

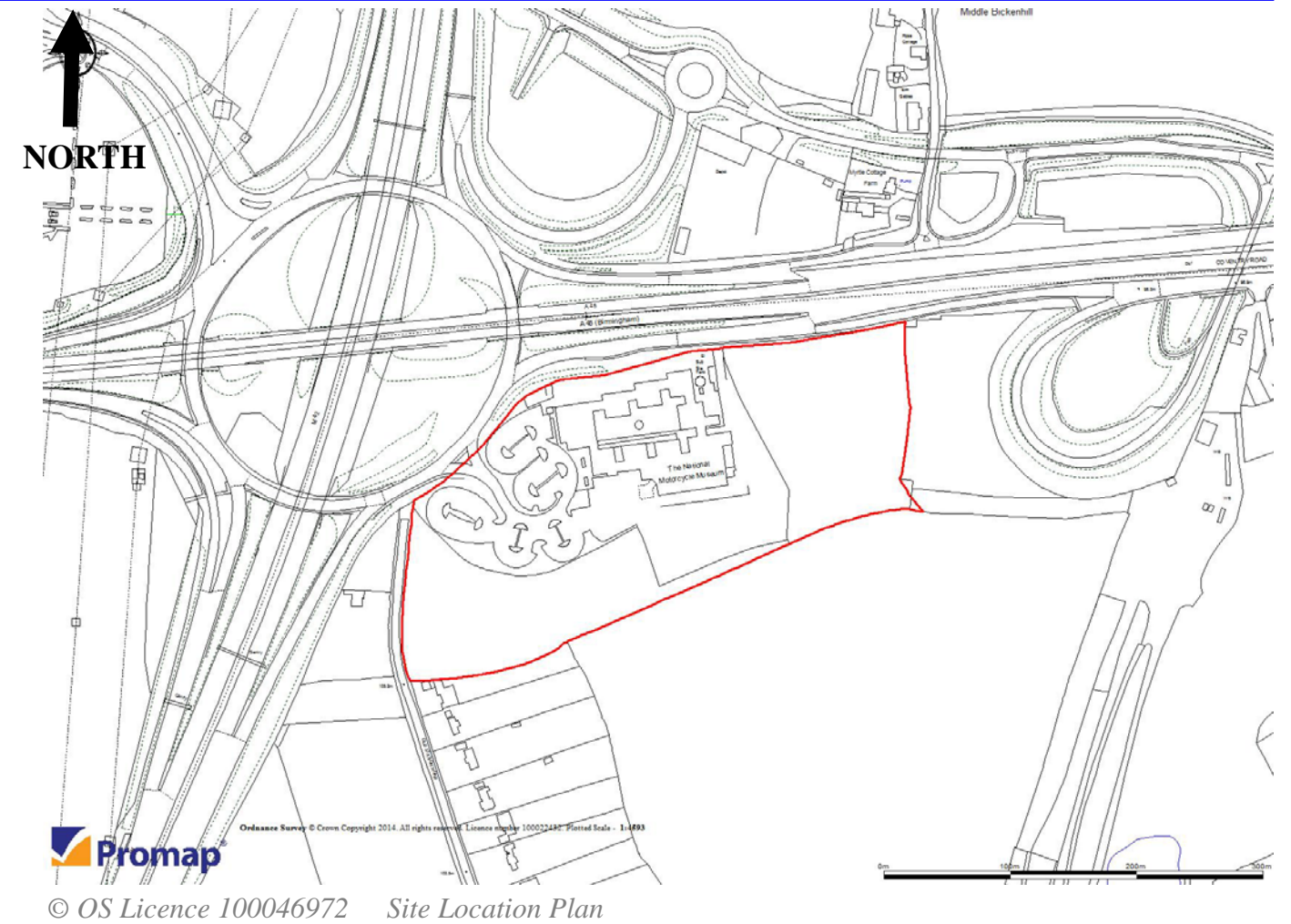
Introduction

The Trustees of the National Motorcycle Museum have engaged with a team of consultants to prepare a planning application for a multi million investment at the Museum including restructuring the existing museum at the site and including a new hotel to provide overnight accommodation for conference delegates.

The proposal is to restructure the Museum to provide a major tourism location displaying the heritage of the British motorcycle industry. The proposal for the National Motorcycle Museum will be for restructuring and improving the existing exhibition areas and conference centre and expansion into its courtyard. In order to maintain the market share of the conference business of the Museum, it is proposed to construct a new hotel of 250+ hotel rooms to support the existing conference business. The Museum will operate the hotel.

There is an increasing requirement from conference hosts that hotel accommodation has to be available at the Museum in order to justify Corporate Social Responsibility (CSR) and make effective use of the conference venue. The Museum operates two 'off site hotels' which can no longer provide the level of conference accommodation which is sought. Hence the preparation of this proposal.

Major new investment in the site will enable substantial updating and enhancement of the Museum, which houses the largest collection of British motorcycles in the world. Presently the display is static, insufficient space is available for interactive displays.

