



WARWICK CASTLE

MASTERPLAN

JANUARY 2020





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I. THE MASTERPLAN DOCUMENT

Introduction to Warwick Castle

1.1 Warwick Castle is branded as 'Britain's Ultimate Castle' where guests are invited to experience the fun of real history. From its origins in 1068, the Castle has developed in various phases, starting as a simple defensive fort to a substantial stately home. Unlike many Castles in Britain, Warwick is substantially intact — that presents opportunities and challenges in itself — and has over 1,000 years of history to present to its guests.



1.2 The Castle's location, effectively within the town of Warwick, its proximity to neighbours, private ownership structure, extent of heritage designations and scale of the buildings create the context within which it is managed. This context is relatively complex, presenting a variety of challenges. The solution to these requires a balance to be reached. The purpose of this document is to explain the various facets of Warwick Castle, the challenges it faces and thoughts about the solutions that will be proposed over the next decade or thereabouts. These are framed by longevity of the Castle — whereby many interventions made are only now in place for a relatively short period of time — and the universal expectation and desire that the Castle remains in good condition for centuries to come.

1.3 Warwick Castle and its grounds are located on the south-east of Warwick town centre and extends to 42ha. Warwick Castle is designated a Grade I Listed Building and, in part, a Scheduled Monument (SM). The Castle and its grounds are Grade I listed on English Heritage's Register of Park and Gardens and are located within the Warwick Conservation Area.

1.4 The Castle is also surrounded by a number of buildings and landscapes which are of high heritage value. These include the Stables, marking the main north entrance to the Castle (Grade II*), 5 Castle Street (Grade II listed), a portion of the boundary wall to Warwick Castle abutting part of Castle Lane (Grade II) and the Conservatory (Grade II*) located to the west of the site.

1.5 Merlin Entertainments Group (MEG) has owned and managed Warwick Castle, since the acquisition of The Tussauds Group (TTG) in 2007. MEG is the leading name in location-based, family entertainment and is Europe's Number one and the world's number one visitor attraction operator. Merlin now operates 120 attractions, 13 hotels, 5 holiday villages in 24 countries and across 4 continents. As a leading global business, MEG expects each visitor attraction to meet high standards, especially in meeting or exceeding visitor expectations.

1.6 The Castle was sold by Lord Brooke in 1978 to The Tussaud's Group. Whilst the Castle had been open to the public, it required significant investment and expertise to manage the property as a high quality visitor attraction. Since 1978, an extensive investment and refurbishment programme has been undertaken to ensure the fabric of the Castle and grounds are enhanced and maintained. The continued attraction of visitors to the Castle is vital for its economic viability and to ensure that funds are available for the upkeep of the heritage assets. As public sector funding is not available to the Castle, it is critical that it is able to continue to attract visitors and investment to continue the extensive heritage restoration programme and offer visitors the experience and standards they expect from a visitor attraction in the 21st Century.



Warwick Castle

Policy Background

I.7 This Masterplan responds to the Local Plan (adopted September 2017) and in particular Policy CT6. This policy states that development at Warwick Castle should be brought forward in line with an approved Masterplan.

I.8 It is intended (as set out in Policy CT6) that the Masterplan will provide the framework within which planning applications will be determined and will identify:

- the physical and economic context of the site;
- the significance of heritage assets within the vicinity and how they will be sustained and enhanced;
- the development principles for future proposals;
- the location of developments and how they relate to the heritage assets; and,
- how the proposals support the vitality and viability of the local economy.

I.9 The Local Plan recognises tourism as a key part of the local economy and the Council's strategy seeks to positively promote and actively deliver tourism. The District's cultural assets and visitor facilities should therefore be supported to grow and improve in ways which maintain their attractiveness and integrity, particularly those assets associated with the historic environment. Policy CT6 supports the role of Warwick Castle as a nationally / internationally renowned attraction at the same time as ensuring the significance of the local heritage assets (including the Castle itself) are sustained and enhanced. It is also important that the mix of activities on offer within the Castle grounds allows both the Castle and the Town Centre to play to their strengths to the mutual benefit of both.

Purpose of the Document

I.10 Competition within the leisure industry and the expectations of visitors to leisure attractions and accommodation continues to grow, including expectations about the quality of the leisure experience, whether it is places to stay or visit. Leisure operators need to refresh and renew their facilities in order to attract and maintain visitors, including "repeat" visitors.

