



Welcome to Herefordshire and Shropshire Churches





Welcome to Leominster Priory



Sustainable Tourism for Sustainable Churches

Virtuous Circles 2



Vowchurch and Turnastone PCC



Vowchurch and Turnastone PCC

Church Tourism & explorechurches.org



ExploreChurches

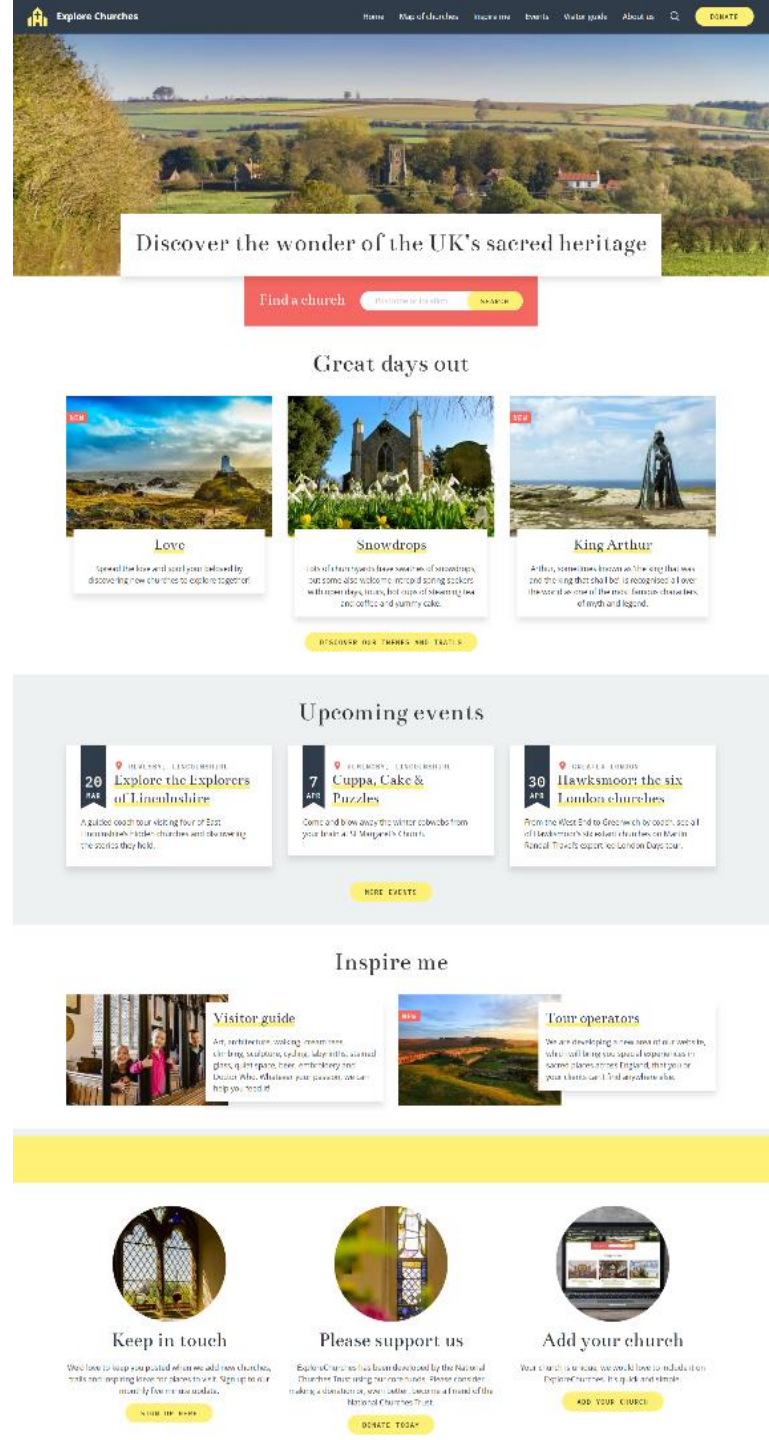
A new and exciting place to promote churches.

ExploreChurches is part of our tourism work.

It features:

- regularly changing homepage with features, campaigns, events and themed lists and trails
- NEW experiences
- NEW events
- themed lists and trails, new every fortnight
- searchable map
- 3000+ detailed church pages
- visitor guide, including spotters guide and county pages
- about us section, with information and support for churches

explorechurches.org



How are we doing

Church pages	3425
Website users (monthly average)	8,000+
Page views (monthly average)	20,000+
Facebook (new monthly average)	10,000+
Twitter (new monthly average)	75,000+

Last week we had our first visitor who lives in New Zealand who had been studying Morris there and found our church's Morris heritage via ExploreChurches.

My life has been frantic over the last few weeks and I now realise that I have failed to email to say how impressive the site is. BRILLIANT.

I must say, the NCT gives the impression of being a friendly, enthusiastic organisation and I love the website! I hope to come over to England later this year, Canterbury is on my list (which is rather long!).

I thought I'd touch base to say the ExploreChurches website is LOVELY!



Based across the counties of Herefordshire, Shropshire, the borders of Wales and Worcestershire.

- ▶ The focus of this innovative tourism based project is one of exploring various methods of church support and visitor growth.
- ▶ With the aim of creating, sustainable and commercially viable activities that will give historic church buildings an opportunity to secure their financial sustainability and safeguard the buildings impressive heritage

Based across the counties of Herefordshire,
Shropshire, the borders of Wales and
Worcestershire.

- ▶ The two year project will produce:
- ▶ Church Tourism Handbook,
- ▶ a guide to installing visitor accommodation in church buildings,
- ▶ host a national Church Tourism conference with a view to sharing our learning nationwide.





Approved Costs

▶ Total Approved Costs	189,200
▶ Project Income	<u>26,031</u>
	215,231

In Kind IRO £45,000

Accountable Body





Development of Accommodation Pod



Vowchurch and Turnastone PCC









Approved Outcomes

- Develop plans for the installation of an environmentally sustainable holiday accommodation pod in a church building.
- Produce a Design and Business Development Guide to support others in pursuing similar proposals in their own buildings.

