

Appendix 2: Proposed Projects

Summary

The proposed projects are grouped into 3 themes. These link to the Council's strategic plans and priorities and build on successes in previous community engagement exercises and cultural interventions in the city.

1. Education Through Heritage
2. Community Arts
3. Outdoor Performance

Individual project descriptions and indicative financial allocations are as follows.

EDUCATION THROUGH HERITAGE

Total Levelling Up Fund allocation: £848,000

This set of projects builds on the City Plan theme of 'A Heritage City with a 21st Century Culture'. It aims to make the most of the City's history and heritage and to help ensure that this is understood and valued by new generations.

The Council was successful in 2021 in obtaining Towns Fund capital to develop 'the significant but underplayed heritage attractions of the City, presenting and marketing these as a coherent tourist offer to increase visitor numbers, dwell time and economic impact.' The proposals outline below build on this existing approach by increasing the amount of public space available for participation in learning about the City's heritage as well as maximising the value of existing assets. New learning centres will create space for talks to groups away from other visitors where they can work creatively and enable new cycles of displays of relevant material; enhanced facilities will increase capacity and visitor attraction; a new art work will act as a focal point for recognising the City's important participation in the English Civil War to complement the Commandery and other heritage assets across the city.

Project	Investment	Outcomes	Levelling Up Fund allocation	Match funding	Partners engaged
Museum and Art Gallery Learning Centre	Creating a new Museum Learning Centre to host school groups, activity programmes and special interest groups. Will include museum resources and artefacts, enabling participants of all ages and abilities to get hands-on.	Increases number of cultural events and participants. Opens up new public space for cultural use; supports employment for freelance artists, educational workers, new graduates; supports skills development for volunteers and training placements.	£500k		Schools and early-year nurseries; special interest and community groups.
Tudor House Museum 500th anniversary redesign	Creating a new multi-functional education centre within the museum. Full build and technical fit-out. New visitor entrance, kitchen and accessible toilet facilities. Enhancements to museum rooms and Tudor plaster walls.	Enables a major increase in space capacity of the current museum. Supports educational outreach with increases in numbers of school visits and lifelong learners. Upgrading facilities for accessibility, increasing diversity of visitors.	£298K	£50k from Tudor House Museum; project management delivered by them.	Tudor House Museum; schools; special interest groups.
Battle of Worcester Sculpture	Enabling the creation of the first national monument of its kind in the UK. Commemorating a key	Increasing numbers of visitors to the city for Civil War heritage. Supports educational	£50k	Contribution from Battle of Worcester Society;	Battle of Worcester Society; City heritage attractions;

	<p>battle of the Civil War, a distinctive linear steel sculpture at Sidbury by King Street car park on the site of the final battle. Designed by renowned sculptor Ken Potts, recognised for the sculpture of Edward Elgar at Worcester High Street.</p>	<p>outreach with school visits and lifelong learners. Supports other heritage sites in the city and historical interest community groups.</p>		<p>project management delivered by them.</p>	<p>historical interest community groups.</p>
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COMMUNITY ARTS

Total Levelling Up Fund allocation: £2.665m

The City Plan theme of 'Stronger and Connected Communities' has at its heart the desire of people in the city to feel 'like they belong and are proud of where they live'. We see this happening through 'People participating and volunteering and supporting each other to build resilient, inclusive communities.'

Over the past five years the Council has drawn in significant investment through the Cultural Development Fund (CDF), Future High Street Fund and other sources to build a range of community-shaped assets and activities. This has extended to a community-led Creative Consortium to take forward the Performing Arts Venue, the CDF Community Festival Development Fund, a Community Producer role to support the CDF Legacy programme and direct support to groups like Worcester Festival, The Mela, Love the Arbo, the Paint Festival, Elgar Festival and Worcester Music Festival amongst many others. The projects in this group aim to extend this further, bringing

yet more space into use to support the aims of the Arts and Culture Strategy and enhance sustainability of existing projects, but also take creative activities out into communities through work on specific community assets and also mobile facilities that will increase access and participation.

Project	Investment	Outcomes	Levelling Up Fund allocation	Match funding	Partners engaged
Next-level food at the Corn Exchange	Substantially strengthening the offer at the new Scala Performance Arts Venue by bringing into use two mezzanine floors with the Grade II listed Corn Exchange. This will create space for more events and exhibitions and a next-level food and beverage offer to attract increased visitors and increase sustainability of the project.	Additional employment in the cultural sector. Bringing increased creative space into use. Increased visitor numbers and events.	£1.6m		Creative Consortium; locally leading creative organisations; food and events operators.
Angel Place is your space	Creating a welcoming social space attractive to young people at the southern end of Angel Place as part of the outdoor cultural offer delivered by the new Scala Performance Arts Venue. New outdoor furniture, planting and lighting to	Increased visitor numbers. Improved diversity of the demographics of visitors and audiences to the Scala.	£233k		Local youth groups and community organisations.

	define the area as new cultural attraction.				
Scala co-working space	Acquisition of 6 Angel Place (terms agreed subject to funding) and alterations & fit out to increase office and storage space for the adjacent Scala Performing Arts Centre, creating an on-site co-working location. This will enable resident artistic companies at the Scala to co-create work together and provide opportunities for emerging artists and students to have creative employment opportunities. Storage will also support events within the Scala and Angel Place.	Increased employment in the cultural sector. More space brought into use for cultural activities. Increased number of events and participation.	£350k		Creative Consortium; locally leading creative organisations; educational institutions.
Arts in the Arches	Further internal cladding to the Arches at Cherry Tree Walk to protect against water ingress and bring more space into use by local artists. Secures a future for the growing community of artistic businesses based there.	Sustained and increased employment in the creative industries. Secured tenancies to make the project sustainable. Increased cultural events.	£200k	University of Worcester Project Management in kind.	Local artists and creative businesses; University; Severn Arts; County Council; ArchCo; Kiln Management Services.

