

Visit Worcestershire

Civil War 375 Commemoration Grant Scheme

1. Introduction

In 2026, Worcestershire marks the **375th anniversary of the Battle of Worcester**, the final battle of the English Civil War. This anniversary presents a major opportunity to celebrate the county's pivotal role in shaping national history, deepen pride in place, attracting visitors, and encouraging the development of new heritage-led experiences.

To support this, Visit Worcestershire has launched a **Civil War Commemoration Fund**. The fund will help businesses, community organisations and heritage partners deliver high-quality, bookable experiences or events that celebrate this important anniversary and contribute to Worcestershire's wider *Visit Historic Worcestershire* campaign.

2. Purpose of the Fund

The Civil War 375 Fund aims to:

- Support the creation of **new heritage products and bookable experiences** themed around the Civil War, democracy, heritage, and Worcestershire's national significance.
- Encourage **events, trails, walking tours, performances or activities** that commemorate the anniversary and attract residents and visitors. This could be a one off with long-term benefits, or a sustainable, longer-term, bookable experience that adds to the overall visitor economy.
- It aims to, strengthen Worcestershire's reputation as a **heritage destination**.
- Provide seed funding to help businesses innovate, diversify, and create commercially viable experiences that appeal to local, regional or international audiences.
- Ensure that the Civil War anniversary is **celebrated county-wide**, not solely in Worcester City.

3. What the Fund Can Support

Applicants can apply for grants of up to **£2,000**. No match funding is required, but contributions or in-kind support will strengthen applications.

Eligible activity includes (but is not limited to):

- Creation of **new bookable experiences** for 2026 (e.g. *"Soldier for a Day", Civil War walking tours, themed theatre, re-enactment workshops, escape rooms, hands-on crafts*).

- Delivery or enhancement of **Civil War-themed events** (small festivals, guided tours, talks, performances, exhibitions).
- Development of **family activities** linked to heritage, learning or storytelling.
- Contribution to larger events or re-enactments where funding shows additionally.
- Costs related to making experiences **more accessible** (training, materials, sensory-friendly sessions).
- Marketing assets needed to bring a new product to market (photography, video, branding).

Not eligible:

- Activity that could **bring the Worcestershire County Council or Visit Worcestershire into disrepute**.
- Projects not linked to the Civil War or wider Worcestershire heritage themes.
- Retrospective costs.
- Core organisational costs or ongoing staffing.
- Religious or political campaigning.

4. Support Available

Successful applicants will also receive:

- **1:1 consultancy support** from Visit Worcestershire to develop the product and bring it to market.
- Support for **‘online’ booking** via Fareharbour integration (if needed).
- Inclusion in **Visit Historic Worcestershire** marketing for 2026.
- Support with photography* & business listing on **visitworcestershire.org**.
- Access to travel trade advice where relevant.

*subject to availability and wider project scope.

5. Application Process

Applicants must complete a short online application form that captures:

- Project description & Civil War/heritage relevance.
- What the funding will be used for
- Audience and expected benefits.
- Outline budget.
- Timescales and how the activity will be delivered in 2026.
- Any organisations they are working with.

Applications will be assessed by Visit Worcestershire and representatives of the LVEP Advisory Board. They will be assessed on the following areas:

Criteria	Weight	Scoring Guidance
Strength & Originality of Idea	25	0–5: Weak; 6–10: Moderate; 11–15: Good; 16–20: Strong; 21–25: Exceptional
New Product vs Existing Activity	15	0–5: Existing; 6–10: Some enhancement; 11–15: Entirely new
Accessibility & Inclusivity	15	0–5: No plan; 6–10: Some consideration; 11–15: Strong measures
Alignment with Civil War / Heritage Themes	20	0–5: Weak link; 6–10: Moderate; 11–15: Strong; 16–20: Fully integrated
Marketing Reach & Audience Impact	15	0–5: Limited; 6–10: Some plan; 11–15: Strong reach
Sustainability & Legacy	10	0–3: One-off; 4–7: Some potential; 8–10: Clear long-term benefit

The fund will be run in rounds:

Round One: Closing Date – 16th January 2026 5pm

Round Two (subject to funding): Closing Date – 13th February 2026 5pm

Summary

This Civil War 375 Grant Scheme will:

- Enable Worcestershire to mark an important national anniversary.
- Support businesses in creating new experiences with lasting impact.
- Strengthen the Visit Historic Worcestershire campaign.
- Celebrate heritage while driving economic benefit.
- Position Worcestershire as a leader in heritage storytelling.