How will the outcomes be achieved?

- ▶ **Development Officer** – to work with the partners, Vowchurch and Turnastone PCC, the church and wider community.
- ▶ The support of partners, member churches and volunteers

How will the outcomes be achieved?

- ▶ Architects have already been appointed.
- ▶ Fergus Connolly and Charles Wellingham





Benjamin William Leader



John Constable

01. The Challenge

- Church of England maintains **15,700** churches
- **78%** are listed and expensive to maintain
- **57%** are in rural areas where only **17%** of the population live
- **91%** of rural churches are listed compared to **55%** of urban churches
- Church of England is responsible for the upkeep of **45%** of England's Grade 1 listed buildings

‘Listed buildings are a millstone around our necks, sapping the energy of our wider social and religious mission, and transforming the church into a buildings department of the heritage industry’.

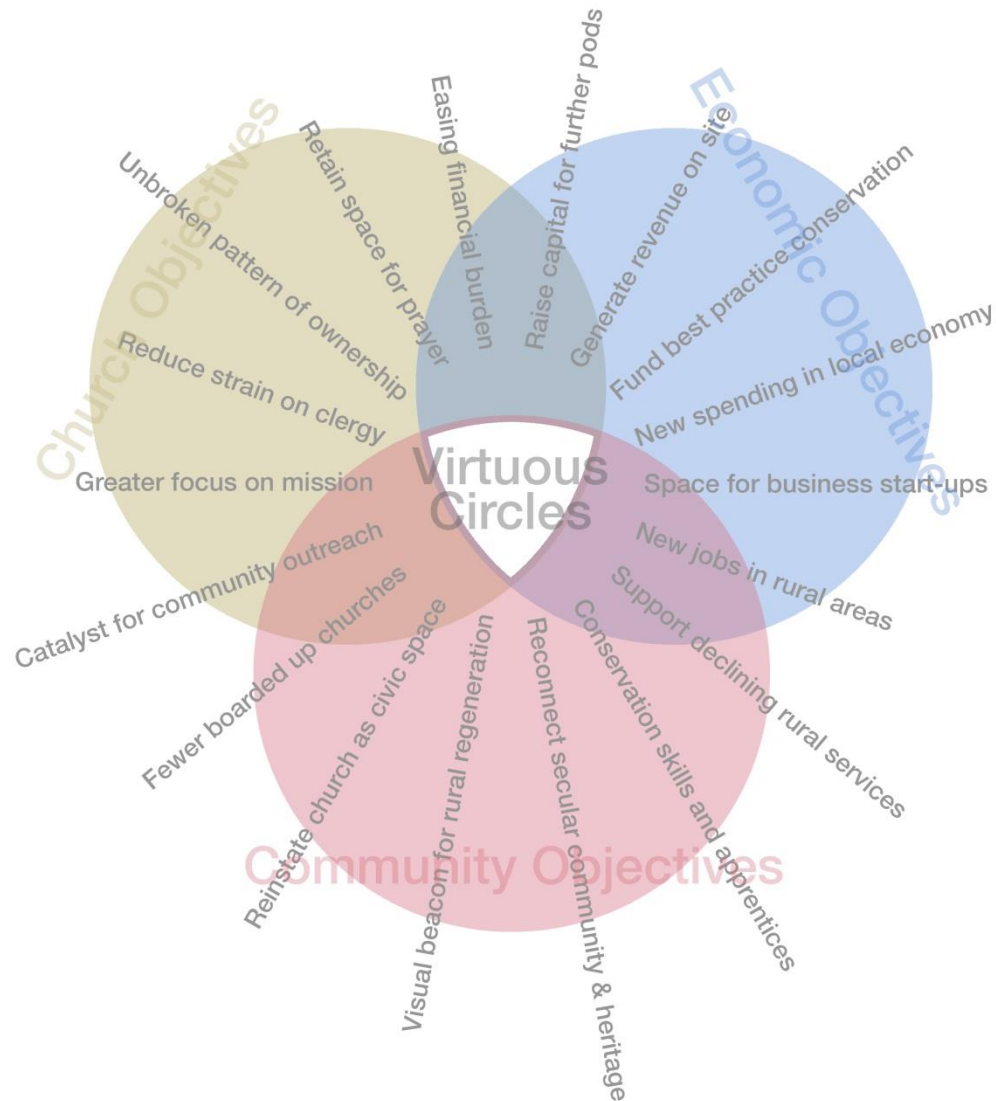
Rev. Giles Fraser

- Average capital expenditure on upkeep is **£10,000** per church per year
- **£157m** in total per year
- In 2006 CofE estimated a required **£925m** repair work in the next 5 years
- They spent **£110m** every year up until 2011

