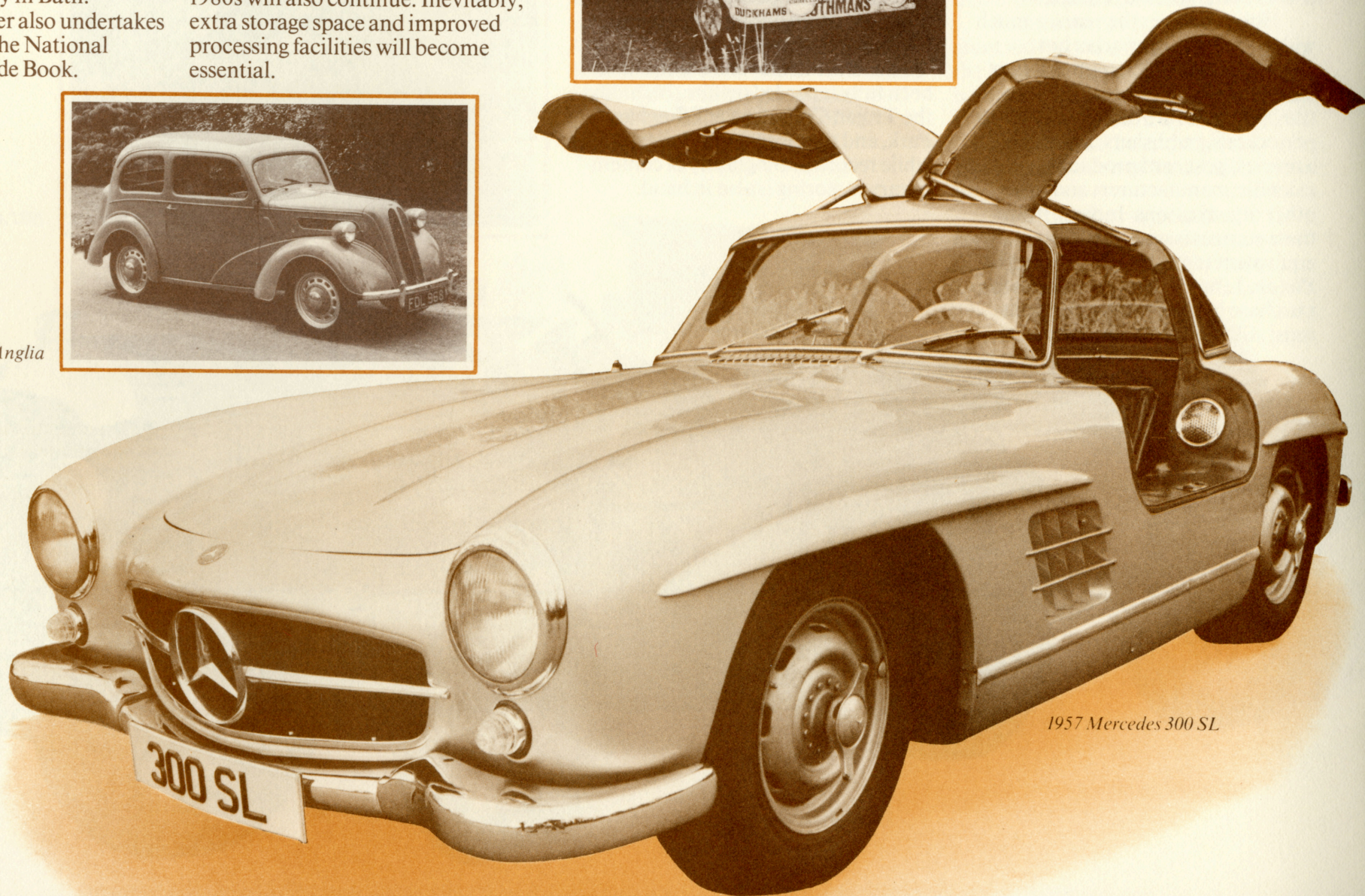
The printing and indexing of currently held negatives will continue as funds permit. The Library will also wish to acquire other important collections which may become available. The creation of a photographic record of motoring in the 1980s will also continue. Inevitably, extra storage space and improved processing facilities will become essential.



