



NORWICH CASTLE:  
GATEWAY TO  
MEDIEVAL ENGLAND



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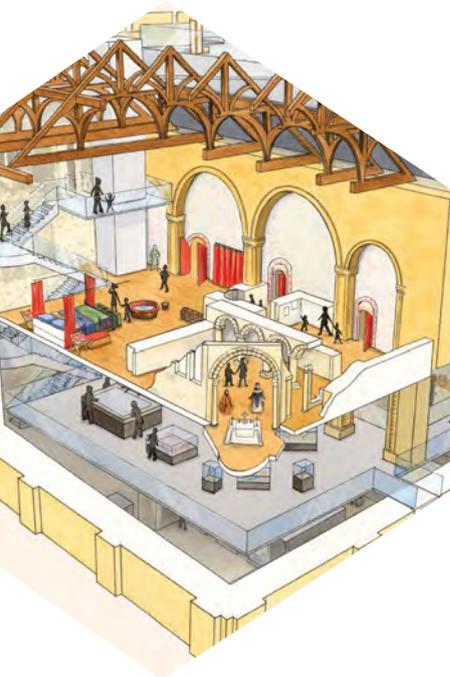
Gateway to Medieval England is a four year project that will transform the magnificent Keep within Norwich Castle back to its appearance under the great Norman Kings.

Norwich Castle is an historic building of international importance, dominating the skyline and has remained a constant in the City for over 1000 years.

Despite its familiarity and prominence the elaborate Romanesque Keep is not widely appreciated.

This project will restore the lost architectural grandeur and bring to life one of Europe's most important 12th century secular buildings, at the heart of one of its most complete medieval cities.

In response to feedback from an extensive programme of consultation with stakeholders and audiences the project will restore the past and secure a glorious future for our great City.



## The project will:

- Secure the future of the 900-year-old monument and interpret the building in engaging and historically accurate ways
- Reinststate the medieval floor levels of the Keep to make all five levels fully accessible, from basement to battlements
- Develop a new medieval gallery in partnership with the British Museum that will showcase nationally important medieval treasures
- Transform the quality and depth of the visitor experience from arrival in the Castle grounds
- Create a powerful learning experience for families, community groups and schools

## The result will be:

- The transformation of Norwich Castle into the premier heritage attraction in the East of England, attracting 300,000 visitors per year
- An inspirational learning resource for Norfolk's schools with the capacity to welcome 30,000 school children per year
- A greatly enhanced regional and international profile for Norwich as a major cultural tourism destination
- A positive and significant economic impact for local businesses in terms of creating jobs, providing skills, giving training opportunities and a destination for hospitality and events

**We need the support of the business community to realise this ambitious vision for Norwich Castle.**

## Project timeline

**2016**

Major support from the Heritage Lottery Fund to develop the project

**2017**

New designs to show how the Keep will be transformed from basement to battlements



**Keep  
Giving**

**Corporate  
Support  
Packages**

We are offering a range of corporate packages that are distinctive, rewarding, reflect corporate values and meet business objectives through corporate social responsibility. The packages can be flexible to suit your requirements as a **Member, Friend, Partner, Patron or Benefactor.**

By supporting this project financially you have the opportunity to:

- Leave a distinctive mark in history
- Be part of something that puts Norfolk on the international map
- Develop a network with Norfolk's leading companies
- Offer clients and partners a unique hospitality location
- Align your brand with the British Museum - internationally recognised as one of the world's most prestigious cultural institutions
- Extend the relationship to your staff by offering access to exclusive events, behind-the-scenes tours and team building opportunities
- Give your brand exposure through PR opportunities, logo placement and digital recognition.



**This is a prestigious once in a lifetime opportunity for your business to really make a difference.**



**2018**

Programme of events as the building is prepared for its facelift

**2019**

Works on site to restore the Keep to its former medieval glory

**2020**

The finishing touches to prepare the Castle for its grand re-opening



**Stephen Fry**  
– Project Patron

“Norwich Castle looms over my memory much as it looms over the city of Norwich – grand, imposing, amazingly pristine, but a friendly landmark too – something that brings a smile and a sense of assurance and welcome familiarity. There is nothing wrong with citizens feeling a little pride in how important a city Norwich has been over the years.

But the Castle and its stupendous keep, while great to explore as heritage are so much more than that. Many local people seem to be unaware that Norwich Castle houses one of the great museums in the land. It’s just one more reason to be proud of Norwich...”

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Gateway to Medieval England has been supported by a major development grant from the National Lottery through the Heritage Lottery Fund.



**LOTTERY FUNDED**

**We would also like to thank the following for their kind support towards the project:**

- |                                   |  |
|-----------------------------------|--|
| East Anglia Art Fund              | The British Museum                                 |
| Eastern Daily Press               | The Charles Littlewood Hill Trust                  |
| Friends of the Norwich Museums    | The Educational Foundation of Alderman John Norman |
| Garfield Weston Foundation        | The Geoffrey Watling Charity                       |
| Historic England                  | The John Jarrold Trust                             |
| New Anglia LEP                    | The Paul Bassham Charitable Trust                  |
| Norwich BID                       |  |
| Norwich Town Close Estate Charity |  |



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**ARTS COUNCIL ENGLAND**

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For more information about this project and the corporate appeal please contact:

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