



# WORCESTER CATHEDRAL

## College Yard Interpretation Brief

### 1. Introduction

Worcester Cathedral is seeking an appropriate consultant/ team to develop, design and build/deliver the interpretative elements of the College Yard landscaping project, working alongside the Cathedral team and our appointed main contractor.

The main contract is currently out to tender with an anticipated 23 week programme commencing in mid-August 2024.

The aims of the landscaping project are:

- To create a considerably better approach to the north side and main entrance of Cathedral via the north porch
- To link the city centre and high street to the river beyond
- To enhance the amenity and biodiversity of this important city centre green space.

Part of the funding for the project is from the Towns Deal, reflecting the desire to connect the Cathedral with the city and link the city to the river.

This project is phase one of the implementation of the Worcester Cathedral Landscape Master Plan (see Appendix 1).

### 2. Outline interpretation strategy

We have identified in our outline strategy that the interpretation in College Yard needs to serve the needs of both those whose intended destination is the inside of the Cathedral, those intentionally passing through on the way to a destination beyond College Yard and those whose intentions are not fully formed. It is this last group of users who will benefit from clear signposting, an opportunity to rest, read and reflect and as a result be able to plan their time and route in Worcester city centre and amongst other activities, choose to enter the Cathedral.

There has been a Christian cathedral at Worcester since 680 at the centre of a see, or wider Diocese. The first Saxon structure was further south and what is visible today is in fact the third cathedral to be built here. The land now occupied by College Yard on the north side of the Cathedral itself has a complex and long history dating back to the Roman period, it housed the medieval parish church of St Michael's and a free-standing (possibly Anglo-Saxon) bell tower. It was the burial ground for the city of Worcester for more than 1000 years. As well as providing one of the main routes into the Cathedral building, College Yard also serves as one of the routes to access the monastic ruins and riverside path from the

High Street. The area is also an important habitat for rare bats and the Worcester Cathedral peregrine falcons which have again fledged four chicks during 2024.

The interpretation and signposting need to work together to allow visitors to:

- Orientate themselves and understand how the Cathedral and College Yard relate to the river and other tourism destinations within the city centre, in line with the wider Worcester City way finding and interpretation strategy
- Understand what the Cathedral is and why its different from a normal church
- Tell the story of the College Yard over time
- Encourage visitors through tasters of stories of bishops and kings to access the Cathedral and find out more

The type and placement of interpretative elements and hardware will be broadly in line with that of the Landscapes Project June 2023 discussion paper (Appendix 2) and the design will follow the Cathedral house design guidance (Appendix 3).

### **3. Background information on previous interpretative schemes undertaken by the Cathedral and the research and development to date for this scheme**

The Cathedral has worked on two previous interpretation schemes, “Telling the story” a combination of touch screens, an app and panel based interpretation in the crypt and its approaches, completed in 2014 and the interpretation around the redeveloped College Hall Undercroft that will be completed this year with the interpretation of the Christ in Majesty relief in the refectory hall itself.

Consultation for these projects developed a range of interpretative themes and a house style. We would wish to build on and adapt for this project rather than starting from scratch.

“Telling the Story” is based around three themes - music and spirituality, pilgrimage past and present and exploring Worcester’s past, these were developed through extensive consultation.

We have used the house style developed for the Undercroft Learning Centre project to create brand guidance (see appendix 3) and have applied this to way-finding signage and interpretation of the archaeological enabling works.

Other information of relevance to College Yard is the 2023 award winning Conteur film “Life over Death” that tells the story of the charnel crypt located in the northwest side of the space based on Denise Inge’s book. <https://vimeo.com/conteur/lifeoverdeath?share=copy>

Interpretation of Christ In Majesty due to be completed this summer will result in an additional touch-screen unit that can be housed in College Hall in school holidays and in the cloisters at other periods. This will overlay the two decorative colour schemes revealed during conservation and detailed pigment analysis onto an accurate image created via a cloud point scan and the interpret the creation, destruction and conservation of this hugely significant piece of medieval sculpture.

For the College Yard project, we consulted with the National Lottery Heritage Fund to seek advice on exemplar examples of external interpretation, in a Cathedral or commemorative ground setting. NLHF recommended using our external interpretation to link to more layered interpretation, via QR codes, or our website.



Our team undertook a benchmarking exercise at other Cathedral and major churches locally and nationally including Gloucester Cathedral, Hereford Cathedral, York Cathedral and Tewkesbury Abbey.

Our landscape architects produced a discussion paper for an interpretation workshop held in June 2023 with clergy, staff and consultants to ensure that the interpretation reflects the vision, overall mission strategy, experience, and practical insights of the cathedral community. (Appendix 2) This allowed the scheme to be developed to the stage of a successful planning application and set out the range of interpretive elements and signage we expect to deliver.

At this workshop, we considered how visitors first experience the Cathedral and engage with its heritage. We agreed that it was important to have clear themes and areas of focus for the interpretation and began to develop those possible themes. These include:

What a Cathedral is and why it's different to a church

Telling the social stories of our Bishops so that they are relatable to visitors and encouraging people to venture into the Cathedral to learn more. For example, it was a former Bishop of Worcester, Guido de Medici, who became Pope Clement VII, and famously refused Henry VIII a divorce, another Bishop, Bishop Hugh Latimer became Ann Boleyn's chaplain and a Protestant martyr – both wonderful stories which link to Prince Arthur's chantry within the Cathedral.

We also wanted to share some of the many texts that are specifically relevant to Worcester or Worcester Cathedral held within our library, to encourage more people to engage with this resource, for example, by including some of these texts in interpretative paving, at the site entrance and on the new path. We also considered how best to provide information and engagement opportunities in the most accessible way, for example, including introducing a tactile map of the Cathedral precinct at the entrance, that could be used by all visitors to aid orientation.

Archaeological analysis of excavations in College Green, due to be announced at the Cathedral's archaeology symposium on 19<sup>th</sup> July 2024 will reveal a new story about the original Anglo-Saxon Cathedral.

The Interim Dean, COO and a member of the fundraising team, attended a Worcester Wayfinding Strategy Workshop, facilitated by Worcester City Council, helping to ensure that our plans for interpretation compliment and support wider wayfinding strategies being developed within the City Centre. Members of the Steering Board worked with the Capital Projects Team from Worcester City Council, responsible for installing new interpretation and signage along the adjoining Riverside Park, and nearby St Andrew's Gardens, to align our work.

Recent work in the spring of 2024 by students from Worcester Polytechnic Institute in Massachusetts, USA, on placement to the University of Worcester has established through face to face interviews undertaken inside the Cathedral that 50% of people surveyed were first time visitors.

#### **4. Enabling work already completed in College Yard**

With planning consent granted late in 2023 and scheduled monument consent in place in early 2024, we have now undertaken all of the tree work, a process that has already opened up views of the Cathedral. Before this work was undertaken it was not possible to see the

Cathedral at street level, leading many first-time visitors to Worcester to have to ask for directions whilst being no more than 30m from the north porch entrance.

We are currently undertaking enabling archaeological work that should allow the main contract to move seamlessly onsite without encountering unexpected services or significant archaeology. This work has to date uncovered evidence of a Roman cobbled surface and occupation. Medieval structures have been found close to the cathedral, along with numerous burials and a wide selection of interesting finds. The work will be complete before the main contractor commences work.

We have also nearly completed repairs to the stonework around the eastern gateway.

## **5. What we need delivered - outputs**

A consultation exercise with users and non-users to establish a baseline dataset of who passes through College Yard and test the themes and approach. We have started to gather some data in-house via a simple visitor survey.

Use the results of the consultation exercise to refine and finalise our interpretation strategy

An update to the house style and design guide (see Appendix 3)

An interpretation workshop for staff to enable them to write panel text to align with the house style (if teams need to buy this in we suggest using Susan Cross of Tell-Tale)

A copywriter/ editor to ensure that text provided by staff speaks in a single voice

A number of interpretative and way-finding elements to be installed as part of the main contract (see section 7 below)

## **6. What we need to achieve - outcomes**

Consultation will result in a much better understanding of who passes through College Yard and the West Gardens. This will also establish the potential barriers to access experienced or perceived by users and non-users that the interpretation strategy needs to overcome.

The updated house style based on the Undercroft Learning Centre themes will be applied to this project and rolled out across the Cathedral estate. The College Yard landscaping project is phase 1 of an ambitious estate wide landscape master plan (Appendix 1), so interpretive palettes and approaches developed for this project will in due course be applied across the whole estate.

The interpretative strategy and hardware developed will enable people to understand what the Cathedral is and does, how this differs from a church, how the Cathedral precinct relates to the City of Worcester and the river and to show how the river can be accessed via the West Gardens. Primarily, it will encourage those passing through College Yard to enter the Cathedral building and experience it for themselves.

We also want people passing through the space to understand what College Green has been in the past and what lies in fact very close to the surface beneath the ground.

Designs that align with the city centre interpretative and way-finding strategy and where appropriate incorporate the wayfinding map.

## **7. Interpretative elements required to be delivered**

The following items are required – they need to be robust and requiring minimal maintenance and where elements do need regular replacement (eg light bulbs), access

should be straightforward, able to be carried out by the Cathedral service team and not need specialist equipment.

A tall way-finding totem with downlighters (of a design that highlights the feature but does not impact foraging bats).

A powder coated metal framed free-standing noticeboard to publicise both the regular cycle of Cathedral worship and services, contact information and forthcoming events and concerts at least one section of which will need to be glazed and lockable and able to accommodate A1 posters. (Church Noticeboards and The Church Noticeboard Company are preferred suppliers)

A robust theft and vandal proof item – ideally a tactile 3D model or tactile map incorporating Braille text that makes clear the relationship between the High Street, Cathedral and its wider precinct and the River Severn and the publicly accessible routes between them.

Design and fabrication of a high quality and interesting bench at the midpoint of the pathway through the trees that provides space for rest and reflection with a good view of the cathedral but does not encourage rough sleeping, daytime drinking or other antisocial behavior. We have a concept in mind that combines artist blacksmith made metal work reflecting the conserved gates, of gabion-like cages filled with stone fragments excavated onsite, cobbles from the river terrace, and wood from a felled crabapple tree to create refugia for insects, with the seating composed of sections of the felled maple trees and letter cut stone slabs. We may also be able to incorporate one of the cast iron shields from the original precinct gate posts. Stone and wooden elements can be fabricated by the in-house teams. The most straightforward way to commission this element would be via a live brief to students at Hereford College of Arts Artist blacksmithing course via the course tutor Delyth Done.

Way-finding signage that aligns with the Worcester City way-finding strategy.

A number of interpretation panels which due to archaeological sensitivity require minimal fixings below ground. (Shelley Signs are a preferred supplier)

A number of smaller interpretative interventions (for example letter cut inscriptions into new stone finishes or inset brass or bronze plaques) using QR codes linked to the Cathedral website and potentially near-field beacons. Letter cutting in stone can be undertaken in-house.

Panels and interventions will need to highlight now lost structures - a Roman roadway laid in iron slag and a potential Roman bakery, a free standing bell tower - possibly Anglo-Saxon in origin, the parish church of St Michael's, a lytch gate, sacrist's house, charnel chapel and crypt, what appear to be the medieval cathedral workshops, as well as what is still visible – war memorials, grave markers from the city cemetery, 18th century town houses and the 19th century carriage drive.

Recognition of our funders – currently The Wolfson Foundation, Kildare Trust and Towns Deal.

Branding linking to the City Centre way finding strategy and riverside walk

## **8. Sources of information and good practice guidance**

The archaeology work will be largely complete by July 2024 - findings will inform the content and extent of the interpretation.

Other key elements to reference are: the mid seventeenth century engraving that shows the freestanding belltower, sacrist's house and joining range, recent work has located the house and range of what we now know to be workshops.

The Worcester Antiphoner – a medieval service book that uniquely remains in the institution it was both created at and designed to be used in.

“Developing Visitor Engagement in Cathedrals” The Cathedral Fabric Commission for England in partnership with The Centre for the Study of Christianity and Culture at the University of York 2020.

The ICOMOS charter 2008 - a reminder of the context for interpretation in historic settings.

## **9. Time scale**

We require a rapid start since the main contractor will be appointed in the early summer and the build has to be completed by end of February 2025. The interpretation strategy is also required to discharge a planning condition. We anticipate the consultation workshop(s) being undertaken in August.

## **10. Budget**

The total budget for the project is in the region of £35,000 +VAT, this includes all fees, training, attendance at meetings and delivery to site of the completed elements ready for installation by the main contractor.

## **11. Queries and point of contact for site visits**

The site is a public open space so can be accessed at any reasonable time. The Cathedral itself is generally open to visitors from 10am to 5pm.

Queries should be directed to Kate Andrew, Matthew Hall and Kayley Harrison.

Kate Andrew is available to facilitate site visits from 10<sup>th</sup> July once back from leave.

## **12. How to submit a proposal**

Consultants/ consultant teams wishing to bid for this package of work should submit a written proposal to include

- Details of the staff/ consultant team members allocated to various elements and their experience
- Details of suppliers/ sub-contractors/ specialist consultants to be used (if not being done in-house) and whether or not these are confirmed
- Named primary contact for the team
- A sketch plan of the interpretative elements and signage locations (this on a copy of the plans in the discussion paper or the landscape master plan) and sketch designs
- A project plan and timetable setting out lead times, process and anticipated start and end dates
- Examples and images of previous similar types of work
- Overall cost (including expenses and VAT)
- A detailed breakdown of cost for each element to be delivered (using the table below as a guide)
- Hourly/ day rates for consultant team members, subcontractors or additional consultants

- A statement indicating how the proposed designs and manufacturing will contribute to achieving Gold Eco Cathedral status
- Future ongoing costs or associated maintenance
- Contact details of two previous clients/ completed projects that we can approach for a reference

### 13. Table of suggested items

Element	no. to be delivered	cost per item	total
Consultation exercise			
Revised and finalised interpretation strategy			
Updated house design style and design guidance document			
Interpretation workshop			
Copy writer edit of interpretation text			
Design work on interpretative elements			
totem with lighting			
Free standing noticeboard			
tactile map or 3D model and support			
bench			
way finding signage			
interpretative interventions bronze plaques			
and/ or interpretative element letter cut paving (design only)			
interpretative panels			

Proposals need to be returned electronically to Kate Andrew, Clerk of Works by noon on 22 July [kateandrew@worcestercathedral.org.uk](mailto:kateandrew@worcestercathedral.org.uk) and should be as a .doc .docx file or in PDF format. The subject line of the email should be College Yard Interpretation proposal.

### 14. Assessment process

Proposals will be reviewed by members of the project team.

We will seek references for shortlisted teams from clients.

We will interview one or more preferred team(s) on 29<sup>th</sup> July at The Old Palace, Worcester.

We will notify the successful bidder as soon as possible of our intention, but may need ratification by the Cathedral Chapter.

We will issue a purchase order for the work for immediate commencement.

### Appendix 1

Worcester Cathedral Landscape Master Plan

### Appendix 2

Landscape Projects discussion paper for an interpretation workshop held in June 2023

### Appendix 3

House style design and brand guidance

# Worcester Cathedral Landscape Masterplan

for the Dean and Chapter  
Jan 2022

document	Landscape Masterplan		
status	Final Draft for Review		
author	NS-SB		
date	22-01-31		

Landscape Architecture & Design

landscape projects

31 Blackfriars Road Salford Manchester M3 7AQ  
PHONE: 0161 839 8336 FAX: 0161 839 7155  
EMAIL: [post@landscapeprojects.co.uk](mailto:post@landscapeprojects.co.uk)





# This document

- 01

is the Draft Landscape Masterplan for Worcester Cathedral, drawn up Landscape Projects Landscape Architects for the Dean and Chapter at Worcester Cathedral
- 02

The document is a response to the need of the Cathedral to better understand the landscape of the Cathedral Precinct, in order to establish a context for future change. It is NOT a definitive Precinct Masterplan for the Cathedral, rather it is a review focussed on the landscape of the precinct, its character, historic development and current significance and value. It should be seen as a necessary first step to further work to establish a more comprehensive Masterplan for the Cathedral and its precinct, which will take account of the buildings and infrastructure.
- 03

Landscape Projects Landscape Architects was commissioned on 2021 to carry out a landscape appraisal of the Worcester Cathedral Precinct. leading to a landscape masterplan.
- 04

Landscape Projects staff have extensive experience of advising on landscape matters in the context of Cathedrals; our staff are members of Cathedral Fabric Advisory Committees, and have completed the implementation of landscape and access projects in the grounds of Cathedrals, most recently at Lincoln Cathedral.

## Contents

	Executive Summary	4
1.0	Introduction	6
1.1	The Need for Change	8
1.2	Significance and Value	10
1.3	Vision	12
2.0	The Cathedral Precinct	14
2.1	Historical Development	16
2.2	Landscape Character	18
3.0	Landscape Improvements	37
3.1	Precinct-wide	38
3.2	Site Specific Improvements	40
4.0	Illustrative Masterplan	54
5.0	Appendix	
5.1	Baseline Information	

## Executive Summary

1 Worcester Cathedral has been at the heart of life in Worcester and the Severn Valley since its foundation in the 10th century. It's physical presence, high on the bank of the River Severn, looking out to the Malverns, and at the south end of the High Street, make the building a much-loved landmark. The Cathedral provides a place for worship, a social place for thoughtful interaction and learning, and inspirational place with beautiful spaces, artefacts and a musical tradition of international repute.

2 The Cathedral Precinct as a landscape is not easy to understand; its monastic origins are discernable in the cloister and college green areas, and the remains of the Close Wall and gates. Its continuing role as a place of learning is visible in the many houses and gardens for clergy, staff and Kings School. Major transformations in the 19th century swept away buildings on the west side of the cathedral to create the riverside gardens and dramatic (but underused) West Front. And attempts to relieve traffic congestion on the route to the Bridge led to the destruction of the Close Wall and buildings to the north of the cathedral, and subsequently the effective severance by dual carriageway of the Cathedral from its city to the north.

3 This report finds that the precinct of the Cathedral is

- a very attractive landscape, providing a setting for the Cathedral, a park-like place with promenade walkways and views, a greenspace at the heart of the City and a busy working environment for Cathedral Staff and Kings School.
- made up of a four distinctive landscape areas:
  - the College Yard
  - College Green
  - West Front / Riverside Gardens
  - Old Palace
- a listed landscape (as the curtilage of a Grade 1 listed building) and a Scheduled Ancient Monument.
- blessed with some significant monuments and trees but is in places overgrown and plagued by anti-social behaviour
- dominated on its north side by the intrusion of the A44 trunk road, which brings with it noise, visual clutter and car parking misuse.
- provided with many pathways, but their surfaces vary widely in material and condition.
- failing to provide access for all people, and is not well-signed
- failing to provide a clear sense of welcome to visitors and connect them to the main entrance

points to the Cathedral

- missing opportunities to further embed the Cathedral in the life of the City, eg as an attractive greenspace, eg as part of walk between the City Centre and the Riverside
- struggling to prepare for post-Covid and climate change, and finding a sense of direction about what the Precinct is FOR.

- 4 The report recommends that changes are planned to the overall Cathedral Precinct which will:
  - enhance the sense of unity and coherence of the Precinct landscape through
  - better definition of entrance points and gateways
  - introduce precinct-wide signage and wayfinding
  - providing welcoming places for safe social interaction
  - improve accessibility through the precinct and beyond
  - encourage active travel and gradually reduce on-site car park provision
  - improve biodiversity, surface water management, lighting
  - improve interpretation /opportunities for learning and training
- 5 The precinct's four landscape character areas should be managed carefully to retain and enhance their distinctive character:
  - Old Palace gardens. The garden of the Bishops of Worcester, with a grand forecourt and hedged formal lawn, with adjoining herbaceous borders and orchard terraces
  - Riverside Gardens and West Front as a promenade landscape among ruins, and a gathering point at the west front, where people enjoy the fine views over the river and to the Malverns, and relax on lawns and terraces. Long term aspiration to extend promenade gardens north to Old Palace riverfront.
  - College Green as a tranquil tree-lined lawn, surrounded by enclosed gardens and yards, where visitors encounter the monastic history of the Cathedral, and its continued activity in the present day.
  - College Yard as a "green square," a place of welcome, a place where the city remembers its people, and where the Cathedral and city come together to mark the yearly cycle of events.
- 6 The report outlines three Implementation Projects:
  - College Yard access improvement project
  - Cathedral south side access improvement project
  - Cathedral West Front and Riverside Gardens access improvement project
- 7 The scope, extent and character of these projects are shown on an Illustrative Masterplan.



# 1

## Introduction | Background

The Need for Change  
Significance  
Vision



# 1. Background : The Need

1.1 The English Cathedral Precinct is a landscape with a particular character and culture. Usually found in the heart of fine cities where they provide valuable greenspace, they perform the role of a park, a place for social interaction, a place for memory and contact with living history and tradition, and a place where people can come into contact with the mission of the Church. At Worcester, the Cathedral Precinct provides a wonderful example of this multi-functional landscape, in a spectacular setting between the River Severn and the City centre.

Note : The word "Precinct" is used to denote the area around the Cathedral which is owned by the Chapter. The boundary (the 'green line') is that defined by the FAC and approved by CFCE under the Care of Cathedral Measure 1990

## 1.1.1 Need

At Worcester Cathedral, several factors have coincided to make the need for a landscape masterplan a timely one:

- Change of Use : recent changes in occupation of the Old Palace and Gardens have raised questions about its role in relation to the Precinct
- Access Improvements: a series of discussions between the Cathedral and Worcester City Council have led to ideas about connecting the Riverside Walk with the City Centre by forming a pedestrian route through the Precinct
- Post-Covid : closure of entrances and areas within the Precinct as a response to Covid has

raised questions about re-opening, and about the role the Precinct can provide in supporting people's well-being in post-covid times.

- Climate Resilience : initiatives such as Eco-Church have been embraced with enthusiasm at Worcester Cathedral, inspiring a new look at how the Precinct can contribute to climate change.

1.1.2 Led by the Dean, members of the Chapter, The Surveyor of Fabric, Staff and Fabric Advisory Committee at Worcester have begun to explore these issues. In summer 2021, Landscape Projects Landscape Architects was appointed to coordinate responses to these issues by developing a comprehensive Landscape Masterplan.



Paving repairs



Poor quality repairs



Plethora of signs



Fly-parking and clutter



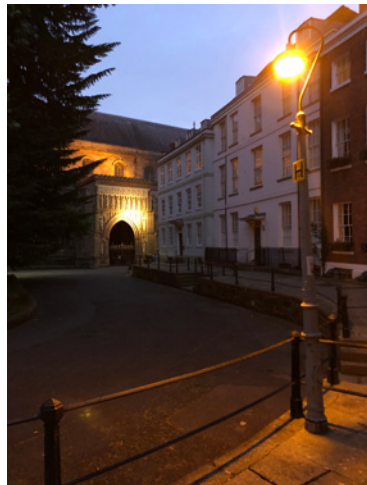
fine paving materials

## Key Issues

- access from riverside
- access through Dark Alley
- role of Old Palace and Gardens
- arrival and welcome from city
- paving coordination and improvement
- future proofing Cathedral Square
- Cathedral Wall
- access round the Cathedral / Masons Yard
- waste management
- opening up the south slype
- Visitor Centre
- (role of Bishops House)



Ironwork in disrepair



Patchy Lighting



## 1.2 Significance

1.2.1 The methodology employed in the preparation of the Landscape Masterplan set out to ensure that any proposals and policies respect the special character of the Precinct landscape and the setting of the Cathedral. The commission sought to establish the significance of the Precinct landscape and its features, their value and sensitivity, in order to assess and inform the approach to any changes which may be proposed to the Precinct. This approach established a baseline, which can be used to inform landscape design proposals, and assist in the preparation of future Consent Applications and Heritage Impact Assessments.

### 1.2.2 Sources of Information

In the first instance the project team for the commission sought out existing information which provides an informed consensus of the value and significance of the Precinct. These included:

### 1.2.3 landscape and heritage designations; :

- the Precinct is a Scheduled monument ( WT 343A)
- the Precinct is forms the curtilage of several listed buildings, including: The Cathedral, Old Palace and Edgar Tower (all listed grade 1)
- The Precinct is within the City Centre Conservation Area

### 1.2.4 Heritage Documentation

- Worcester Cathedral Conservation Management Plan : Notes and policies regarding the Precinct are included in the Conservation Management Plan for Worcester Cathedral. While the CMP does not include extensive information on the Precinct and its development, it makes notes and has specific policies concerning:
  - Boundary Walls and Paving
  - Traffic and Noise
  - Social Conduct
  - Accessibility
- Old Palace Conservation : This is mostly concerned with the building and makes brief mention of the gardens.