*Ari Vatanen driving the 1981 Ford Escort RS*



*1949 Ford Anglia*



*1957 Mercedes 300 SL*

# The Sound and Film Archive

To complement the other archive services, the Sound and Film Archive of the National Motor Museum was established in 1979, thus satisfying an objective which had been in the minds of the Trustees for several years. The decision was a timely one, as the prevailing economic climate and the reshaping of the motor industry was threatening the survival of many important collections of motoring film.

The initial process of equipping the Archive was made possible by grant aid from the Area Museum Service for South Eastern England which assisted in the purchase of one of the two Steenbeck editing tables used for viewing 16mm and 35mm film. There was also generous support from Sony, which presented audio and video equipment worth almost £20,000.

So dire was the threat to many historic films that the early years of the Archive have been devoted almost entirely to the rescue of historic film from potential destruction. The Archive took into its charge almost 1,000 films from the Ford Motor Company and has already received about 2,000 films from a number of other organisations.

Currently, the Archive must give priority to the indexing, cataloguing and safe storage of films already donated. This can be little more than a holding operation, as funding for the copying of this historic film must be found from outside sources.

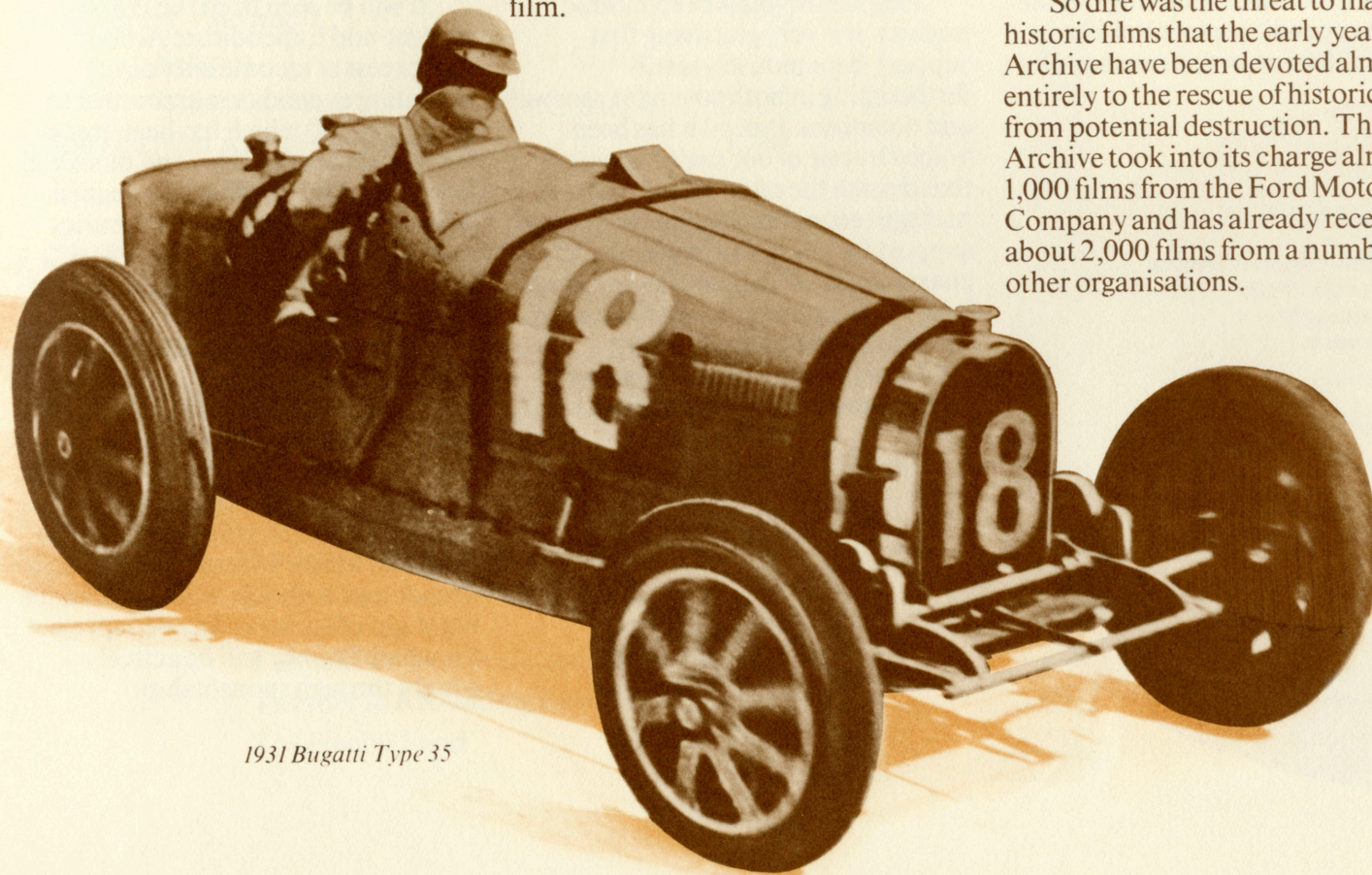
Despite these pressures, the Archive has mounted three archive film shows at Beaulieu for Friends of the National Motor Museum Trust and has filled the National Film Theatre in London twice for an evening performance, which we hope will become an annual event.