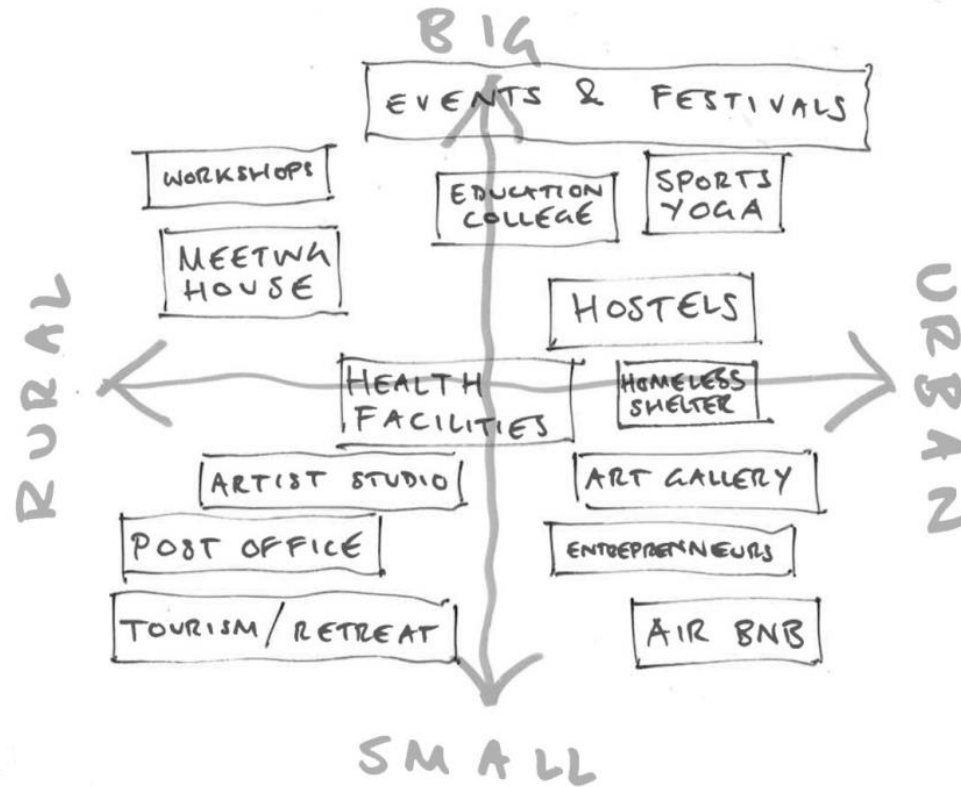
‘The Church cannot afford to maintain what is the greatest legacy of England’s local culture’

Simon Jenkins





02. Virtuous Circles



02. Virtuous Circles

- 1. Discretion**

As little alteration to the exterior of the church as possible.

- 2. Reversibility**

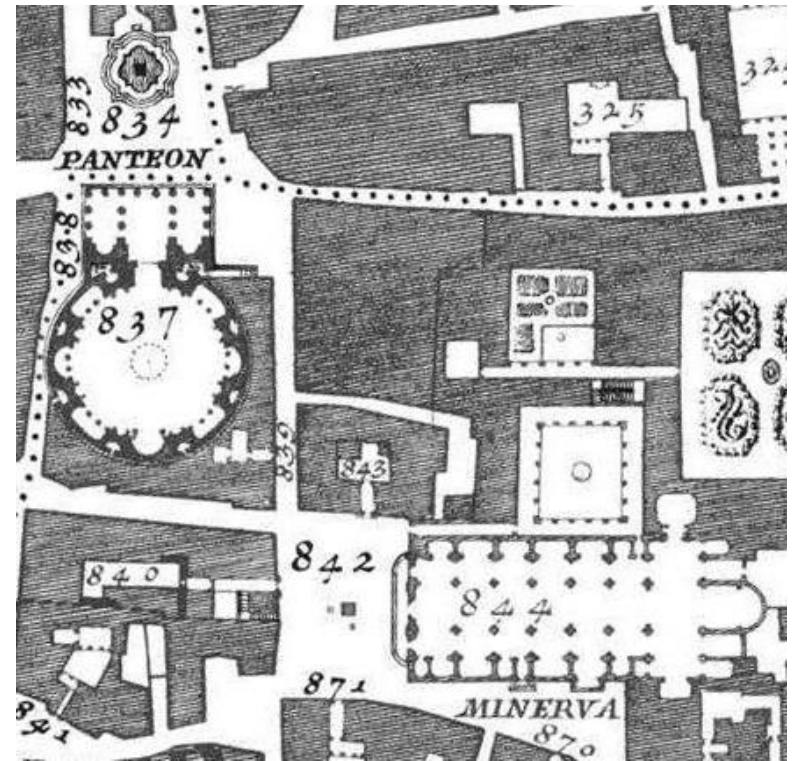
Intervention should be demountable and removable, leaving the church interior as complete as possible

- 3. Curation**

Design should be underpinned by analysis of significance and where possible contribute positively to the setting of the interior

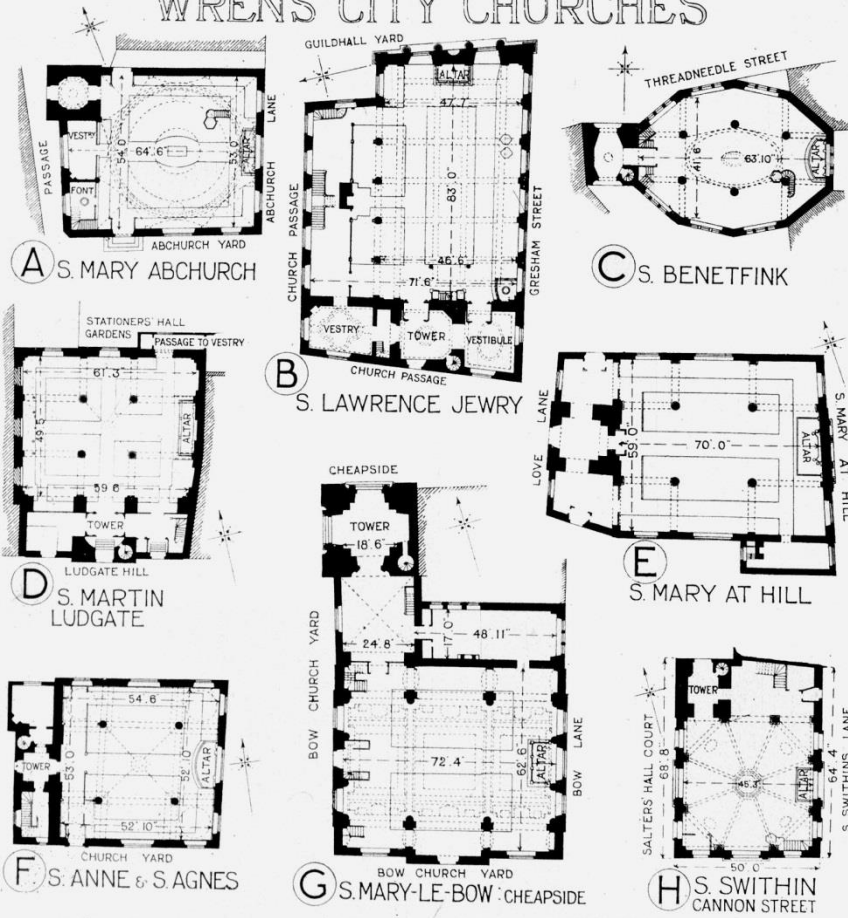
- 4. Retention**

The chancel should remain unaltered where possible and available for quiet contemplation and prayer



