



Home to a globally recognised symbol of british craftsmanship.

Sharing colourful stories of 250 years of ceramic design, skill and innovation, told through world-class collections.



MUSEUM OF ROYAL WORCESTER

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Founded in 1751, Worcester porcelain was the first commercially successful English ceramic manufacturer and one of the oldest. It is globally renowned for exceptional British design and innovation, and was awarded the prestigious Royal Warrant by George III in 1789, with the longest continuous Royal Warrant of any English ceramic firm. Admired as an enduring symbol of British ceramic excellence.

Assets

- World-class collections of 10,000 ceramic objects plus the unique factory and design archive of 100,000+ items.
- 500 high resolution, fully catalogued digital image files available.
- Engaging copy on Worcester Porcelain design, social and food history
- Historical advice, expertise and curatorial fact-checking
- Stunning Museum galleries, Exhibition Hall and Ceramic Studio for product launches.

Audiences

- 88,000 website visits in 2024 and over 12,000 visits in person.
- 10,000 social media followers on Instagram, Facebook, Twitter and Youtube
- 9,500 local community participants in creative heritage and wellbeing initiatives.
- Award-winning collaborations with food historians, contemporary artists and ceramicists

Sales of licensed product help preserve our unique cultural heritage and bring our collections to life in new and exciting ways, inspiring creativity in our communities.

To discuss licensing opportunities please contact:
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