A New Museum for Watford

What's happening?

An inspiring project is underway to create a brand-new museum in the Town Hall that celebrates the vibrant heritage, communities and culture of Watford. We want your help to develop engaging object displays and interactive exhibitions that bring the history of the town to life. We would love to hear your ideas to help shape the content and design of the new Watford Museum!

Why is the museum moving?

Moving to the Town Hall is an exciting opportunity to create a new, fully accessible museum. This will allow us to share more of our unique stories and wonderful objects that tell the town's history. The new museum will have more space for learning activities, varied community displays, activities, events, and museum storage.

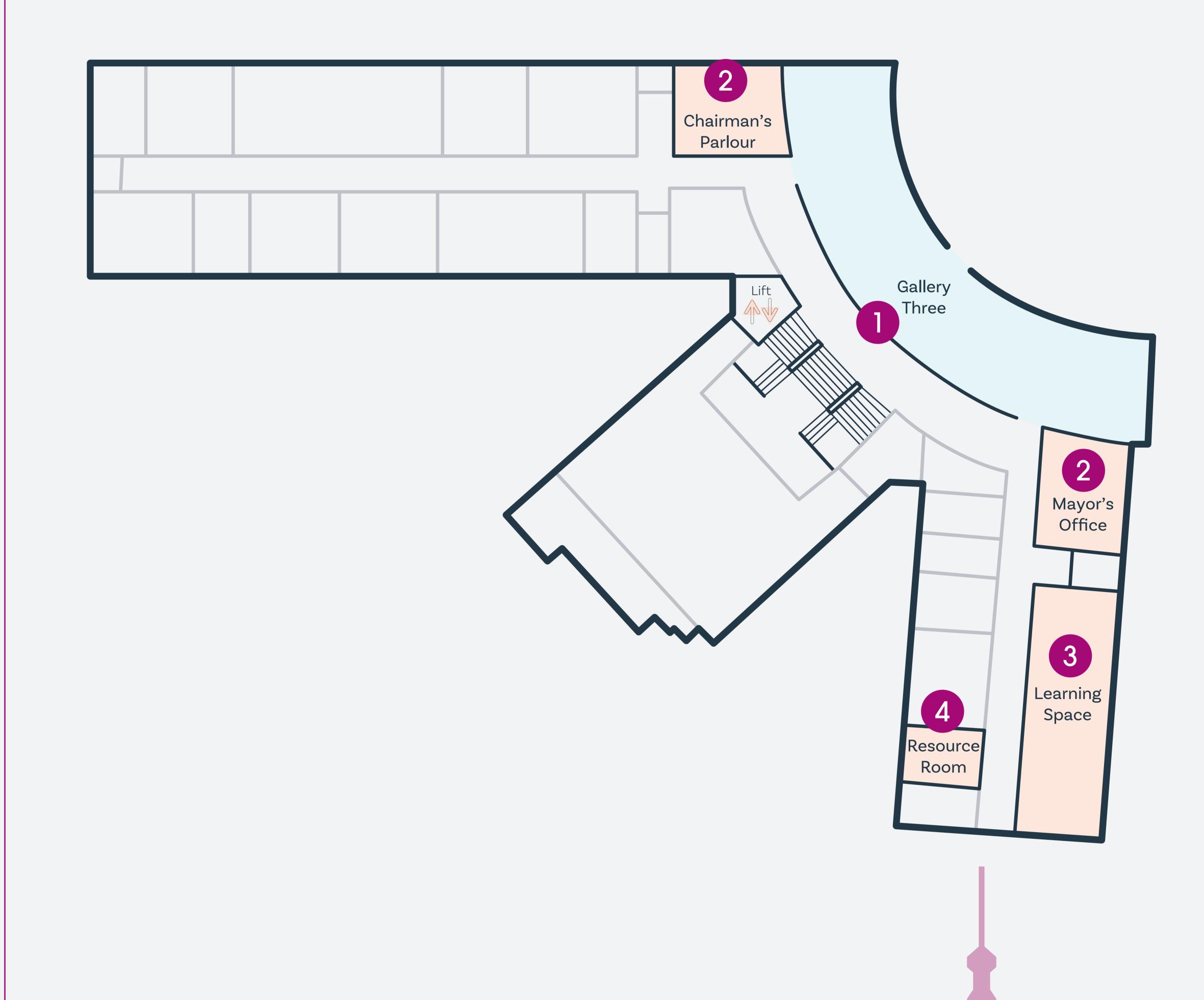
Ground Floor

- 1. As visitors enter the Town Hall, they will be greeted by a new café, shop and welcome area.