### 1.2.5 Other Documentation

- Cathedral Architect : reports and reviews
- Tree Management Plan

### 1.2.6 Archive and Site Review

The project team carried out the following actions in order to establish the baseline:

- archive and document review
- site observations, surveys and appraisals
- desktop review of constraints incl archaeology, below ground utilities, levels
- interviews with Cathedral staff

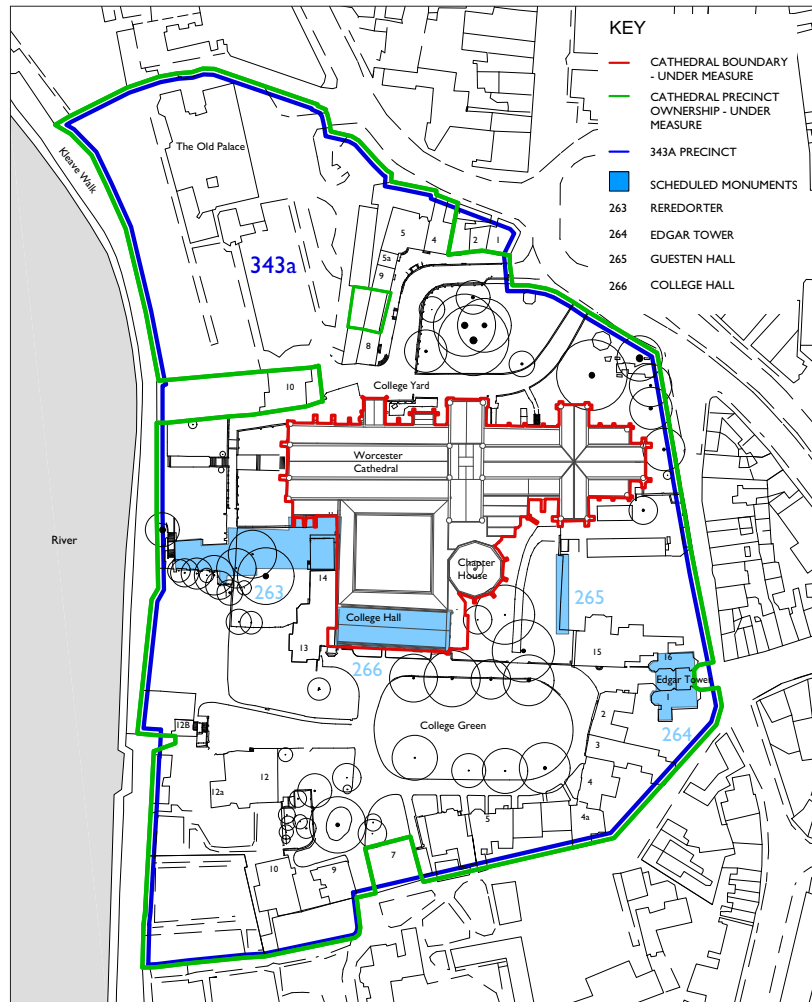
### 1.2.7 Evaluation

The evaluation of the source information outlined above enabled the team to:

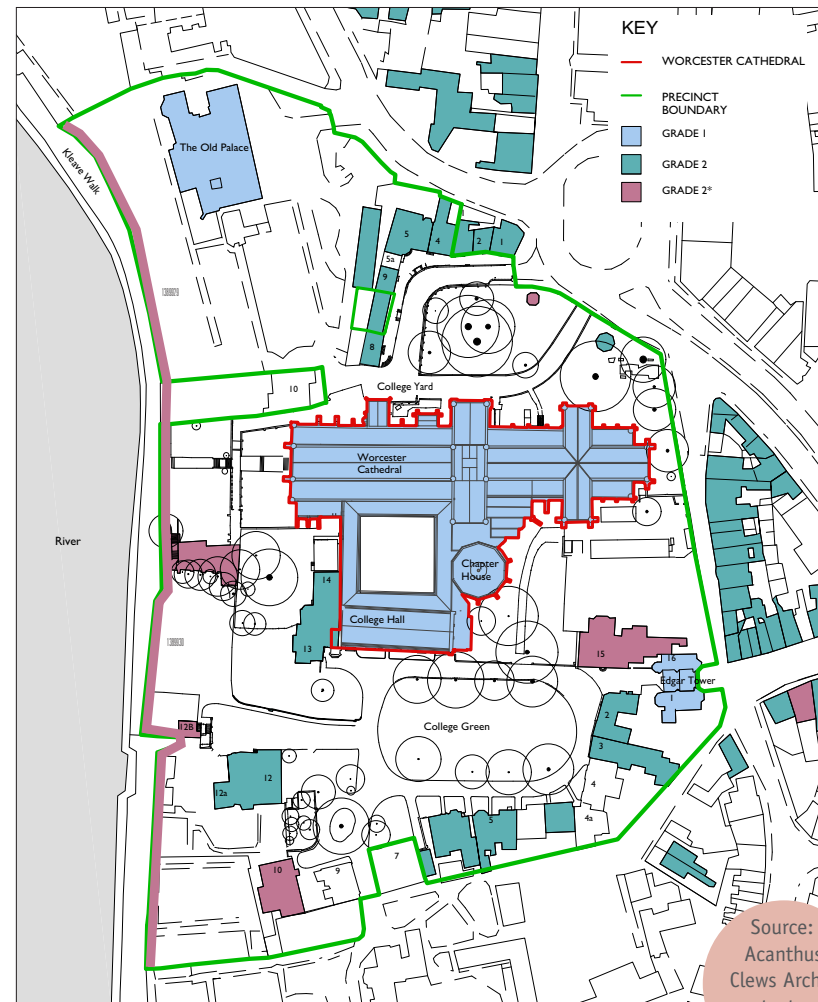
- set out a broad chronology outlining the historic development of the Precinct
- identify characteristics of the Precinct as a landscape, and subsidiary Character Areas.
- establish the key precinct-wide issues which the Landscape Masterplan would need to address
- Identify particular projects which would have a bearing on the future of the Precinct, and provide a preliminary assessment of the issues relating to them.

*It is recommended that the CMP is updated to include a history of the Precinct, its significance as a landscape, and policies for its future management*





Worcester Cathedral - the "Green Line" and Scheduled Monuments



Worcester Cathedral - Listed buildings

Source:  
Acanthus  
Clews Archi-  
tects

## 1.3 Vision

1.3.1 The development of Landscape Masterplan has allowed a dialogue to develop amongst the project team and other stakeholders, including the Dean, members of Chapter and the Fabric Advisory Committee, The Cathedral Architect and Cathedral Staff, out of which a consensus view of the future of the Precinct is emerging. The key points are:

- **Unique Landscape** : the landscape of the Precinct benefits from a range of settings and spaces (dramatic sweeping riverside, grand mansion and garden, remnants of monastic landscape, green square) which combine to make a unique landscape. Future change should respect its spatial diversity, and enhance access to and enjoyment of it.
- **differentiate** : The precinct is a place of tranquillity, commemoration and peaceful interaction which should contrast with the bustling City Centre and raucous Riverside. Future actions should seek to conserve and enhance this difference.
- **define** : the Cathedral Precinct was once defined by the Close Wall, and many of the historic gates remain; however there is a lack of definition in the College Yard, and in the future, gateways are likely to be changed or added to provide better access; in all these actions, the sense of definition, and of entering into a special landscape, should be enhanced
- **enhance character** : Future changes should respect and enhance the special qualities of the

Precinct. This should be achieved through site-wide enhancements (such as consistent use of paving materials, signage and wayfinding, tree planting management etc) and through careful site-specific design which respects character areas of the Precinct

1.3.2 Key objectives are:

- **make welcoming** : visitors and congregation should feel that the Cathedral extends a welcome to them through the design of the landscape. This will include consideration of arrival points, signage and wayfinding, line-of-sight views and quality of materials and their upkeep.
- **make accessible** : access to the Cathedral and Precinct must be improved – both physically through improvements to paving surfaces and level changes, signage and lighting, and mentally, through making the work of the Cathedral and its many stories apparent and interesting for people not familiar with, or daunted by, the Cathedral and its traditions.
- **Make resilient** : preparation for climate change and responses to changing patterns of behaviour (encouraging active travel, reducing carbon-use, addressing well-being through contact with greenery and nature, improving biodiversity and flooding capacity) are all opportunities which the Precinct can address.

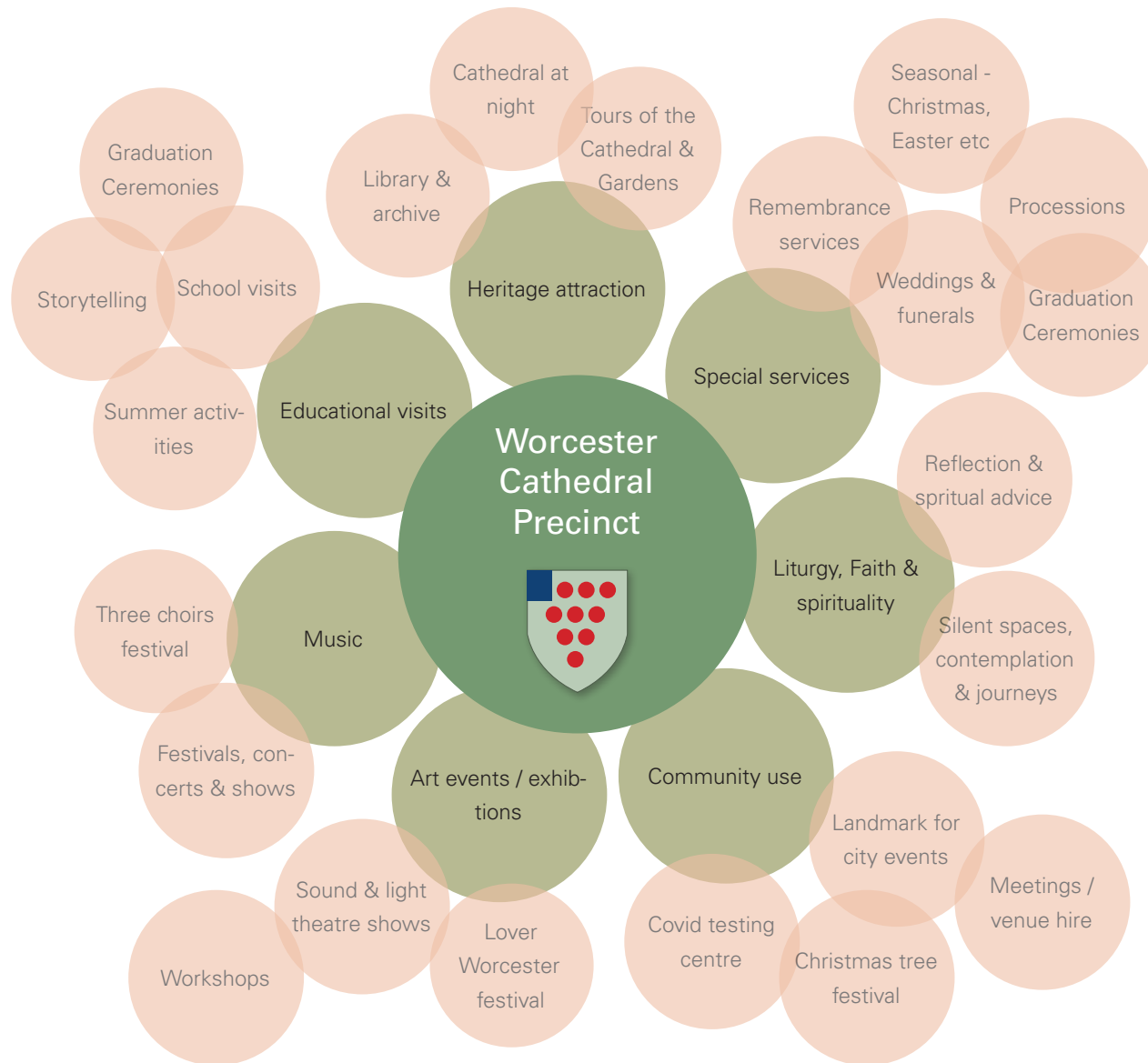
- Cathedral Precinct as a unique landscape
- differentiate
- define
- enhance character
- make welcoming
- make accessible
- make resilient

## Precinct : a unique landscape





The Precinct supports all this activity.....



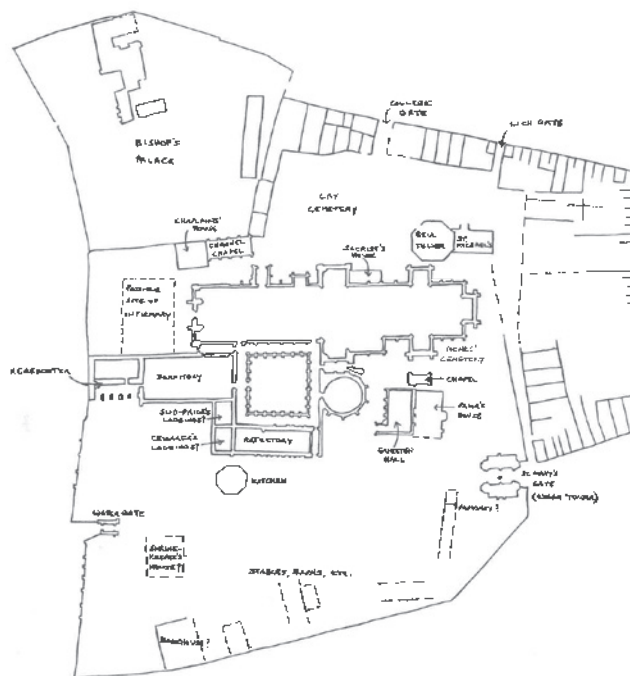
# 2

## The Cathedral Precinct

## 2.1 Brief Synopsis of Precinct Development

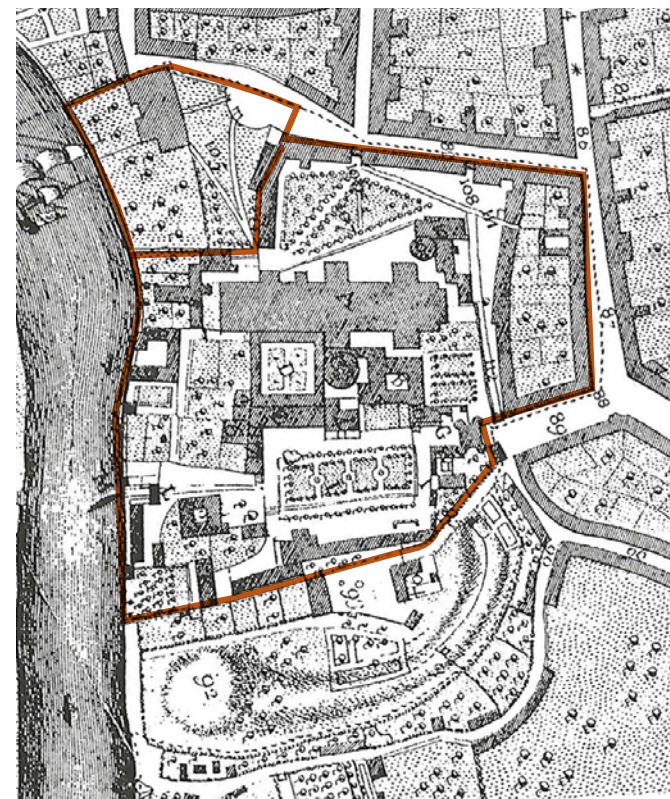
- 2.1 The Precinct of Worcester Cathedral has a particular history which is expressed in the landscape we see today. The plans adjacent provide a brief synopsis of the key stages in its development.

Notes taken from the Conservation Management Plans for the Cathedral and Old Palace



sketch of Monastic Precinct (C Guy)

1. 10th - mid 16th Century  
Monastic precinct enclosed in perimeter wall, probably begun in the early 10th century (current layout dates from at least 1460)  
Proximity to River Severn limits expansion of precinct to west.  
North side of Cathedral services the Bishop (in separate but adjoined residence) and citizens (lay people), including cemetery, St Michael's Church and Bell Tower, accessed through College Gate and Lich Gate  
South side of Cathedral services monastic functions, accessible through Edgar Tower and Water Gate.



John Doherty Plan of Worcester 1741

2. Post Dissolution of Monastery  
Cathedral Close wall intact.  
College Yard on N side of Cathedral intact  
College Green : Buildings and garden formerly for monastic use on South and West side of Cathedral now occupied by clergy and families, and Kings School.





Plan in Green 1796

### 3. Late 18th Century

Cathedral Close wall intact, but plan shows proposed route of new street through Cathedral Precinct

Bishops Palace grounds have been redesigned with formal entrance and terrace beds overlooking river to west.

College Yard on N side of Cathedral intact, but proposed new street shows demolition of St Michaels Church and destruction of intricate formal landscape and path leading from College Gate to North Porch

College Green and West Front : Continued use of buildings and gardens by clergy and Kings School.



1885 OS Map

### 4. Late 19th Century

Cathedral Close wall breached by College Street, bringing busy traffic route into north side of Cathedral

Bishops Palace grounds simplified

College Yard shows inward facing buildings on N side of College Street; College and Lich Gates intact. Simplified informal landscape.

College Green and West Front : Clearance of buildings at West Front and SE corner of Cathedral, opening up access and views to river to create public promenade; opening up views to tower and chapter house from College Green



Current Plan, based on 2021 OS Map

### 5. Early 21st Century

College Street enlargement and Cathedral Plaza construction destroy College and Lich Gates

Bishops Palace grounds further simplified; vacated by Bishop.

College Yard open to dual carriageway and large open Square.

College Green and West Front : Clearance of buildings at West Front and SE corner of Cathedral, opening up access and views to river to create public promenade; opening up views to tower and chapter house from College Green

## 2.2 Worcester Cathedral Precinct : Landscape Character

2.2.1 A Landscape Character Assessment of the Cathedral Precinct was carried out as part of the Landscape Management commission. This involved a combination of :

- document review
- site visit and recording
- interviews with Cathedral Staff and other stakeholders.

2.2.2 The Landscape Character Assessment recognises that the Cathedral Precinct, while one area for the purposes of designation and ownership, is in fact made up of four quite distinct sub-areas. These areas have developed differently due to their location, aspect and role in relation to the Cathedral. Separately they range from grand sweeping landscapes with views extending to the Malverns, through Green Squares, to intimate residential landscapes. Together they make one of the most diverse and beautiful Cathedral Precincts in England.

2.2.3 The four landscape character areas are outlined below and on the adjacent plan, and are described in more detail in the following pages.

2.2.4 This Landscape Masterplan recommends that any proposed changes to the precinct's four landscape character areas should be managed carefully to retain and enhance their distinctive character  
It also recommends that further work is carried out to define the character areas and develop policies for inclusion in future Conservation Management Plans.

Precinct landscape character areas			
Old Palace gardens	Riverside Gardens and West Front	College Green	College Yard
<ul style="list-style-type: none"> <li>• characterised as the garden of the Bishops of Worcester, with a grand forecourt and hedged formal lawn, with adjoining herbaceous borders and orchard terraces</li> </ul>	<ul style="list-style-type: none"> <li>• characterised as a promenade landscape among ruins, and a gathering point at the west front, where people enjoy the fine views over the river and to the Malverns, and relax on lawns and terraces. Long term aspiration to extend promenade gardens north to Old Palace riverfront.</li> </ul>	<ul style="list-style-type: none"> <li>• characterised as a tranquil tree-lined lawn, surrounded by enclosed gardens and yards, where visitors encounter the monastic history of the Cathedral, and its continued activity in the present day.</li> </ul>	<ul style="list-style-type: none"> <li>• characterised as a "green square", a place of welcome, a place where the city remembers its people, and where the Cathedral and city come together to mark the yearly cycle of events.</li> </ul>

## 2.1 Worcester Cathedral Precinct Landscape Character Areas





## 2.3 Old Palace and Gardens Character Area



Location

- characterised as the garden of the Bishops of Worcester, with a grand forecourt and hedged formal lawn, with adjoining herbaceous borders and orchard terraces



key elements

### 2.3.1 Key Stages in Historical Development

The Old (Bishop's) Palace has occupied this site since the eleventh century. It sits at the edge of a level plateau of land which slopes steeply down to the edge of the River Severn, some 13m below. This strategic location, situated between the City to the north and the Cathedral to the south perfectly describes the role of the Bishop in medieval times as a powerful cleric and politician, with responsibilities both spiritual and temporal and both within the Cathedral, and beyond in the diocese and the nation.

The Palace grounds are separated from the Cathedral Precinct by a high perimeter wall of brick and stone with gates accessing the city in the north east, the Cathedral in the south, and the river via a Watergate in the west.. The wall seems to have persisted in this layout for many centuries, with only minor changes affecting the gated access to the city. The high wall ensures that the Old Palace is secluded and, except from the west, is mostly screened from view.

Within the grounds, changes to the gardens have been numerous and radical, as Bishops have come and gone. The earliest plans date from the mid-18th century, but it is known that in the early 18th century outhouses including a gatehouse, stables and bowling alley were cleared away.

By 1741, the gardens are depicted in an informal layout with random trees, lawns and curving paths. The plan of 1796 shows the aftermath of extensive redesign in a



John Doherty Plan of Worcester 1741

more formal and elaborate arrangement of rectangular planting beds, and an oval forecourt which presumably harmonised visually with the rebuilt west façade.

By the late 19th century the landscape design had become once more less geometric with a wide tree belt planted along the closed off boundary to the City, with the primary access being through the south gate from the Cathedral Precinct. By this date the elaborate terraces and walks immediately south of the Old Palace were well established.

In 1948 the Bishop vacated the Old Palace and was replaced by the Dean; the garden gate to the city and the newly created Deansway street was opened up.



Plan in Green 1796



1885 OS Map



### 2.2.3 Key Characteristics

- Sense of enclosure and seclusion. The high wall effectively screens off the city and cathedral precinct to the east and south
- Grand House and Garden. The long rhythmic Palace frontage facing the forecourt is balanced in scale by the long lawn extending south. The tall mature trees on the east boundary provide vertical proportion on a grand scale.
- Calm formal lawn : a place for parties, games and gatherings.
- Intricate transitions. The intricate garden areas, particularly the terraced walks to the west side of the lawn, and the planting beds under the mature trees to the east side, mark the transition between major spaces and enhance the contrast between spaces.
- surprises and contrasts: a walk through the grounds reveals three contrasting spaces (forecourt, formal lawn and riverside lawn).
- Materiality : crunchy gravel, flaky stone steps and brick walls, grand Beech, sculptural Mulberry, clipped yew, warm timber summerhouse, exuberant herbaceous wall planting

#### Detractions

- Forecourt, formless swamped by cars
- compromised by subdivisions
- lack of accessibility



Bishops Palace East elevation & courtyard



Bishops Palace Lawn



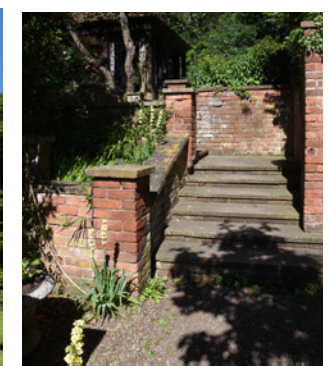
Rose Garden



Terrace Garden



View showing terrace overlooking the river Severn



### 2.2.4 Key Actions and Policies

1. retain sense of secluded grand mansion and garden
2. enhance contrast between spaces by:
  - decluttering main spaces
  - refreshing planting and hard landscape in transition areas
  - reinforcing hedge structure to screen clutter
3. Trees : long term management to retain grand scale to east boundary, medium scale to terrace to allow more westerly light
4. Terraces : simplify to create orchard with wildflower / herbaceous understorey, with evergreen shrubs for winter interest  
Explore possibility of access improvements
5. Forecourt and Gate : rationalise car park layout to bring order and hierarchy to forecourt, and balance with Old Palace Eastern Facade and entrance.
6. Paving and Entrance to Precinct  
repave path through lawn with yorkstone surface for improved accessibility.

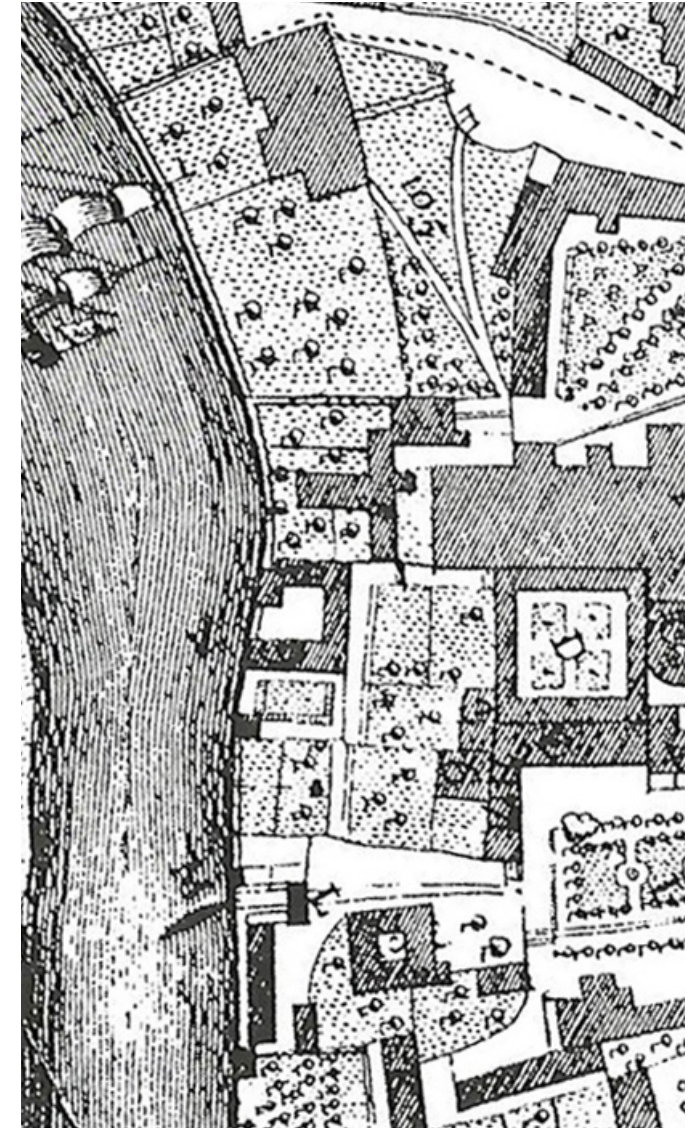




## 2.3 Riverside Gardens and West Front Character Area



- characterised as a promenade landscape among ruins, and a gathering point at the west front, where people enjoy the fine views over the river and to the Malverns, and relax on lawns and terraces. Long term aspiration to extend promenade gardens north to Old Palace riverfront.





### 2.3.1 Key Stages in Historical Development

The Riverside Gardens which extend the full length of the Precinct on its western side comprise:

- the riverside lawn of the Old Palace, which appears to have been a garden since at least the mid 18th century
- the Bishops Garden, the private residence of the Bishop of Worcester.
- The West Front Terraces, a series of stepped terraces rising to the west (processional) entrance to the Cathedral. This area is the result of extensive clearance of buildings which took place in the mid 19th Century. Thought to be in response to changes brought about by Church Commissioners, the clearance coincided with restoration works to the West Front and resulted in a publically accessible riverside promenade garden. However, there is no evidence that this landscape work formed part of a wider landscape plan.
- Reredorter, Dark Alley and Lawn. The lawn south of the ruins of the Reredorter appears to have been open garden since at least the mid-18th century. The clearance of buildings over the Reredorter in the 19th century provided the opportunity to connect the lawn to the south with the West Front terraces via steps to the west and east sides of the ruin. The steps to the east side extend through a narrow shady passage, and is known as Dark Alley.



John Doherty Plan of Worcester 1741



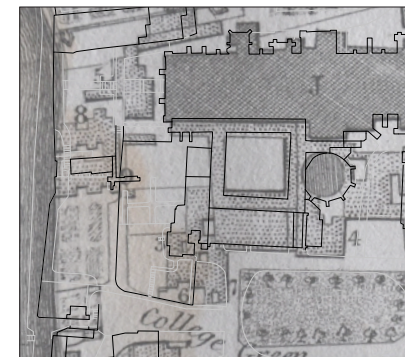
Plan in Green 1796



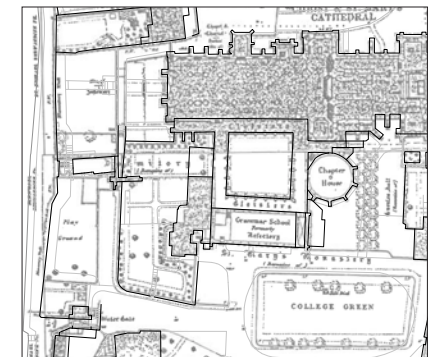
1885 OS Map



John Doherty Plan of Worcester 1741



Plan in Green 1796



1885 OS Map



John Farington 1792



after 1872



promenade gardens end of 19th Century



### 2.3.2 Key Characteristics

- Sense of sweeping openness, of dramatic grand buildings high above sloping lawns and the bright reflected light from the westerly sun over the river.
- Riverside setting, a landscape of willows, swans and flooding, of change, and a corridor connecting with mountains and the sea
- a landscape for strolling, promenading. lying on sunny grass.
- viewing from prospects catching glimpses of bridges, church spires, framing views to river, and surprise views to distant hills.
- Walls (some with parapets too low) as landscape elements, retaining ground in terraces
- trees seen individually, with openness between,
- clearly defined paving stone and brick edgings and kerbs framing panels of bland open lawn like municipal pitches and dull asphalt paths





### 2.3.3 Key actions and Policies

- Manage landscape areas to maintain sense of openness, and grand sweeping landscape character
- Grass and Lawns : diversify lawns by introducing wilflower plants, and managing lawn cutting to create more interesting and attractive grassy slopes.
- Tree Planting : carefully manage tree planting to retain sunny aspect and open views.
- resurface and lower pavings: restore edgings and

kerbs and resurface asphalt in lighter tones, and consider permeable paving. Lower pavings behind riverside wall to ensure adequate parapet height.

