



Meet the **Funders**

Transformation Cornwall and Diocese of Truro

FUNDRAISING THROUGH TOURISM

FACTS & FIGURES

40 million visits to
churches per year
(Visit Britain)

55% of day trips
include a visit to a
cathedral or church
(Visit England)

Each parish church
typically receives
around 700-4,000
visitors each year
Trevor Cooper – Ecclesiological
Society

Visitors to churches must
generate at least £350
million per year
Churches Tourism Association



WHY?

- It is a requirement from some funders, e.g. NCT
- It is a potential income stream
- It is a benefit to your community



REQUIREMENTS



National Churches Trust conditions include:

- ✓ *Open for at least 100 days a year beyond worship, within a year of project completion*
- ✓ *Submit details to the Explore Churches Website*

National Lottery Heritage Fund: has a **mandatory** outcome – a wider range of people will be involved in heritage



Meet the **Funders**
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Share this page  



Keep in touch

We'd love to keep you posted when we add new churches, trails and inspiring ideas for places to visit. Sign up to our monthly five minute update.

[SIGN UP HERE](#)



Please support us

ExploreChurches has been developed by the National Churches Trust using our core funds. Please consider making a donation or, even better, become a Friend of the National Churches Trust.

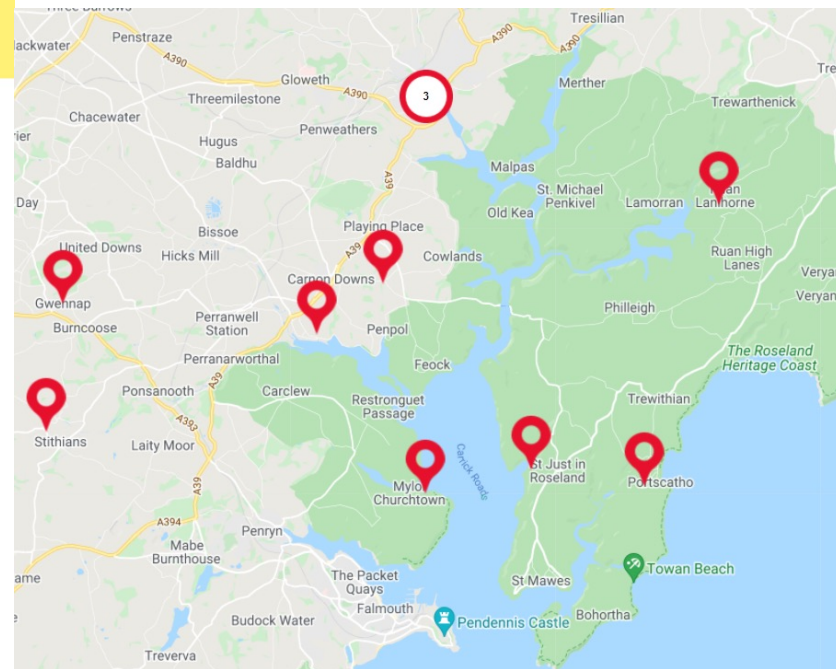
[DONATE TODAY](#)



Add your church

Your church is unique, we would love to include it on ExploreChurches. It's quick and simple.

[ADD YOUR CHURCH](#)



Meet the Funders

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INCOME

- Do you have a contactless donation device?
- Online giving set up? (QR Codes can link to this)
- Gift Aid envelopes to hand?
- **AVOID** the request for money being the **FIRST** thing a visitor sees



BE INSPIRING!

Make sure your 'ask' is inspiring. Are these?



If your welcome is warm, people will be more inclined to support you financially. You do need to ask!

Perhaps....

'If you have enjoyed this beautiful church please consider supporting us and keeping this building alive for generations to come'