## The Future

The Sound and Film Archive is still in an embryonic state and a massive task lies ahead. Film is a notoriously difficult material to conserve and environmentally-controlled storage is of paramount importance. However, even in a stable environment, nitrate-based film which was the stock produced until 1951, will continue to deteriorate and all such material must be copied onto modern safety film, a long and expensive procedure.

There are undoubtedly many historic motoring films still waiting to be discovered and the Archive will continue to attempt to find and rescue them.

The early emphasis on rescuing film, has meant that the sound aspect of the Archive has been neglected. The recording of outstanding personalities from the motoring of past decades cannot be delayed too long, or important opportunities will have been lost for ever.



1931 Bugatti Type 35



# Financial Statement

The main financial burden of the decade was repaying the capital cost of the Museum buildings. It proved vital to accelerate repayment because of the very substantial increase in interest charges which were unforeseen in 1972, and which were becoming greater than the Trust's ability to repay them.

Early repayment of the £½M debt was achieved by the Trust dedicating all available income to this cause which had the effect of cutting out the planned expenditure on exhibitions and the collection over a number of

years. Montagu Ventures Limited provided invaluable financial help by agreeing that the Trust should retain an exceptional proportion of admissions income over a four year period, which had the effect of inhibiting its own activities.

Income for the Trust is derived from three main sources: covenants which are particularly tax-effective; donations and admissions to Beaulieu.

Despite the years of economic malaise, it is very gratifying that support from industry is still forthcoming in both covenant renewal and donations. Indeed it has been voiced by one of our major sponsors that despite the often painful adjustments to economic change, continued support for charitable trusts and the championing of causes of many kinds is an important act of corporate goodwill and business continuity.

How the admissions money is used is shown in the illustration.