- improve access for all; consider the following projects:
  - Northern Access : provide access from the riverside walk or from Copenhagen Street car park; ensure any walking route follows the riverside wall.
  - West Front : provide terrace connecting North Porch

with West Door; integrate with processional route.

- Southern Access : provide shallow gradient ramp access to Reredorter Lawn and Watergate, through Dark Alley
- develop connections between lawns and garden areas to create linear riverside "park"



## 2.4 College Green Character Area



- characterised as a tranquil tree-lined lawn, surrounded by enclosed gardens and yards, where visitors encounter the monastic history of the Cathedral, and its continued activity in the present day.

### 2.4.1 Key Stages in Historical Development

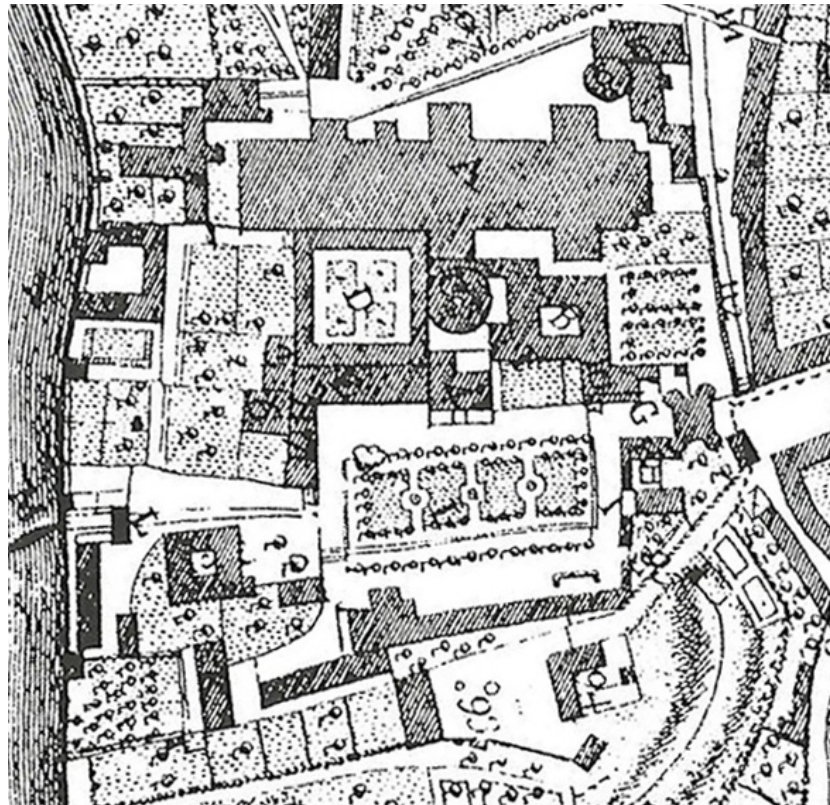
The Cathedral at Worcester was established on the east bank of the River Sever and on the southern side of the town; these factors have constrained the development of the precinct.

From its founding in c.680, the Cathedral was considerably enlarged between 1062 and 1089 under Wulsstan, and the community of monks was established as a Benedictine Cathedral Priory. To the south and west of the Cathedral, cemeteries were built over by monastic buildings. Centred on the Cloister and Chapter House, ranges of accommodation, including the Reredorter, Priors' and Guesten House, enclosed a series of green courtyards, interconnected by passageways or "slypes". The gardens would have been productive, and included herb gardens and orchards.

The Normans built Worcester Castle to the south of the Cathedral, and it was not until 1217 that the Precinct was extended over the bailey to its current alignment. After the dissolution of the Priory in 1540, the buildings were occupied by the new ranks of Dean, clergy and teaching staff and their families. Over the following 200 years many of the functional aspects were moved outside the Precinct, and the courtyards were made into private gardens.

In the Plan of Worcester, splendidly drawn by John Dougherty in 1741, the graphic shows a wide variety of garden types, from lawns dotted with trees, through formal gardens with allees, to orchards and, in the large space at the centre, bynow called College Green, a rectangular tree-lined garden subdivided into four smaller spaces interspersed with roundels.

At the end of the 18th century the overall layout of the



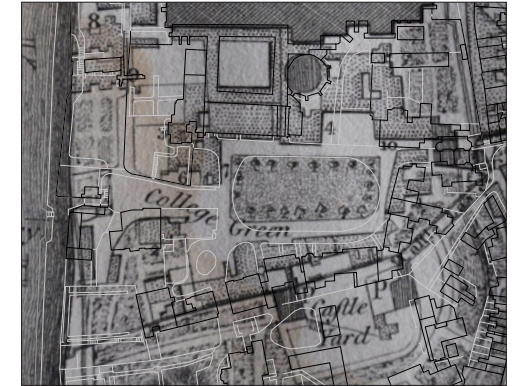
John Doherty Plan of Worcester 1741

area remained broadly the same, (although the College Green gardens appear to have been simplified), as was its character of gardens enclosed by high walls, domestic and college buildings.

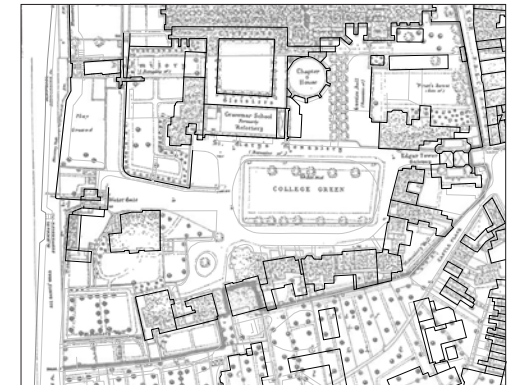
From the 1830's onwards England's Cathedrals underwent a series of reforms aimed at redistributing wealth to the wider church; at Worcester, these reforms resulted in the reduction in number of canons from ten to

four, and the demolition of several houses, the Guesten Hall, and almost all of the monastic structures on the west side of the Cathedral. The buildings were replaced by open landscape areas, some being planted (such as the tree lined avenue alongside the Chapter House visible in the 1885 plan).

The layout of 1885 is substantially the same as today.



Plan in Green 1796



1885 OS Map

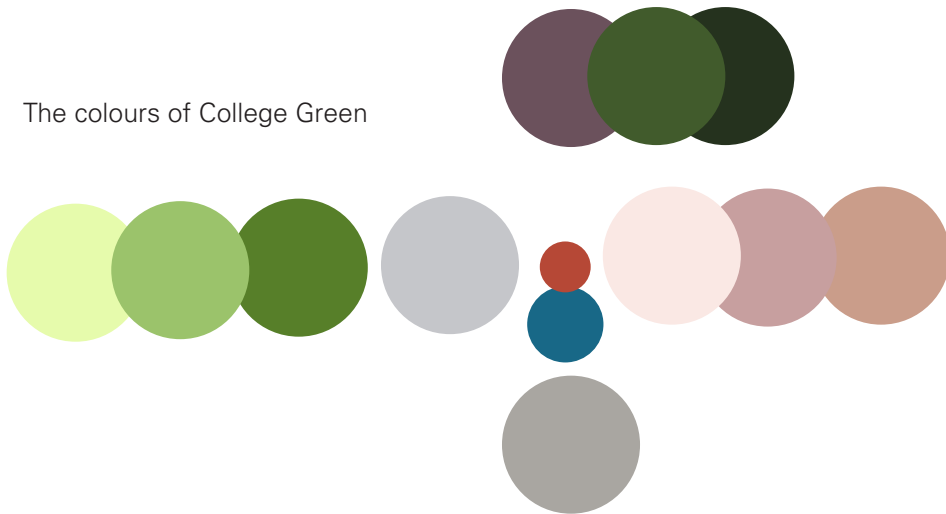


### 2.4.2 Key Characteristics

- tranquil lawned greens shadowed by mature trees, redolent of the archetypal English Cathedral Close (criss-crossed by clergy, tutors, students, and maintenance staff).
- sense of continuity, of peaceful decay (ruins) and renewal (school life)
- enclosed by characterful building frontages with a variety of heights and styles.
- simple spaces framed by elaborate, intricate borders.
- sounds of bells, chatter, birdsong



The colours of College Green



### 2.4.3 Key actions and Policies

- continue to manage the College Green area as a beautiful tranquil landscape of elegant gardens, lawns and mature trees

“create circuit walk round Cathedral  
 ....reorganise works yard...  
 ..reopen slype south entrance...  
 ...connections to river  
 ‘behind the scenes tours’”

- recreate a range of gardens of different character and content, as an evocation of the domestic and sustainable life of the Cathedral; interpret the history of the Cathedral and its monastic origins
- resurface pavings in lighter buff tones to create a more pedestrian-friendly looking place in which vehicles are permitted but do not dominate
- encourage active travel by providing cycle hoops; reduce vehicle dominance by gradually reducing car parking.
- Lighting : develop lighting strategy.



## 2.5 College Yard Character Area



- characterised as a “green square,” a place of welcome, a place where the city remembers its people, and where the Cathedral and city come together to mark the yearly cycle of events.





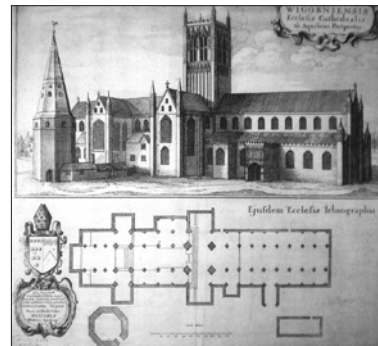
### 2.5.1 Key historic development

The north side of Worcester Cathedral is known as College Yard, and is where the Cathedral meets the City; it was for centuries the city cemetery for Worcester, and lay people were buried here.

The Precinct was originally enclosed by buildings facing outwards to the city, and accessed through two gateways - College Gates at the south end of High Street, and Lich Gate, north of the east end of the Cathedral.

In 1741, Dougherty's Plan shows the cemetery as a trapezoidal treed greenspace, traversed by a direct tree-lined path connecting College Gates to the North Porch entrance to the Cathedral.

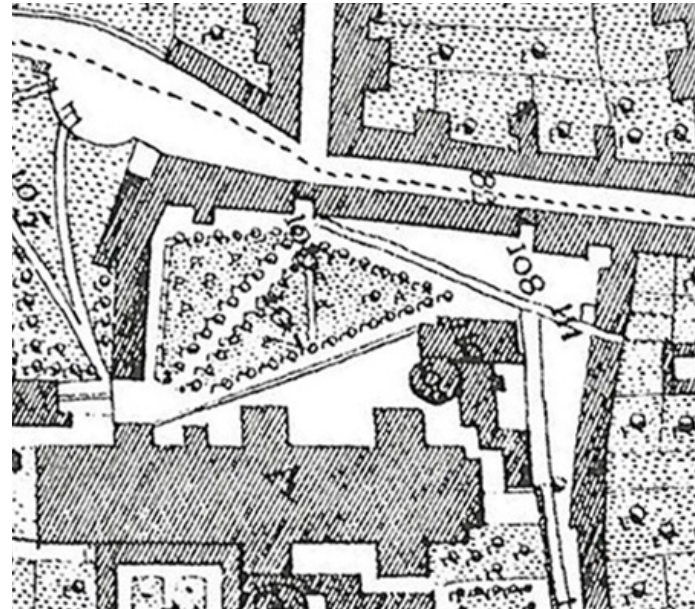
It also shows the Parish Church of St Michaels, and the remains of the Cathedral bell tower. The latter was mostly demolished after damage in the Civil War. The Church lasted until the early 1800's when it made way for a new road, College Street, which was planned by the Upton Turnpike Commissioners as a means to divert traffic bound for Worcester Bridge from the heavily congested Lich Street. The cutting of College Street through the Precinct completely changed the relationship of the Cathedral to the City beyond. College Gates were widened and into the graveyard poured the noise and disruption of traffic. The 1885 plan shows the graveyard as an informal design, with a variety of trees set informally on a lawn, presumably to allow views to the north side of the Cathedral. In the early 20th century two large stone Memorials, one commemorating the fallen of the Boer War, the other those of the Great War, (and later WWII) were installed on the lawn, consolidating the role of College Yard as a place where the City of Worcester comes to remember.



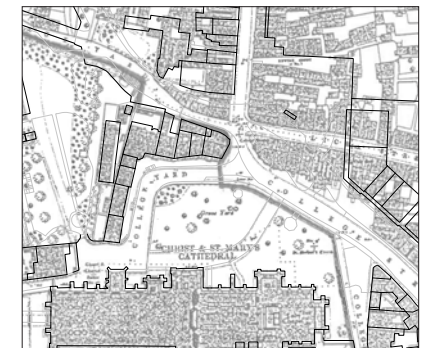
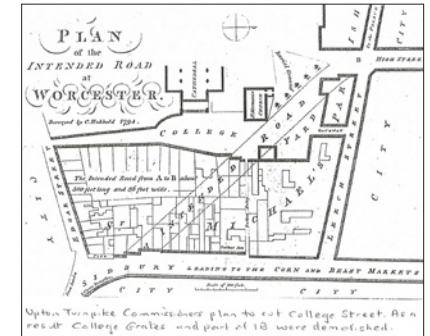
1650's



c.1800



Plan in Green 1796



1885 OS Map

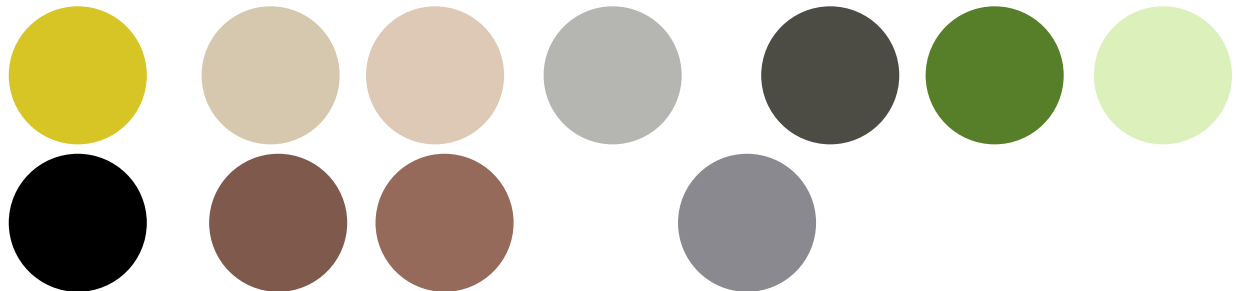


### 2.5.2 Key Characteristics

- three quarters of a Green Square, with huge Plane trees dwarfing the surrounding buildings (and competing with the Cathedral) and shadowing the lawn.
- reflected sunlight from the elegant, well-proportioned buildings behind their raised yolk-stone footway
- a place of commemoration, where the stone memorials express a sombre atmosphere, intensified by the shadows of the trees and the north side of the Cathedral.
- a noisy, complicated space for pedestrians to use, dominated by the brash landscape of Cathedral Square and busy College Street, and with only one crossing point. (although plenty of pedestrians jaywalk across the road)
- a place that lacks a welcome, and mostly obscures views to the Cathedral entrance at the North Porch. A place with confusing signage, poorly maintained paving and immobile gates.
- an almost continuous parade of delivery vehicles flyparking while waiting for fast food pickups.



The Colours of College Yard



### 2.5.3 Key Actions

- Improve the sense of welcome extended to all visitors. Provide reassurance that they have arrived somewhere special, and point them to the North Porch.
- reinstate a direct, level, walking route to the North Porch, and consider providing seating under the Plane trees to provide a place for a rest in friendly, overlooked surroundings.
- Create a dignified, high quality stone surface at North Porch, as a place to meet and greet.
- change the atmosphere of College Yard to enhance its “Green Square” character, bringing life, light and nature, and downplay the sombre, gloomy “Place of the Dead” overtones.
- create a proper setting for the memorials in relation to the street frontage - transform the remnants of the boundary wall to create a dignified threshold, suitable for wreath-laying and other ceremonies.
- Supplement with positive celebrations of Worcester peoples lives.
- Trees - manage trees to allow more light, by reducing canopies and lifting crowns
- Lighting - redesign and renew with low energy LEDs
- firm up the informal pathway round the east end of the Cathedral.
- Long-Term : encourage the reduction in width of College Street to a single carriageway, and provide a pedestrian “supercrossing” on the desire line at the south end of High Street. Provide additional crossing at College Precincts.





# 3

## The Cathedral Precinct Landscape Improvements

## 3 Precinct Improvements

The landscape masterplan recommends the implementation of

- precinct-wide measures and
- site-specific projects








5.1 Precinct-wide recommendations:  
The Landscape Masterplan recommends that changes are planned to the overall Cathedral Precinct which will enhance the sense of unity and coherence of the Precinct landscape, as follows:

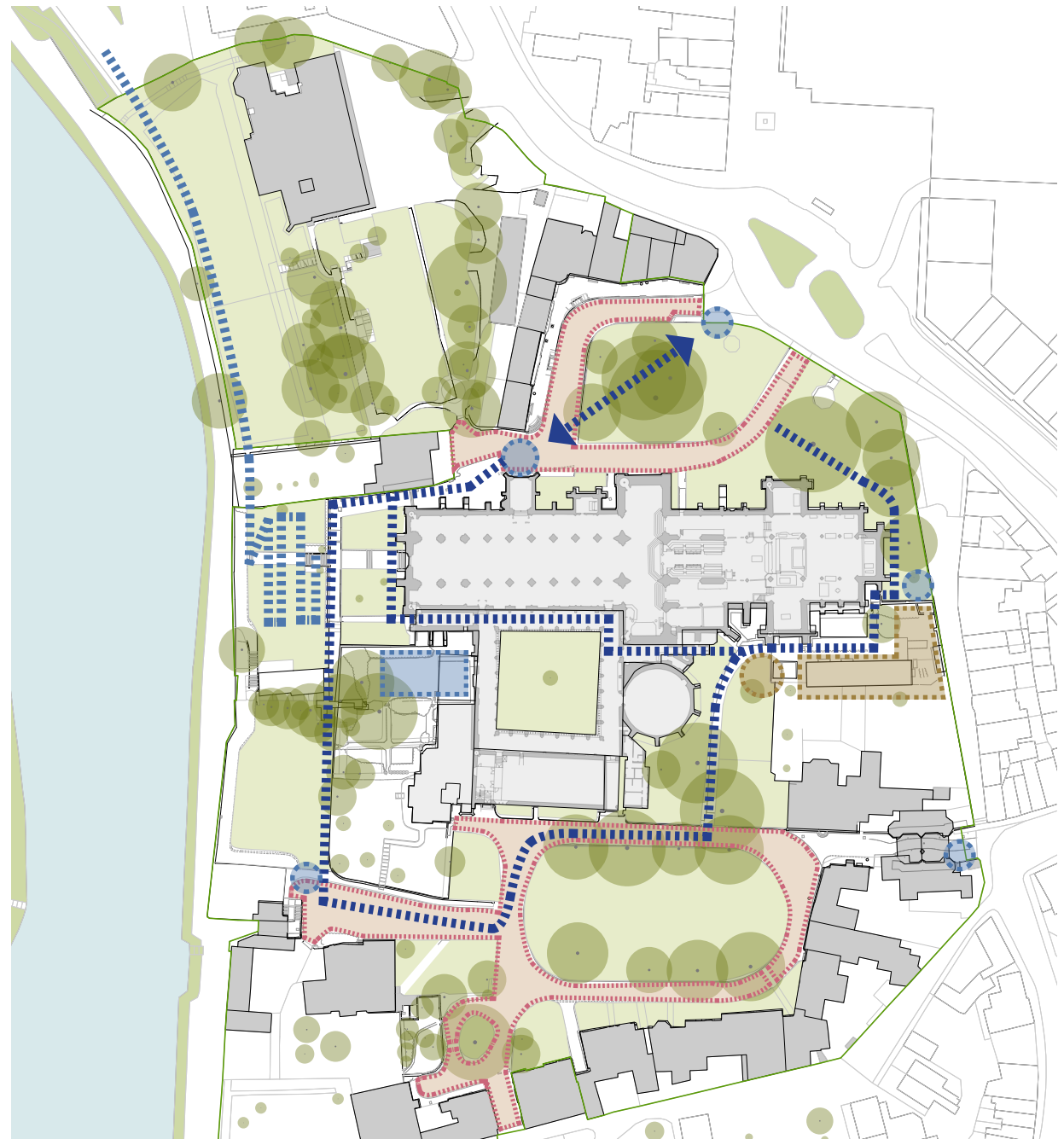
### 3.1 Precinct-wide improvements

	make the precinct and cathedral welcoming to all	"sense of arrival" better definition of entrance points and gateways	change surface materials; mark entrance points ; provide welcome signage,
	make the precinct and cathedral accessible to all	provide a level accessible walking route around the Cathedral	introduce coordinated signage, interpretation and wayfinding
	make the precinct a safe and attractive place to enjoy being with other people	providing welcoming places for safe social interaction	bring activity to areas which are not overlooked. provide seats in places which are overlooked; reduce out-of-hours access to vulnerable areas
	encourage active travel (walking and cycling)	encourage arrival by bus and train provide cycle hoops	discourage car parking within precinct; gradually reduce car park provision
	make the precinct feel like a special and unique landscape (less "municipal")	differentiate the precinct from the surrounding streets	resurface roadways in light buff surface tones
	make the precinct more resilient to change	increase biodiversity accomodate surface water	create habitats and nesting sites make swales and rain gardens
	reduce energy consumption	update lighting to LED's	develop lighting strategy
	Active Tree Management	address problem of overgrown trees / right tree-wrong place; with aim of improving setting / biodiversity/ climate change etc	develop creative tree management policy; involve stakeholders to explain gradual long term change
	Improve waste management	rationalise works yard skips and bins introduce composting	eco-church encourage recycling / re-use of materials



## 3.1 Precinct Wide Improvements

-  Entrance welcome
-  Biodiversity and trees
-  Cathedral circuit walking route
-  resurface vehicle areas
-  reorganise Works Yard
-  new access routes (long term)
-  Visitor Centre (long term)








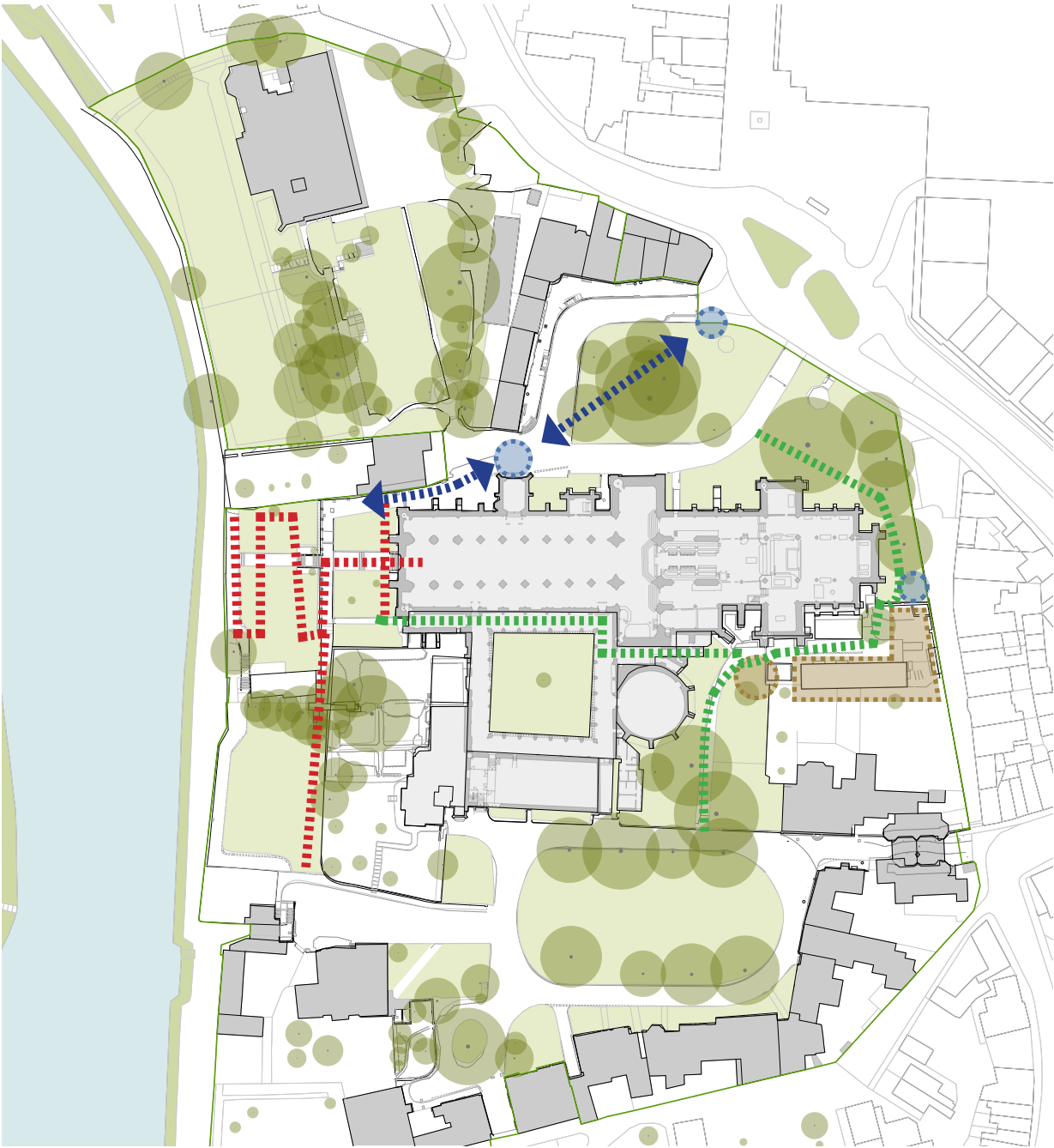
## 3.2 Site-Specific Projects

3.2.1 The Landscape Masterplan recommends site-specific improvements in the key areas of the Precinct. These are identified as discrete localised improvements, but will also bring benefits to the wider landscape.

3.2 Site Specific improvements			
1	College Yard : New direct route from High Street to North Porch and West Front	"sense of arrival" provide definition of entrance points and gateways	change surface materials; mark entrance points ; provide welcome signage,
		differentiate the precinct from the surrounding streets	introduce coordinated signage, interpretation and wayfinding
2	Cathedral West Front and Riverside access improvements	providing welcoming places for safe social interaction	bring activity to areas which are not overlooked. provide seats in places which are overlooked; reduce out-of-hours access to vulnerable areas
		increase biodiversity accomodate surface water	create habitats and nesting sites make swales and rain gardens
3	Cathedral South Side Access Improvements	provide a level accessible walking route around the Cathedral	resurface roadways in light buff surface tones
		rationalise works yard skips and bins introduce composting	eco-church encourage recycling / re-use of materials

Site Specific Projects

1	College Yard : New direct route from High Street to North Porch and West Front	
2	Cathedral West Front and Riverside de Access Improvements	
3	Cathedral South Side Access Improvements	



## 3.3 College Yard : New route to North Porch and West Front

3.3.1 The visitors arriving from the High Street trying to find their way to the Cathedral entrance are confronted with a confusing, off-putting spectacle. There is no welcome signage, nor are visitors pointed towards the North Porch entrance, which is screened behind planting. Observational surveys show that many visitors turn round and retreat to the High Street.

If visitors do choose to press on, there is no direct walking route, and the nearby attractive yorkstone pathway ends, frustratingly, in a steep flight of steps. There is a need to implement a project which will provide a welcome, and encourage visitors to enjoy the Cathedral and its precincts.

