



OLD ROYAL
NAVAL COLLEGE
GREENWICH

THE STORY STARTS HERE

*Our vision for an extraordinary
cultural destination*



COVER IMAGE:

‘Undaunted’, a spectacle to mark the centenary of the Representation of the People Act, as part of the Greenwich+Docklands International Festival, 2018, at the Old Royal Naval College.

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OUR VISION

We are a place like no other: a place that has for generations, inspired awe and wonder, creativity and learning.

Our historic buildings and grounds are filled with life and are one of London's most popular attractions, welcoming over 1.2 million visitors every year. It is the centrepiece of Maritime Greenwich, a UNESCO World Heritage Site.

Our vision is to build an extraordinary cultural destination revealing the site's 500 years of history to all. Our journey from Tudor Palace, Royal Hospital for Seamen, Royal Naval College to today's iconic riverside estate and campus.

Our mission is to inspire local pride and world-wide acclaim – a place which creates rich and memorable experiences.







The Old Royal Naval College has a long and celebrated 500-year history.

This is the site of Henry VIII's palace where he and both of his daughters, Queen Mary I and Queen Elizabeth I were born, where King William III and Queen Mary II commissioned the Royal Hospital for Seamen – of great significance to celebrate their reign, and where George I arrived to become King of these isles. This was the starting point of Admiral Lord Nelson's final journey and a home and inspiration for seafarers over hundreds of years.

We believe the story of Greenwich starts here.

It is also the place where some of the greatest creative geniuses of their day, Sir Christopher Wren, Sir James Thornhill, Shakespeare and even Canaletto came to display their extraordinary talent.

The unveiling of the Painted Hall and the restoration of the King William undercroft in 2019 marks a critical moment on our journey to building an extraordinary cultural destination. The project has set the template for our future ambitions. It strikes the perfect balance of conservation excellence, collaboration and audience inclusion.

Our forward mission is simple. We want to share the history of the site but also to embrace the living history of the estate today; a site alive with learning, creativity, events and festivals, a place filled with music.

Along with our site partners who activate and animate this special place, and our collaboration with Greenwich and London-wide partners, we are creating a culturally relevant and vibrant place that welcomes people of all ages and backgrounds, from near and far.

Over the next five years visitors should prepare to be surprised. Our journey to extraordinary cultural destination has barely begun. Our plans are ambitious in both in scale and quality. We will be a place of exploration, spectacle, stewardship and independence.

*Tony Hales CBE,
Chairman*

OUR VALUES

We put our values at the heart of what we do.



WE ARE BOLD

We're proud of what we have and confident to shout about it. We're adventurous and build rich partnerships for everyone's benefit.



WE ARE EMBRACING

We're warm and approachable, welcoming diverse people and ideas, and creating a positive, nurturing environment.

WE ARE RESOURCEFUL

We're flexible in our approach, resilient and responsive to new opportunities.



WE ARE IMAGINATIVE

We are inspired to create new ways of working to deepen our impact. We make inventive use of resources and relationships as we build a cultural destination.



OUR MISSION

We will inspire local and world-wide acclaim as a place which creates rich and memorable experiences.



OUR CHARITABLE AIMS ARE TO:

EDUCATE

Inspire and engage the public in heritage and creativity.

PRESERVE

Conserve and protect this historic site for the nation.

OUR STRATEGIC OBJECTIVES ARE:

1. EXPLORATION

Engage visitors via an exceptional site-wide historic, architectural and spiritual experience.

2. SPECTACLE

Inspire the public via a stimulating cultural programme.

3. STEWARDSHIP

Conserve the fabric of our breathtaking buildings, grounds and archaeology.

4. INDEPENDENCE

Grow a cultural business which secures our sustainable future.

OUR STRATEGIC OBJECTIVES

How we will achieve our ambitions for
an extraordinary cultural destination.

EXPLORATION

Engage visitors via an exceptional sitewide historic, architectural and spiritual experience

We are an award-winning visitor attraction inspiring local pride and world-wide acclaim. Our estate is a must-visit London attraction.

We deliver an experience our visitors talk about long after their visit.

WE WILL

- Reveal the richness of our stories to create a world-class visitor and learning experience.
- Inspire dialogue, debate and thought leadership in the areas of arts, culture, architecture and design.
- Champion learning and cultural inclusion: innovating ways for diverse audiences to access our stories.



SPECTACLE

Inspire the public via a spectacular, cultural programme

Our magnificent buildings are a vibrant space, full of things to do and experience. We want to be known for spectacular artistic events that draw in audiences seeking culture and creativity in their lives.

We want to connect our site to its surrounding communities.

We curate fantastic, accessible cultural experiences.