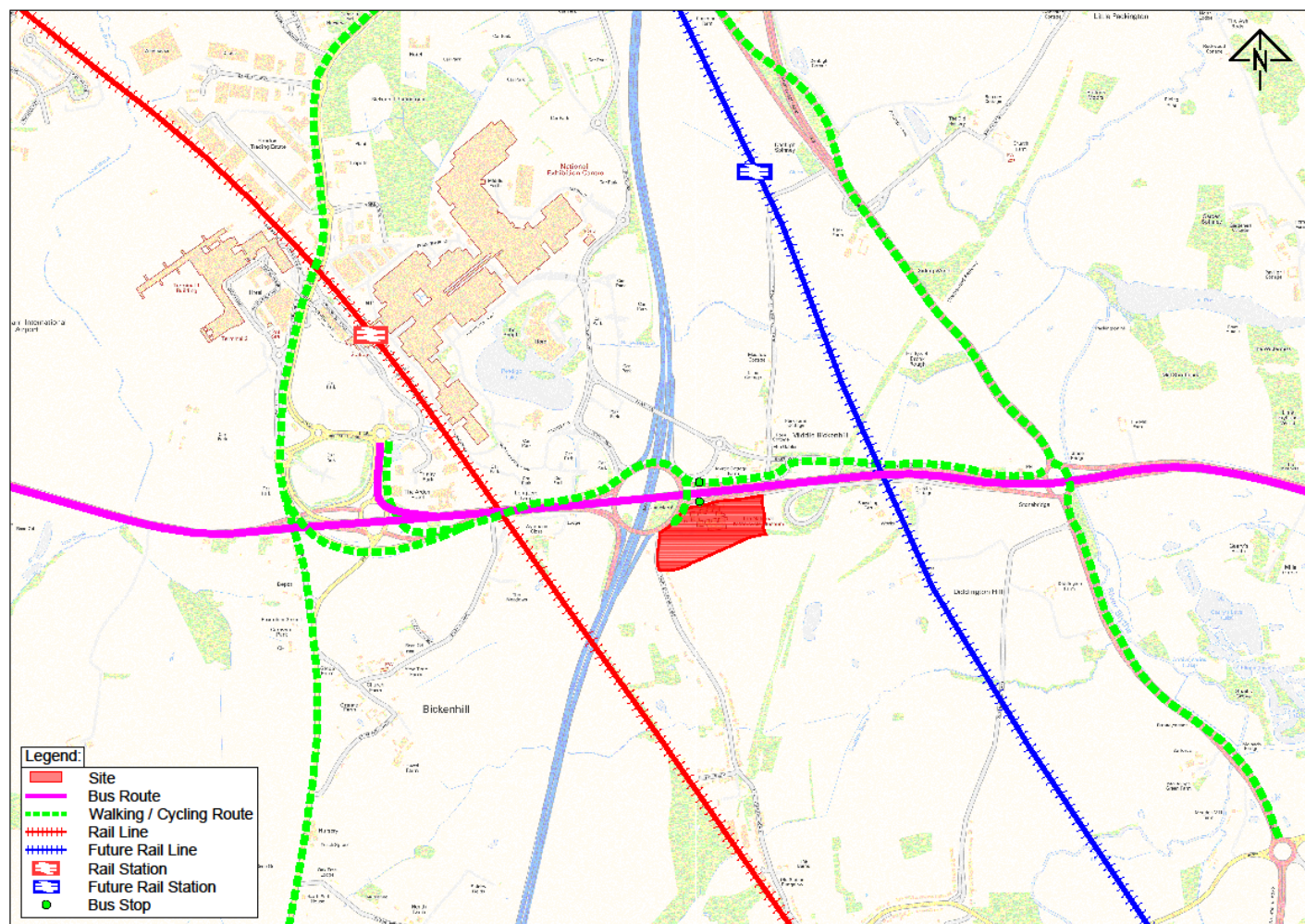


The Museum is wholly supported by the revenue generated by the existing on site conference facilities. The conference facility provides the 'financial engine' that supports the museum in its acquisition and display of British motorcycles. The Museum, like the overwhelming majority of museums, cannot be self sustaining in terms of revenue.

The investment proposed has the potential to dramatically increase patronage of the Museum, contributing to the tourism offer in the area.

It is acknowledged that the site is in the Green Belt and the onus falls on the Museum to demonstrate that there are very special circumstances for allowing this development. These will be fully presented in the planning application. The purpose of the exhibition is to present the conceptual vision for this investment and to describe the key facets of the scheme.

The site is shown on the plan above and adjacent plans and is the land edged red. This consultation exercise enables members of the public to have sight of the proposals and speak to members of the project team to understand the scheme design.



Accessibility of the site to Public Transport



Where the Legends Live On



The site comprises the existing National Motorcycle Museum (the Museum) and conference facilities. Access to the site is directly from the A45 junction on the M42 motorway (Junction 6).

The Museum consists of five exhibition halls and conference rooms for hire. There are approximately 400 car parking spaces on the site. There are currently 13 conferencing suites on the site.