3.3.2 This project sets out to :

- Improve visual links across the Yard to enhance the presence of the Cathedral in the city
- Improve the sense of welcome extended to all visitors. Provide reassurance that they have arrived somewhere special, and point them to the North Porch.
- reinstate a direct, level, walking route to the North Porch
- provide seating under the Plane trees to provide a place for a rest in friendly,

overlooked surroundings.

Improve surface water drainage to the cathedral perimeter

- Create a dignified, high quality stone surface at North Porch, as a place to meet and greet.
- change the atmosphere of College Yard to enhance its “Green Square” character, bringing life, light and nature, and down-play the sombre, gloomy “Place of the Dead” overtones.
- Trees - manage trees to allow more light, by reducing canopies and lifting crowns
- firm up the informal pathway round the east end of the Cathedral.

- explore the opportunity to create a dignified setting for the memorials in relation to the street frontage - transform the remnants of the boundary wall to create a dignified threshold, suitable for wreath-laying and other ceremonies.

### commentary : trees



Contrasting views from High Street  
l) late 19th C r) 2021



Trees in summer 2021



College Yard 1903



Trees in summer 2021

The trees in College Yard contribute much-needed greenery into the southern end of the High Street. It is interesting to note how the trees have changed over time.

In the late 19th century, the trees were widely spaced, offering views through to the Cathedral, and the height of the trees related in size to the surrounding buildings, leaving the Cathedral clearly visible as the dominant building above all.

Today, in contrast, most trees, and in particular the three large London Plane trees in the centre of College Yard, are very much larger; as a result the Cathedral is obscured, and the relationship of the trees to surrounding buildings is altered.

## Opportunity

1. Create pedestrian-friendly welcome visible from High Street
2. Welcome point - 'gateway', signage, interpretation
3. Pathway
4. Gathering Place under London Plane trees
5. Threshold at North Porch
6. continue walk through to West Front and Riverside



Sketch layout



College Yard : Entrance Path leading to North Porch: Plan 1741



Tewkesbury Abbey Entrance Path leading to North Porch

### Precedent

Until the mid-18th century a direct pathway connected the College Gates with the North Porch. Lined with regularly spaced planting, and leading across the cemetery, this walk may have appeared very similar to the entrance path at Tewkesbury Abbey





Existing : overgrown Yew and London Plane trees  
almost entirely obscure view through to North Porch



Proposed : New path connecting to North Porch; Plane  
trees crownlifted and Yews pruned back into shape.

## Illustrative Project

1. Welcome to Worcester Cathedral
  - stone posts with signage
  - interpretation
  - level threshold
2. New Pathway, leading directly to North Porch
3. Place for sitting under trees
  - circular paved area over root zone
  - curved timber and stone seats
  - view opened up to North Porch by
  - London Plane trees crowns lifted and reduced
  - Yew trees pruned back into small trees and topiary.
4. North Porch : new Yorkstone paved surface to extend out into College Yard, creating a threshold marking entrance, and providing a dignified setting for welcome, meeting and greeting before and after services.
5. Yorkstone path extended to West Front
6. Traffic management measures; drop bollard to control vehicle access.





## 3.4 West Front and Riverside access improvements

3.4.1 The Precinct of Worcester Cathedral is situated between the city centre and the Riverside. In recent years the Riverside has become an increasingly popular place for strolling. The walking route through the Watergate on the south side of the Cathedral is well-used, although it does not provide access for all, and the route to access the Cathedral and the City Centre is convoluted.

3.4.2. A direct route from the Riverside to the north of the Cathedral is desirable. It would connect the busiest part of the Riverside, around Copenhagen Street with the Cathedral entrance, and would form a circuit leading to the High Street. This would :

- enhance the experience of a visit to Worcester, by providing a circuit walk connecting the three primary assets of Worcester : Riverside, Cathedral, City Centre.
- bring many more visitors to the entrance to the Cathedral at the North Porch (and potentially to the West Door), leading to potentially increased visits to the Cathedral.

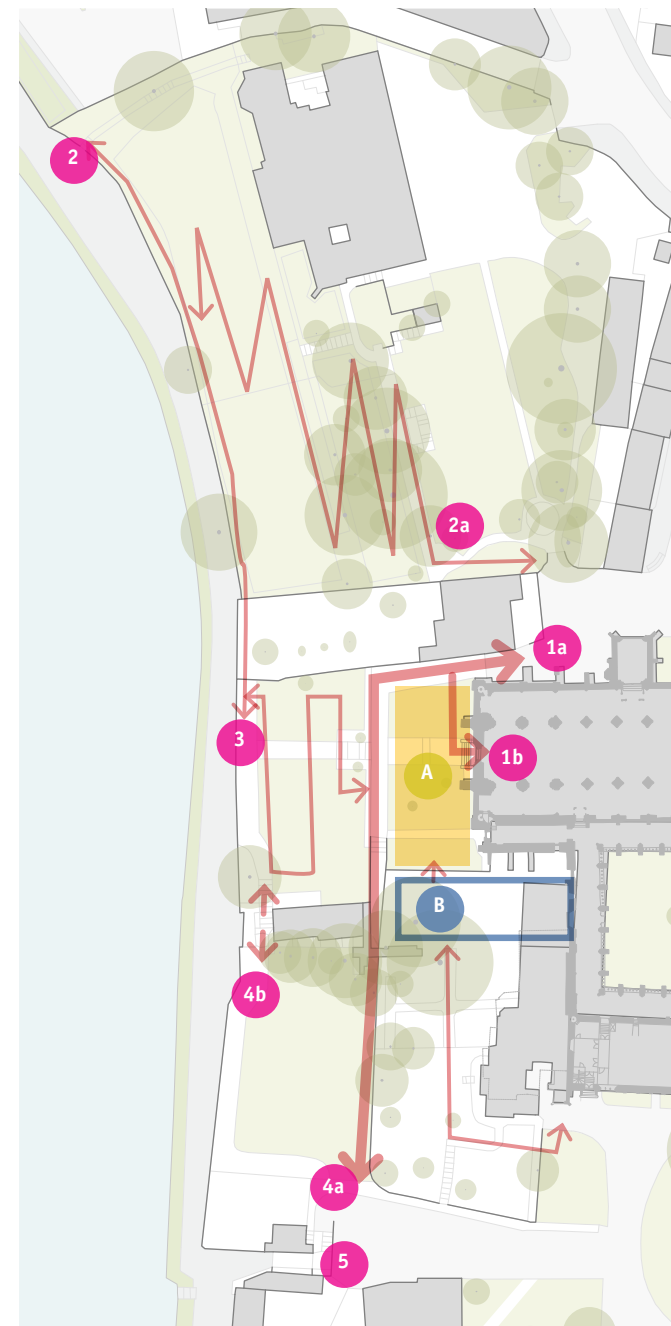
3.4.3. This commission examined the feasibility of establishing an accessible walking route. It notes that there are several constraints:

- steep slope : the Cathedral is approximately 13m higher than the riverside walk
- listed wall : the riverside wall of the Precinct is listed grade 2\*, so any new path should avoid affecting the wall.
- different ownerships; while the Dean and Chapter own the majority of the riverside areas of the Precinct, the Bishops House, situated in the middle of the riverfront, is owned separately.

3.4.4. Several routes for the potential riverside connection were considered and are summarised on the plan adjacent.

### Key

<b>A</b> West Front Terrace	<b>3</b> West Front Garden
<b>B</b> Potential Visitor Centre Location	<b>4a</b> Dark Alley
<b>1a</b> North Porch Entrance	<b>4b</b> West Steps
<b>1b</b> West Front Entrance Door	<b>5</b> South Watergate
<b>2</b> North Watergate	
<b>2a</b> Old Palace Garden	



### 3.4.5 Potential access from riverside walk to Old Palace Gardens

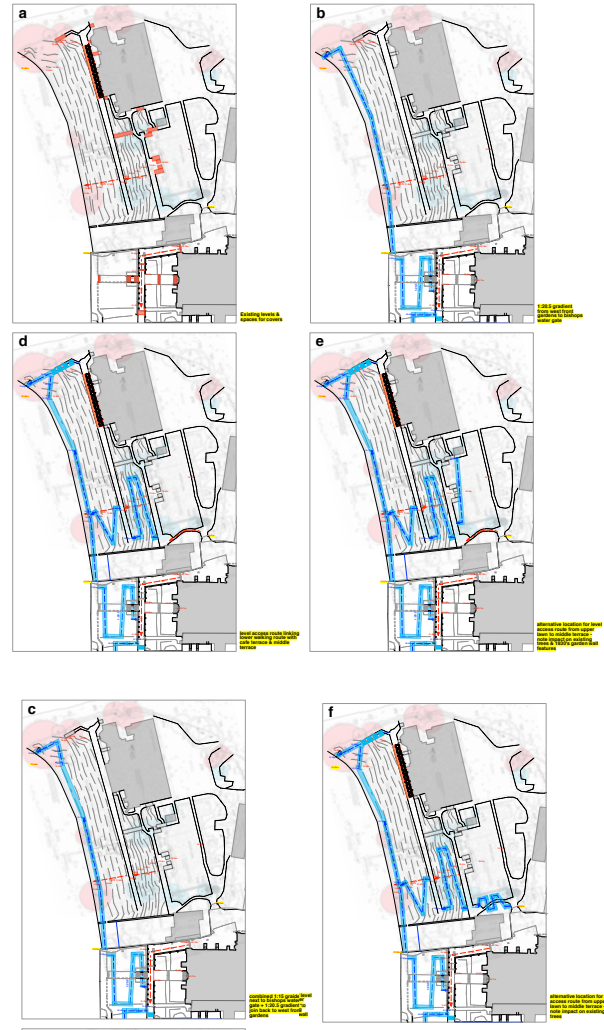
In developing a route which would be suitable for disabled access alternative routes were reviewed.

The 13m level change proved insurmountable without extensive landscape impacts in the Old Palace Garden; routes via 2a were deemed unfeasible.

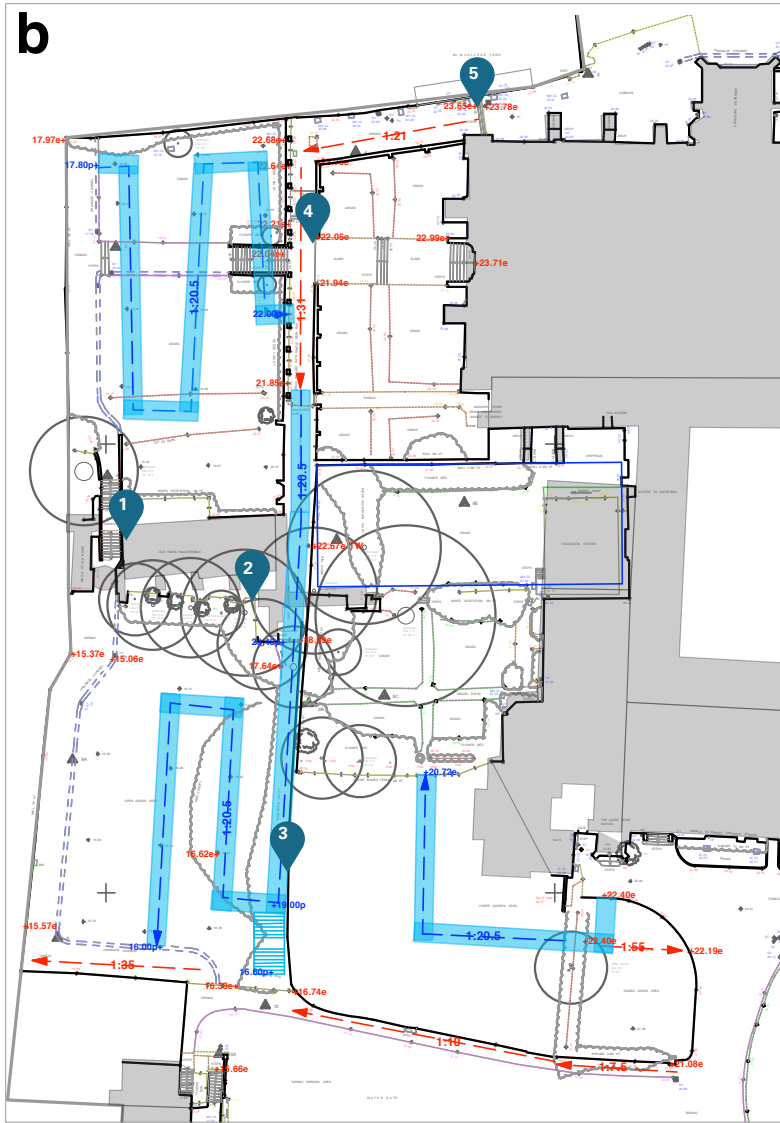
A route which gently rises with the ground adjacent to the Riverside wall would seem feasible, and could be extended to the West Front via processional staircase. This would be subject to agreement of all landowners.

The creation of a level terrace at the West Front (A) would provide a level route from College Yard to the West Door.

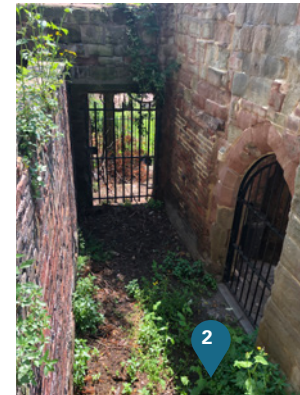
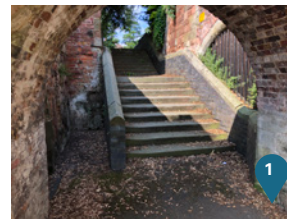
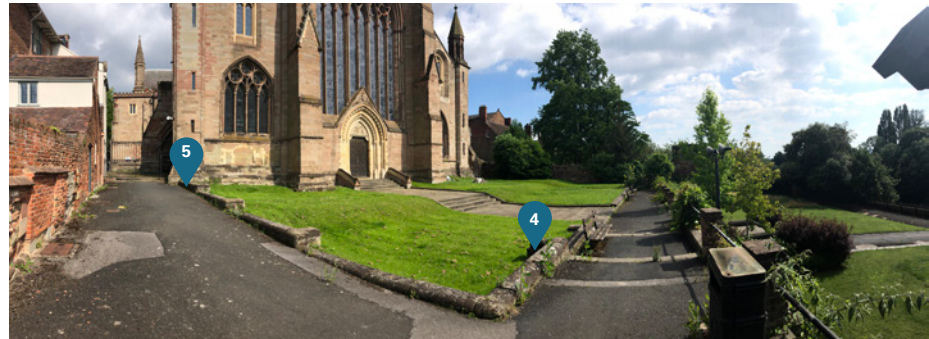
The garden south of the West Front would seem to be a feasible location for a Cafe / toilet / visitor centre, and would overlook the Reredorter garden.



Illustrative Plan of Old Palace Garden riverside walk.



**Direct 1:20.5 from upper level - won't clear the archway/ allow head height**





### 3.4.6 Potential access from riverside walk through Dark Alley

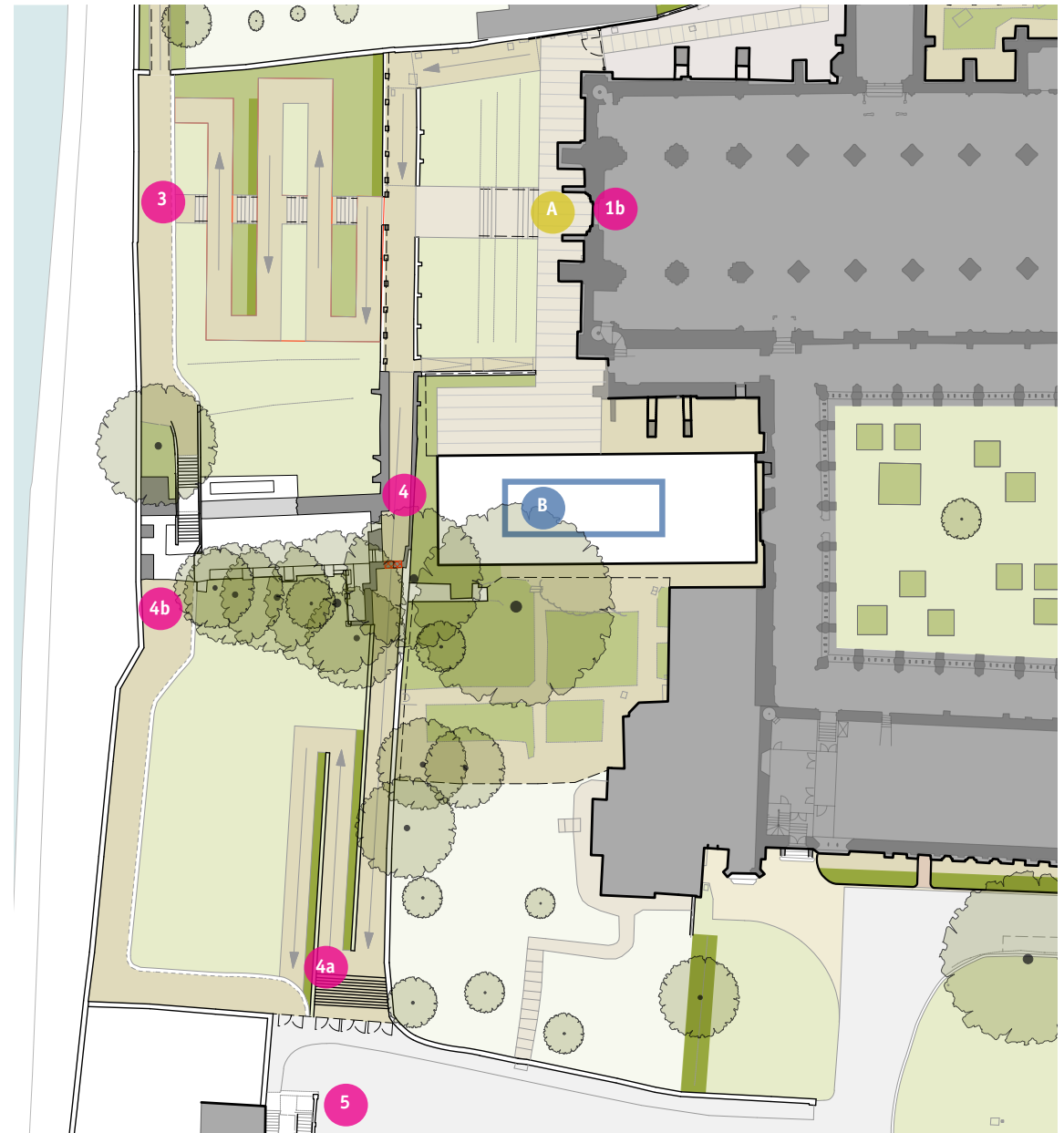
The Dark Alley (4) is a narrow path or passageway open to the sky, which links the Lower Reredorter Green with the West Front. Studies show that it may be possible to establish a gently sloping disabled accessible route through this area, although there would need to be some adjustment of stone steps and a concrete lintel dating from 19th century.

Access to West Front (A)

The processional route to the West Front (3) includes several flights of steps. Studies show that it may be possible to establish a DDA compliant route, and that a wider terrace outside the West Door A, as a gathering place, is also feasible, subject to further investigation and design development.

Potential Visitor Centre (A)

The Lawn area to the south of the West Front and Slype seems to be an excellent location for a visitor centre / cafe / toilet facility, which could link with floor levels in the Cloister and south side of the Cathedral, and via a shallow gradient to the level of the West Door and North Porch. subject to further investigation and design development.





## 3.5 Cathedral South Side access improvements

3.5.1. Currently visitors wanting to walk round the south side of the Cathedral have to leave the Precinct via the Edgar Tower, and negotiate steps at the south end of College Precinct.

Observational surveys show that many visitors walk to the Works Yard entrance before realising that there is no through route and frustrated, turn back.

The entrance to the Works Yard is cluttered with unsightly skips and waste storage bins



3.5.2 An improvement project which will provide the walking route round the south side of the Cathedral could reorganise the Works Yard, and address the confusion over access. In addition there are opportunities to develop visitor facilities and which could provide an insight into the “back of house” working which support the Cathedral.





Precedent : Hereford cathedral has a covered area in the Cathedral Close where masons carry out some of their work in view of the public.

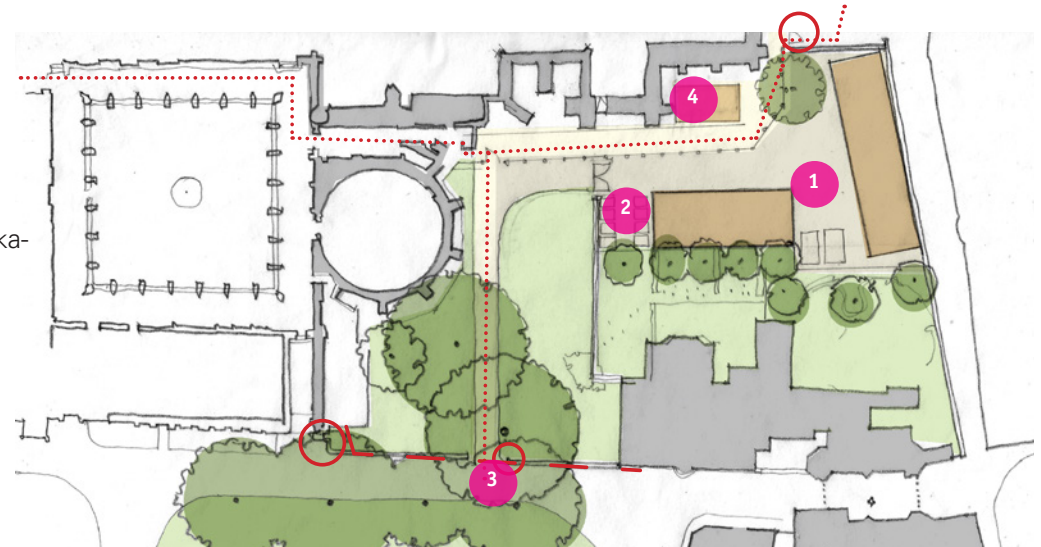
### Existing Layout

- 1 Works Yard
- 2 skips and bins



### Proposed Layout

- 1 Works Yard reorganised
- 2 skips and bins relocated
- 3 Railings reinstated and lockable gat
- 2 visitor interpretation



#### **3.4.6 Potential access improvements to Cathedral South Side**

The existing gate (1) at the south corner of College Yard provides access.

In the past the south end of the Chapter House Green (B) was gated (2). It is proposed that the gate and adjacent railings are reinstated, allowing control over access to this area out of hours.

A dedicated pedestrian route could be provided with gates (1 - 4a) allowing both access and the opportunity to reveal the excellent work being undertaken by the Masons and Carpenters in the Works Yard. An interpretation centre could be situated on the site of the existing north shed (3)

The Works Yard (A) would be reorganised, and moved slightly southwards, with a new entrance gate (4b) and rationalised waste storage.

The garden to the Guesten House would be reorganised.

The creation of enclosure and control to the Chapter House Green (B) would make it possible to include additional landscape features, such as herb garden and other growing spaces which could contribute to the eco-church aspirations, and provide material for interpretation relating to former monastic uses.







# 4

## The Cathedral Precinct Illustrative Landscape Masterplan

## 4.0 The Illustrative Landscape Masterplan

- 4.1 The landscape masterplan projects outlined in the previous chapter can be implemented in whole or in part, over various timescales, according to funding and other constraints.

Their implementation will typically involve the following process:

- Consultation : with statutory authorities including CFCE, the FAC, Historic England, Worcester CC., and with local interest groups, neighbours.
- surveys, including intrusive surveys, to test below ground conditions and other potential constraints, in order to inform a working methodology.
- further detailed design development, costing, risk management and project planning
- Approvals - approval of implementation of final proposals relating to Planning Approval, Listed Building Consent, Tree Works Consent and Scheduled Monument Consent.
- Implementation.

In light of the above sequence, in which many parties contribute to the design development of proposals, it is not possible at this early stage to clearly define the detailed elements and layout of the proposals included in the Landscape Masterplan

- 4.2 The plan shown opposite is included as an illustration of the potential outcomes from the implementation of the recommendations in this document.

