

Case study – Brooklands Museum



Brooklands was the world's first purpose-built motor racing circuit, constructed at Weybridge, Surrey in 1907. It is the birthplace of British motorsport and aviation, home of Concorde and the site of many engineering and technological achievements. The museum displays a wide range of motoring and aviation exhibits and holds popular events throughout the year.

Boxing Day 2013

On Christmas Day 2013, after unprecedented rainfall and bad weather, the River Wey burst its banks engulfing the nearby Brooklands Museum the following day. The site covers 30 acres with various buildings dating back to the 1940s. A number of buildings on-site were flooded, in particular, significant damage was caused to the Club House, Stratosphere Building and the Campbell sheds which are crucial to the central museum operation.

Battling to open

After initial contact was made, Ecclesiastical immediately coordinated the arrival of a team of experts including a project manager, technical expert and recovery team, to assess any damage and coordinate the clean-up, repair and re-opening.

It was essential to assess the damage as quickly as possible as New Year's Day is a big date in the Brooklands Museum calendar. The event involves members of the public and classic car owners gathering to see displays of classic, vintage and veteran cars, motor cycles and commercial vehicles. Work to get the business back up and running as soon as possible got underway to ensure that Brooklands Museum was able to open for this popular day which is a significant contributor to Brooklands' revenue.

As the flood waters receded, work was prioritised over the Christmas period and focused on drying out the buildings in time for New Year's Day. The cleaning and drying of the buildings continued and repairs to the fabric of many of the buildings were then started.

Result

As a result of Ecclesiastical's immediate response over the Christmas period and the speedy work undertaken by contractors to dry and clean the various buildings, the museum was ready to open for its major event on New Year's Day. Brooklands was closed for a total of four days over the Christmas period which resulted in lost revenue from gate receipts, sales at the shop, commission from the café and receipts from the Concorde Experience. With the exception of these four days, the opening of the museum in time for New Year's Day ensured that the loss of revenue as a result of the flooding was kept to a minimum.

School trips to the site were also resumed on 14th January 2014 and although the tours were shortened slightly, the discount provided to each visitor was limited to £1 per pupil.



Ecclesiastical says:

Sandra Cooper, Complex and Major Loss Consultant at Ecclesiastical, said:

“ I received the call regarding flooding at Brooklands Museum on Boxing Day and we immediately called in our loss adjusters Crawford and their specialist drying partners Richfords to help us deal with the damage. Our priority, with cases like this, is to get the business back up and running as soon as possible, as every day they're closed ends up losing them visitors and costing them money. We immediately also noticed that the Museum was due to have one of their biggest events of the year on New Year's Day, which meant we needed to work even faster over the holiday period to ensure the event could still go ahead. ”

Tysers says:

Martin Tinsley at Tysers said:

“ Brooklands Museum rang us on Boxing Day to advise that the River Wey had burst its banks and that they were under 18 inches of water. The subsequent response from Ecclesiastical was brilliant. They immediately mobilised a Senior Loss Adjuster responsible for major losses who arrived with a team to start the drying process and within a couple of days, arrived with a cheque book and put our mutual client at ease during the aftermath of a painful experience. ”

Brooklands Museum says:

Allan Winn, Director at Brooklands Museum Trust Ltd, said:

“ Allan Winn, Director at Brooklands Museum Trust Ltd, said: “From the moment we contacted Ecclesiastical via our broker, Tysers, at 8am on Boxing Day, the speed and flexibility of the response was outstanding. Within hours they had deployed substantial resources of men and machinery to start getting us dried out, and it was clear from the beginning that their over-riding priority was to get the Museum restored to full operational condition with the minimum of delay and disruption. Nobody ever wants to be flooded, but on the evidence of this episode the best thing that can happen to you if you are to be flooded is to be insured by Ecclesiastical. ”