I.11 The approach for future development at Warwick Castle has to address its context. The Castle is one of a limited number of heritage based visitor attractions across the country which is privately funded and, unlike many other visitor attractions, does not benefit from public funding. It is, therefore, essential for MEG, over and above other operators, to ensure it can continue to appeal to all audiences.

I.12 To remain 'attractive' to visitors the Castle has to be managed and operated in a way that meets customer's expectations and provides a 'day out' that is as good as, or better than, the competition provides. In the leisure and tourism sector the competition is wide. When deciding on how to spend leisure time, potential visitors to the Castle will have a wide range of options, not just other heritage attractions. The Castle has to provide the 'services' to compete in its market.

I.13 The facilities and services provided at other leisure / visitor attractions influence the expectation of visitors. Some examples are set out later in this document. These set the context within which the Castle operates.

I.14 It is only with visitors to the Castle that money is generated to employ staff and, importantly, maintain the fabric of the buildings and grounds. The extensive work undertaken will be summarised later in this document.

I.15 This document provides a snapshot of how Warwick Castle and its grounds have developed throughout its history, as well as establishing the 'Vision' for the Castle over about the next 10 years (to the mid-2020s).

I.16 Responding to the policy background, this document is the final draft of the future masterplan for the site. This document therefore:

- Provides a brief history of Warwick Castle (Section 2.0);
- Outlines the background information on the relevant Planning and Heritage Policy and Guidance (Section 3.0);
- Identifies the site context for the Castle (Section 4.0);
- Explains the visitor attraction market (Section 5.0);
- Presents an assessment of the Heritage and Economic Impacts of Warwick Castle (Section 6.0);
- Sets out the proposed Masterplan concepts and guiding principles for projects (Section 7.0); and,
- Takes a look forward, setting the Vision for Warwick Castle that will support its continuing success (Section 8.0);
- Explains the Stakeholder and public consultation undertaken on the Masterplan (Appendix 4).



Show in the courtyard

2.A BRIEF HISTORY



The Mound at Warwick Castle

The Early Years

2.1 The first castle at Warwick was erected in 1068 as one of the earliest fortifications in the kingdom established by William the Conqueror. The motte (the mound) and bailey (enclosed courtyard below the mound) structure of the original Castle was a Norman importation. It was built partly on the remains of an Anglo Saxon burgh (fortified dwelling) which was established on the site in 914. The motte and bailey would have been very different from the Castle seen today, but the general plan form is likely to have been similar, in terms of the partially rectangular mound to the south-west and the enclosed bailey to the north-east.

2.2 The motte and bailey structure was erected on a hill rising above the River Avon (Figure 2.1). This offered the greatest vantage point across the land and enabled 'The Mound' to provide the Castle with a strong defensive system. Dwellings and ancillary uses were then established within the bailey in close range of the Castle. A timber fence encompassing the top of 'The Mound' and bailey was used to define this.

2.3 By about 1260, stone had replaced wood as the principal building material. The Gatehouse, defensive corner posts and the main building (which is now the site of the house) had been built on the riverside wall of the Courtyard. Figure 2.2 illustrates the resultant changes to the external appearance of the Castle and its defensive boundary. This marked the start of Warwick Castle's role, alongside Windsor Castle, in the rise of English power.