The National Motorcycle Museum opened in October 1984, with a collection of more than 350 motorcycles on display. The conference venues and banqueting suites followed on in 1985.

On 16th September 2003, the Museum suffered a devastating fire, resulting in damage to 75% of the structure and some 400 machines. Remarkably, the Museum doors re-opened on 1st December 2004.

Within the Museum there are in excess of 800 machines each fully restored to the manufacturer's original specifications. The Museum's aim is to preserve this history for future generations to come.

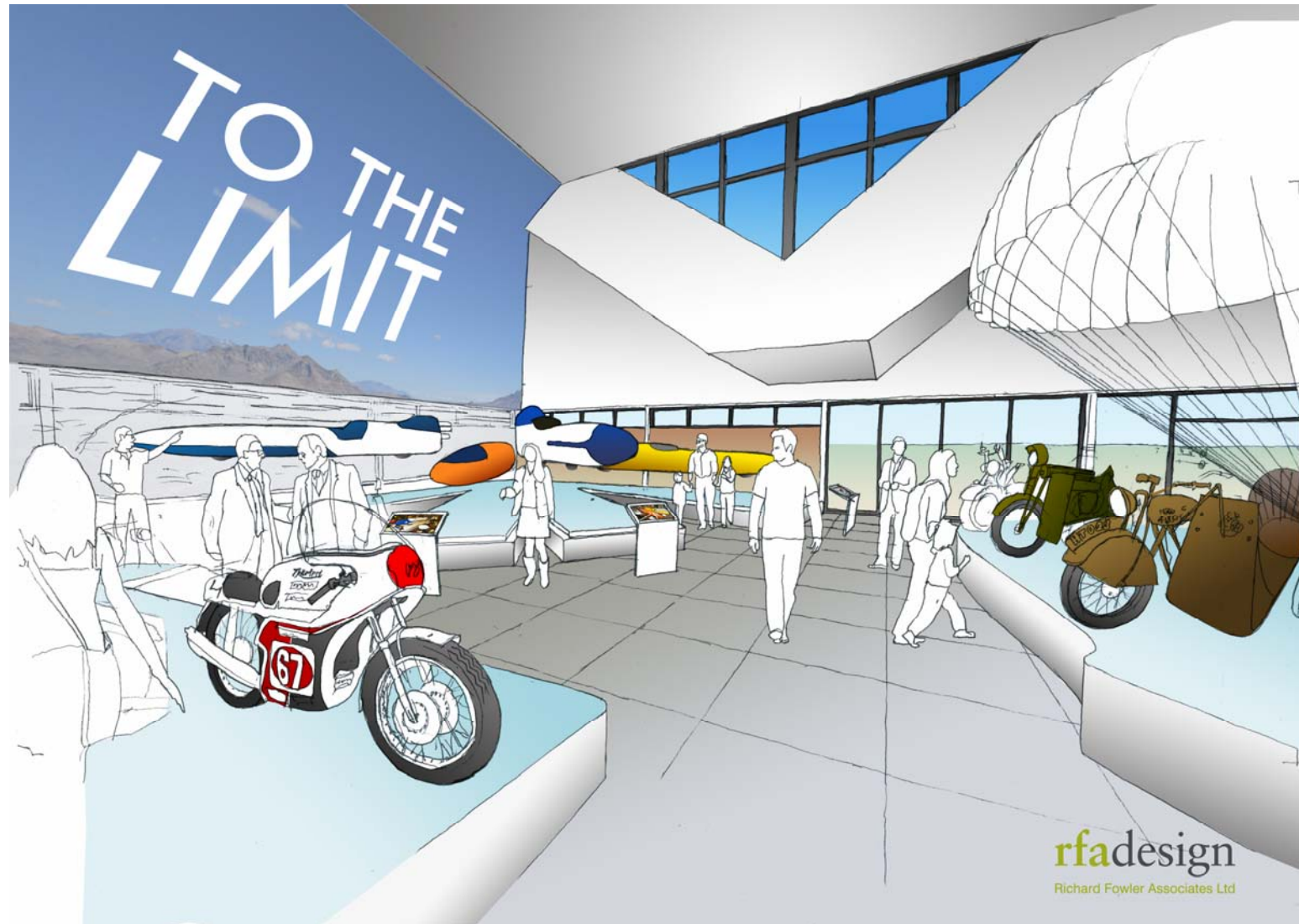
The Museum is recognised as the finest and largest motorcycle museum in the world. The Museum is however presently outdated in its display of motorcycles and lacks features of a modern museum including interactive display and interpretative techniques. The Museum has substantial potential to provide a significantly enhanced visitor attraction and become one of the region's most prominent tourist destinations. The Museum is important for the recording of the British motorcycle industry and as such is an important contributor to the heritage of the motorcycle industry especially in the West Midlands.



Photographs of the existing Museum



Legacy to be handed down to future generations



Proposals to upgrade the Museum

The world's largest collection of British motorcycles is hugely important: evidence of a (largely) disappeared industry and a legacy to be handed down to future generations of the skills, innovation and expertise of a mainly West Midlands industry that led the field and exported to most parts of the world for a period of sixty years.