WE WILL

- Curate a thought-provoking, culturally inclusive public programme that is founded on our heritage and environment.
- Showcase the best of contemporary culture and talent to attract new and diverse audiences and occupiers.
- Create new spaces for creative work, practice and performance; build a creative network which reaches into our surrounding communities.



STEWARDSHIP

Conserve the fabric of our breathtaking buildings, grounds and archaeology

The centre-piece of the Maritime Greenwich, World Heritage Site, our historic site is protected for the public's enjoyment. The magnificence of this unique estate feeds inspiration and understanding about the arts, culture, architecture and design.

We are safeguarding a future as rich and intense as our legacy.

WE WILL

- Maintain and enrich our unique estate to the highest standard for the benefit of future generations.
- Unlock hidden spaces and heritage assets and bring them to life for the public's enjoyment.
- Be a valued estate manager, partner and collaborator for our on-site partners and neighbouring communities.



INDEPENDENCE

Nurture our people and grow a sustainable cultural business which secures our future

We are committed to becoming self-sustaining. Our public grant remains vital but to grow and reinvest we must diversify our resources.

Our people are at the heart of our vision for place and impact.

WE WILL

- Develop an enterprising and commercial culture through our organisation.
- Cultivate new and existing valued partnerships, both commercial and philanthropic, which support our commitment to sustainability.
- Build a talented and motivated team with the desire and capability to deliver our ambitions.



CASE STUDY

The image shows the interior of a grand, historic hall, likely the National Gallery in London. The space is characterized by its high ceilings, which are covered in intricate, colorful frescoes depicting various mythological and historical scenes. The walls are lined with tall, arched windows that allow natural light to fill the room. The floor is made of large, light-colored tiles arranged in a checkered pattern. In the center of the hall, there are several rows of red velvet seating. The architecture is highly detailed, with ornate columns and decorative moldings. The overall atmosphere is one of elegance and historical significance.

The £8.5 million Painted Hall conservation project, supported by a £3.1m grant from the National Lottery Heritage Fund, marks a critical moment on our journey to an extraordinary cultural destination.

Our vision for the Painted Hall project was to conserve this internationally important masterpiece to the highest standards and to embed a sustainable approach to participation, diversity and access.

The project is now the template for our future ambitions; it strikes the perfect balance of conservation excellence, inspiring and engaging audiences and putting our people, our visitors and our partners at the very heart of our work.



The Painted Hall, Greenwich is one of the most important baroque interiors in Europe. The ceiling and wall decorations were conceived and executed by Sir James Thornhill between 1707 and 1726, covering 4,266 square metres, and it is considered the greatest example of history painting on a grand scale in England. The Painted Hall project was developed with the aim of cleaning and conserving Thornhill's paintings whilst transforming the quality of visitor experience.

Whilst the conservation work was taking place the public were given a unique opportunity to get up close to view the conservation work as it took place – via a special scaffolding deck and tour of the ceiling.



During the 18 months of public access over 86,000 people got up close to the ceiling to learn about the history and meaning of the paintings and the nature of the conservation work being carried out, including over 3,000 school pupils and 200 specialist groups.

We delivered a pioneering programme of outreach and engagement including learning projects, community partnerships and skills sharing. We also worked closely with people with a range of access needs, developing visitor facilities and interpretation accessible by wheelchair users and people with sight and hearing loss.

The Painted Hall space gives us a perfect opportunity to inspire the public via a spectacular, cultural and artistic programme.

As part of the reopening celebration we hosted Boundless Skies in March 2019. The performance was a culmination of a series of workshops with professional musicians, Trinity Laban Conservatoire students, in collaboration with pupils of Simon Langton Boys. The performance was composed and choreographed music and movement in response to the stories, characters and themes of the Upper Hall.

During the project, the young people experienced the Painted Hall in a magical, inspiring way, bringing that excitement to an audience of young people and adults who have in various ways engaged with our National Lottery Heritage Funded community programmes over the past two years.

Our programming ambition aims to host events, ceremonies, performances against this spectacular backdrop from dinners, fashion shows, opera nights, choral and dance performances ensuring magnificent buildings are a vibrant space, full of things to do and experience.

During the project, we developed strong new relationships and networks with a range of partners, leading to a step change in the way we planned for and developed a diverse and accessible visitor offer across all our programmes and interpretation.

The reopening of the newly conserved Painted Hall in March 2019 with an enhanced visitor experience and rich interpretation devices for the public is anticipated to bring us in annually over £1.3m in ticket sales, which will help us to continue to deliver our charitable aims of conserving our magnificent Baroque buildings and grounds for present and future generations.

Integral to this has been the restoration of the King William Undercroft as a new visitor centre area, with a new café, shop and interpretation gallery creating opportunities for enterprise and income generation to sustain the future of the site.





OLD ROYAL
NAVAL COLLEGE
GREENWICH



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