

British Motor Industry Heritage Trust Archive Strategy 2025-2028

Our purpose: Collect and conserve tangible and intangible heritage relating to the motor industry in Britain. To share this with everyone for learning, enjoyment and inspiration. To tell the stories of the British automotive industry and its people. Explore its social, cultural, technical, economic and environmental impacts.

Our vision: To be one of the world’s outstanding museums and the focal point of Britain’s automotive history and culture.

Our values:
 Be inclusive and welcome everyone
 Plan for the future
 Embrace innovation
 Operate sustainably

Aspirations	Caring for our collections We will care for our collections and give them a secure and sustainable future	Digital transformation	Great experiences We will ensure the archive keeps evolving, attracting new audiences and inspiring them	People and resources We will be an inclusive, welcoming and sustainable archive
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Objectives	Prioritise resources, maintaining or improving our most valuable assets	Build our digital capacity, skills and culture	Ensure everyone is welcome. Increase the number and diversity of visitors to the Archive and online	Increase inclusivity and diversity of staff and volunteer base
	Ensure compliance with professional good practice and national standards through Archive Service Accreditation	Engage collaboratively with external organisations progressing digital transformation	Give people more opportunities to get involved and support our work	Increase staff and volunteer capabilities
	Improve the quality and accessibility of collections information	Create a digital collection and implement an asset management system	Tell a range of stories to meet the needs of diverse audiences, existing and potential	Improve productivity and efficiency

Principles	<i>Service Excellence</i>	<i>Digital Innovation</i>	<i>Financial Sustainability</i>	<i>Engaged staff and volunteers</i>	<i>Archives Excellence</i>	<i>Public trust and Relevance</i>
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