At present the limitations of space mean that the displays prevent an appealing display of motorcycles and their history with most machines placed too close together at ground level. Visitors have little engagement with the displays and might easily leave the museum with little knowledge of the proud history of the industry, the excitement of making and riding motorcycles or of how they work.

Modern display techniques need to be combined with a considered flow pattern and thematic arrangement from the reception areas and around the exhibition halls. A whole range of displays should be formulated to incorporate storytelling (linking the motorcycles to those who, for example, designed, manufactured, rode and/ or owned them) giving at least equal emphasis to the social history and engineering development of the machines.

Emerging proposals to upgrade the exhibitions include the following ideas:

- 'wow' features such as a tower based on a spiral that displays dramatically sixty machines, one for each year (60 Glorious Years)
- a How They Work science-based area where families and educational groups can engage with electro-mechanical interactives explaining in simple ways the principles of internal combustion, braking, traction, and so on
- kiosk-mounted touchscreen interactives to provide layered information for each machine on display (image, video of the bike in action, technical specifications, library references, etc.)
- a video presentation of the history of the museum featuring the founder Roy Richards
- a photographic studio where different bikes can be rolled onto a turntable and exposed to special lighting and moveable cameras allowing visitors to control views and angles – and purchase prints
- a workshop which includes a motorcycle testing station and an array of tools and parts manned by museum technicians who will be encouraged to interact with the public
- dramatic theatrical set-piece displays featuring, for example, futuristic speed record breakers, and motorcycles ingeniously adapted for military use from both world wars
- the creation of exciting vistas through the museum featuring dramatic imagery and 'star' exhibits as focal points to assist in drawing visitors through the displays
- special cameo stories of bravery and endurance such as long-distance travel and work with soldiers disabled in recent conflicts.

There is much that can be done to dramatically improve this under-performing museum, situated in a prime location and housing a remarkable collection of motorcycles yet visited by relatively few people.

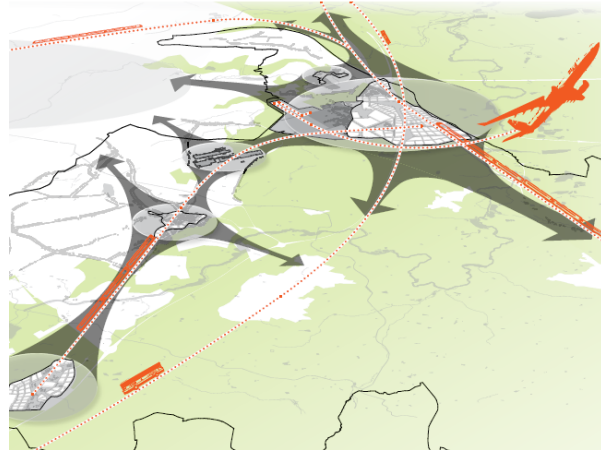
Expansion and updating the Museum cannot be achieved without revenue generated from the conference facilities and hotel income streams. The proposed new investment will create an opportunity to transform the Museum and establish it as a major tourism destination with national and international reach.