### Summary of Recommendations

It is recommended that the CMP is updated to include a history of the Precinct, its significance as a landscape, and policies for its future management

TBC

## 4.1 Illustrative Masterplan







# 5

## Appendix

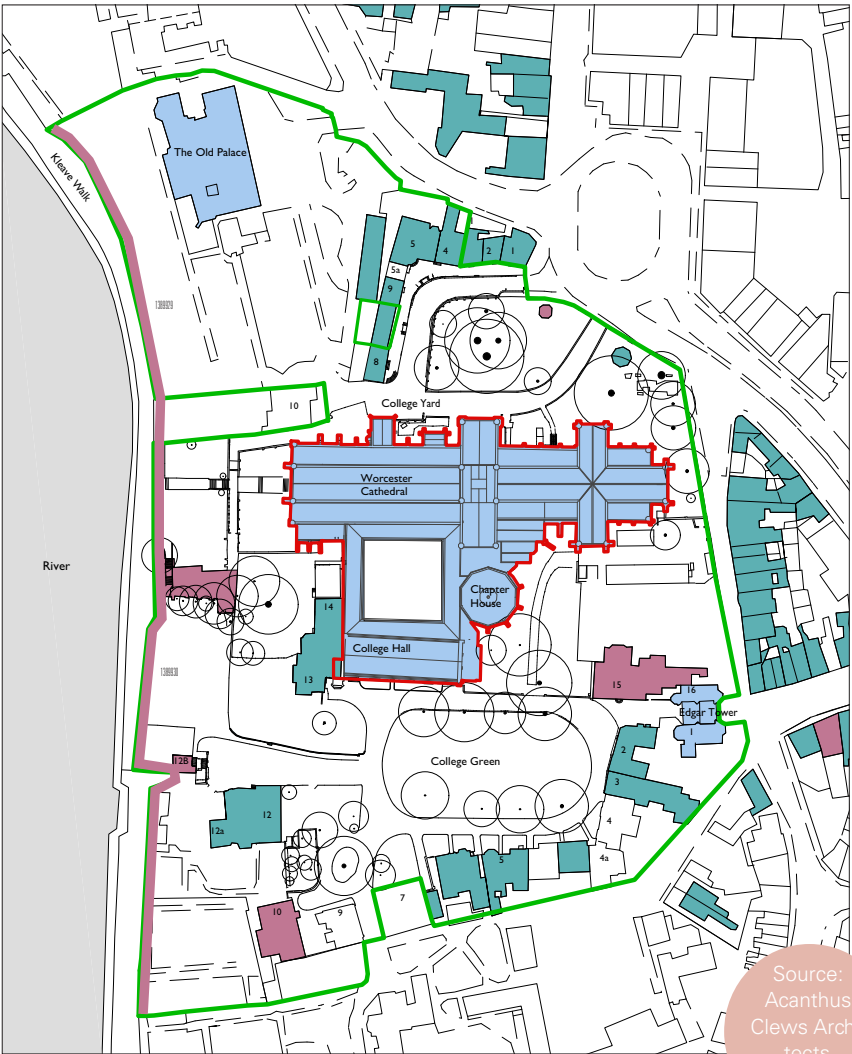
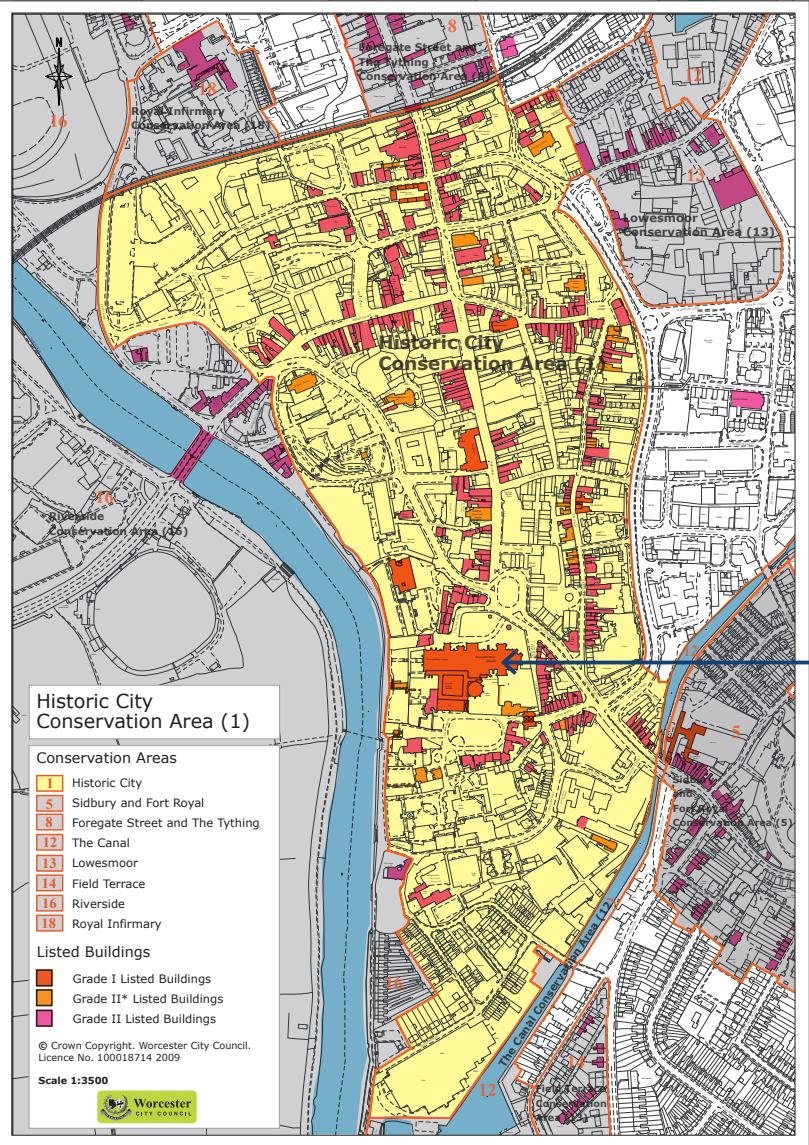




## Context : Planning Context

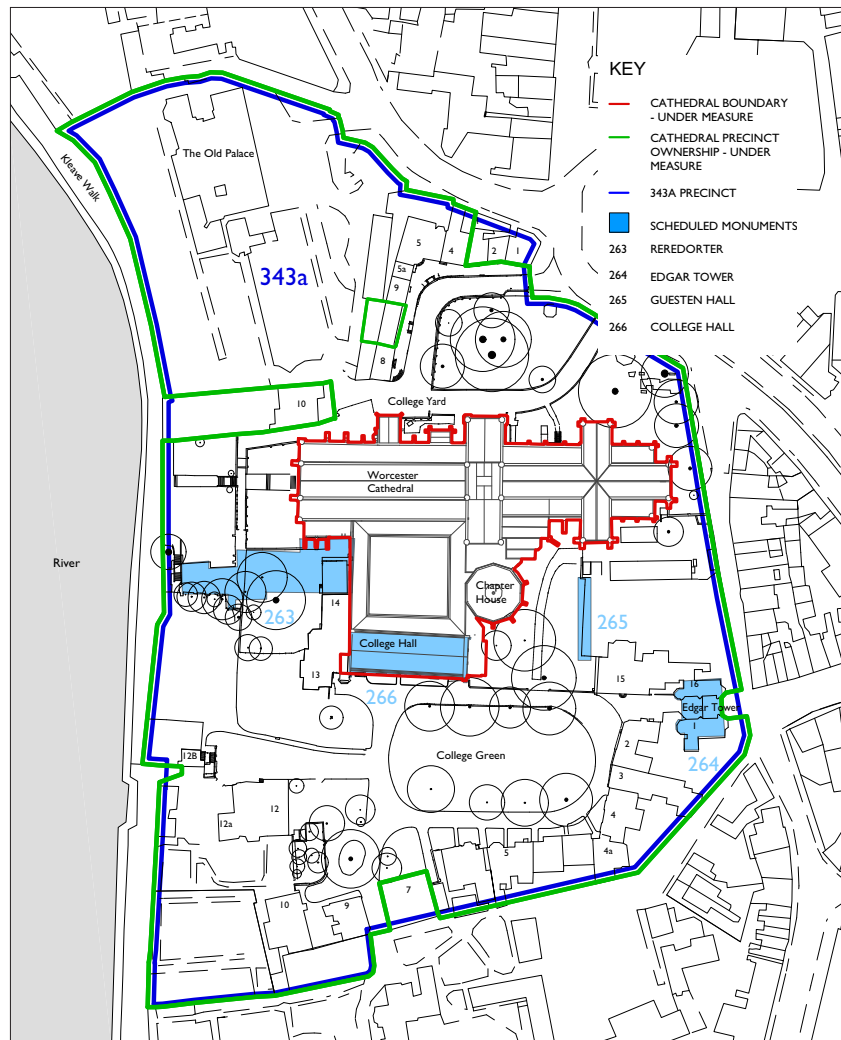


> PLANNING CONTEXT > LOCAL PLAN



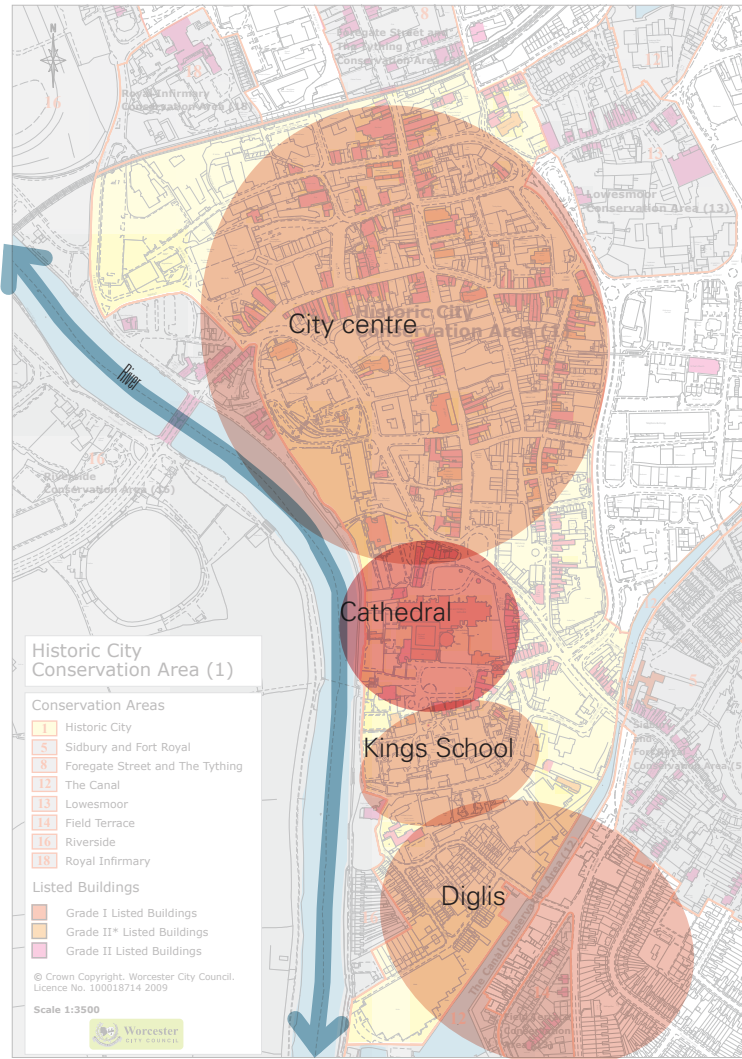
Worcester Cathedral - Listed buildings

Source:  
Acanthus  
Clews Archi-  
tects



Worcester Cathedral - the "Green Line" and Scheduled Monuments

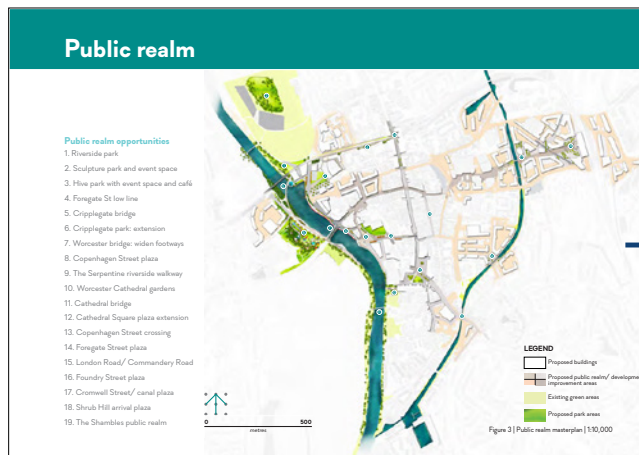
## > PLANNING CONTEXT > LOCAL DEVELOPMENT CONTEXT





## > PLANNING CONTEXT > LOCAL DEVELOPMENT CONTEXT

### Worcester Masterplan





> PLANNING CONTEXT > LOCAL DEVELOPMENT CONTEXT

Town Investment Plan: District Quarters



# INTRODUCTION

## > PLANNING CONTEXT > LOCAL DEVELOPMENT CONTEXT

### Town Investment Plan: Projects

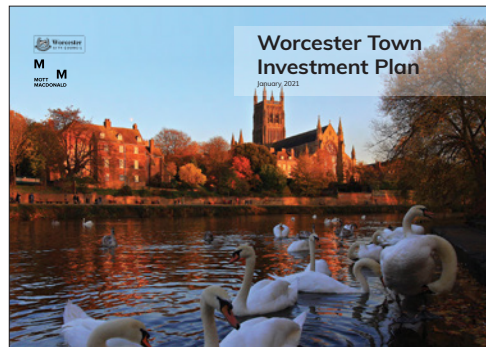
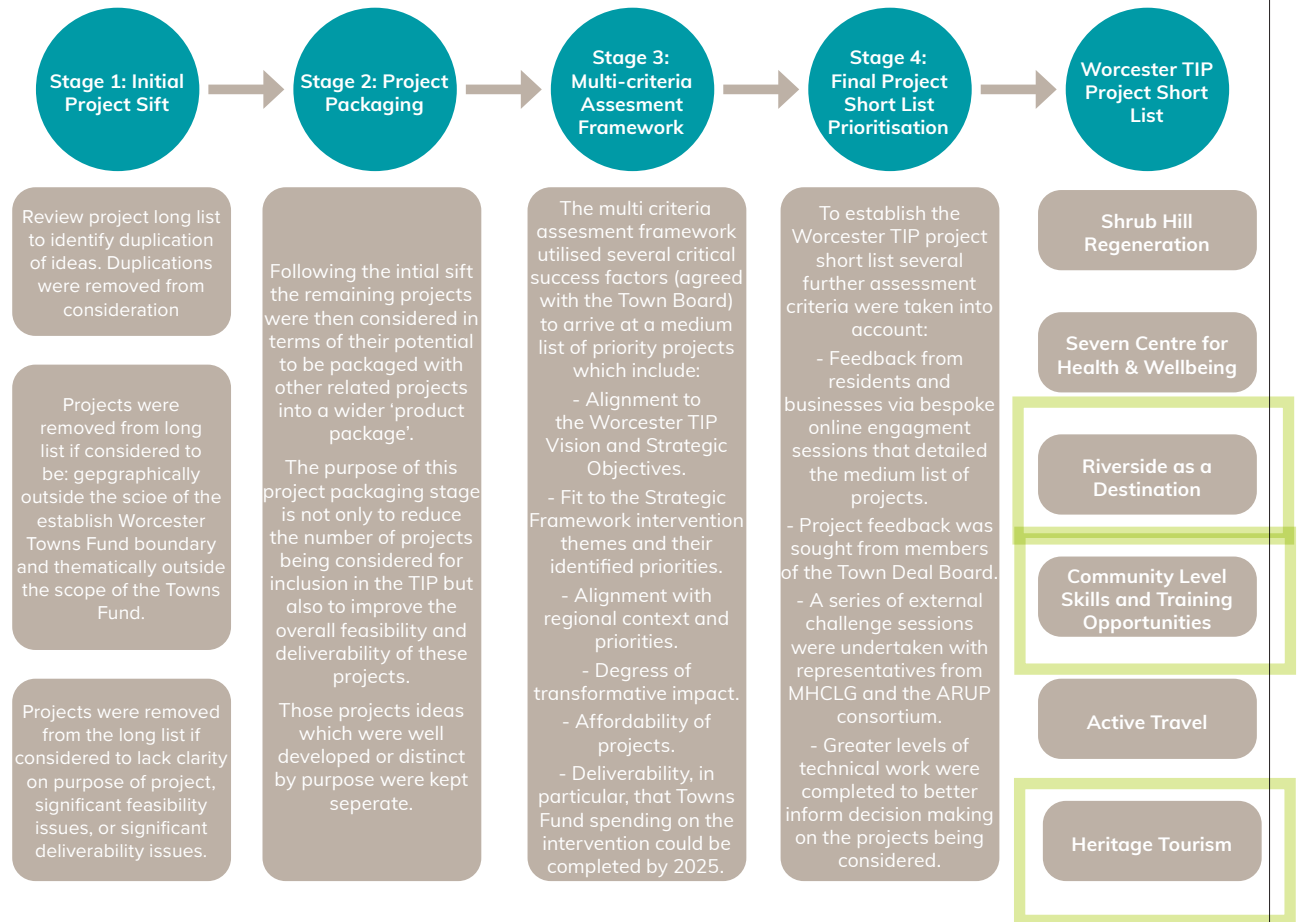


Figure 5.4 adjacent outlines the process and methodology used to select a shortlist of six priority projects. Full details of the project prioritisation process can be found in the Project Prioritisation Report at Appendix C.

Figure 5.4 Worcester TIP Project Prioritisation Methodology Summary





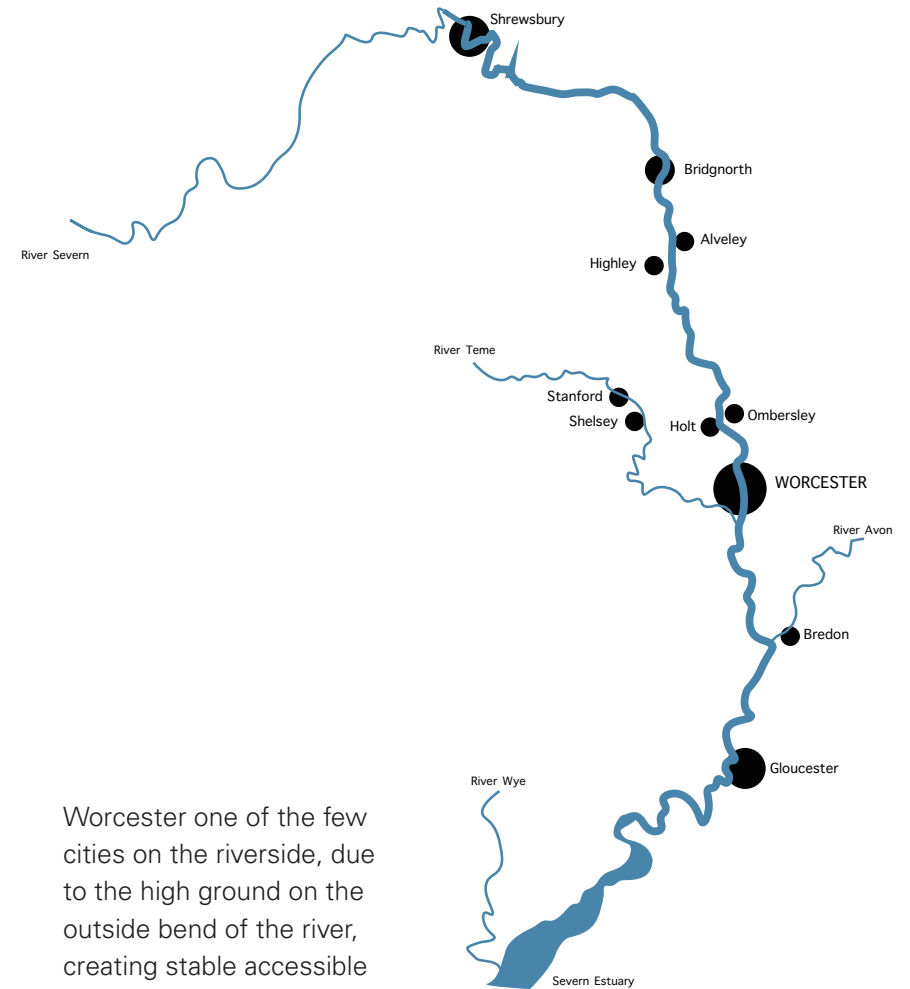
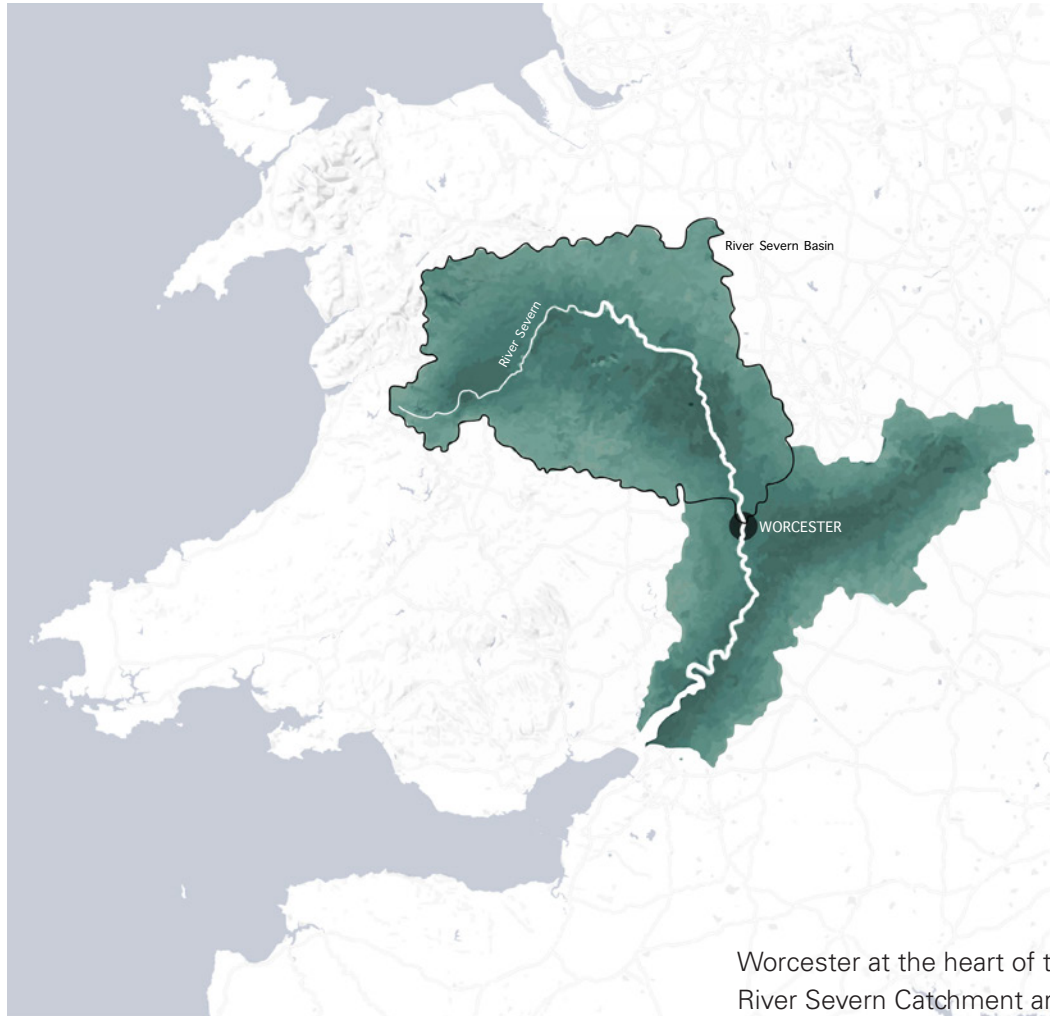


## Context : River Severn



## > LANDSCAPE CONTEXT > THE RIVER SEVERN

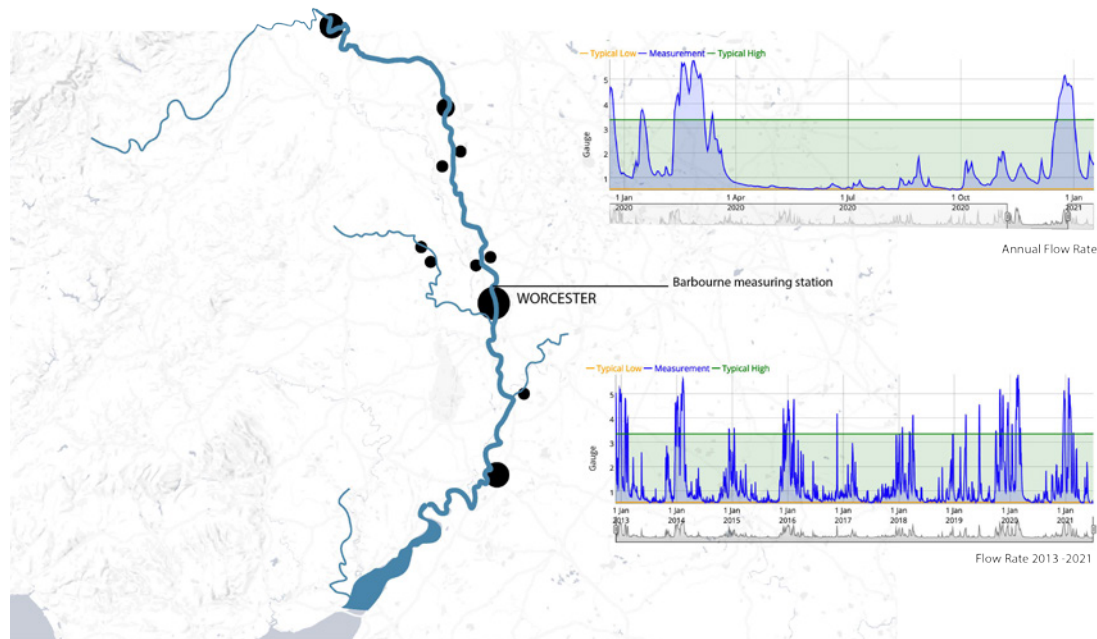
### Landscape of flooding



Worcester one of the few cities on the riverside, due to the high ground on the outside bend of the river, creating stable accessible banks

## > LANDSCAPE CONTEXT > THE RIVER SEVERN

### Landscape of flooding



The usual range of the River Severn at Worcester (Barbourne) is between 0.55m and 3.35m. It has been between these levels for 90% of the time since monitoring began.

The typical recent level of the River Severn at Worcester (Barbourne) over the past 12 months has been between 0.47m and 5.73m. It has been between these levels for at least 150 days in the past year.

The highest level ever recorded at the River Severn at Worcester (Barbourne) is 5.79m, reached on Wednesday 26th February 2020 at 10:30pm.

