



All Aboard! National Tramway Museum Reopens with a Bold New Look on Saturday 14th March.

This spring, one of Derbyshire's most distinctive attractions is inviting visitors to rediscover it all over again.

Formerly known as Crich Tramway Village, the newly refreshed **National Tramway Museum** reopens for the season on Saturday 14th March, unveiling a bold new identity designed to better reflect who we are.

The refreshed brand also reflects a wider ambition: to challenge perceptions of what a “museum” can be. This is not a place to quietly walk past displays — it's a living, moving experience, where history is heard, felt and ridden.

The rebrand marks an exciting new chapter for the museum, celebrating over 60 years of tramway heritage while confidently looking to the future. Shorter, clearer and easier to recognise, the National Tramway Museum name, or NTM for short, puts trams — and the stories they carry — firmly at the heart of the experience.

Tramway still sits at the heart of everything we do. We embody the innovation, the craftsmanship, and the preservation of Britain's tramway heritage — bringing history to life through movement, stories, and experience.

CEO Graham Bennett says ‘As one of Derbyshire's most distinctive attractions, we have made the exciting decision to refresh our brand ready for the new season. The new identity reflects both our national collection and the unique experience we offer here — a working tramway where visitors can step into the past, ride historic vehicles and explore a truly special heritage site. We're looking forward to welcoming both familiar faces and first-time visitors when we reopen in March.’

From mid-March, visitors can again step back in time aboard beautifully restored vintage trams, travelling through a recreated historic village street and out into the breathtaking Derbyshire countryside. With unlimited tram rides included for every visitor, guests are free to hop on and off throughout the day.

Alongside the working tramway, the site offers engaging exhibitions, a scenic woodland trail and sculptures, indoor and outdoor play areas, and a full day of food and drink options — from the Tram Stop Café and Barnett's Sweet Shop to the ever-popular Red Lion pub and ice cream kiosk. Dogs are welcome too, making it an ideal day out for the whole family.

So, whether you visit our incredibly popular events throughout the year, or plan to bring the children every weekend with your annual pass, we can't wait to welcome to you back.

The National Tramway Museum reopens on Saturday 14th March at 10am.

For opening times, tickets and event information, visit our website at www.tramway.co.uk

ENDS



For more information, please contact:

Lauren Coop

Head of Marketing

National Tramway Museum

Phone: 01773 854392

Email: lauren.coop@tramway.co.uk

Website: www.tramway.co.uk

About the National Tramway Museum

The National Tramway Museum, based in Crich, Derbyshire, is an accredited museum dedicated to the preservation and celebration of tramway history. With a vast collection of heritage trams, a recreated period street, and a stunning rural setting, the museum offers an immersive experience that connects visitors with the story of public transport in Britain.

Crich, Matlock, Derbyshire DE4 5DP
Tel: 01773 854321
Web: www.tramway.co.uk

Registered as a national charity (no. 313615)
Registered as a museum with The Museums,
Libraries and Archives Council (no. 508)