Synergy with UK Central

SOLIHULL METROPOLITAN BOROUGH COUNCIL
M42 ECONOMIC GATEWAY

Masterplan Report
25 JUNE 2013



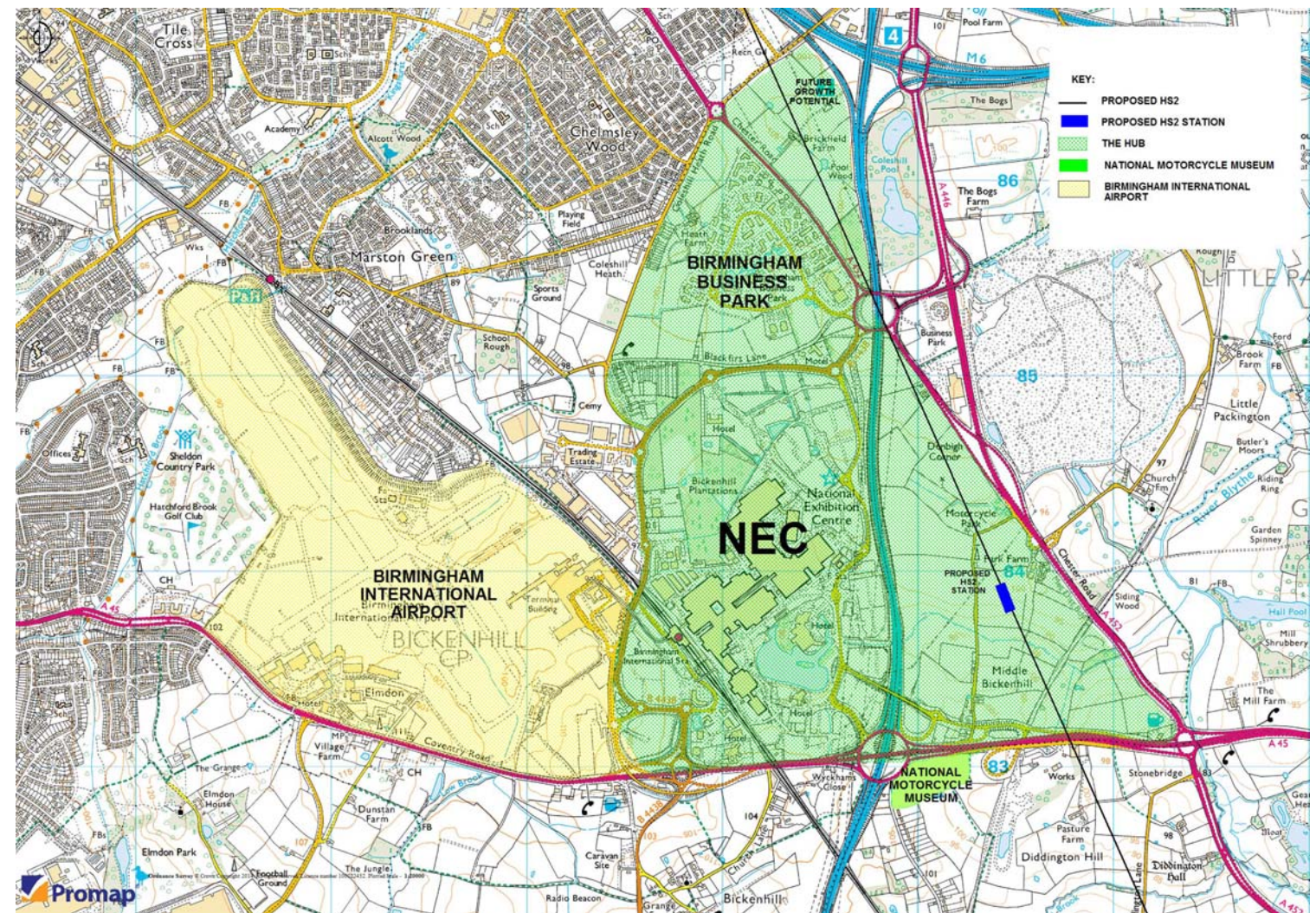
The site sits immediately to the south of Central Hub of the UK Central Region Masterplan, which aims to build upon the existing strategically important economic assets in the area and utilise them to drive forwards growth in the region. The Hub is seen as the epicentre of the masterplan areas, the specific vision is for an international business Hub, combining tourism, leisure, including business tourism, high technologies and advanced manufacturing.

The proposed major investment at the Museum has substantial synergy with the proposals for UK Central, in particular:

- The scheme will support and contribute to the local economy. The proposals will facilitate leverage into business tourism and the visitor economy.
- The Museum Trustees envisage that the development will provide an **additional 150-200 jobs and safeguard the existing 150 jobs** on the site (for which the majority are residents of Solihull Metropolitan Borough Council). Construction jobs will also be created through the development phase. As a result the proposals will provide employment for a wide range of skill levels, for example, the Museum would be keen to offer apprenticeships. The Trustees of the Museum are keen to ensure that local residents benefit from the jobs created.
- There are multiple socio economic opportunities from major investment in the museum including **links with schools, technical colleges and manufacturers**. The interactive display could for example include workshops which could have links to education bodies and manufacturers.
- The proposal will **optimise an existing cultural asset**. The heritage of the British motorcycle industry will be promoted through the development to emphasise a national and international branding for the development. The investment will provide opportunities for the Museum to have a far greater appeal to the younger generation in the provision of interactive exhibits and themed displays.
- The museum and hotel will support the conference facilities by providing **ancillary and complementary facilities to enhance the visitor experience and support business needs**

In June 2013, Solihull Council, the Greater Birmingham and Solihull Local Enterprise Partnership and Arup published the UK Central Masterplan, showcasing the development potential of the area up to 2040. The Masterplan outlines how bold measures need to be taken to capitalise on the potential of the already successful gateway site. These include:

- Early and bold investment in local connectivity, including new modes of rapid transit to create a genuinely connected network;
- investing in green infrastructure as a vital economic asset;
- Targeting investment at Junction Six of the M42 to facilitate the growth of Birmingham Airport, the NEC and Birmingham Business Park; and delivering managed growth around four key locations, namely North Solihull, Solihull Town Centre, Blythe Valley Business Park and The Hub which is the epicentre of UK Central which includes the NEC, the airport, Birmingham Business Park and the proposed High Speed Rail station.