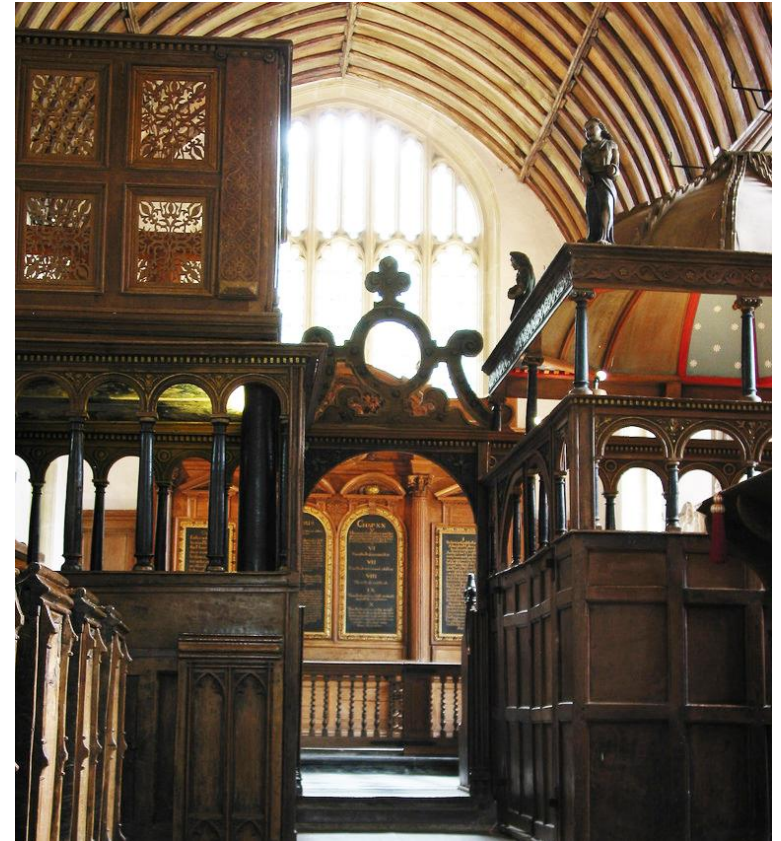
04. Precedent

WREN'S CITY CHURCHES





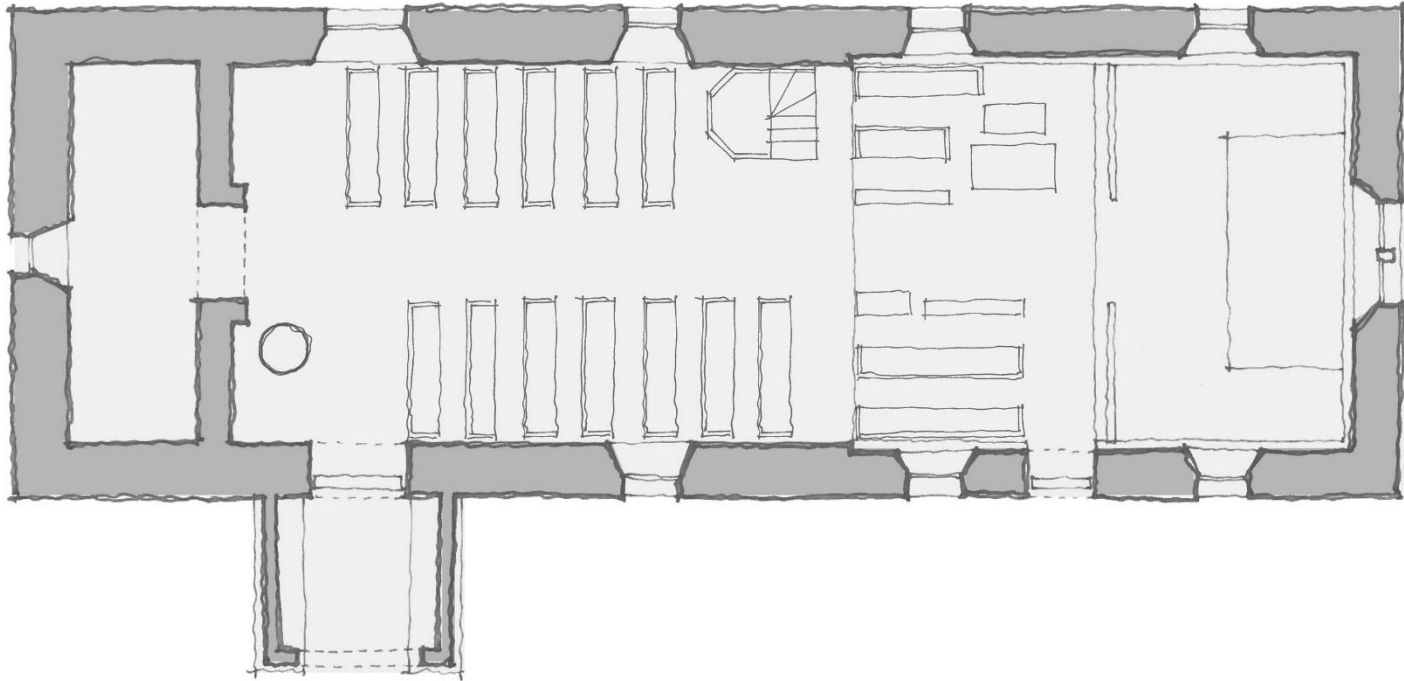
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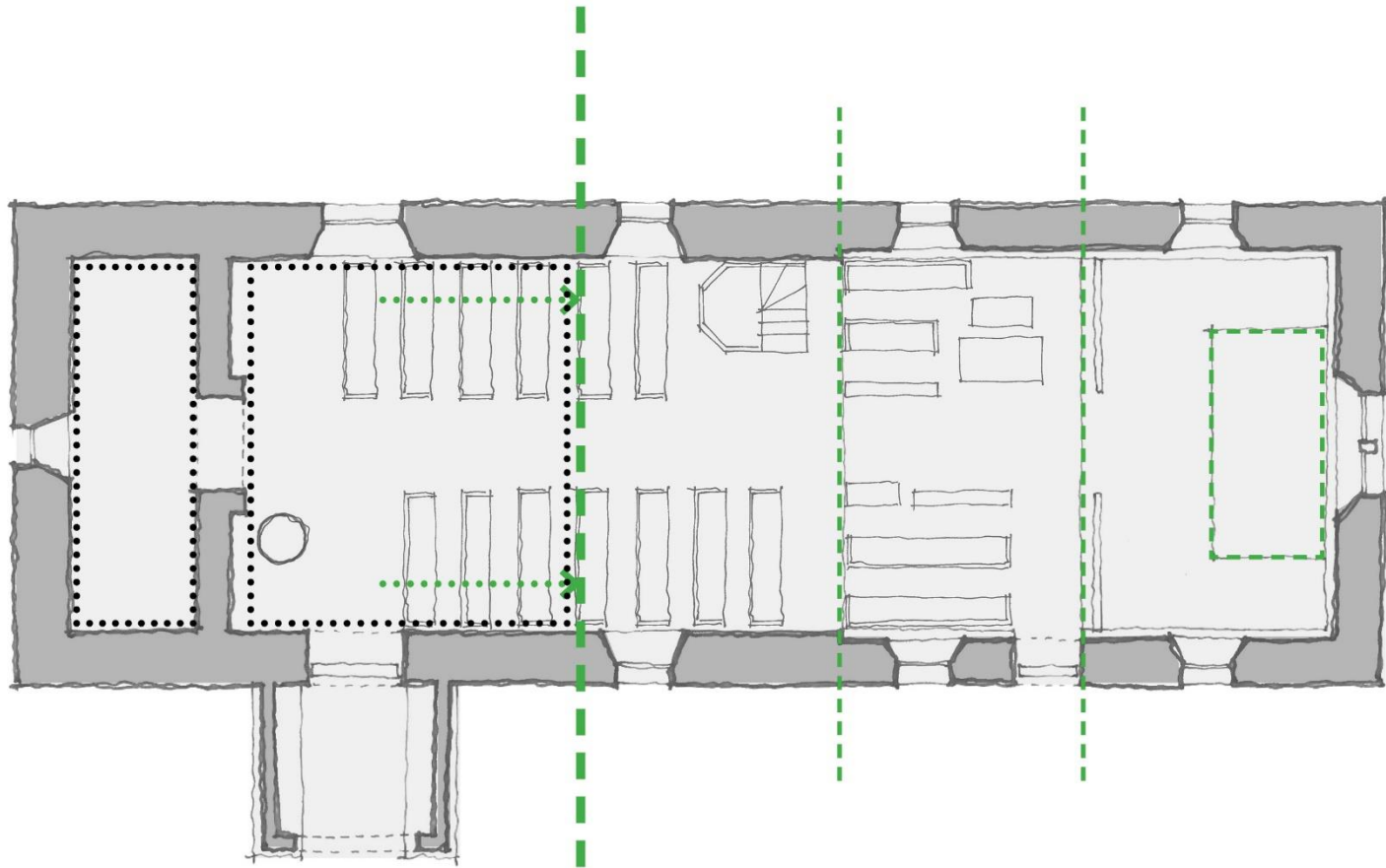
