



British Motor Museum new South Wing meeting facilities

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New South Wing room at the British Motor Museum.



New South Wing meeting facilities open at British Motor Museum, after £70,000+ investment...

Leading Midlands conference and events venue, the British Motor Museum, officially opened its new South Wing this week. Based in Warwickshire, just off Junction 12, the award-winning Museum recently invested over £70k to transform an under-utilised area of the building into four new meeting spaces.

The redeveloped South Wing offers four new rooms ideal for meetings, training events or for use as breakout spaces from the venue's larger conference rooms. All the new South Wing rooms are air conditioned, equipped with the latest 4K data projectors and benefit from the Museum's free 1gbps Wi-Fi. South Wing 3 benefits from natural daylight and a fabulous view of the Museum's Collections Centre, whilst South Wing 4 has a partition wall enabling the space to be divided into 2 smaller rooms, 4A & 4B, each with its own entrance. South Wing 2 is the smallest room taking up to 16 delegates theatre style while the remaining 3 rooms each take around 50 delegates.



Sky Suite Cabaret.

Toby Batchelor, Head of Commerce commented, “These rooms are a great new addition and have been developed in response to client demand for large event spaces complemented with multiple large breakout spaces. The fresh modern décor, 4K data projectors and free Wi-Fi also make the rooms ideal for all sorts of meetings and events. These rooms will allow us to continue to grow our conference business and further support the Museum, as all conferencing profits are invested into the charitable Trust.”

Jeff Coope, Managing Director at British Motor Museum, said, “The South Wing is just one of our investment plans at the British Motor Museum. This year we have also refurbished the Museum café, opened two new exhibitions, and are looking to install solar panels on our Collections Centre roof to support our environmental policy to make our event spaces more



sustainable.”

He continued, “We also continue to maximise the use of our outdoor space to accommodate our clients’ needs – in this last year our dedicated driver training track and EV charging points have proven very popular with automotive clients, and we have hosted several major automotive EV product launches and dealer training sessions. Our 65 acres of landscaped grounds include feature lakes and plenty of green space making them ideal for team building, outdoor events or just for delegates to reflect and enjoy some green space.”

Home to the world’s largest collection of historic British vehicles, the Museum offers a unique, unforgettable conference experience as all conference delegates gain complimentary access to the Museum as part of the Day Delegate package.

More information about meetings and events at the British Motor Museum can be found at www.britishmotormuseum.co.uk or from the conference team on 01926 895295.

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