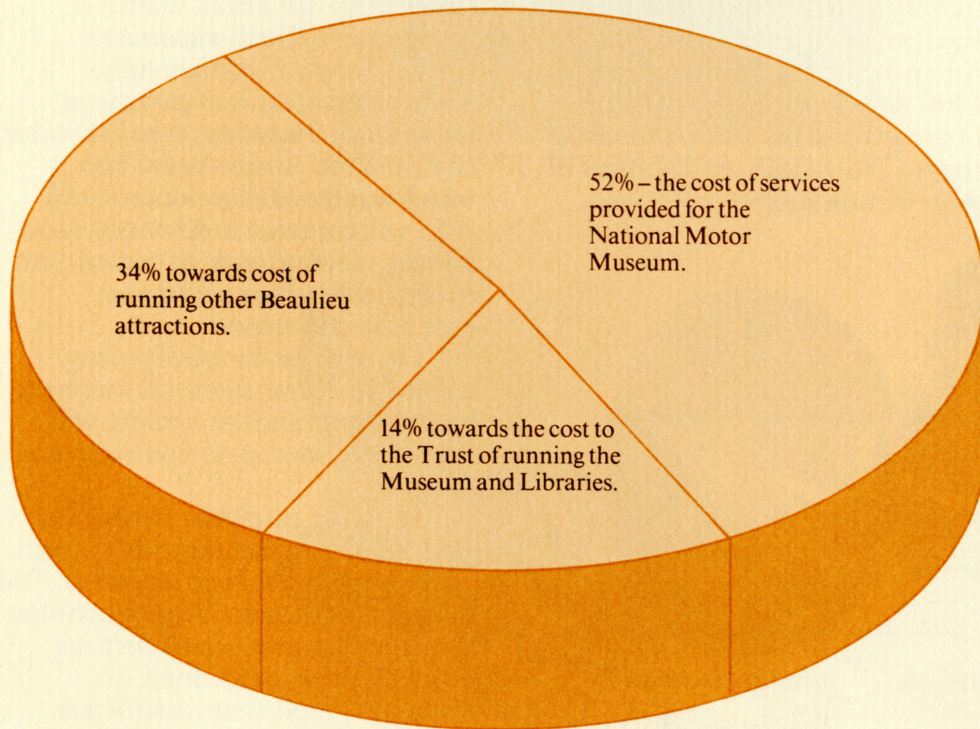
14% goes towards the cost to the Trust of running the Museum and its many activities, (see Income and Expenditure Account) whilst 52% is represented by the cost of services the Trustees have asked Montagu Ventures Limited to provide to the Trust. These include: light, heat, telephone, stationery, the staging and repairing of certain exhibits, the salaries and wages of employees involved in providing these services.

Thus 66% of admissions income is used directly in support of the National Motor Museum and the Trust.

It will be seen from the 1981/82 Income and Expenditure Account that excess of income over direct operating expenditure amounted to some £34,000 which has been transferred to Reserves. This and more will be required for funding new acquisitions for the Museum, the Libraries and other services which in 1981/82 represented a planned expenditure of £60,000.

Elsewhere there is a description of how the Trust proposes to celebrate the Centenary of the Motor Car with a new kind of permanent exhibition.

It is an ambitious project; a project which will need the same single-minded approach which brought the National Motor Museum into being a decade ago; a project which will be the highlight of our next decade; a project for which finance will be actively sought through sponsorship.



**Income and Expenditure Account for the year ended 23 February 1982.**

	£	£	£	£
<b>Income from:-</b> covenanted gifts, memberships and donations				49,743
Admissions				94,665
Other				<u>14,077</u>
				158,485
<b>Expenditure</b>				
Museum – exhibit, display and building repairs			12,857	
Photo Library – income		39,753		
Salaries	21,740			
Other expenses	<u>20,921</u>	<u>42,661</u>	2,908	
Book Library – income		7,560		
Salaries	12,105			
Other expenses	<u>6,952</u>	<u>19,057</u>	11,497	
Sound and Film Archive – income		1,287		
Salaries	5,515			
Other expenses	<u>7,599</u>	<u>13,114</u>	11,827	
Education – income		154		
Salaries	5,479			
Other expenses	<u>8,910</u>	<u>14,389</u>	14,235	
Administration				
Salaries		14,341		
Other expenses		<u>34,421</u>	48,762	
Overheads – rates, insurance, depreciation etc.			10,510	
Other activities – Motor fair stand, rally costs etc.			<u>11,406</u>	
				<u>124,002</u>
Excess of income over expenditure				34,483
Transfer to Rebuilding Reserve				<u>9,450</u>
To General Fund				<u><u>25,033</u></u>

