

The Commandery Redevelopment Programme 2014 - 2019



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The Commandery is one of seven exceptional Grade I listed buildings in Worcester; a site that has been witness to the conflicts and the successes of the city for over a thousand years.

Significant investment in 2006/7 stabilised the historic and fragile structure and the site has welcomed over 125,000 visitors, event attendees, commercial bookings and school parties since the re-opening.

Now the facilities need to develop to better provide for all visitors and to reach out to those further away, encouraging more tourists into the historic city of Worcester. It needs to respond to the opportunities of the new national curriculum and the specific needs of its local community.

Funding from Arts Council England in 2013/14 has enabled Museums Worcestershire to intensively consult with visitors and with non-visitors, and to test the opportunities of the market for The Commandery. We aim to develop the work of the historic site in a series of phases over the next five years, with each phase targeted to different needs in partnership with specialist groups.

Visitors' Comments

When their wives and children should ask them where they had been and what news, they should say they had been at Worcester, where England's sorrows began, and where they were happily ended.

Hugh Peters, 1651

The people in the neighborhood appeared so ignorant and careless at Worcester that I was provoked and asked 'And do Englishmen so soon forget the ground where liberty was fought for?' Tell your neighbors and your children that this is holy ground, much holier than that on which your churches stand. All England should come in pilgrimage to this hill, once a year.

John Adams, 1786

It's about the history of Worcester. It is about the history of what happened here.

Focus group participant, 2014



**Provide more ways for visitors to understand and enjoy
The Commandery's most significant story**

Encourage more visitors to Worcester to experience the city's heritage

Phase 1	Civil War Focus
Timescale	Funding applications May 2014; developments public launch Sept 2015
Potential Funders	HLF Our Heritage, £100k Friends of Worcester City Museum £3k Matched funding from trusts and foundations, £15-£20k
Potential Partners	Battle of Worcester Society Canals & River Trust (their 200 year anniversary project)
Elements	<ul style="list-style-type: none"> • Short run of rooms with increased interpretation of the Civil War/battle of Worcester story • More replica 17th century handling items to use with schools and visitors • Marketing to increase the profile of the site as a destination for regional visitors • A rejuvenated brand identity • A system of improved signage for the site both inside and out that can be added to with each successive phase • Guidebook focusing on the architectural significance of the building • Inclusion in the Birmingham to Worcester Canal 200 years celebrations, <i>potentially via a canal-side art commission looking back to the 17th century</i>



**Reduce the energy costs of the building and
share community expertise**

**Lead Worcestershire heritage organisations in
exploring income-earning potential**

Phase 2	Sustainable Approach
Timescale	Funding applications summer 2014; work complete by end 2016
Potential Funders	HLF Transitions, £100k ACE strategic funding £25k Energy-specific trust £5-£10k
Potential Partners	Other Museums Worcestershire sites Other Worcestershire museums
Elements	<ul style="list-style-type: none"> • Professional advice on commercial letting opportunities • Professional advice on energy efficient and energy generating opportunities • Development of a community/hire gallery • Creation of unique and targeted wedding package • EPOS and CRM systems to enable responsive commercial feedback



Expand The Commandery's role as the heart of its local community
Support partners and schools in their aspirations for Worcester people

Phase 3	Commandery Treasure
Timescale	Funding applications 2015; developments launch Sept 2016 and Sept 2017
Potential Funders	Big Lottery Fund Esme Fairburn Foundation Community trusts and foundations
Potential Partners	Community groups Walking for Health Schools and colleges
Elements	<ul style="list-style-type: none"> Well being programmes in The Commandery gardens and Fort Royal Learning programmes redeveloped in consultation with local schools responding to the new national curriculum Increased interpretation of the treasures of the building <ul style="list-style-type: none"> Painted chamber Great Hall Tudor panelled rooms Energy improvements to the site as recommended Improved shop and front facade Consultation with local audience to develop events programme



**Enable visitors to learn more about their how they can
influence change in their country**

**Develop partnerships to increase overseas visits to
The Commandery and Worcester's heritage sites**

Phase 4	Worcester City of Liberty
Timescale	Funding applications 2017, developments public launch Sept 2018 and Sept 2019
Potential Funders	HLF Our Heritage, up to £100k Clore Learning Spaces £10k
Potential Partners	Battle of Worcester Society House of Commons archives Destination Worcestershire Specialist tourist providers
Elements	<ul style="list-style-type: none"> • Creation of Presidents Room and better orientation spaces and signage • Development of specialist democracy learning programmes • Marketing to overseas travel providers • Holiday letting developments as recommended • Replacing current audio guide with new a new system using augmented reality technology and personal systems • Development of apps and trails extending outside the building to other Civil War sites