

# BROOKLANDS MUSEUM

## Charitable Objective

Brooklands Museum Trust was incorporated in 1987 with the following objective:

*The object of the Trust shall be to advance public education in the history and development of road vehicles and aircraft and objects of whatsoever nature relating to road transport and flying, and in particular any of the foregoing which are associated in any way with Brooklands at Weybridge in the County of Surrey, Brooklands Automobile and Brooklands Aero Club.*

## Vision

*To inspire people to shape the future through Brooklands' history of innovation and endeavour.*

## Purpose

- 1) Celebrate Brooklands, its people and their achievements.
- 2) Be a place and community where inventiveness, expertise and competitiveness live on.
- 3) Utilise the Collection and Heritage to encourage innovation and endeavour, today and in the future.

These are achieved through a variety of activities that include operating Brooklands Museum as a visitor attraction, delivery of an award-winning learning programme, community engagement, a diverse programme of events and activities, and supporting a community of passionate volunteers and members.

## Long-term Strategic objectives

- **Realise our vision** – utilise Brooklands' history and legacy across all outputs to deliver activities and experiences that are inspirational, engaging and market relevant.
- **Create a financially resilient business** – drive footfall and associated income generation growth alongside the diversification of income streams to maximise the potential of our brand, collection and site.
- **Conserve and maintain Brooklands' heritage assets** - investment in the historic estate and collection to ensure its long-term preservation.
- **To be accessible for all** – utilising the rich breadth of Brooklands' diverse history and people to create experiences that reflect target audiences and their needs, supporting long-term visitor growth aligned with our marketing strategy.
- **Improve environmental sustainability** – investment in upgraded services that will improve the site's environmental sustainability and support the reduction in long-term running costs.

These objectives are embedded in the organisation's planning across all work streams, ensuring incremental improvements support our long-term goals of financial sustainability and resilience. As we develop our business plan for the coming years, these objectives will underpin this work, ensuring targets and outputs compliment long-term site development as new capital investment occurs in the future.