**Balance Sheet as at 23 February 1982**

	£	£
<b>Fixed Assets</b>		
Museum Building	554,195	
Others – exhibits and equipment	<u>125,214</u>	
		679,409
<b>Current Assets</b>		
Stock of Books	14,670	
Debtors	76,831	
Cash at Bank	<u>19,942</u>	
	111,443	
Less Creditors	<u>13,443</u>	
		98,000
		<u>777,409</u>
Montagu Ventures Ltd – Current A/c		<u>(15,663)</u>
		<u>761,746</u>
<b>Financed by</b>		
Accumulated Fund	670,604	
Rebuilding Reserve	<u>91,142</u>	
		<u>761,746</u>

# Trust Sponsors and Donors

A C Cars Limited  
Alcan Aluminium (UK) Limited  
Alfa Romeo (GB) Limited  
Appleyard Group of Companies  
Armstrong Patents Company Limited  
Associated Engineering Limited  
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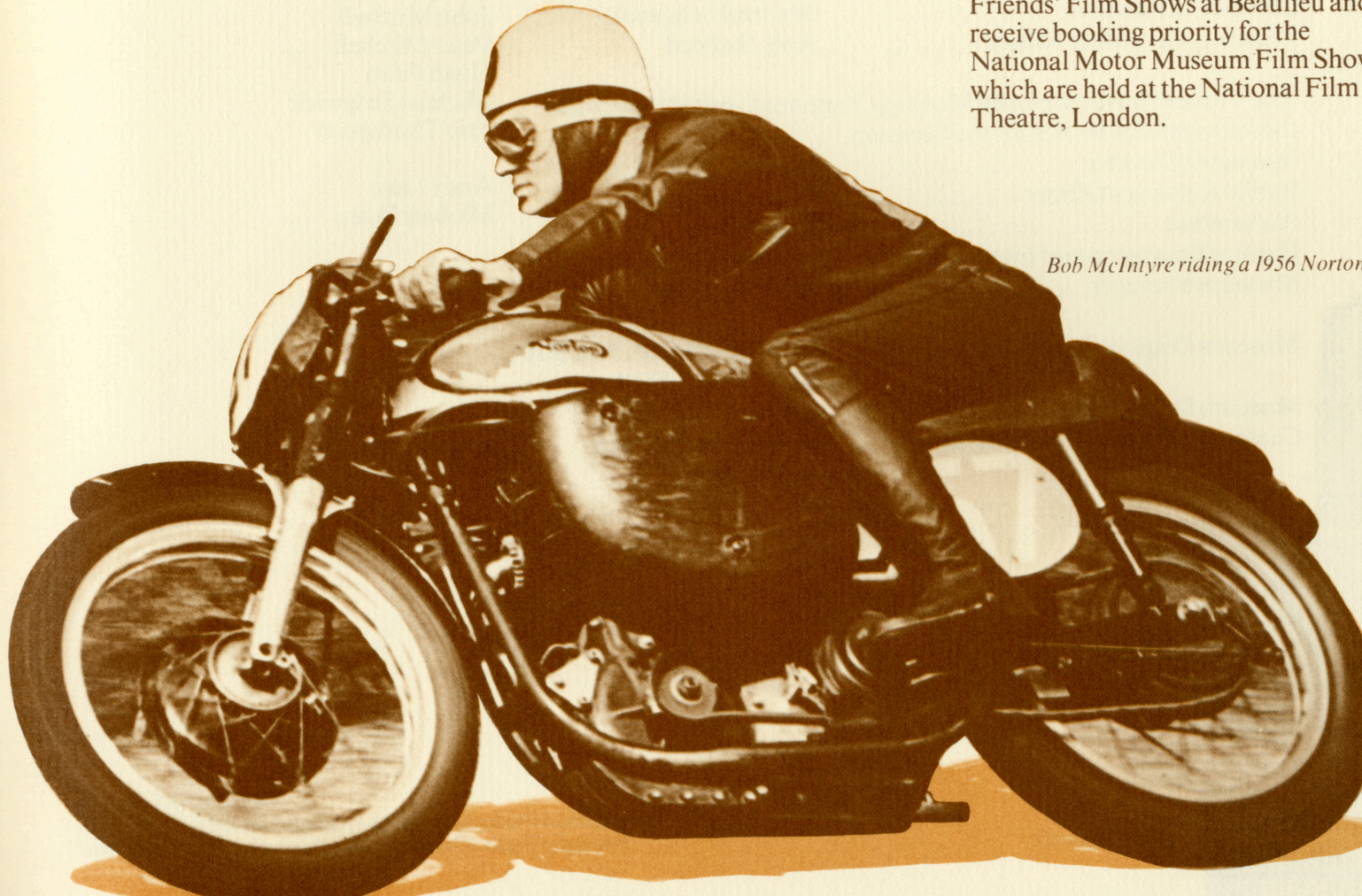
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Raleigh Cycle Company Limited  
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Traders Limited  
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Vauxhall Motors Limited  
Vintage Tyre Supplies Limited  
Volkswagen (GB) Limited  
Wilkinson Sword Limited  
Wipac Group Holdings Limited  
Wood-Jeffreys  
Worshipful Company of  
Coachmakers and Coach  
Harness Makers