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UK Central 'The Hub'



Opportunities and Constraints

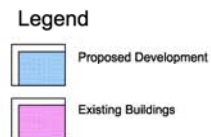
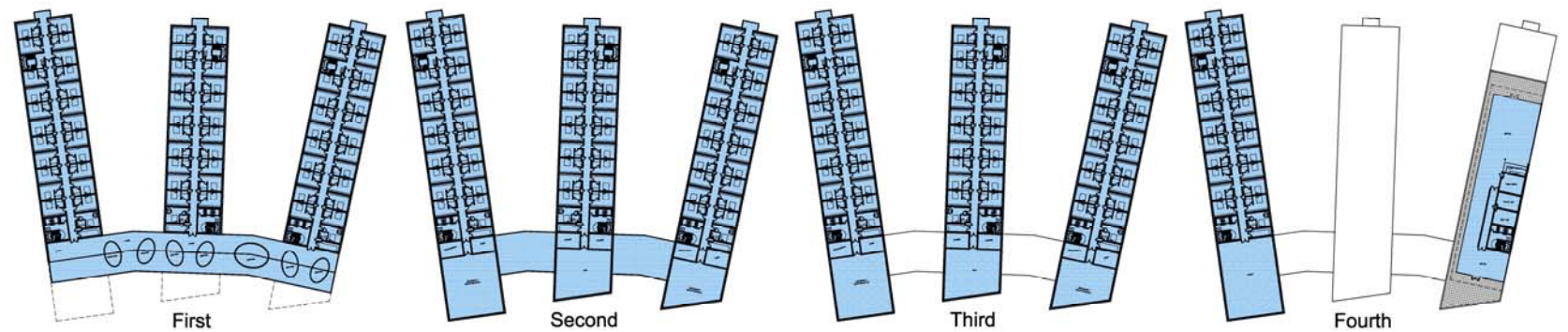


The Proposals

The proposals are for enhancement and extension to the existing museum at the site including the erection of a new hotel. An indicative master plan of the proposals is set out to the right and shows:

- i. Restructuring the Museum to provide a major tourism location displaying the heritage of the British Motorcycle Industry.
- ii. Internal reconfiguration to the existing museum and conference centre and expansion into its courtyard.
- iii. Linking to the Museum would be the construction of a new hotel of circa 250 hotel rooms.
- iv. Utilisation of the existing access arrangement from Junction 6. The proposals will include contingency parking and access strategy in the event the existing access and parking facilities (part) are lost as a consequence of the HS2 proposals.

An extensive part of the application submission will be the Transport Assessment which will address the connectivity of the site with other proposals in the area including public transport improvements.



The Landscape Masterplan



The site is visually well contained by the main road corridors and established vegetation structure within the localised and wider context.

The proximity of the main road networks and various built elements creates an urban fringe character to the application site. Visibility of the site is predominantly limited to the immediate setting only and the existing built form and car parking of the National Motorcycle Museum already form components within these views.