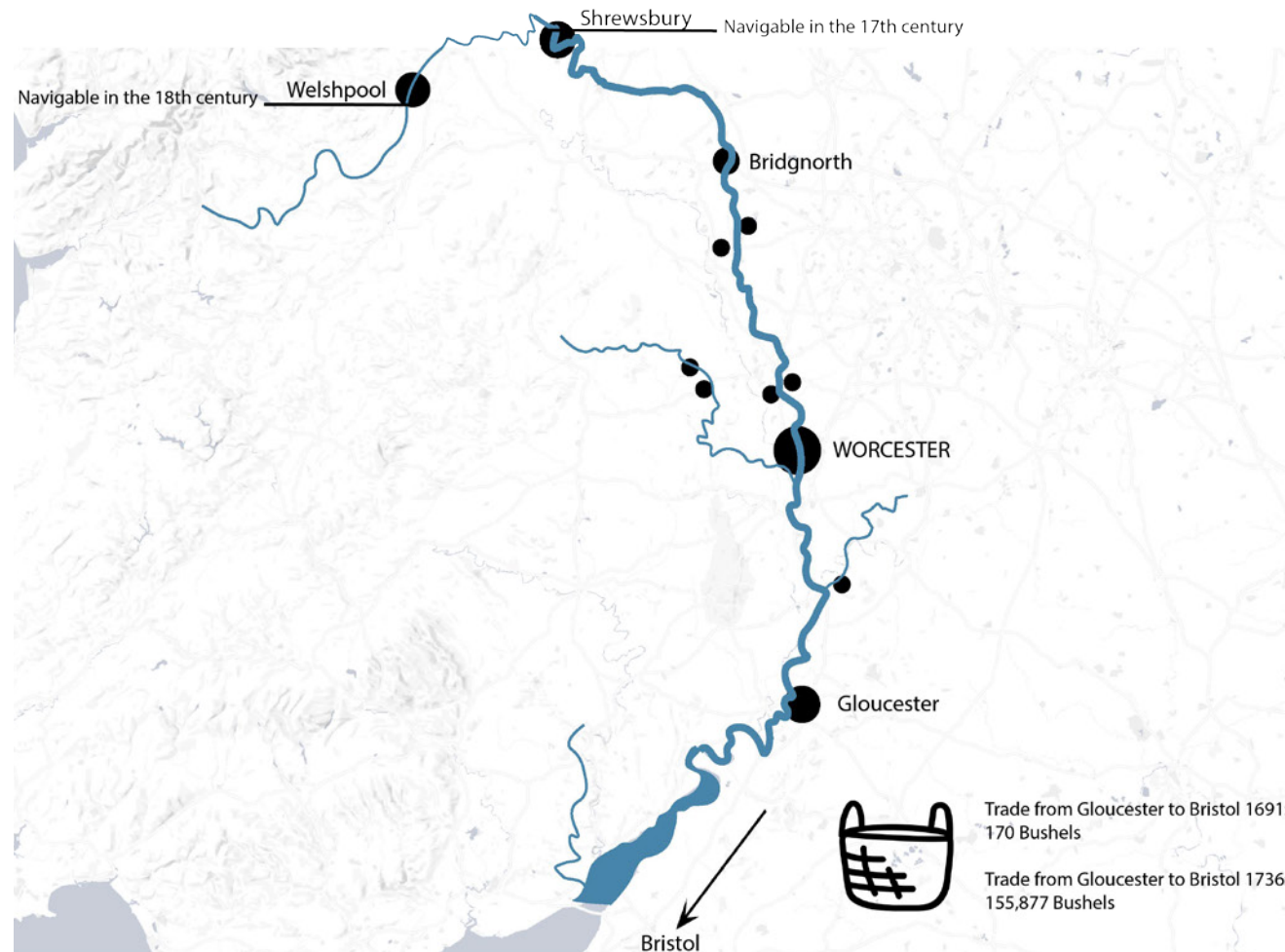


Landscape of Precinct could add biodiversity to the river corridor; treat as a "Dry River Bluff" close to but above flood zone



## > LANDSCAPE CONTEXT > THE RIVER SEVERN

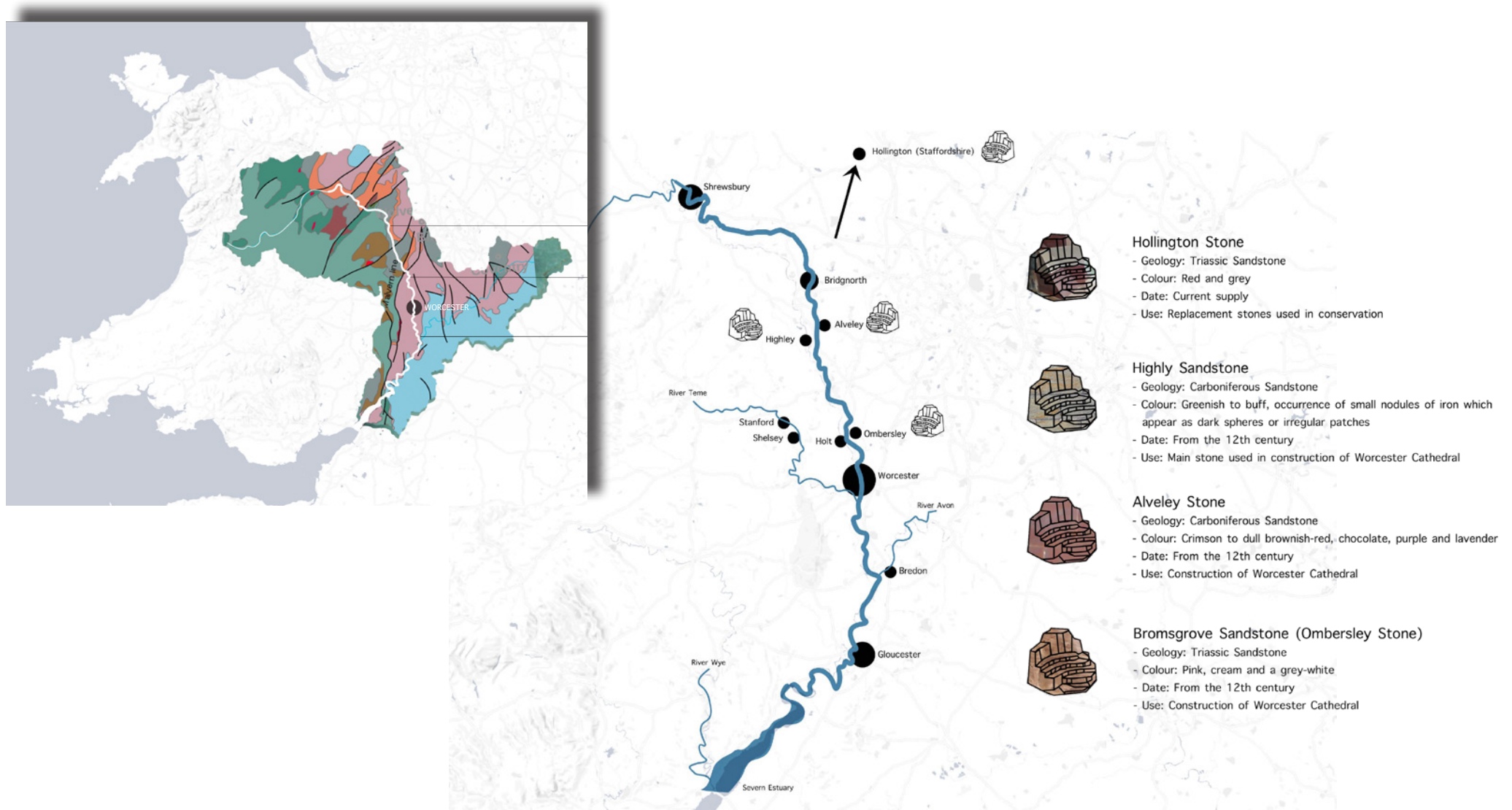
Worcester : centre of a an extensive network of cultural / economic exchange



Source: <https://worstercathedrallibrary.wordpress.com/2020/07/24/worcester-cathedral-monasterys-medieval-ship/>

Worcester Cathedral built, operated and maintained its own ship to convey building stone from sources along the River Severn, during the major building phases of the 12th and 13th centuries

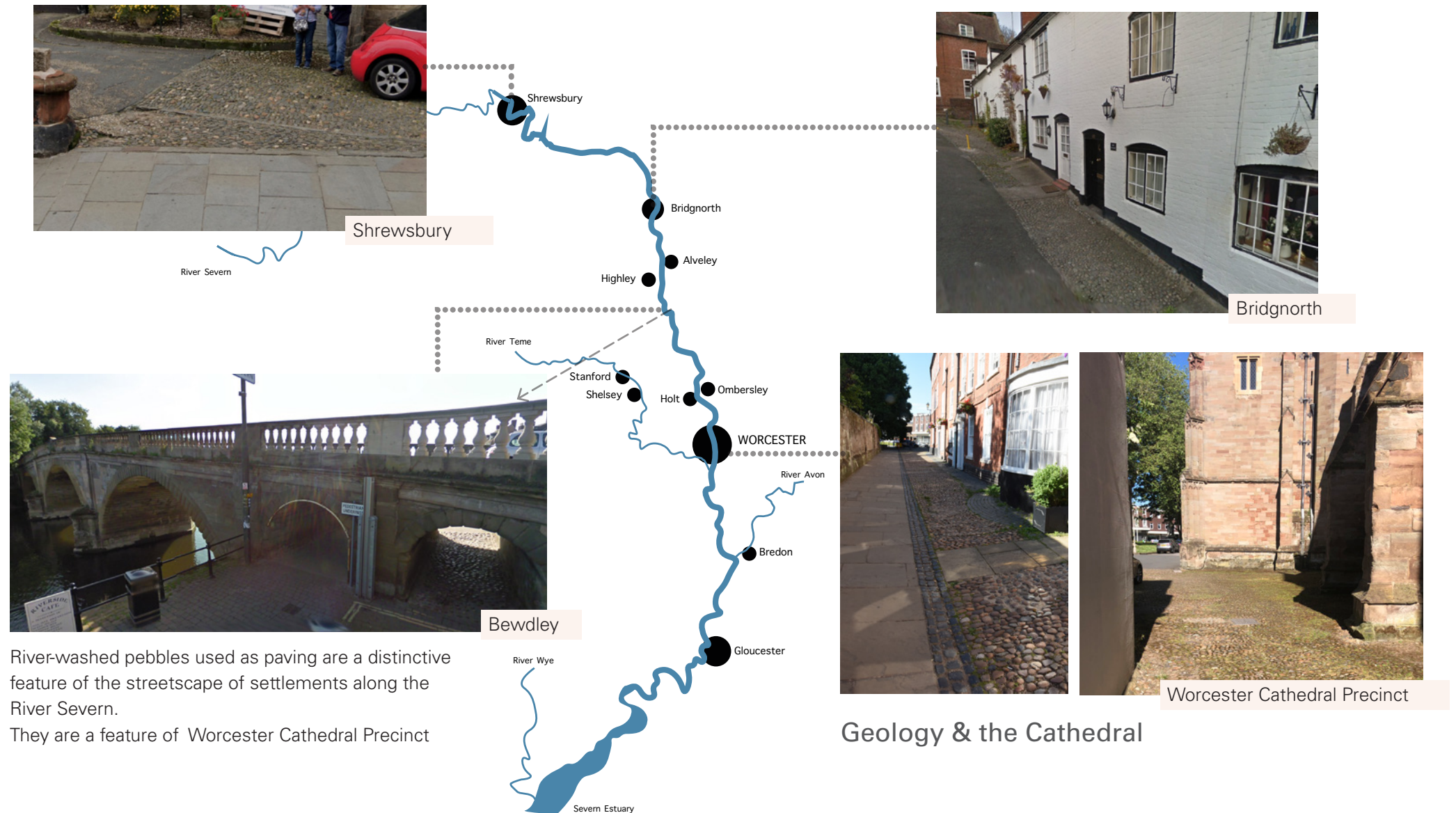
## Geology & the Cathedral



Stone quarries which supply Worcester Cathedral stone



## > LANDSCAPE CONTEXT > SEVERN BASIN





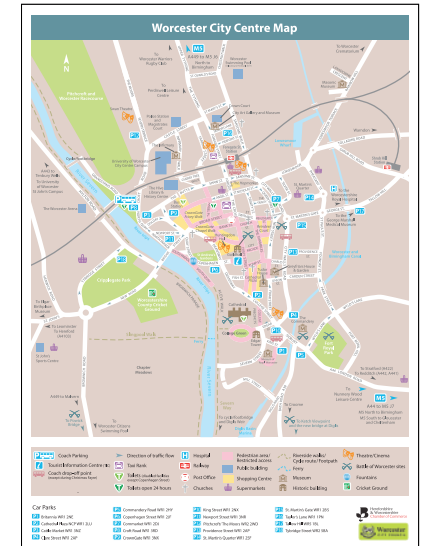




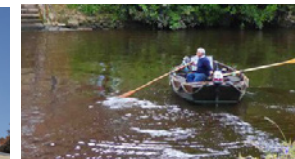
## Context : City Centre



## > URBAN CONTEXT > CITY CENTRE

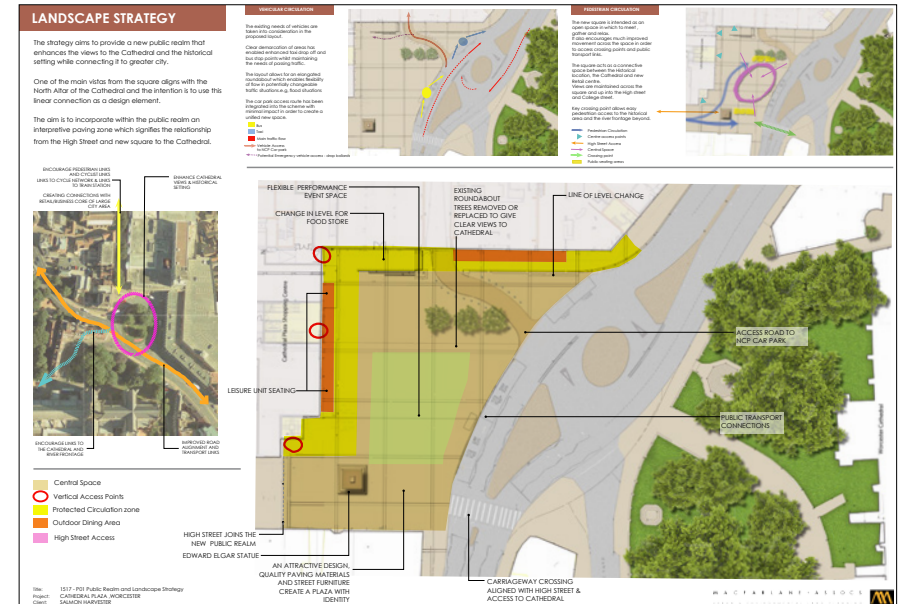


## > URBAN CONTEXT > RIVERSIDE





## > URBAN CONTEXT > CATHEDRAL PLAZA/ SQUARE





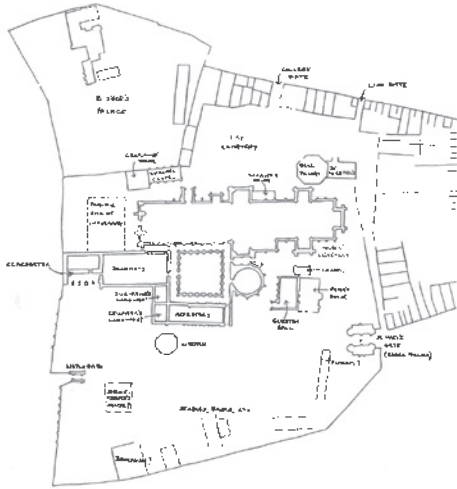
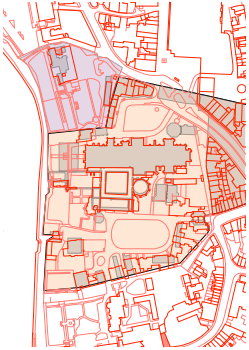


## Baseline : Cathedral Precinct

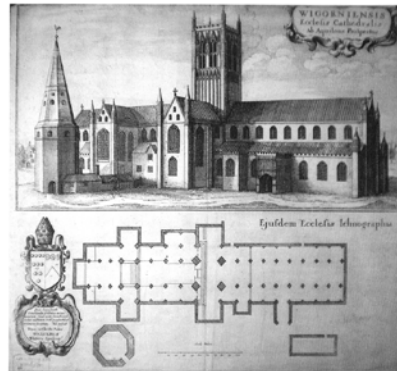


## CATHEDRAL PRECINCT

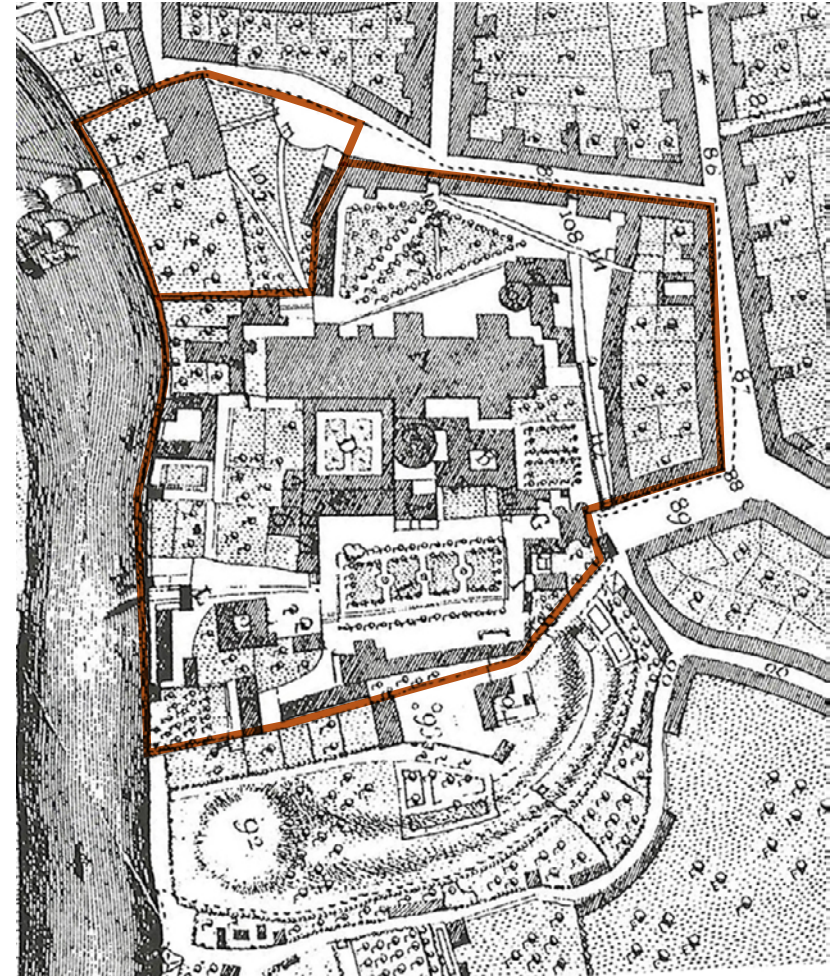
### > HISTORIC DEVELOPMENT > MONASTIC ORIGINS



Precinct plan: Early monastic



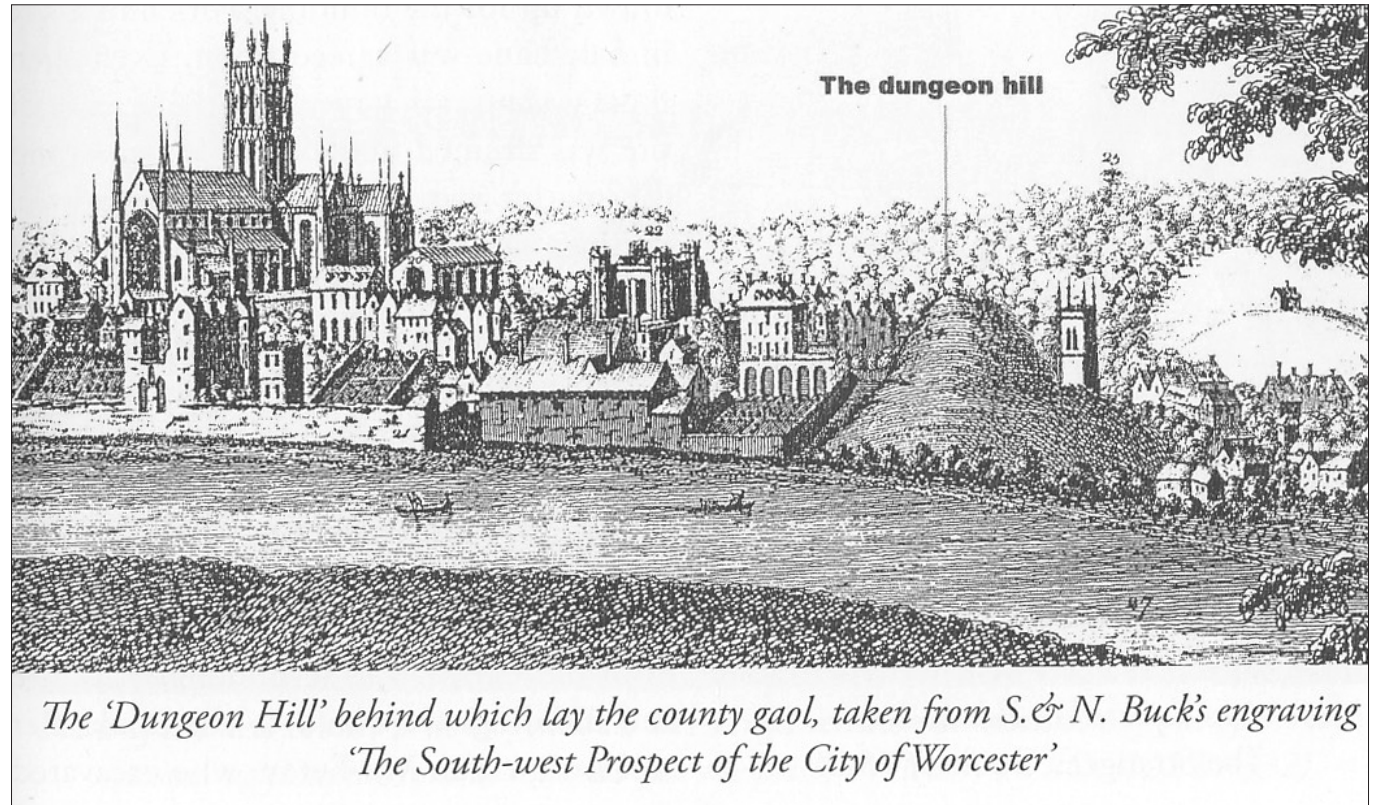
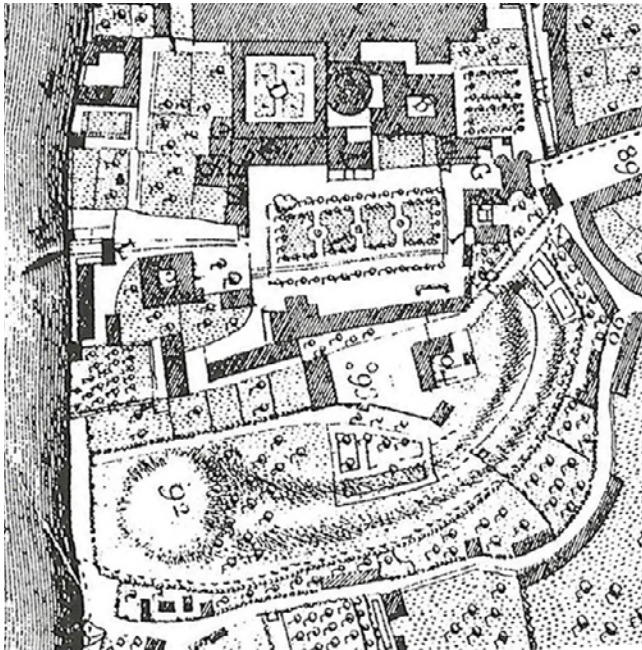
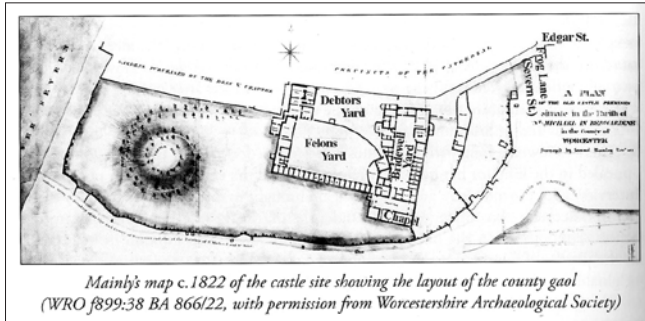
*The cathedral depicted in 1672. The bell tower had been taken down some years before this engraving was made, the lead sold and the money used to repair war damage  
(WRO 6899.31 BA31562)*



John Doherty Plan of Worcester 1741



## CATHEDRAL PRECINCT > HISTORIC DEVELOPMENT

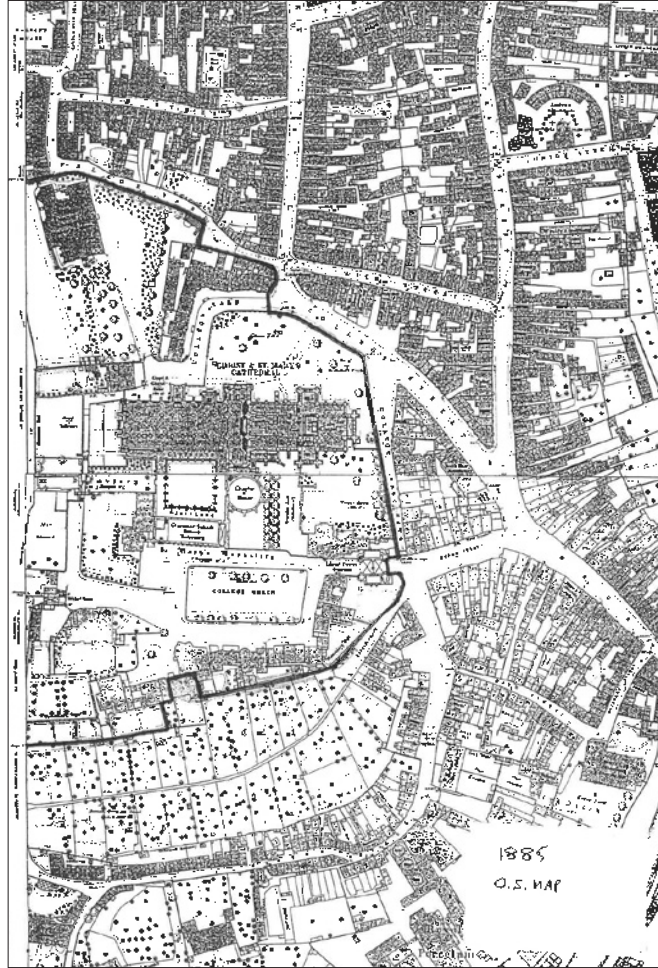




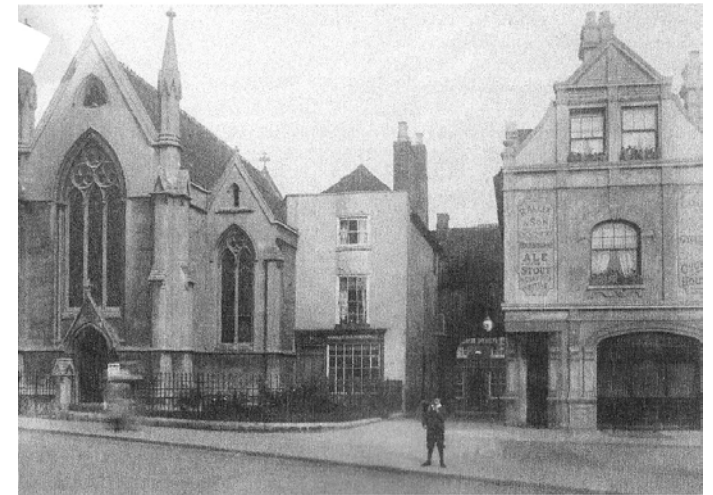
## CATHEDRAL PRECINCT > HISTORIC DEVELOPMENT



Plan in Green 1796



1885 OS Map





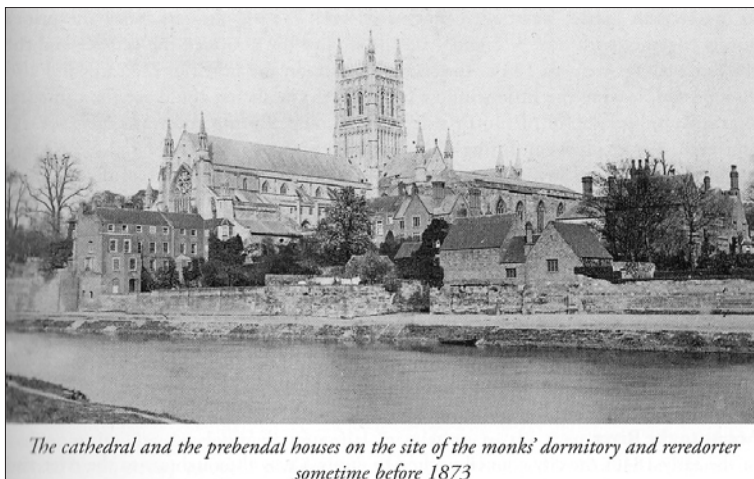
## WEST FRONT & RIVERSIDE > HISTORIC DEVELOPMENT



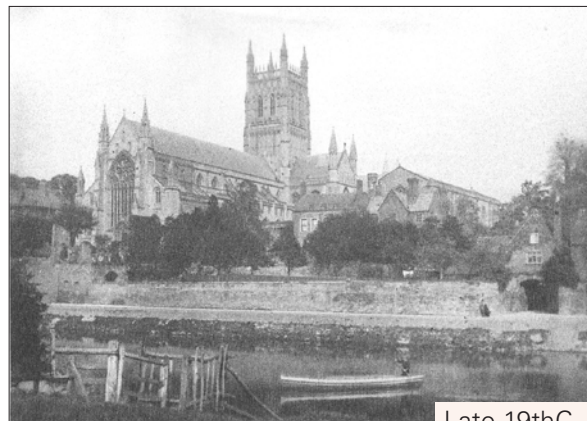
John Farington 1792



1801



*The cathedral and the prebendal houses on the site of the monks' dormitory and reredorter sometime before 1873*