# Friends of the National Motor Museum Trust

A personal membership scheme has been developed which enables individuals to support the Trust by becoming a Friend.

Friends receive a Newsletter twice a year; they are entitled to attend Friends' Meetings at Beaulieu at which there are distinguished guest speakers; they may also attend the Friends' Film Shows at Beaulieu and receive booking priority for the National Motor Museum Film Shows which are held at the National Film Theatre, London.

*Bob McIntyre riding a 1956 Norton*



Revenue for the Friends' scheme directly benefits the Trust and Friends can therefore take particular pleasure in knowing that they are helping with new acquisitions for the Museum.

Membership is in the following categories:

## **Junior Membership:**

Children up to 12 years old can become special Junior Trust Members. A Junior Member will receive a Museum pass valid for 3 years, a badge and a booklet on motoring history.

## **Annual Membership:**

An Annual Member is entitled to a free pass to the Museum, a wind-screen badge and Trust Newsletters.

## **3 Year Membership:**

With three year membership there is an entitlement to a pass to the Museum valid for 3 years, a wind-screen badge and Trust Newsletters.

## **10 Year Membership:**

With ten year membership there is an entitlement to a pass to the Museum for 10 years, a windscreen badge and Trust Newsletters.

## **Life Membership**

A Life Member will receive a pass for life, a windscreen badge and Trust Newsletters.

Guests of all adult Trust Members may visit the Museum at a concessionary rate.

# Management of the National Motor Museum

## Advisory Council

The Advisory Council has the responsibility of advising on the collecting and display policy of the Museum.

Curator .....  
Reference Librarian .....  
Photographic Librarian .....  
Sound and Film Archivist .....  
Museum Education Officer .....  
Director of Research .....  
Director, Corporate Affairs .....

Michael Ware  
Peter Brockes  
Philip Scott  
Ian Robinson  
Andrew Lane  
Michael Sedgwick  
Roly Stafford

Nick Baldwin  
Nick Georgano  
Peter Hull  
Brian Johnson  
Harry Louis  
John Mitchell  
Peter Mitchell  
Hugh Palin  
Michael Sedgwick  
Eric Thompson

The Trustees have employed Montagu Ventures Limited to provide the management service for the Museum.

Managing Director .....  
Public Relations Officer .....  
Accountant .....  
Head of Education and Interpretation  
Museum Manager .....

Kenneth Robinson  
Derek Stoneham  
Roger Snell  
Graham Carter  
John Willrich

Andy Lane  
Michael Ware

Museum Display Consultant .....

Sir Hugh Casson, MA RA  
RDI FRIBA FSIA.  
Brennan & Whalley  
Robin Wade Design  
Associates

Museum Designers .....  
Centenary Display Consultants .....



1934 Talbot 105