- 2. A community gallery will display rotating objects from the museum's collection and local creatives.
- 3. Two new permanent galleries will introduce the story of Watford over time and the rich sporting heritage of the town.
- **4.** Displays in the old entrance foyer will tell the history of the building.
- **5.** Learning events and tours will take place in the historic Council Chamber.

Step-free entrance and exit for Museum Visitors Café Welcome & Retail Gallery Two Multi-Purpose Space and Community Gallery Gallery Café Council Chamber

First Floor

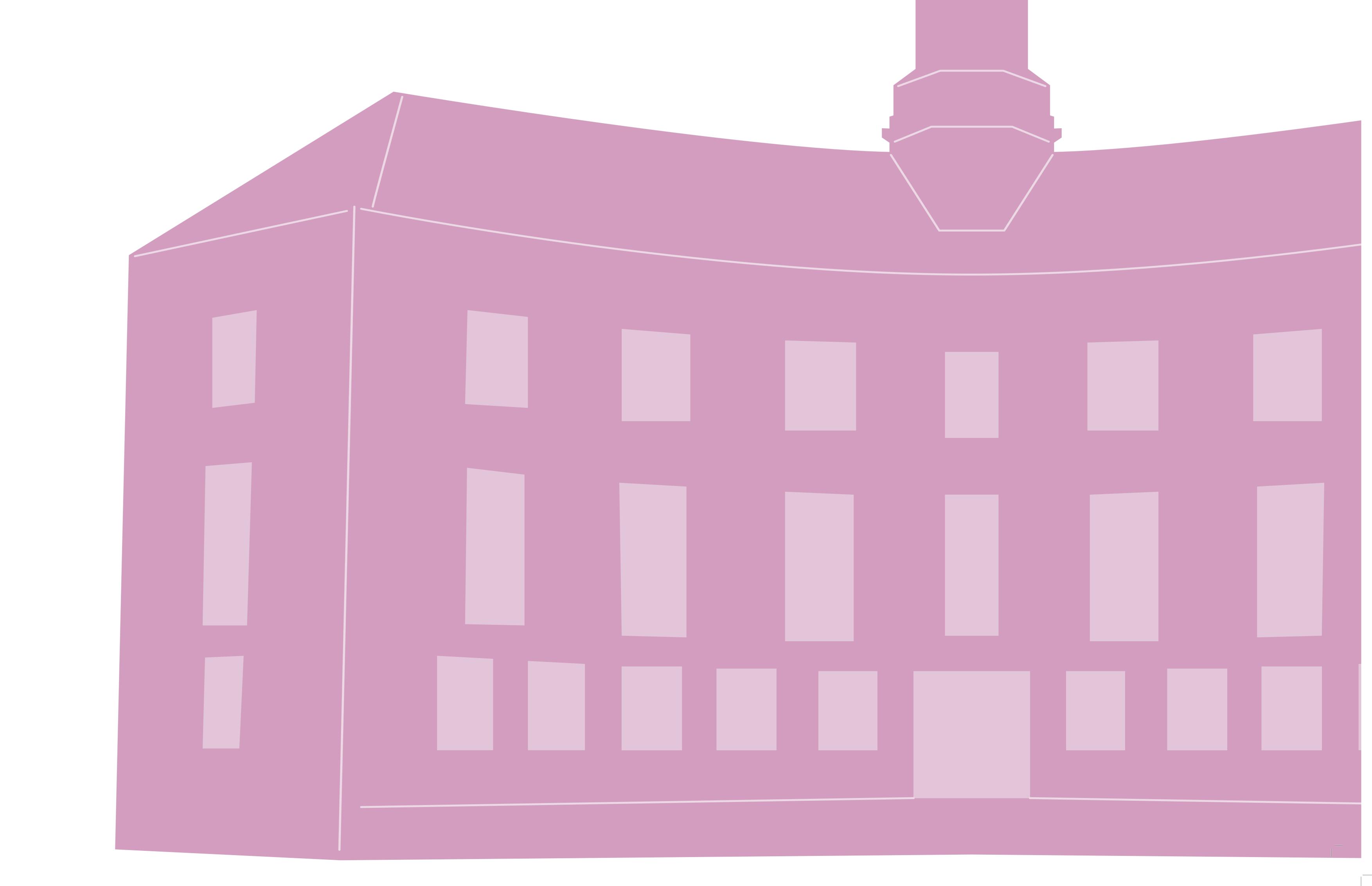
- 1. Coming up the grand central staircase, visitors will arrive at a set of gallery spaces exploring wider stories of Watford's vibrant community spirit, dynamic culture, and diverse history.
- 2. Historic parlour rooms will be open for guided tours.
- 3. This multi-functional space will be used to deliver hands-on activities for schools and the wider community.
- **4.** Resource room for volunteers and collection research