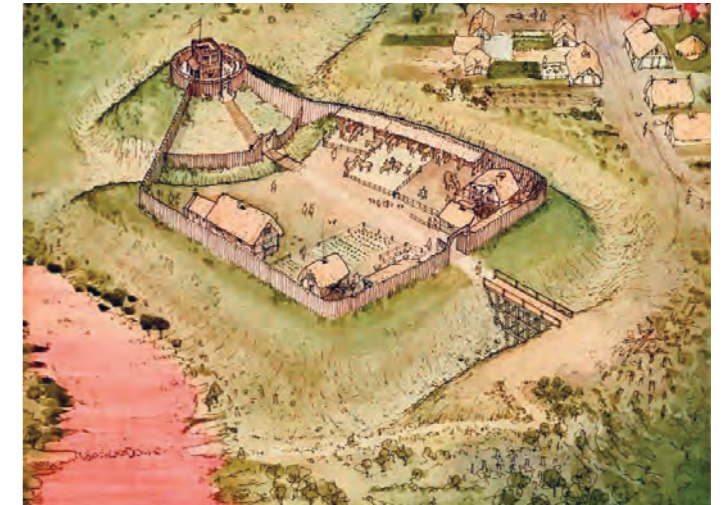


Figure 2.1: c.1070

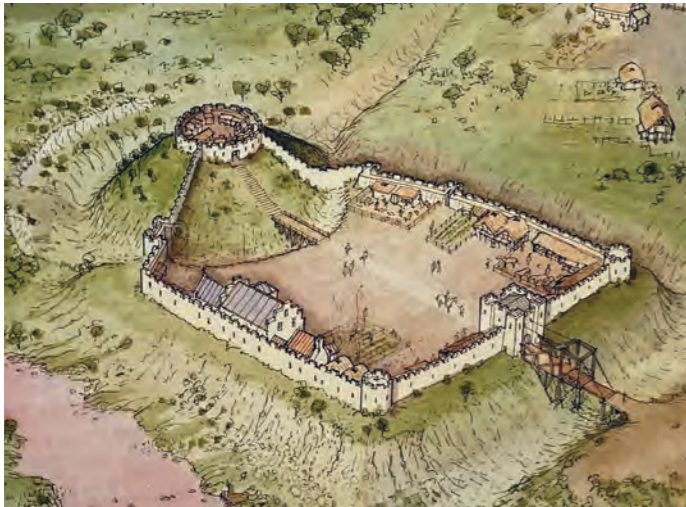


Figure 2.2: c.1260

14th Century

2.4 The 14th century witnessed the rebuilding of the domestic range. The works took place over some 50 – 80 years and involved the construction of the barbican, gate tower, the Watergate Tower and the two ‘anchor points’, Caesar’s Tower and Guy’s Tower. The Castle walls were also strengthened and the ditch (not the moat) was dug deeper to create a medieval stronghold. Much of this can still be seen on the site today.

16th Century

2.5 Following, a limited amount of construction during the 15th century, the rebuilding and improvement of Warwick Castle continued in the 16th century with the erection of the Spy Tower and ancillary lodgings (Figure 2.3).

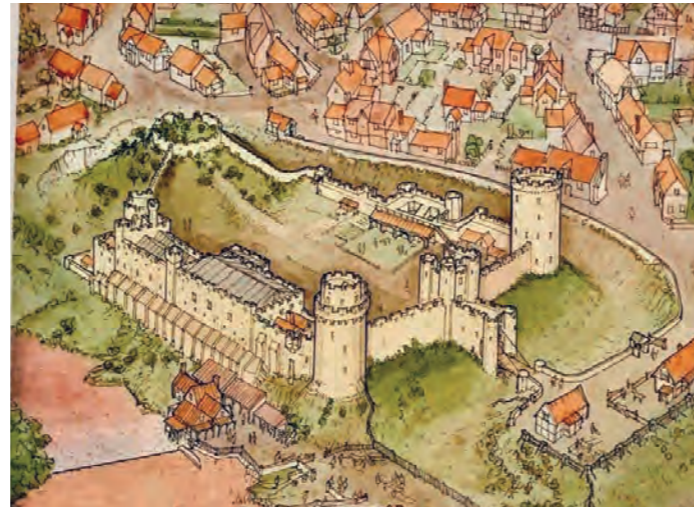


Figure 2.3: 1540

17th Century

2.6 Surveys undertaken in the 16th century confirmed signs of decay and neglect within the Castle. Shortly after, Sir Fulke Greville acquired the Castle and undertook extensive rebuilding and alteration works. This included the formation of an earth bank to reinforce the curtain wall between the Gatehouse and Guy’s Tower, the creation of a path from the Watergate Tower along the western side of The Mound and the purchase of additional land to enlarge the grounds and provide a garden and orchard.

18th Century

2.7 Following use of the Castle as a Parliamentary garrison during the mid-17th century, in about 1740, Lord Brooke (Francis Greville, First Earl of Warwick) initiated repairs to the interior of the buildings and improvement of the grounds. Much of the alterations established the character of the Castle that can be seen today (Figure 2.4).