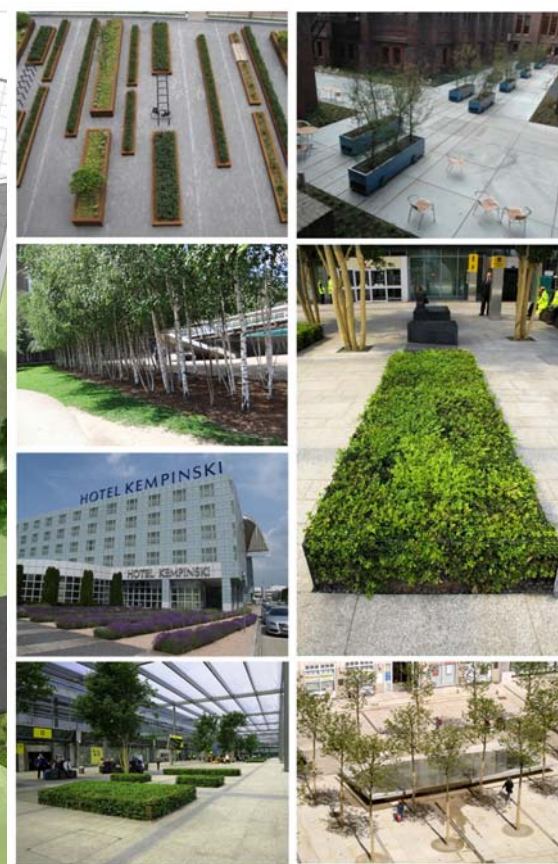
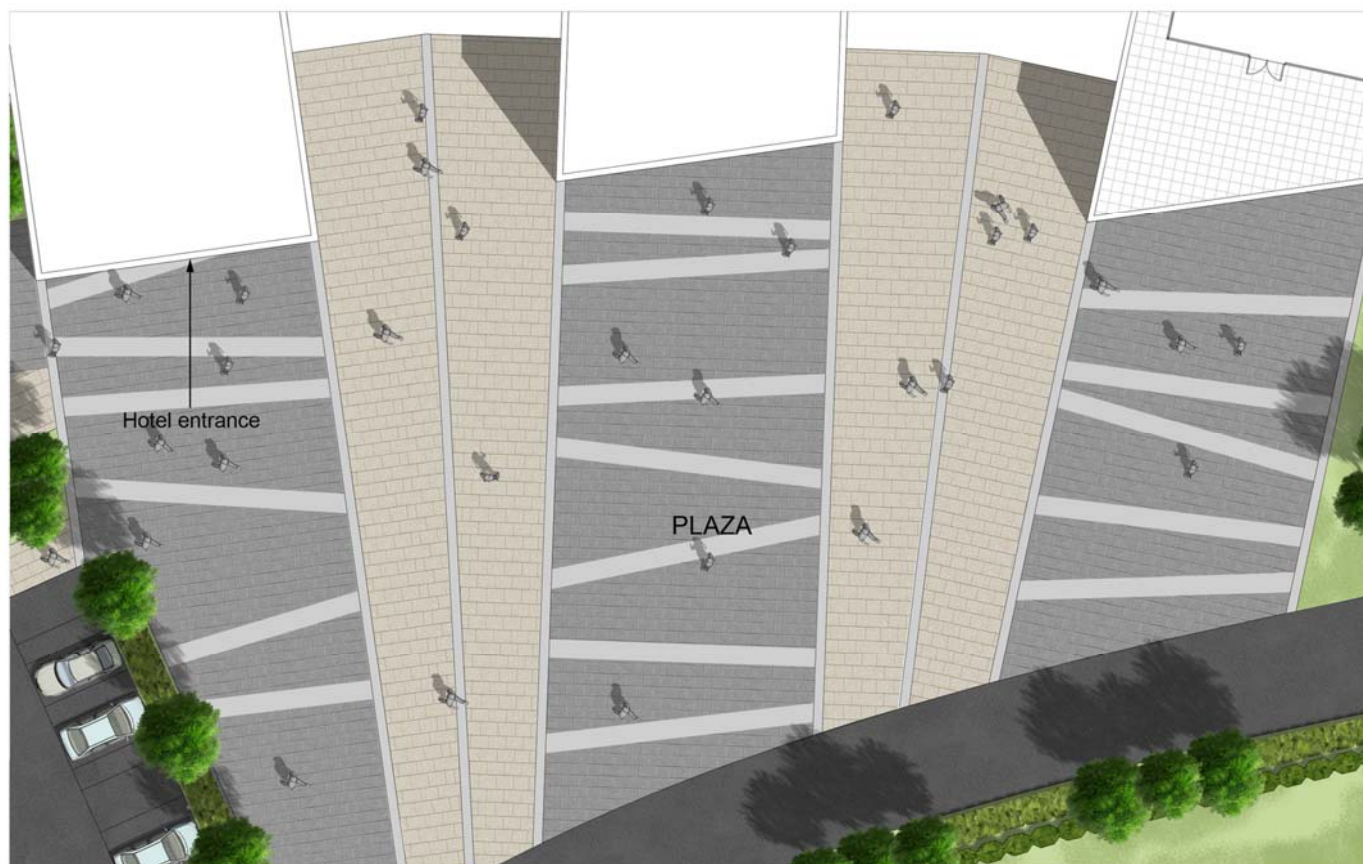
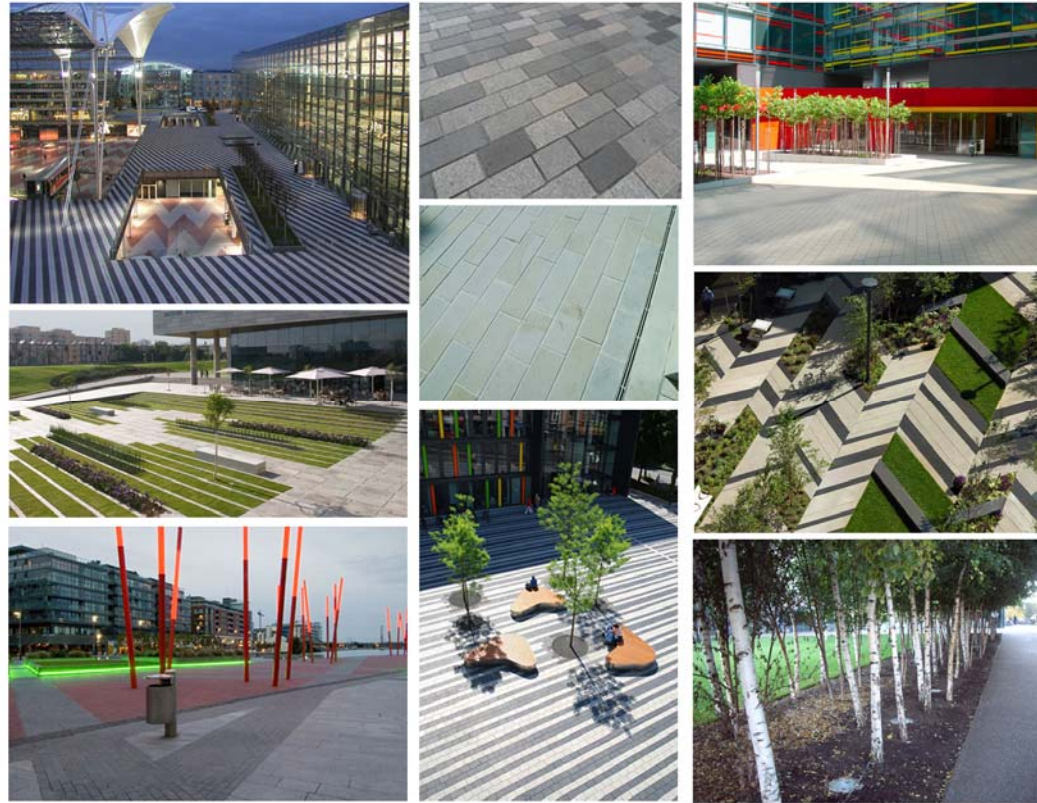
As such it is considered that there is scope for a landmark and sensitive development which includes the addition of positive landscape enhancements within the application site.