We would love your feedback on the proposals so far! Please fill out a postcard with your own stories and comments and post it in the box provided or use the QR code to find out more information.







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Gallery One: Introducing Watford

Through atmospheric projection and sound, visitors will be taken on a multi-sensory journey through the incredible history of Watford, from its ancient origins, to its transformation during the Industrial Revolution, to the rise of its beloved football club.

Content will build around three iconic museum objects during the show: the Pennant pub bar, the Columbian printing press and the Watford Observer Clock, seen by generations of football fans in the stands at Vicarage Road. Voices and stories from community members will be woven throughout this immersive experience. We are always looking for new stories to tell - why not share yours with the museum team today?

Gallery Two: Sporting Watford

With sporting fans' input, this lively and colourful gallery will showcase the best of Watford's sporting heroes and institutions. Our initial plans include the great moments, legends and diverse fan communities of Watford Football Club, celebrated today as the 'Original Family Club'. We also want to bring the rich boxing heritage of the town to life, along with sporting clubs and people at all levels of professionalism.

Rotating displays will give local grassroots sports clubs, schools and other amateur teams the opportunity to tell their story and achievements.

Animated maps and Pennant bar projected images/film

Columbian press



Boxing punch Photo bag interactive

opportunity

Display of Watford FC Legends



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Gallery Three: We are Watford

This gallery is situated within the former Council Committee Rooms and explores Watford's diverse community throughout history. We want this gallery to celebrate the history of life, work, and play in Watford – and the people who call Watford their home. We need your stories and historic objects to make the museum unique to Watford. Speak to the museum team to share your experiences.

Displays throughout the gallery will showcase objects from the museum's collection alongside film, photography, personal stories, and interactives. There will be space for community members and groups to curate and display objects, which explore diverse stories and perspectives, as well as new objects donated to the museum.







- 1. Work in Watford: Exploring Watford's significance as a hub for industry and the innovation and enterprise of companies, creatives and smaller businesses up to the present day. This looks at Watford as a centre for printing and brewing, and Watford's iconic buisinesses including Scammel trucks, Vi-Cocoa, Watford Crystal and more.
- 2. Life in Watford: Celebrating the people that have chosen to live in Watford, the key landmarks that give it its sense of place, the impact of conflict and homes and lifestyles across time. This will include homes of rich and poor, hospitals, schools, public services, and new diverse communities and their lived experiences.
- 3. Play in Watford: Watford as a centre for leisure and recreation, from entertainment venues and parks to famous entertainers that have come from the borough. Stories in this section include the history of Cassiobury House and public park, Watford's word class entertainment venues, as well as famous people from Watford.

Events and Activities

We are creating a new and exciting programme of activities and events for all ages whilst we move the museum, and also after we open at the Town Hall - keep an eye out for more information coming soon! In the meantime, let us know what events and activities you would like to see at the new museum.

We Need Your Help!

To help shape the museum proposals share your feedback, ideas, stories and memories with us today!

We will be setting up a Young Curators (16-21) group and a Diversify Watford Museum panel to help bring new voices to the museum, curate community exhibitions, and ensure that new displays are representative of Watford residents today, and in the past.

To find out more and how you can be involved, speak to a member of the museum team or visit www.watfordtownhallquarter.com/museum





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