Late 19thC



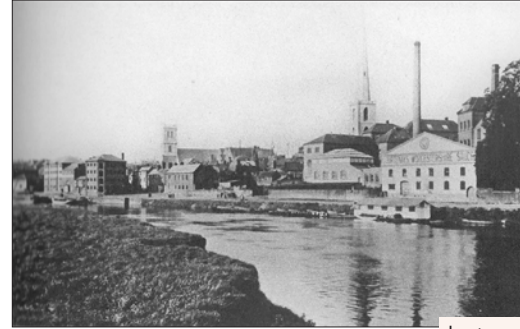
Late 19thC



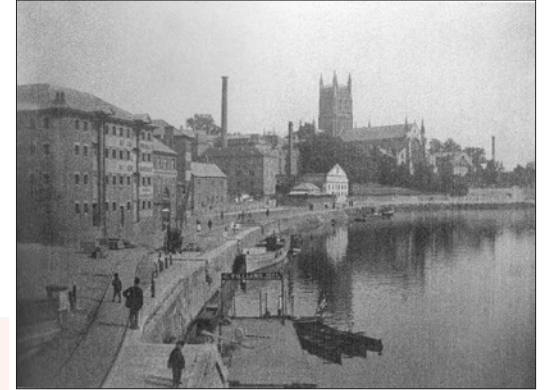
## South Quays



Paul Sandby 1778



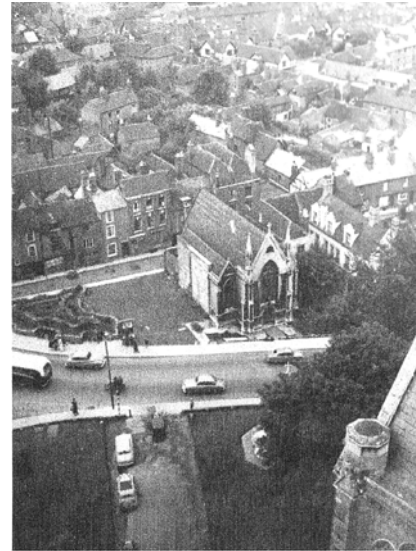
Late  
19thC



Late 19thC



JMW Turner 1836  
Tate



College Street late 1960's



College Street late 1960's



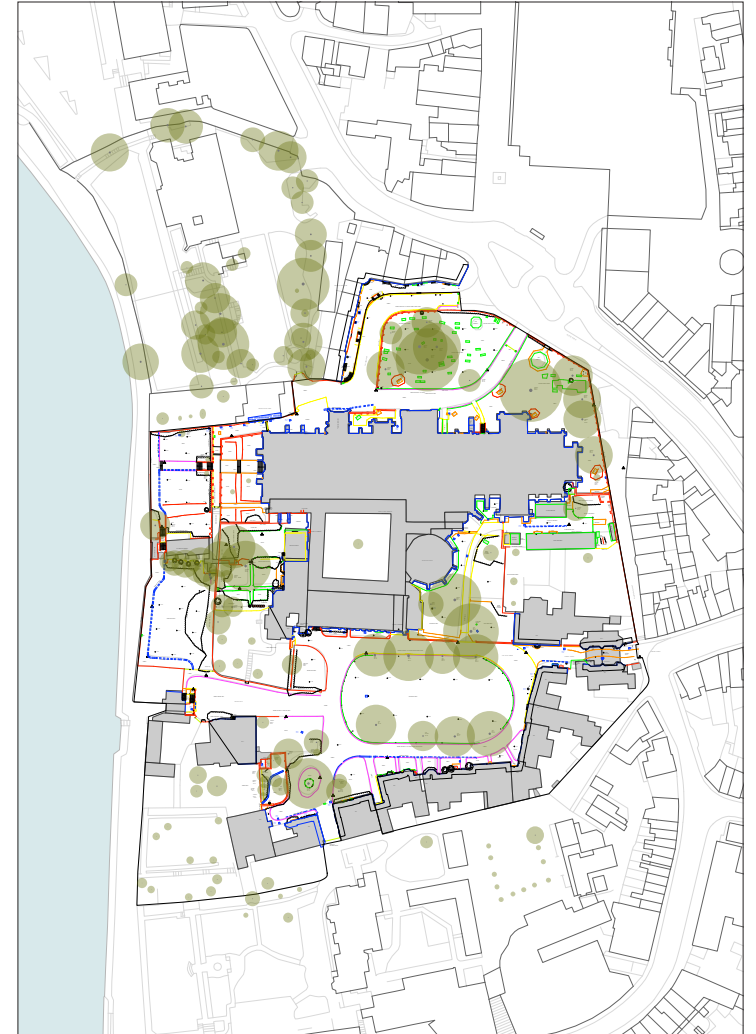
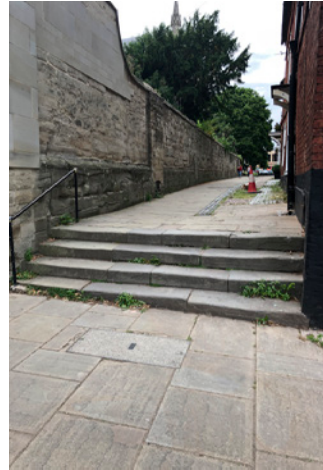




## **Baseline : Cathedral Precinct Fabric and Materials**



## CATHEDRAL PRECINCT > CURRENT CONDITION > CATHEDRAL PRECINCT WALL





## CATHEDRAL PRECINCT > CURRENT CONDITION > PRECINCT PAVING





## CATHEDRAL PRECINCT > CURRENT CONDITION > PRECINCT STEPS AND EDGINGS





## CATHEDRAL PRECINCT > CURRENT CONDITION > PRECINCT GATES | BOLLARDS





## CATHEDRAL PRECINCT > CURRENT CONDITION > PRECINCT SIGNAGE



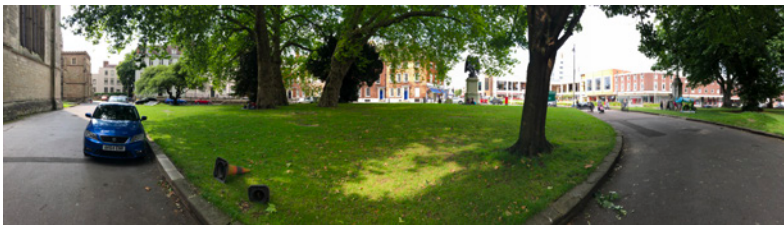
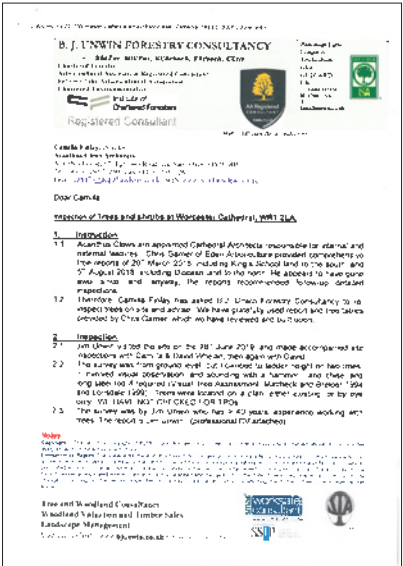


## CATHEDRAL PRECINCT > CURRENT CONDITION > FEATURES

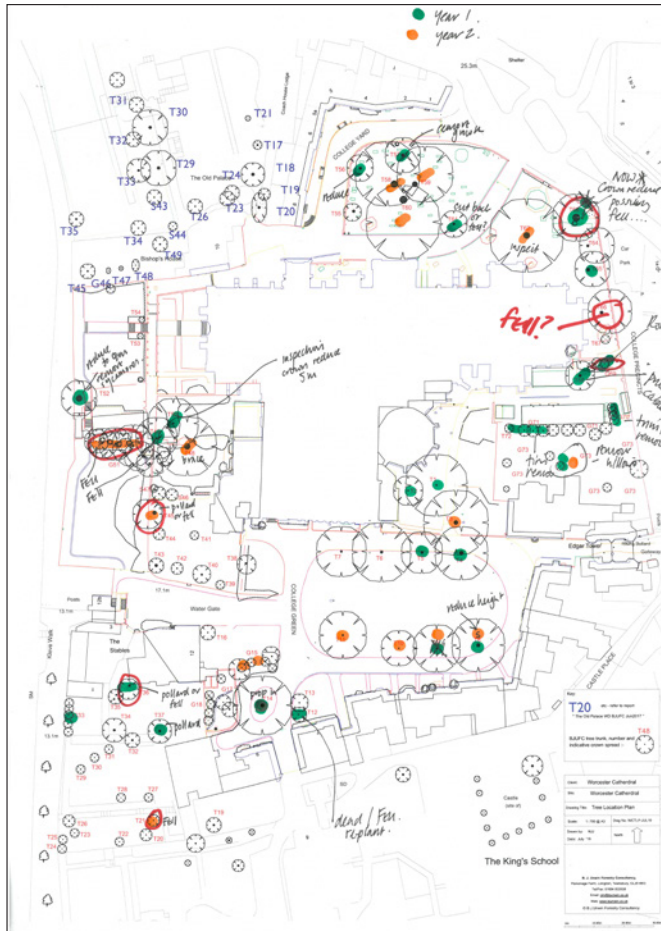




CATHEDRAL PRECINCT  
> CURRENT CONDITION > TREES & PLANTING







Most recent survey / application - 2019/ 2020

Description of Tree Works at Worcester Cathedral.			
No	Species	Proposed Work	Reason
1	Tree of Heaven	Reduce North facing canopy by 2 mtrs and remove lower limb.	North canopy is in close proximity to Cathedral building
2	Rowan	Reduce crown by 10%.	In order to re-shape tree after dead wood is removed.
3	Lime	Crown lift to 4mtrs, reduce crown by 20% and epicormic growth annually.	Canopy is low over lawn area and minor cavity within canopy
4	Lime	Remove lower hanging branches.	Lower branches hanging over lawn area.
5	Lime	Remove lower hanging branches.	Lower branches hanging over lawn area.
6	Lime	Remove lower hanging branches.	Lower branches hanging over lawn area.
8	Lime	Reduce crown to previous pruning points and thin by 20%.	Severe stem exudates with associated bark necrosis.
12	Silver Birch	Fell and replace.	Tree is dead.
14	Ash	Re-pollard to previous points and prop up lower limb.	In order to reduce weight of canopy due to multiple cavities.
G15	Mixed Group	Remove all self-seeded trees and bushes.	Area is overgrown and growing in direct contact with historic wall.
T16	Cherry	Fell and remove stump.	Tree is dead.
T21	Hawthorn	Fell and remove stump.	Tree is dead.
T22	Holly	Fell and treat stump.	Tree is growing in direct contact with historic wall.
G33	Holly x 4	Reduce all trees to height of 1.5mtrs and retain as hedge.	Trees originally formed part of hedge but have been allowed to mature.
T35	Holly x 3	Fell and remove stumps.	Trees are inhibiting the growth and shape of T36 Yew.
T36	Yew	Reduce height by approximately 3mtrs and crown by 50%.	Tree is growing in direct contact with building.
T37	False Acacia	Pollard to height of approximately 4mtrs.	Tree is causing significant damage to the adjacent wall.
T45	Holm Oak	Pollard to height of approximately 4-5mtrs.	Reduce weight of tree due to an occluded shear crack on base of trunk.
T49	Yew	Fell and treat stump.	Tree is causing substantial damage to scheduled ancient monument.
T50	False Acacia	Reduce height by approximately 4mtrs and reshape.	Visible Ganoderma brackets visible on the trunk.
G51	Mixed Group	Fell and remove stumps.	To reveal structure as it's frequented by drug users and other undesirables.
T52	Holm Oak	Fell and remove stump.	Significant decay present on scaffold limbs, danger to general public.
T56	Yew	Reduce height by approximately 5mtrs and reshape.	Previous stem failure causing decay to trunk.
T57	Yew	Remove epicormic growth.	In order to inspect tree to defects.
T58	Plane	Reduce canopy to NW by 3mtrs & use threaded rods to secure rubbing limbs.	Limbs over-extending to the NW and causing damage to T56 Yew.
T59	Plane	Reduce canopy to NE by 6mtrs and height by 2mtrs.	Tree is leaning heavily to NE with historic cavity half way through trunk.
T60	Plane	Reduce canopy to South by approximately 4 mtrs.	Reduce risk of damage as limbs are in close proximity to Cathedral.
T61	Norway Maple	Fell tree and remove stump.	Location of tree causes issues to general public and access to Cathedral.
T62	Horse Chestnut	Pollard above previous point and re-shape.	Tree a number of cavities and is in close proximity to Cathedral.
T63	Beech	Reduce height of crown by approximately 5mtrs and crown by 20%.	Reduce weight of crown due to multiple pruning wounds and large cavity.
T65	Lime	Remove epicormic growth annually.	In order to inspect base of tree for defects.
T67	Hawthorn	Fell and remove stump. Replant a row of small but fastigate ornamentals.	Tree is in a poor state of health.
T68	Mulberry	Reduce SW facing upper limbs by approximately 2mtrs and re-shape.	In order to re-balance shape of crown.
G69	Mixed Group	Remove all self-seeded trees and bushes.	Growing in close proximity to historic wall.
G70	Leylandii x 4	Reduce height to roof level and re-shape.	Originally planted as hedge to hide workshop but allowed to mature.
G71	Mixed Group	Reduce height of Yew trees to level of roof and re-shape others.	All trees are growing in close proximity to Cathedral workshop.
G73	Mixed Group	Reduce limbs overhanging wall by College Precinct & remove small Willows.	To reduce risk of injury to the general public and protect historical wall.

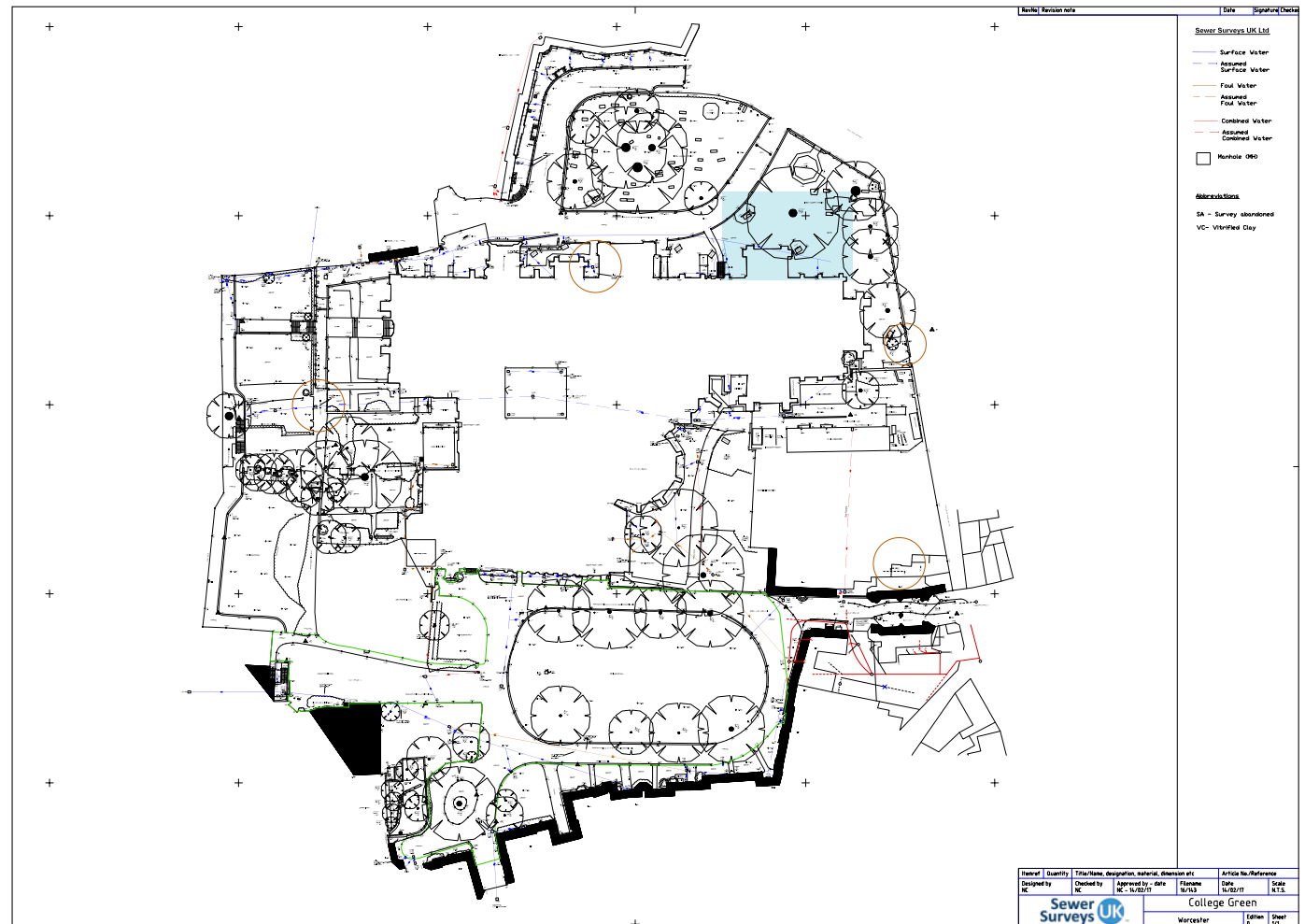
## CATHEDRAL PRECINCT > CURRENT CONDITION > ECOLOGY & PLANTING





# CATHEDRAL PRECINCT

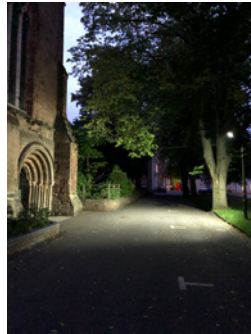
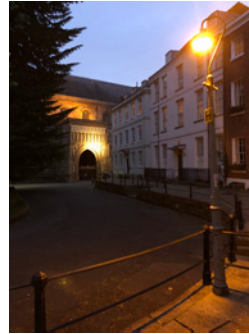
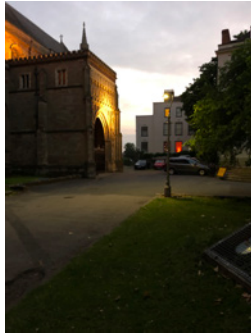
## > CURRENT CONDITION > BLUE INFRASTRUCTURE



Plan of Combined Foul and Surface Water Drainage System

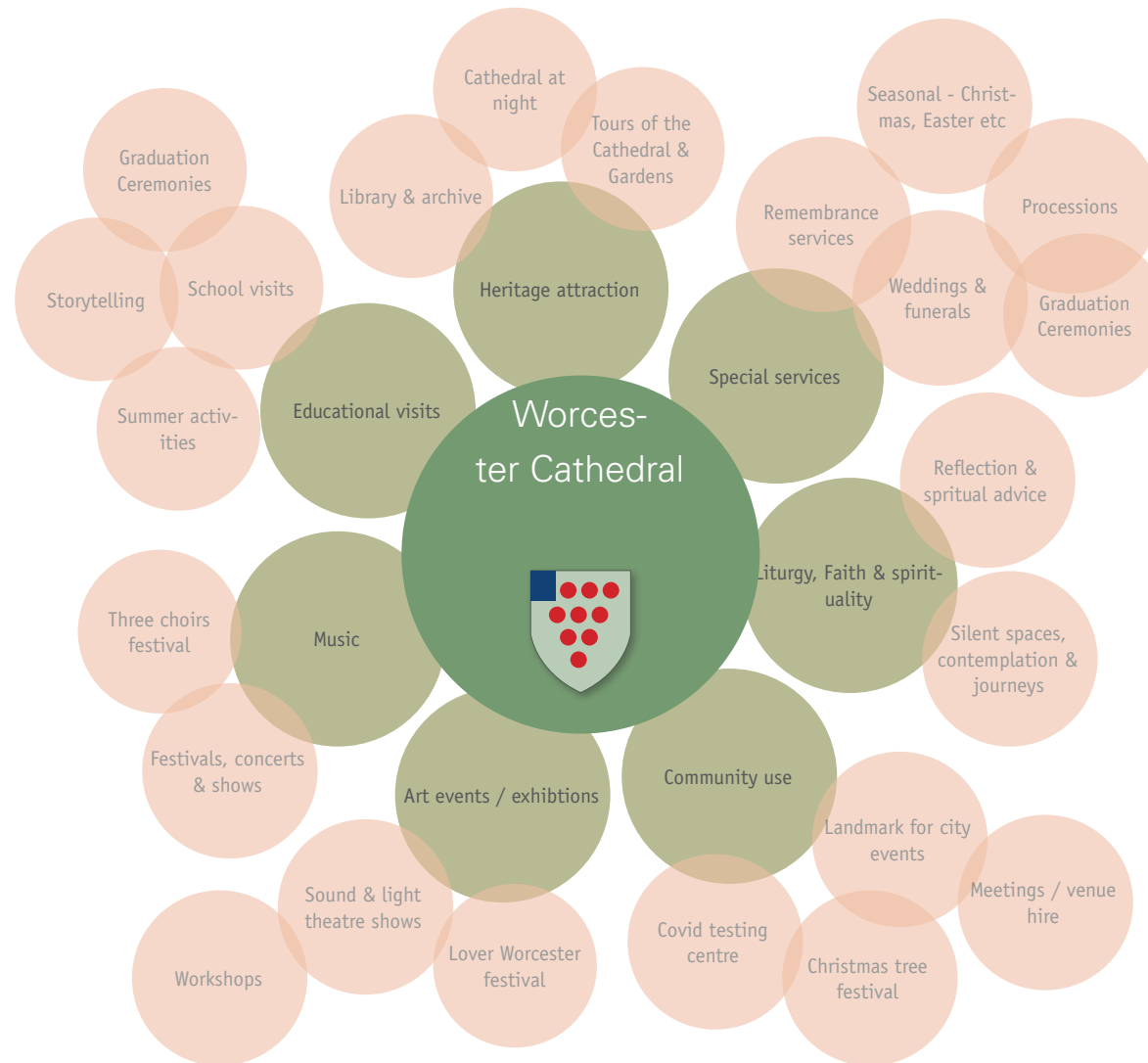


## CATHEDRAL PRECINCT > CURRENT CONDITION > LIGHTING



Lighting in the precinct is not energy-efficient (Non LED)  
and in places is unevenly distributed

## CATHEDRAL PRECINCT > ACTIVITIES & USES

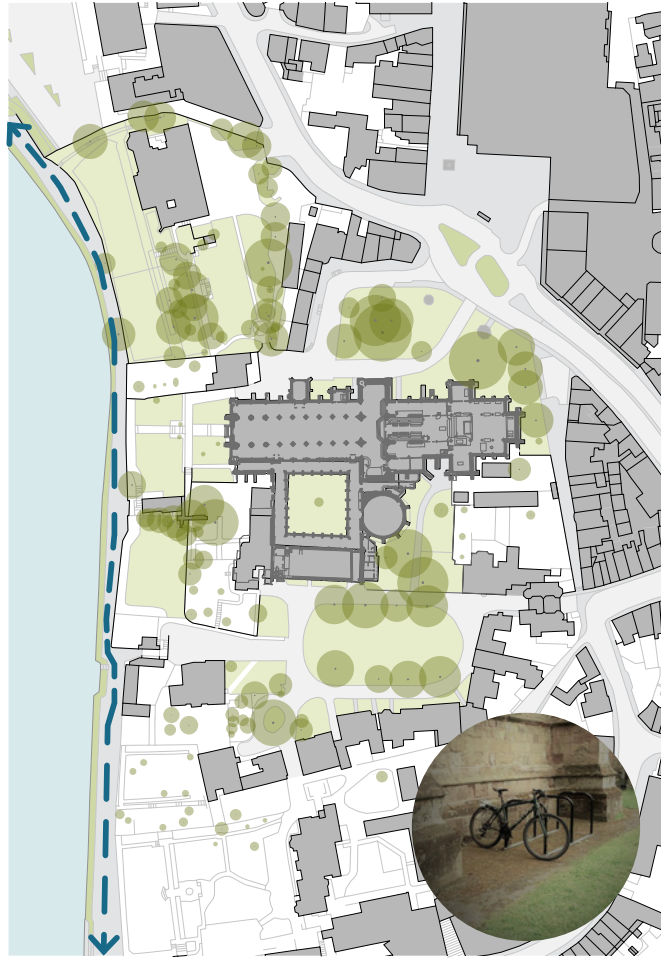




## CATHEDRAL PRECINCT > CURRENT CONDITION > PEDESTRIAN ACCESS



Pedestrian movement



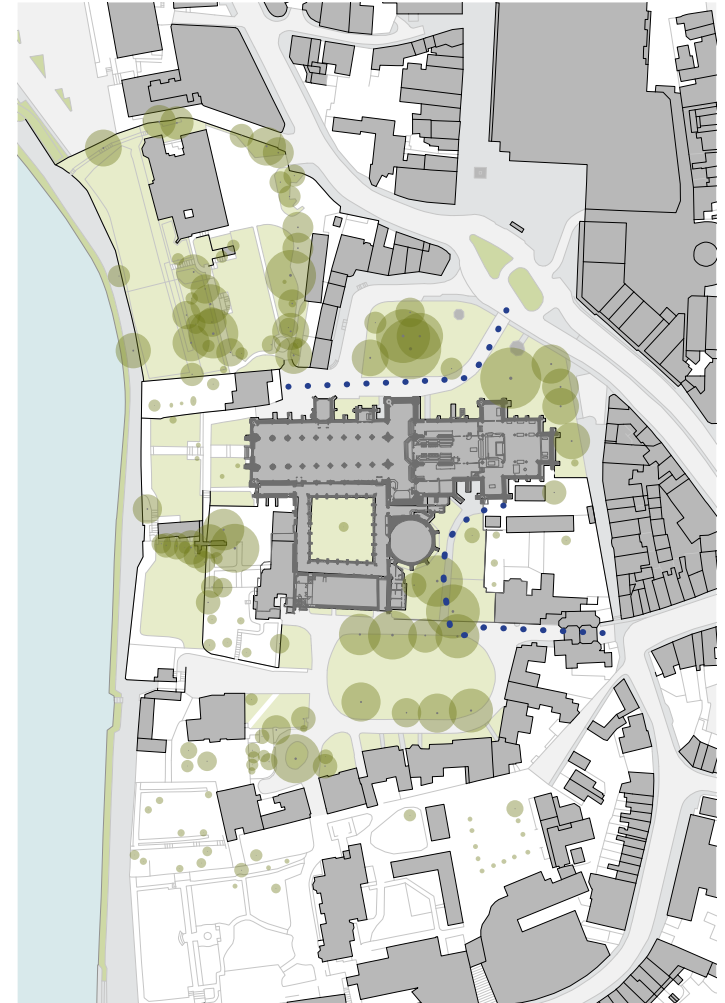
Cycle movement / stands



Access | issues



## CATHEDRAL PRECINCT > CURRENT CONDITION > VEHICLE ACCESS



Vehicles / deliveries

## CATHEDRAL PRECINCT > CURRENT CONDITION > WASTE MANAGEMENT



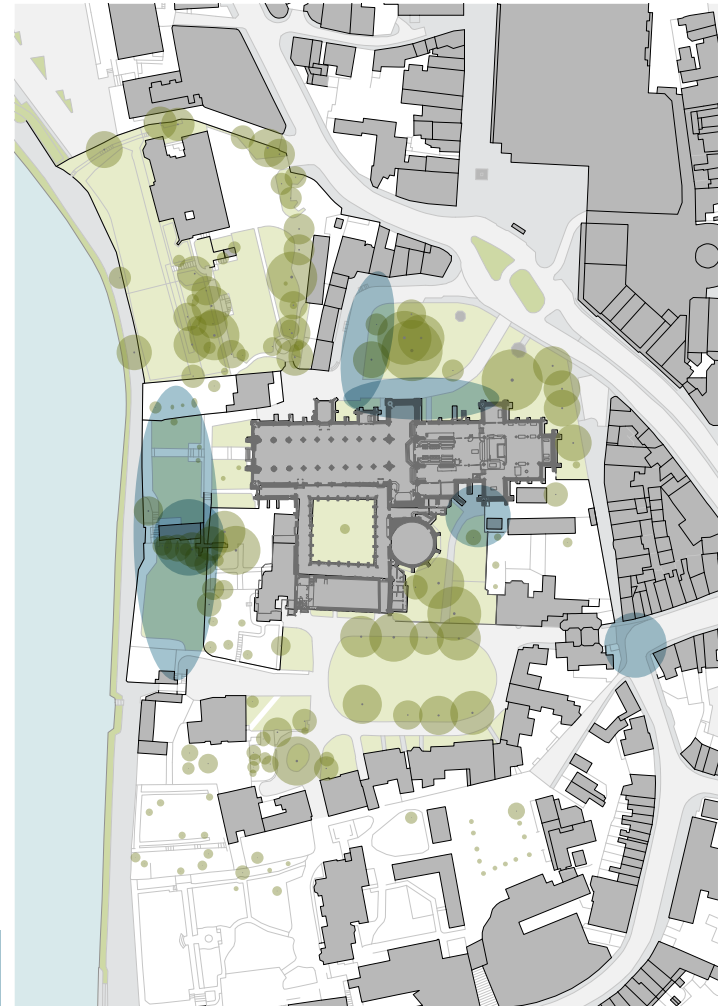


## CATHEDRAL PRECINCT > MANAGEMENT | MAINTENANCE

Local Authority  
Maintained



Landscape Management



Areas cited as 'Grot' spots





Landscape Architecture & Design

The logo consists of a thick black horizontal bar. A white rectangular box is positioned on the left side of this bar, containing the text 'landscapeprojects' in a lowercase, monospaced font. The bar continues to the right of the white box as a solid black rectangle.