aspect landscape planning



The Plazas

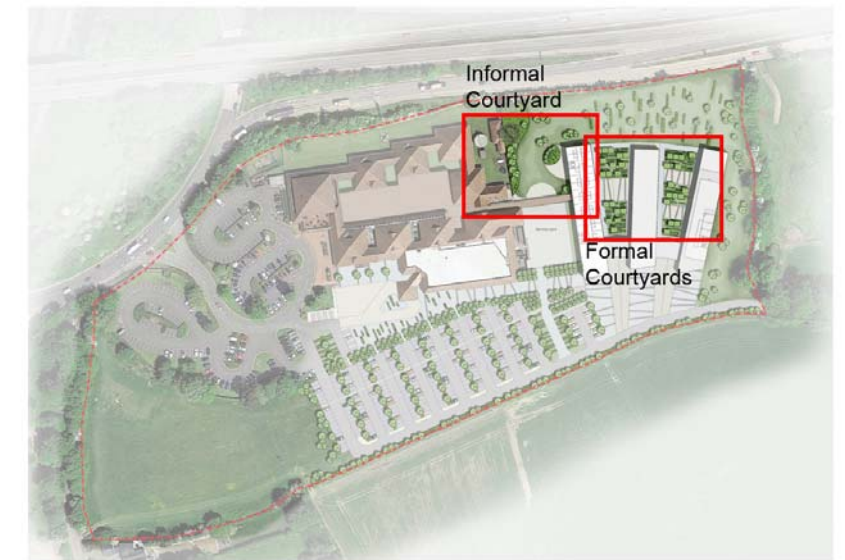
The plazas are two distinct separate areas which are linked together by a feature pedestrian walkway utilising similar hard landscape materials, paving patterns and design. The walkway and car parking areas are separated by an avenue of closely planted trees with winter interest which also assists in linking the two plaza spaces together. The main hotel plaza includes predominantly hard landscape materials laid out in patterns to reflect the articulation of the proposed building, which provides a feature setting to the contemporary built form and could be utilised for exhibitions and events. The museum entrance plaza includes a background avenue of specimen tree planting to separate the car parking area. Raised planters with blocks of ornamental shrub planting situated at angles assist in breaking up the space and extent of hard landscaping. The orientation, materials and pattern of the paved surfaces intends to respond to the intended use and defines vehicular and pedestrian zones.



The Courtyards

Two formal and contemporary courtyard spaces are proposed which include formal lines of block hedge and shrub planting with cube headed trees to create seasonal interest and intimate spaces that could be used for seating and external entertainment.

The hard and soft landscape elements and materials will reflect those used within the plaza to ensure a coordinated approach is achieved within the external spaces. The courtyards have been designed to also work when viewed from elevated positions within the hotel complex. An additional more informal courtyard is located adjacent to the glazed link between the museum and hotel to form a more transitional space between the buildings and links with the open green spaces around the buildings.



What happens next....?

The scheme is a major investment in the area and has substantial benefits including:

- synergy with the proposals for UK Central and in particular The Hub in its provision for new investment, jobs, and interface with manufacturing, tourism, education and training skills in this sector.
- enabling growth of an existing business, which will contribute to the local economy.
- the provision of an additional 150-200 jobs and safeguarding the existing 150 jobs on the site
- multiple socio economic opportunities from major investment in the museum including links with schools, technical colleges and manufacturers.
- optimising an existing cultural asset.



Proposals to upgrade the Museum

In summary, it is considered these proposals comprise very substantial benefits for regeneration, tourism, employment and economic activity. As acknowledged, the site is situated in the Green Belt. We believe that the benefits amount to 'very special circumstances' that should outweigh the harm on the Green Belt by reason of 'inappropriate development' (paragraph 91 of The National Planning Policy Framework).

We welcome your comments on these exciting proposals and would ask you to complete and return a comments form if you wish to express an opinion on the proposals at this stage. It is intended that following a review of the submitted comments and observations from today's exhibition the plans will be progressed and submitted to the Local Planning Authority (Solihull Metropolitan Borough Council).

Thank you for taking the time to attend this public exhibition and should you have any questions please do not hesitate to speak with a representative on hand to answer your questions. Comment forms are available.

If you require further details or wish to keep in contact with the progress of this proposal please contact Louise Steele at Framptons 01295 672310 or email louise.steele@framptons-planning.com.

The exhibition material is available on www.framptons-planning.com. You may make your comments online using this weblink.