

# Values & Vision – Atwell Wilson Motor Museum

Document Date: 23/3/2026

## Purpose

- This document translates the founding intent of the Museum into a clear Vision and Values to guide decision-making.
- It ensures that, whilst the Museum must adapt to change and develop over time to ensure its future, it continues to reflect its history, character and founding principles.
- All decisions made by the Board should clearly reference the Vision and Values contained in this document.
- This document should be read alongside the 'Background & Founding Intent' document.
- In interpreting this Vision, Trustees should give due regard to the Background and founding intent of the Museum.

## Vision

- The Museum will continue to evolve as personal transport and public interest change, whilst remaining true to its identity as a welcoming, community-focused and characterful organisation.
- The Museum will preserve its unique character and heritage, ensuring that growth and development enhance rather than diminish what makes it distinctive.
- The Museum will operate in a way that is responsible and sustainable, ensuring its long-term future without compromising its values or purpose.
- The Museum will remain rooted in its community, recognising the importance of accessibility, inclusivity, and positive relationships with those around it.
- The Museum will ensure that decisions—particularly those relating to the collection—are objective, values-led, and made collectively by the Board in the best interests of the charity.
- The Museum will recognise and value the role of its members and volunteers, ensuring they remain central to its identity, development, and success.

## Values

### Preservation & Heritage

We protect and celebrate the Museum's heritage, ensuring that its history continues to shape its future.

- Preserve the integrity, authenticity and significance of the collection
- Ensure that decisions respect the Museum's origins and identity
- Balance development with protection of heritage
- Use the past to inform future direction

### **Community Engagement**

We remain a welcoming, inclusive and community-focused organisation.

- Maintain an open, friendly and accessible environment
- Build and sustain positive relationships with the local community
- Consider the impact of decisions on those around us
- Ensure the Museum remains approachable and relevant

### **Education & Learning**

We use the collection to inspire curiosity, understanding and appreciation.

- Offer educational opportunities for all ages
- Share knowledge in engaging and practical ways
- Support lifelong learning and skills development
- Encourage interest in motoring history and its wider context

### **Volunteer Appreciation & Inclusion**

We recognise that the Museum is sustained by its people.

- Value and support the contribution of volunteers and members
- Provide meaningful opportunities for involvement
- Foster a sense of inclusion, ownership and shared purpose
- Ensure people feel recognised, respected and valued

### **Stewardship & Sustainability**

We act responsibly to secure the long-term future of the Museum.

- Manage resources carefully and responsibly

- Make decisions with long-term impact in mind
- Ensure sustainability without compromising values
- Balance financial stability with charitable purpose

### **Passion & Enthusiasm**

We share a genuine love of motoring and its stories.

- Maintain an engaging, enjoyable and distinctive visitor experience
- Celebrate the character and individuality of the Museum
- Encourage enthusiasm, curiosity and connection
- Ensure the Museum remains a place people enjoy being part of

### **Version Control**

| Version | Date      | Author            | Policy Owner                | Notes           |
|---------|-----------|-------------------|-----------------------------|-----------------|
| 1.0     | 23/3/2026 | Board of Trustees | Finance & Strategy Director | Initial version |

### **Approval & Sign-off**

| Role              | Name                                  | Signature / Date |
|-------------------|---------------------------------------|------------------|
| Chair of Trustees | Diana Covey                           | 19/05/2026       |
| Trustee Board     | M Bennett, C Damon, P Ellis, R Tolfts | 19/05/2026       |