landscapeprojects

31 Blackfriars Road Salford Manchester M3 7AQ  
PHONE: 0161 839 8336 FAX: 0161 839 7155  
EMAIL: [post@landscapeprojects.co.uk](mailto:post@landscapeprojects.co.uk)





# Worcester Cathedral College Yard Landscape

## WoCa-CY Interpretation workshop

document	WoCa-CY Interpret	V2	
date	23-06-015	23-06-20	
by	NS-LP	NS-LP	
for	information	Comment	

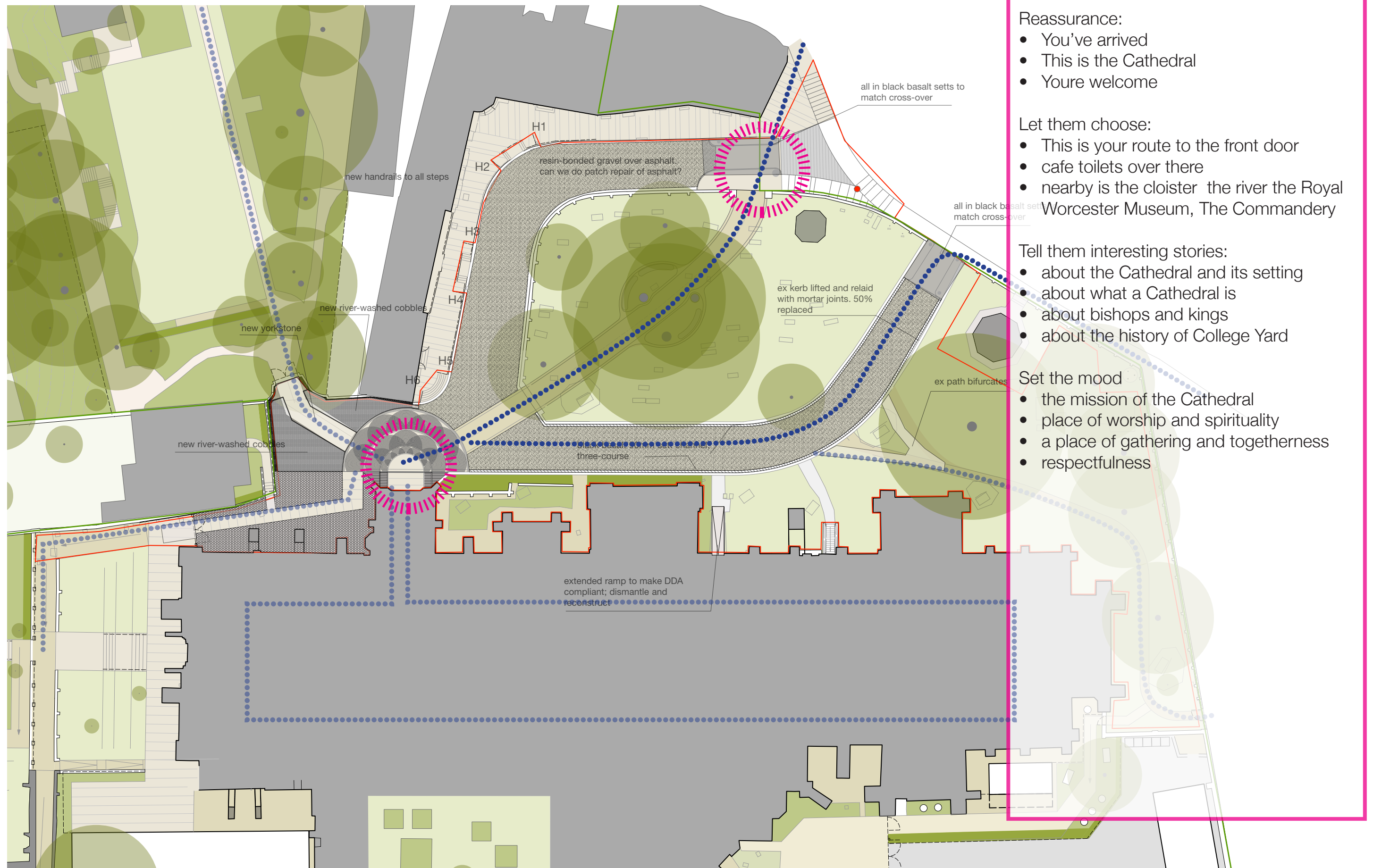
Landscape Architecture & Design



31 Blackfriars Road Salford Manchester M3 7AQ  
PHONE: 0161 839 8336 FAX: 0161 839 7155  
EMAIL: [post@landscapeprojects.co.uk](mailto:post@landscapeprojects.co.uk)

# Visitor Experience in College Yard

: proposals should integrate with wider strategy for Visitor Experience at Worcester Cathedral



# Interpretation in College Yard

1. Welcome The Cathedral 1	welcome sign map or 3D model short intro to the cathedral what it is, what you will find inside, welcome
-------------------------------	-------------------------------------------------------------------------------------------------------------------

2. The Cathedral and Worcester	Int Boards :Place of power national importance (kings) Place of refuge tranquility nature
--------------------------------	-------------------------------------------------------------------------------------------------

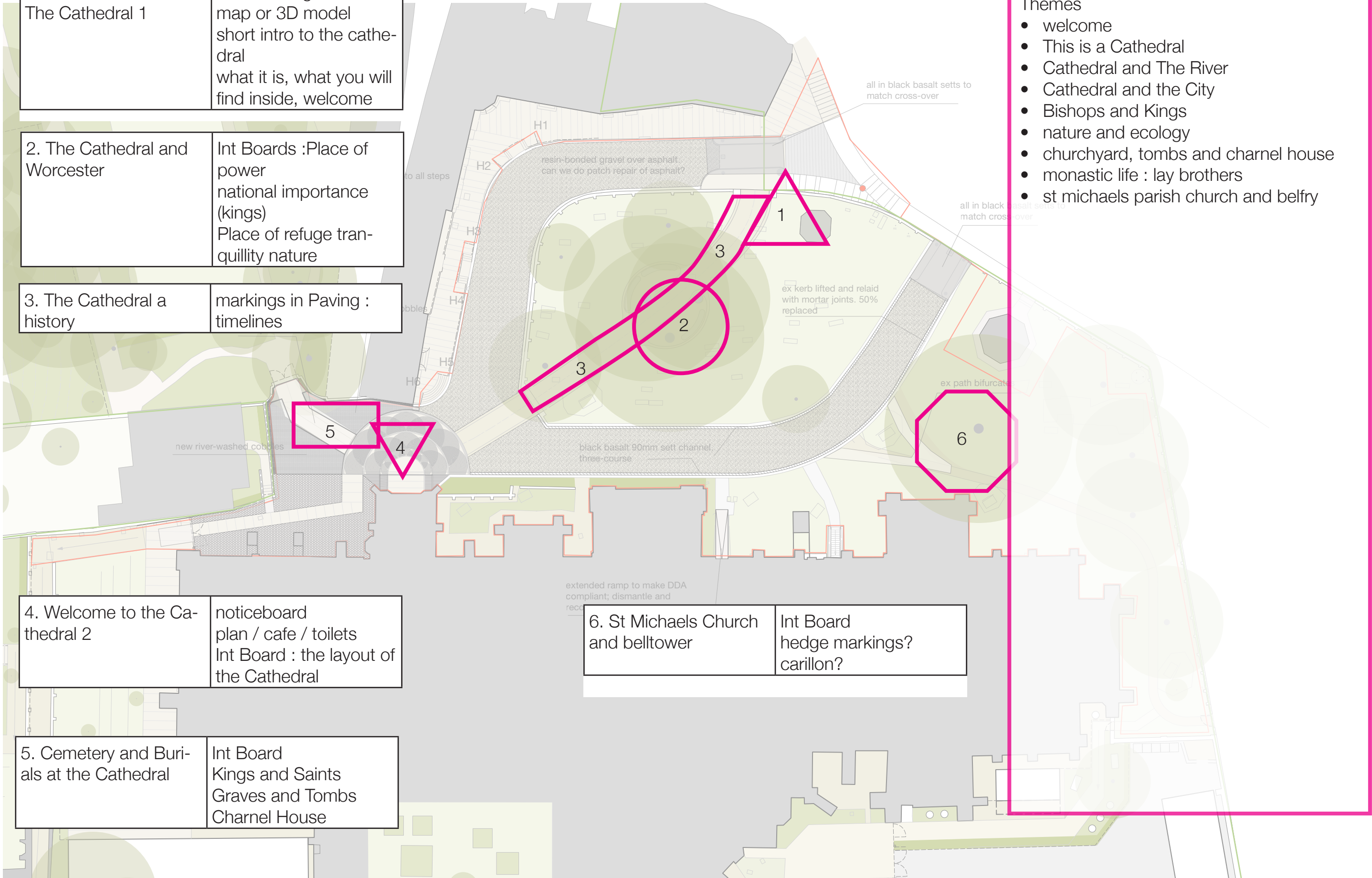
3. The Cathedral a history	markings in Paving : timelines
----------------------------	--------------------------------

4. Welcome to the Cathedral 2	noticeboard plan / cafe / toilets Int Board : the layout of the Cathedral
-------------------------------	---------------------------------------------------------------------------------

5. Cemetery and Burials at the Cathedral	Int Board Kings and Saints Graves and Tombs Charnel House
------------------------------------------	--------------------------------------------------------------------

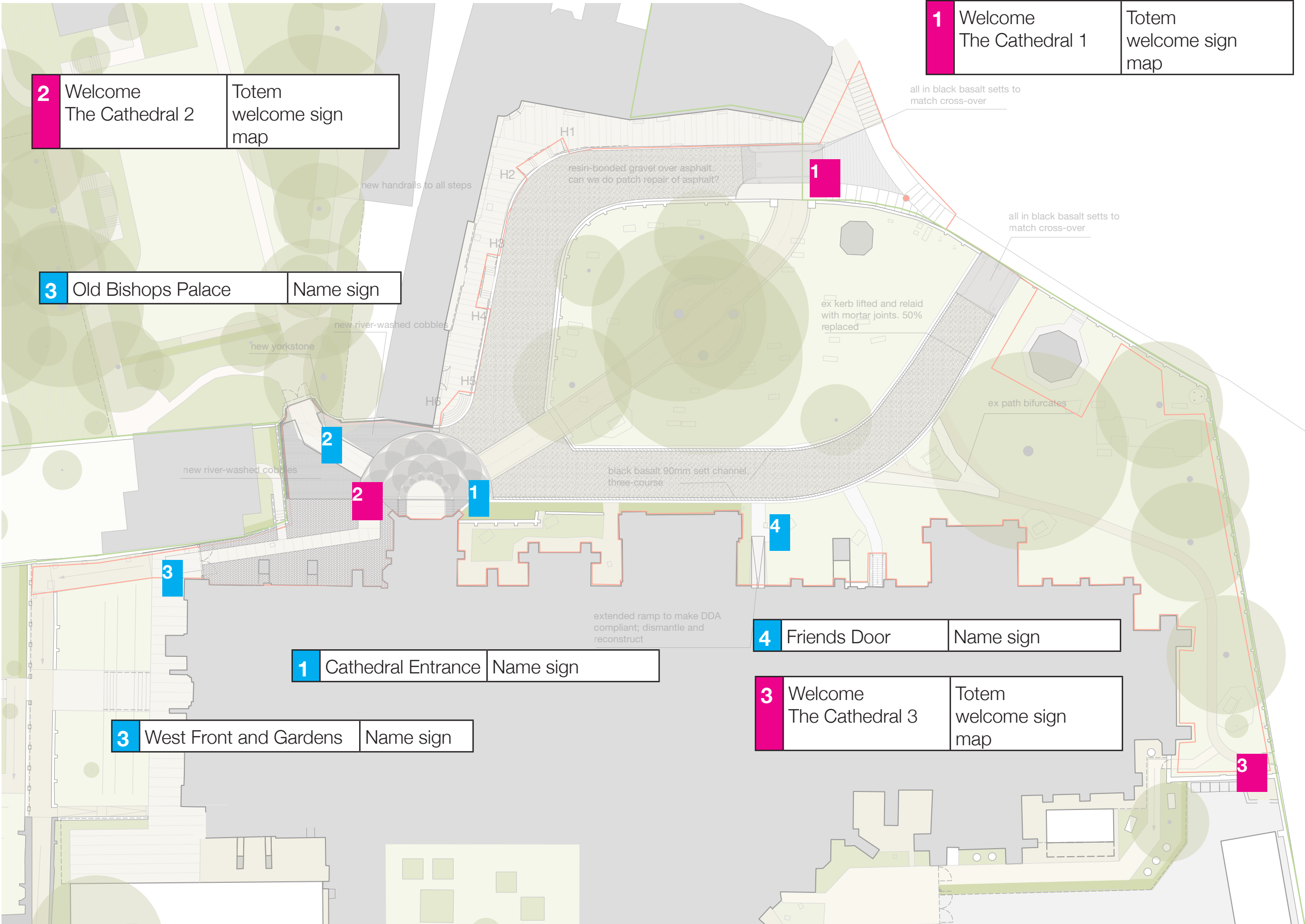
6. St Michaels Church and belltower	Int Board hedge markings? carillon?
-------------------------------------	-------------------------------------------

- Themes
- welcome
  - This is a Cathedral
  - Cathedral and The River
  - Cathedral and the City
  - Bishops and Kings
  - nature and ecology
  - churchyard, tombs and charnel house
  - monastic life : lay brothers
  - st michael's parish church and belfry





# Signage in College Yard





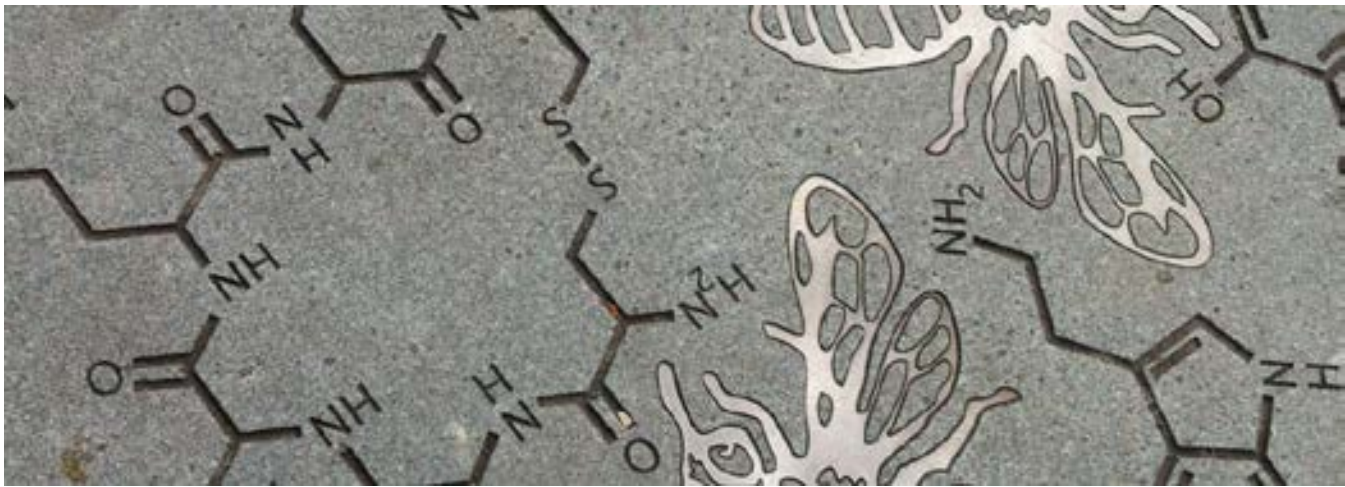
orientation | wayfinding | interpretation

1	Welcome The Cathedral 1	Totem welcome sign map
---	----------------------------	------------------------------





Interpretation



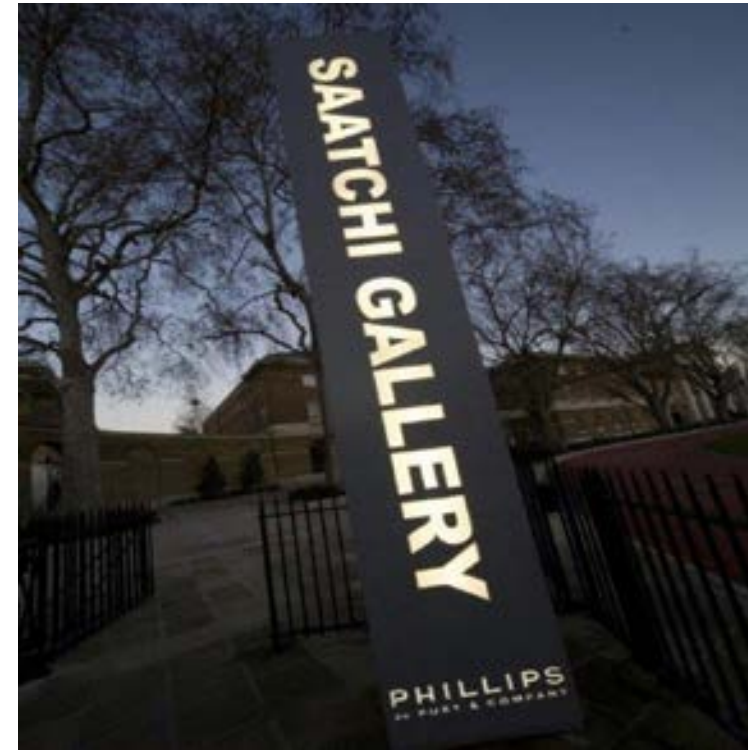


## In-ground Interpretation : sketch





## Signage : graphic style | lettering | colours



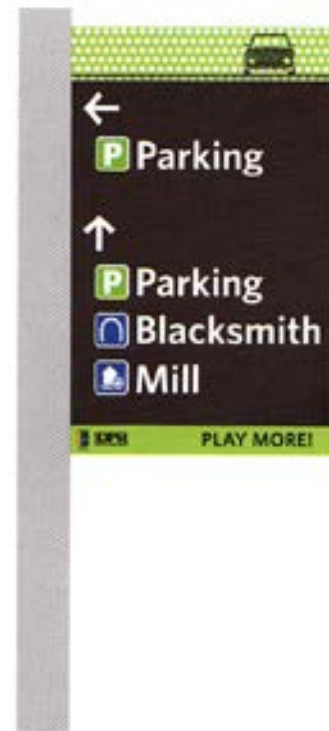
signage - does it need to be seen from Cathedral Square? At night time?  
(when the Cathedral has a very big presence)



Park identification



Pedestrian directional



Vehicular directional



## Information Boards

events, activities

people and assistance

places toilets, cafe

further information

help



Is it...

Essential that visitors are made aware of any safety issues and responsibilities?

Safety issues may include slippery and uneven surfaces, deep water, steep steps.

Visitor responsibilities may include respecting the Cathedral and staff, not interfering with worship and activities, supervising children, keeping dogs on leash, not climbing monuments, not lighting fires, taking home all rubbish, closing gates, no metal detecting...



# Brand Guidelines

**FINAL**

JAN 2023



**WORCESTER**  

---

**CATHEDRAL**



# Introduction

- This document sets out Worcester Cathedral's guidelines for external communications and we ask that you stick to these as closely as possible, to present a professional and consistent outward presence.
- This version provides an update to what we have already and is not a rebranding exercise.
- This is a working document and is intended as a guide, but we hope provides a clear outline of Worcester Cathedral's style and values which links in with our overarching 5-year vision.
- Signage and branding isn't just a fad; it presents, shapes, and underpins our values of prayer, learning, and welcome.
- At the heart of everything we do lies the commitment, as a Christian community inspired by our Benedictine heritage, to prayer, learning, and welcome; and promoting the values of love, compassion, justice, and freedom.
- We strive for beauty, integrity, and authenticity, and we hope that this guide helps us to achieve this through our outreach.
- Our publicity, website, and social media presence will be bold, engaging, and imaginative.



# Typeface

- Worship and music publications (orders of service, schemes etc) require a longer term review in conjunction with the CofE and for now should continue to use Gill Sans until notified otherwise.
- For all other external communications, please avoid using Gill Sans in new posters, signage, documents, emails, publicity etc.
- We suggest the following fonts which align to our current branding style (see next slide):

*NB: We have tried to present a selection of suggestions that are widely available across Microsoft applications and Canva.*





# Font Guide

## Sans Serif:

- Ebrima (recommended)
- Arial
- Roboto (available in Canva)

## Serif:

- Baskerville family
- Libre Baskerville (available in Canva)

*NB: Baskerville is used on the Worcester Cathedral website.*

Emails: Please use Ebrima as your default font in all emails going forward.



## Primary Colour Palette

Green  
C 86  
M 35  
Y 80  
K 25

Dark Green  
C 85  
M 39  
Y 82  
K 46

Red  
C 0  
M 84  
Y 72  
K 34

Yellow  
C 0  
M 26  
Y 89  
K 22

Gold Mix  
C 15  
M 30  
Y 80  
K 10

Beige  
C 0  
M 10  
Y 33  
K 19

Undercroft Grey  
C 0  
M 2  
Y 5  
K 71

Green  
R 27  
G 124  
B 38  
HEX: #1b7c26

Dark Green  
R 21  
G 84  
B 25  
HEX: #155419

Red  
R 166  
G 25  
B 46  
HEX: #a6192e

Yellow  
R 198  
G 146  
B 20  
HEX: #c69214

Gold Mix  
R 195  
G 161  
B 46  
HEX: #c3a12e

Beige  
R 207  
G 186  
B 138  
HEX: #cfba8a

Undercroft Grey  
R 73  
G 68  
B 60  
HEX: #49443c

Green  
PMS 356c

Dark Green  
PMS 357c

Red  
PMS 187

Yellow  
PMS 1245

Gold Mix  
PMS 457c

Beige  
PMS 7502

Undercroft Grey  
PMS 446c



# Secondary Colour Palette

We would like to introduce sub-themes using our current pallet, with the following alternative suggestions:

- a. Cathedral Green (for visitor information, service times, events),
- b. Undercroft Grey (for learning, educational, history, heritage),
- We are trialling new signs for King John and Prince Arthur's Chantry Chapel. We are working with New College to get the accessibility correct and also will ask visitors for their opinion before rolling out any larger scale project.





## Design

For design work, i.e. posters, flyers, leaflets etc. we recommend using a Canva free account ([www.canva.com](http://www.canva.com)). Once we are registered as a charity we can upgrade for free to Canva Pro which means we get a lot more templates and elements. You can then all join the Cathedral team and easily share and modify templates within Canva. If you can use publisher, you'll find Canva easier and better!

The fonts that should be used on Canva are not widely available, however:

The serif font is **Libre Baskerville**.

The sans serif font is **Roboto** (Google suggests Arial as a suitable alternative).

If you are not confident in using Canva, there is a poster template below, which we suggest you download, save and edit. You can change the colours (within the colour palette) and layout, it is intended as a guide. You can also change the transparency of the colours, provided they are the correct colours from the palette originally.

Poster Design Guidelines:

Please include:

- Title, Subtitle & Main text
- Be as succinct as possible
- The higher the contrast the better



PosterTemplate.pub



WORCESTER  
CATHEDRAL

# Logo

Hi res logos are saved on the server here: <Z:\Communication\Logos> or you can copy and paste the ones below.



\* We recommend that you use the transparent logo, unless the logo is placed on a white background.



WORCESTER  
CATHEDRAL

# Logo continued...

Please use on all external materials, i.e. posters, service booklets, leaflets, flyers, signage etc.

Guidance for use:

- Please place the logo left or right, but avoid centre.
- Please use hi-res versions
- Please do not alter colours



- Please do not distort



- Please do not add graphics



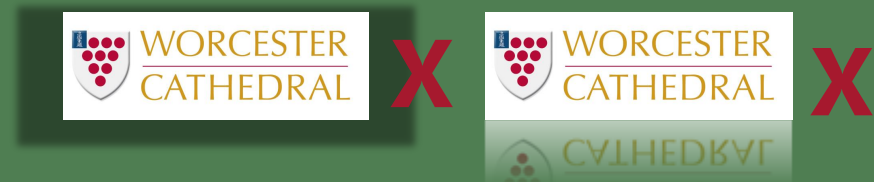
- Always ensure proper legibility



- Do not rotate or crop the logo



- Do not add shadow or other effects to the logo



- Please use the logo with the shield, not without







# Notices & Signage

## **Be positive**

- ✓ 'The nave is being used for the annual ordination of priests. Visitors are welcome to attend the service, and general visiting will begin at 3pm.'
- ✗ 'The nave is closed for a service and will be open at 3pm.'

## **Avoid vague apologies and thanks**

- ✓ 'The Chapter wishes to apologise for the closure of the east end due to building works.'
- ✗ 'We apologise for any inconvenience.'

## **Avoid 'We' and 'Us' Language**

- ✓ 'Welcome to Worcester Cathedral and enjoy your visit.'
- ✗ 'We welcome you to Worcester Cathedral and we hope you enjoy your visit.'

## **Be Succinct**

- ✓ 'Exit' with an arrow is enough.
- ✗ 'Exit this way' with an arrow is too much.

## **Use a clear and consistent typeface**

As outlined in the brand guidelines.

## **Have a suite of notices which can be adapted for particular occasions**

## **Ban notices which don't conform**

- ✗ Ensure groups within the Cathedral do not put up their own notices (especially with sellotape).



# Covid Signage

We would ask that we now retire all covid-era yellow signage immediately.



# Summary

We ask all colleagues to stick to these guidelines as closely as possible in all external facing materials and communications, including email.

Questions, copy checks and proofs can always be directed to the Vice-Dean, Canon Stephen Edwards, the PR & Digital Communications Manager, Sarah Bowyer, or the Learning Director, Daniel Parnell, who will be happy to help.

Thank you.