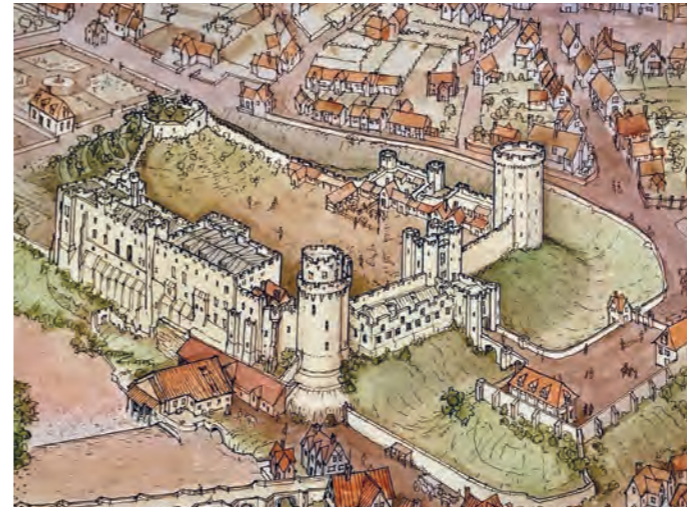


Figure 2.4: 1700

2.8 In 1744, an order was obtained to close a track that ran just outside the garden wall to the south-west of ‘The Mound’; this was the beginning of the process to reposition the town that had developed close to the Castle. Following this, Brooke instructed Lancelot ‘Capability’ Brown to redesign the landscape. This involved the removal of Fulke Greville’s walled gardens, levelling of the grounds, creation of a walkway by the River Avon, planting of trees and shrubs on ‘The Mound’ and the erection of bridges. This work led on to form the park which would later become the Registered Park and Garden.

2.9 On his father’s death, the second Earl of Warwick (George Greville) extended the boundary of the Castle grounds by stopping-up various lanes adjoining the Castle, including Banbury Road, and created a new gateway out of the Castle courtyard into the grounds. This established the perimeter that is evident today (Figure 2.5).

2.10 It was during this period that records of public visits to the Castle first emerged. This marked the start of the Castle’s contribution to the local economy of Warwickshire and a fledgling tourism industry.

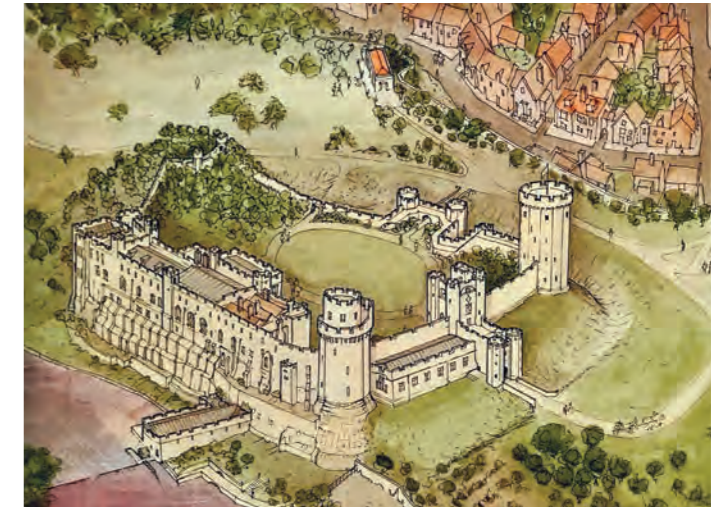


Figure 2.5: 1800

19th Century

2.11 In the 1870s the Castle was attracting more than 10,000 visitors per annum. One of the most significant additions to the grounds had been the creation of the Rose Gardens by the curator of the Royal Botanic Society’s garden in Regent’s Park.

2.12 In 1871 a fire destroyed the great hall, the private apartments to the north and the rooms above the dining room. Extensive restoration was required and as a result of the success of public appeal, the funds raised enabled the necessary works to be undertaken. By the end of the 19th Century, visitor numbers had increased to 25,000 and five guides were employed at the Castle.

2.13 A number of archaeological finds have been recorded within these areas and are documented within the archives (see Figures 2.6 to 2.8). Those of note include the sites of a number of medieval churches as original domestic buildings of the Castle; an early medieval settlement comprising four houses; the medieval domestic range of the Castle’s undercroft; a Roman coin and medieval items; and evidence of civil war activity.