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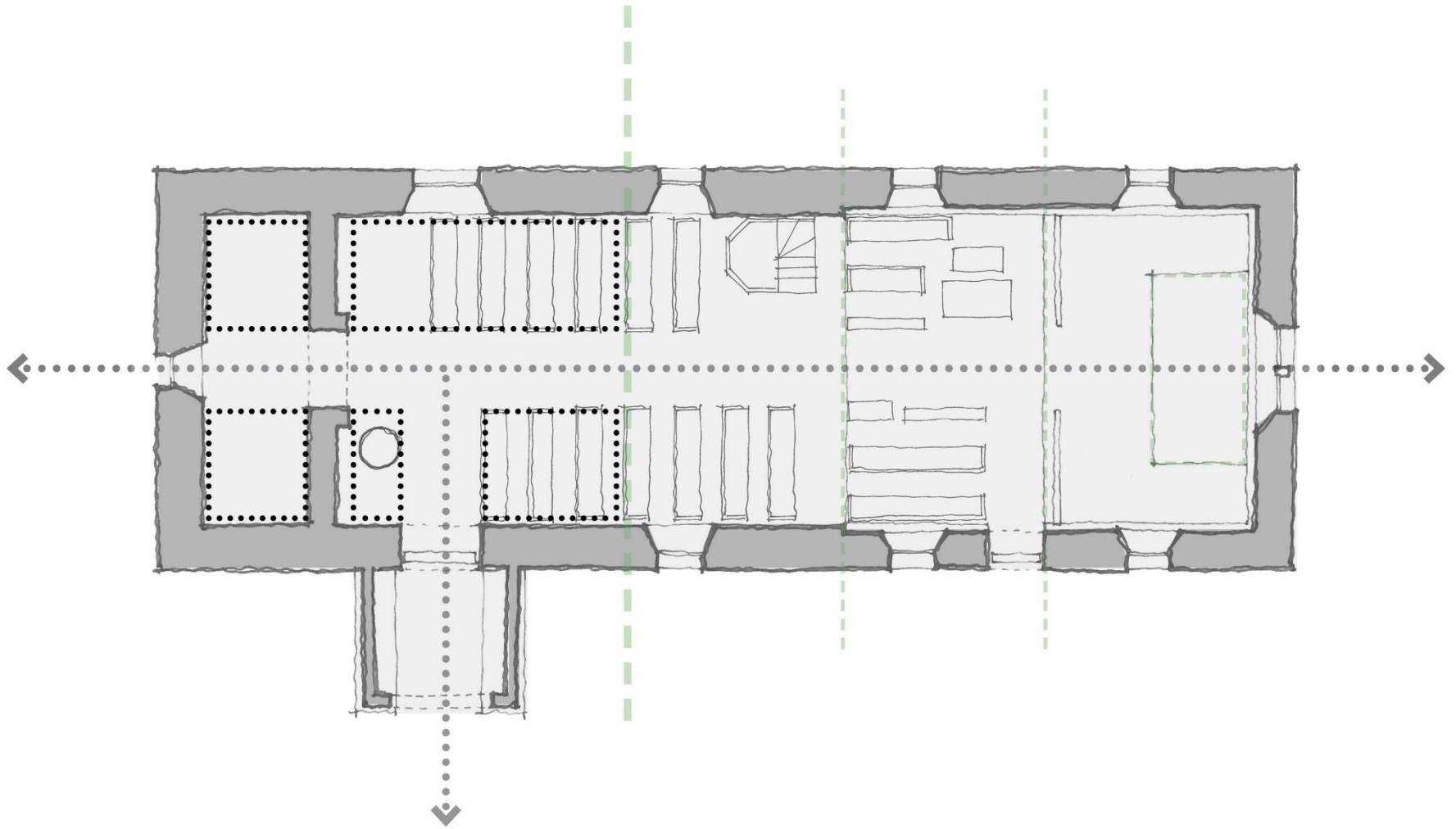
- Diocese of Hereford is statistically the most rural Diocese:
780 residents per church building
- Next lowest is Diocese of St Edmundsbury and Ipswich:
1379 residents per church building