Music Box	Acquiring a mobile music vehicle that will travel to schools, venues and events in Worcester with equipment and instruments to deliver music engagement activities and learning opportunities, including DJing, music technology, instrument playing and vocal composition for all ages.	Educational access. Increase in population engaged with cultural activity.	£65k	Severn Arts Project Management in kind.	Severn Arts; schools, community groups.
Community stage	Investing in a portable outdoor stage to support the growing number of community festivals across the city. This will reduce revenue pressure on small organisations, releasing more funds for programming and inspiring other groups to participate.	Increased participation by communities in cultural activities. Increased number of events and live acts programmed. Increased access to participation.	£22k		Community arts organisations.
Comer Gardens Institute extension	Investing in the Comer Gardens Community Hall Association to convert the unused upper floor into usable space for dance rehearsal and tuition and increased community use of the whole premises.	Increased floor space brought into use for cultural activities. Increased public participation and voluntary engagement.	£40k	£140k City Council capital funding	Comer Gardens Institute Association; community groups.

<i>*Proposed additional project*</i> Swan Theatre Accessibility	Investing in accessibility improvements to the Swan Theatre. Includes a new passenger lift and the installation of an accessible toilet and changing places facility. Improvements to the foyer.	Increased numbers of participants and audiences. Improved diversity of the demographics of visitors and audiences to the Swan Theatre.	£155k	£45k Worcester Theatres	Worcester Theatres Trust Ltd
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OUTDOOR PERFORMANCE

Total Levelling Up Fund allocation: £1.487m

Every year our annual survey shows that the most important City Plan theme for local people is ‘Enhancing and Sustaining our Beautiful City for Future Generations’. In particular, the detailed feedback that we received as we emerged from the Covid pandemic showed how much local people valued the opportunities provided by these essential assets to enjoy open space and gather for events or activities.

There are a number of projects included in this group which are all designed to enhance the value of these existing, much loved assets. Like the Community Arts group, these projects cover a number of different locations across the city to help ensure access for all, increase participation and create a wider range of activities for people to engage in. There is already existing demand as evidenced by successful events at Pitchcroft and the proposed Party in the Park at Cripplegate in 2024 and these projects will secure that demand by creating permanent facilities in otherwise under-utilised spaces.

Project	Investment	Outcomes	Levelling Up Fund allocation	Match funding	Partners engaged
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<p>Music for everyone at Cripplegate and Gheluvelt parks</p>	<p>Investing in outdoor music performance spaces in our premier parks for access by everyone. Includes refurbishing the Grade II bandstand in Gheluvelt Park and delivering a new outdoor performance space in Cripplegate Park supported by social space for families. New accessible toilets in both.</p>	<p>Increased participation. Increased cultural events. Increased area brought into use for cultural activities. Accessibility improves diversity of users.</p>	<p>£742k</p>	<p>Contributions from Friends of the Parks</p>	<p>Events organisations and site occupiers and neighbours; volunteer and community groups.</p>
<p>Sustainable events at Pitchcroft **</p> <p><i>**Scope adjusted to accommodate addition of project "Accessible Swan Theatre"</i></p>	<p>Investing in the largest open air event space in the city to create a sustainable events venue, working within its situational constraints. Works to provide enhanced access, increased security and a range of standing facilities (eg power and water, boundaries) will secure visitor footfall and volunteer participation levels, within a defined number of annual events. Will also help diversify the type of events and audiences.</p>	<p>Increased participation. Increased range of cultural events. Accessibility improves diversity of users. Helps sustains site for future generations.</p>	<p>£745k**</p> <p><i>**Budget adjusted to accommodate addition of project "Accessible Swan Theatre"</i></p>		<p>Events organisations and site occupiers and neighbours; volunteer and community groups.</p>

Projects not recommended

The following projects, which have been subject to previous initial feasibility, were also assessed and are not recommended for the following summary reasons:

Nunnery athletics track

The refurbishment of the existing athletics track and ancillary facilities. Outcomes do not meet the set fund criteria of:

- Cultural events [which] include those related to: (1) Film, TV, Music, Radio (2) Heritage (3) Arts, Museums and Libraries
- live music events, art exhibitions, cinema, theatre, comedy, dance events, festivals and carnivals, or other cultural activities.

South quay moorings

No feasibility or costings have been undertaken for the provision of a floating pontoon suitable for commercial river boat trips, which is known will be subject to third party consents including the Environment Agency. The project is therefore considered undeliverable by March 2026.

Shambles market

Initial estimates suggest £1m+ renovation for an arts/craft/maker space centre but without designs and feasibility work there would be a significant risk of cost overrun. The Council is not in possession of the property and there is no identified end use or operator; sustainability of the business model is uncertain.

Pump House

The Council will be seeking a tenant operator shortly for a revamped cafe offer. Separate and independent cultural use of the first floor is not considered feasible without compromising the operation of the cafe business.

Archive arch

Damp conditions not suitable for archive storage.
Would require ongoing revenue commitment.