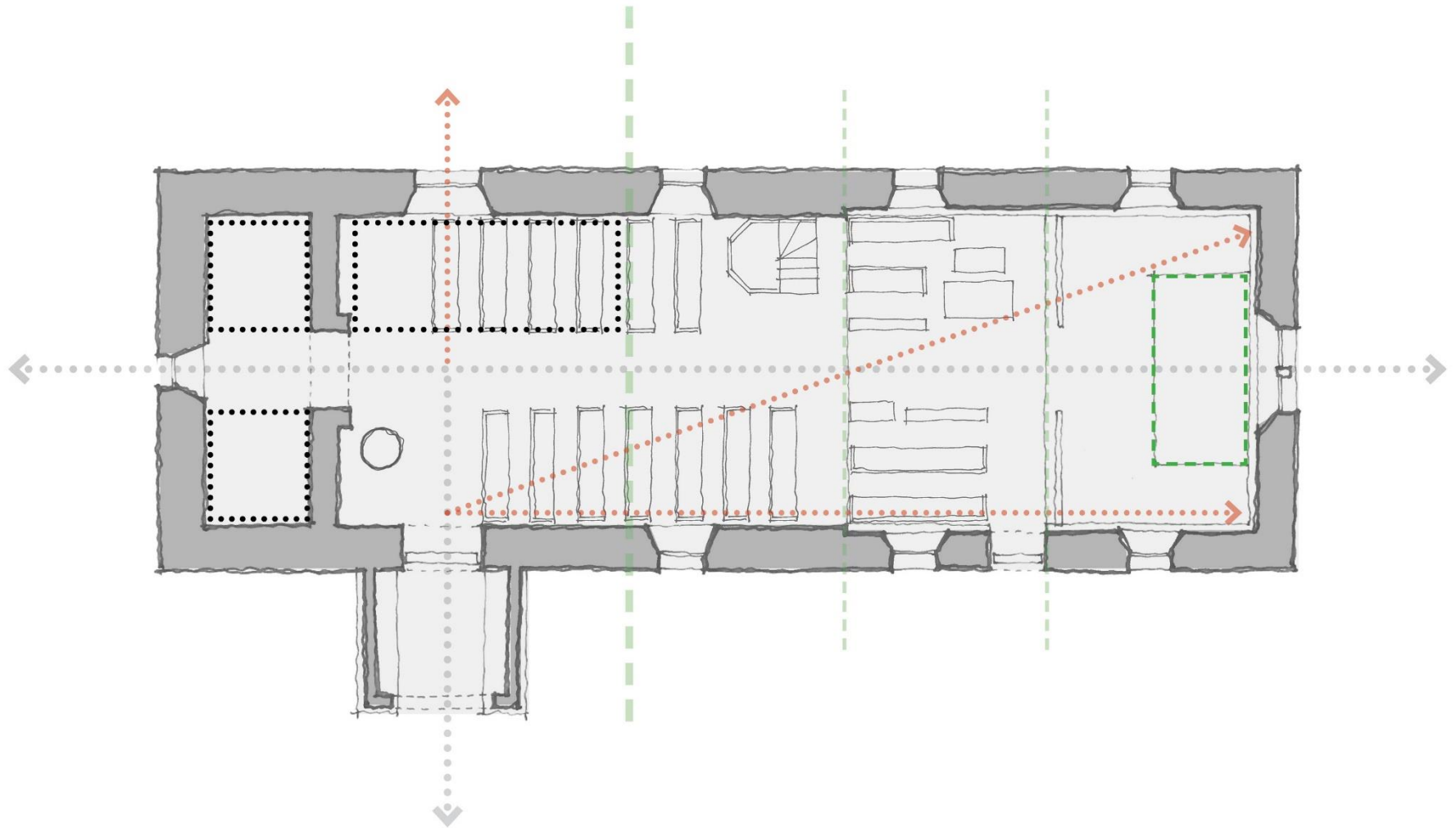
05. Pilot Project



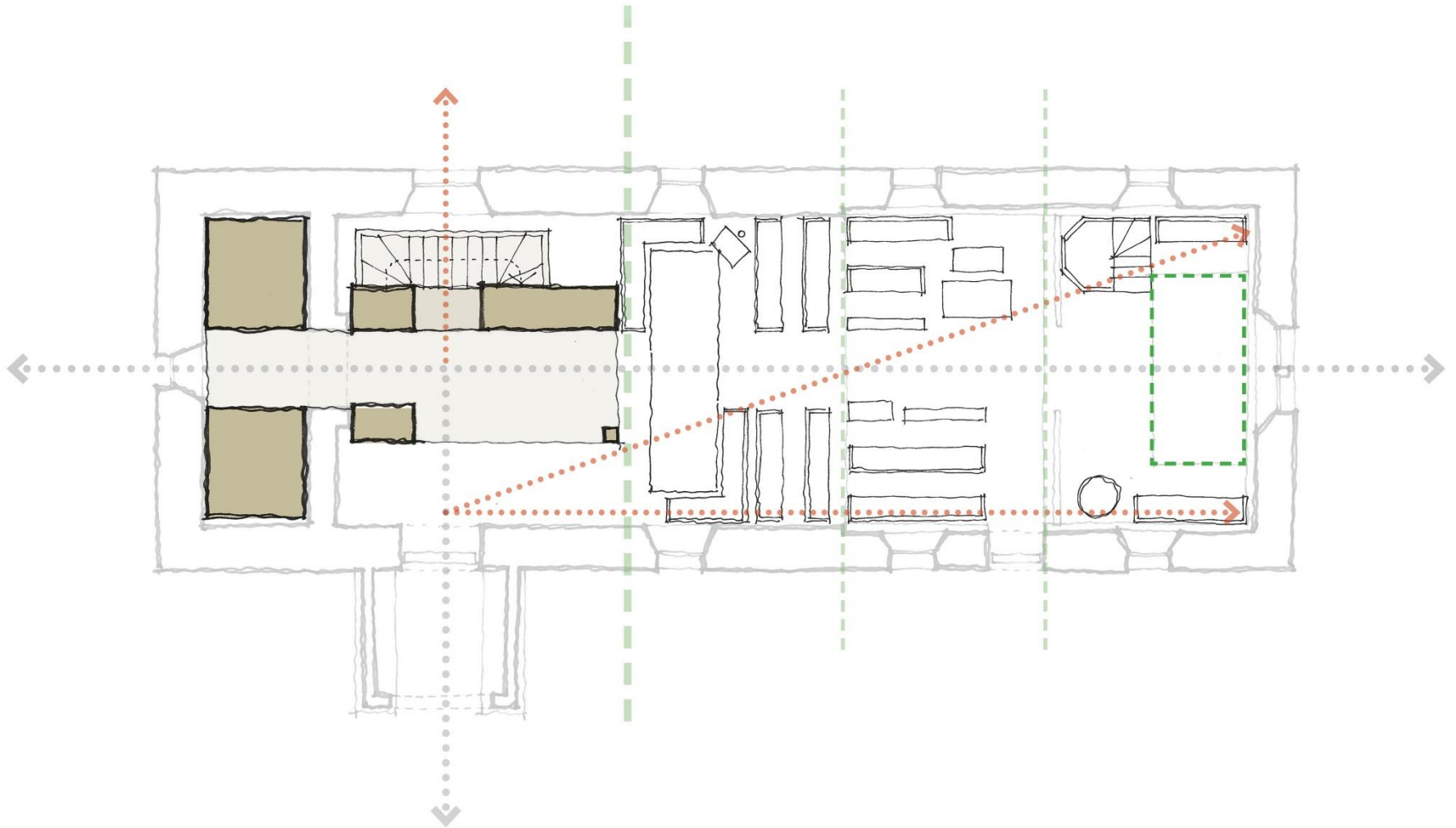
05. Pilot Project



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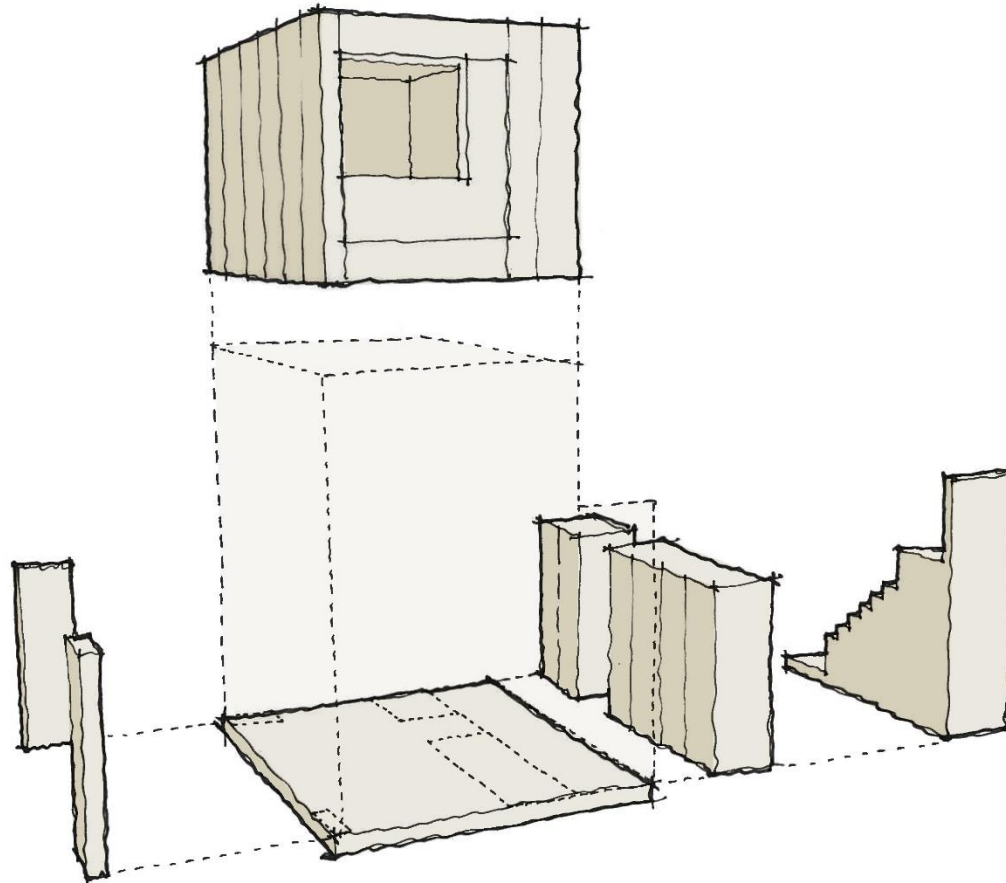
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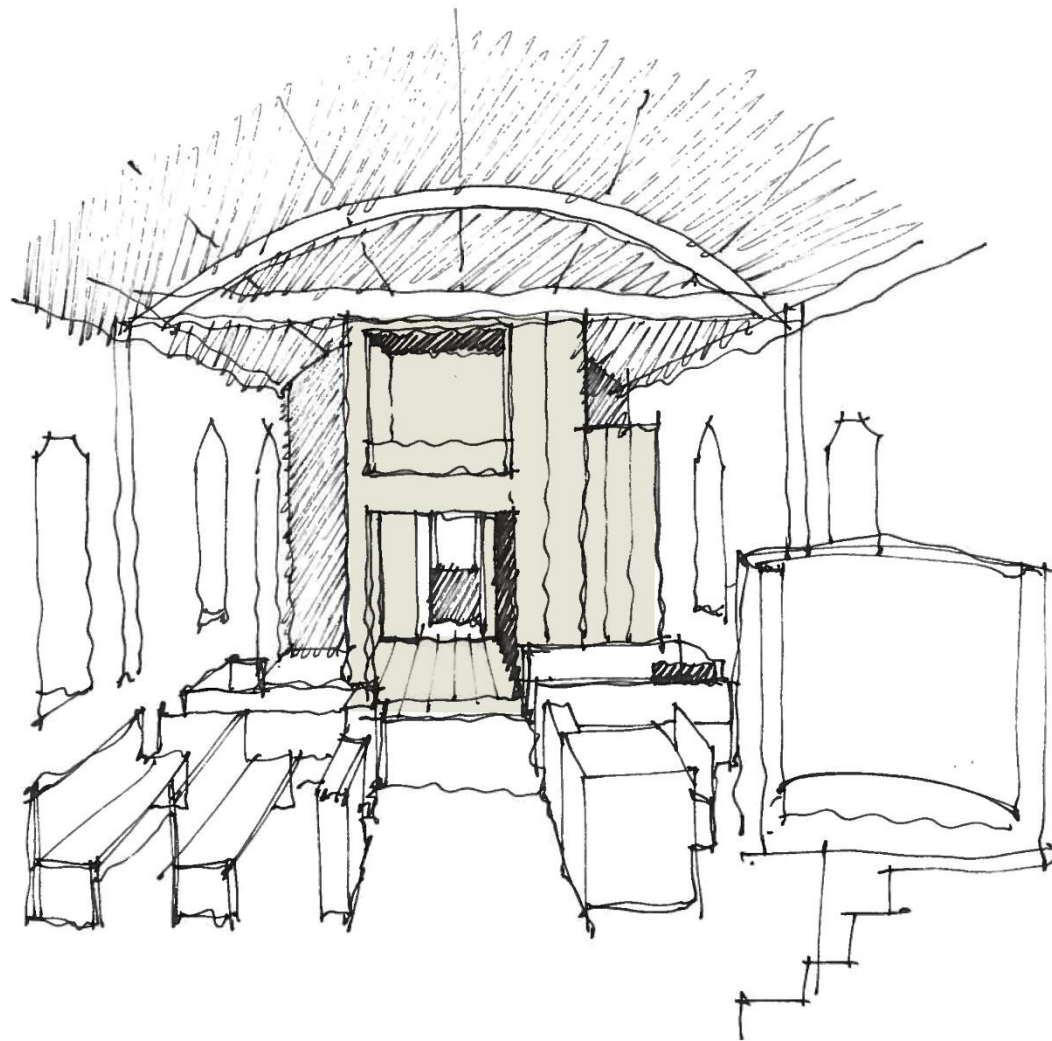
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“Historic England is supportive in principle to making historic churches more useful, and thus more viable in the longer term. We are also supportive of creative projects and high quality design in these wonderful buildings, as that continues the approach that built them in the first place.

Thus I am happy to confirm Historic England’s support in principle for the ‘Church Pods’... It will be a valuable addition to the (often all too small) range of options for these sometimes challenging buildings, and one that will help them to engage with new audiences.”

John Yates - Historic England





Churches Tourism Capacity Building



Vowchurch and Turnastone PCC



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Approved Outcomes

- A branding and marketing action plan.
- Five themed bookable tourism experiences and promote them to overseas visitors.
- A range of themed trails covering a variety of topics. Undertake a programme of 12 tourism training workshops delivered in support of church volunteers to test and ratify information for producing a jointly branded Church Tourism Handbook.
- Trial 10 contactless giving points and visitor counters in 20 churches.

How will the outcomes be achieved?

- ▶ **Churches Tourism Officer** – to work with partners, Herefordshire and Shropshire Churches Tourism Groups, member churches and tourism and community interests.
- ▶ With the dedicated support of partners, member churches and volunteers.



The role will include

- ▶ Guidance for church members is included in the project, ensuring volunteers are knowledgeable in understanding the needs of visitors.
- ▶ The churches chosen for the trials will be encouraging volunteers to get personally involved. Technology will also be a vital part of the support for trial churches.
- ▶ Sharing skills and knowledge



Next Steps

People, Belief, Heritage

- ▶ Focus on the needs of people.
- ▶ Building strong working relationships.
- ▶ Respect and nurture the sharing of knowledge, experience and skills.
- ▶ Act as ambassadors for the project.
- ▶ Monitor, evaluate and share findings.





We all thank you for your interest and support today.

Please keep in touch.



Vowchurch and Turnastone PCC