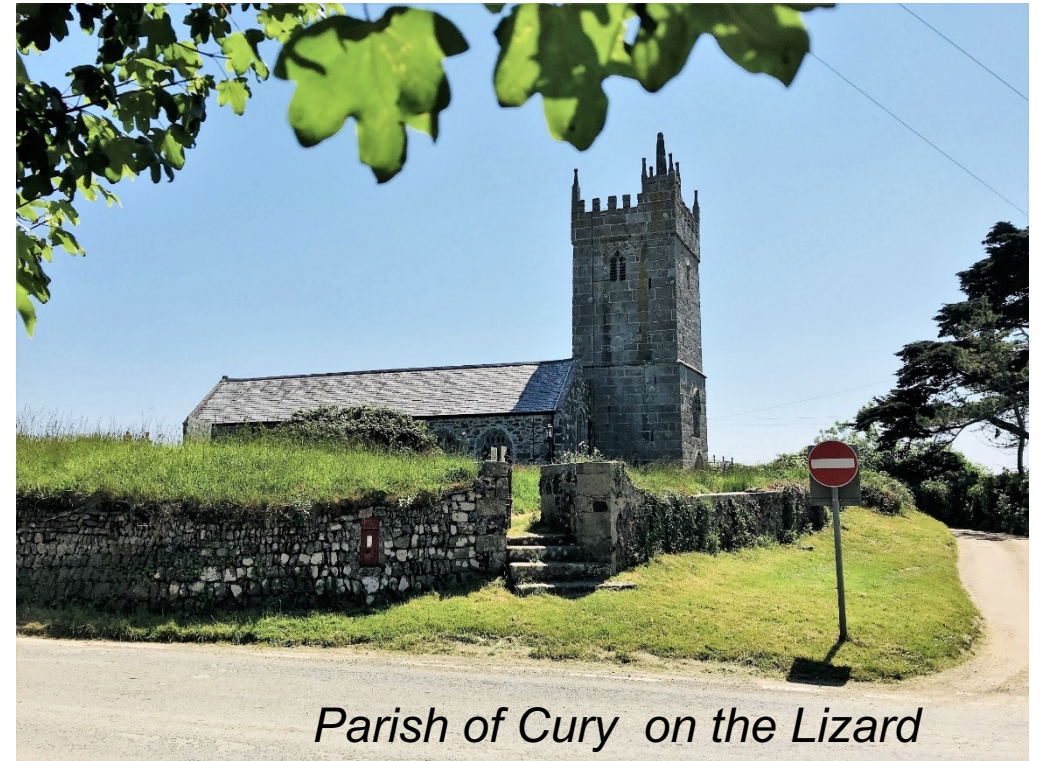
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EACH CHURCH IS UNIQUE

There are over 40,000 Christian places of worship (over 300 in Cornwall)

- ❖ Over 10,000 of medieval origin
- ❖ All are different
- ❖ All have a unique story to tell
- ❖ All have a unique experience to offer
- ❖ All can offer a warm welcome
- ❖ Most are free!



Parish of Cury on the Lizard



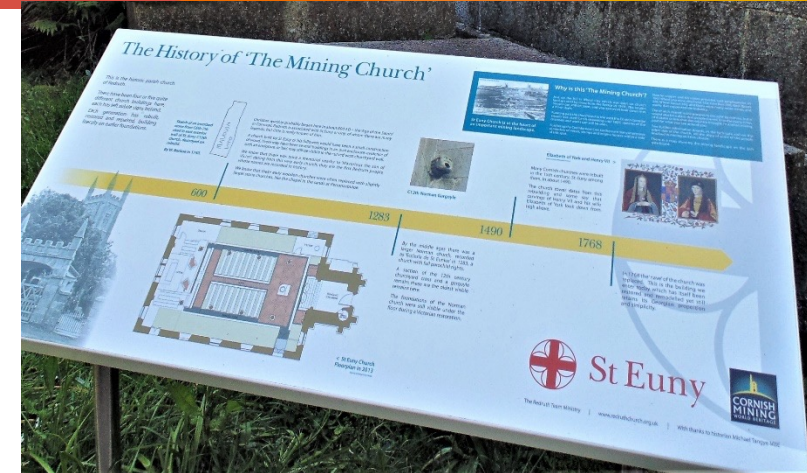
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WHY BE A STORYTELLER?

'It's an ancient need to be told stories. But the story needs a good storyteller'

Alan Rickman

- The numbers of visitors purely interested in church architecture are small
- More are interested in social history, people and stories
- We know visitors gravitate towards stories that involve people



DATE	NAME	ADDRESS	COMMENTS
July 14th 2018	Marc Dunkley	Dorsetshire ringet or 'saiswet ringet's' outing	lovely bells. beautiful to ring.
July 17th 2018	Stuart's Linda Miffie	Croxton, Staffordshire.	A lovely welcome to an interesting old church. Enjoyed old churchyard too.
July 17th 2018	Wendy Kirkup.	Perrin Western Australia	Beautiful church on a grounds. Fascinating history - lovely welcome. Thank you!
July 19th 2018	John, Sheila & Peter Flanagan	Hengrove, Bristol	Very interesting and historic church & churchyard. Thanks.
July 19th 2018	David Pacey Marian Stevens	Combe TR14	Lovely, interesting church (Meeting got roped in with the Ukellee Group!)
July 21 2018	EDWARD BOYHAN	PORT ST LUCIE FLORIDA eboyhan@NSA.com	USA
July 22 2018	Andrea Jakob Johann Jakob	Heiningen, Germany	Für Johann war es etwas Besonderes, einmal eine Glocke läuten zu dürfen! Die Glocke zu hören!
July 27th 2018	Terry & Jane Morgan	Crowntown Helsdon	

WHAT IS YOUR STORY?

Research your church for stories on:

- ❖ Famous and not so famous people
- ❖ Local history
- ❖ Religious stories
- ❖ Events
- ❖ Quirky tales and folklore
- ❖ Who is in your graveyard?
- ❖ Stained glass windows and monuments



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INTERPRETATION

All heritage sites need interpretation. It gives

- ✓ Factual information
- ✓ Interaction
- ✓ Excitement and interest
- ✓ A way to tell stories
- ✓ A way to dispel pre-conceived ideas

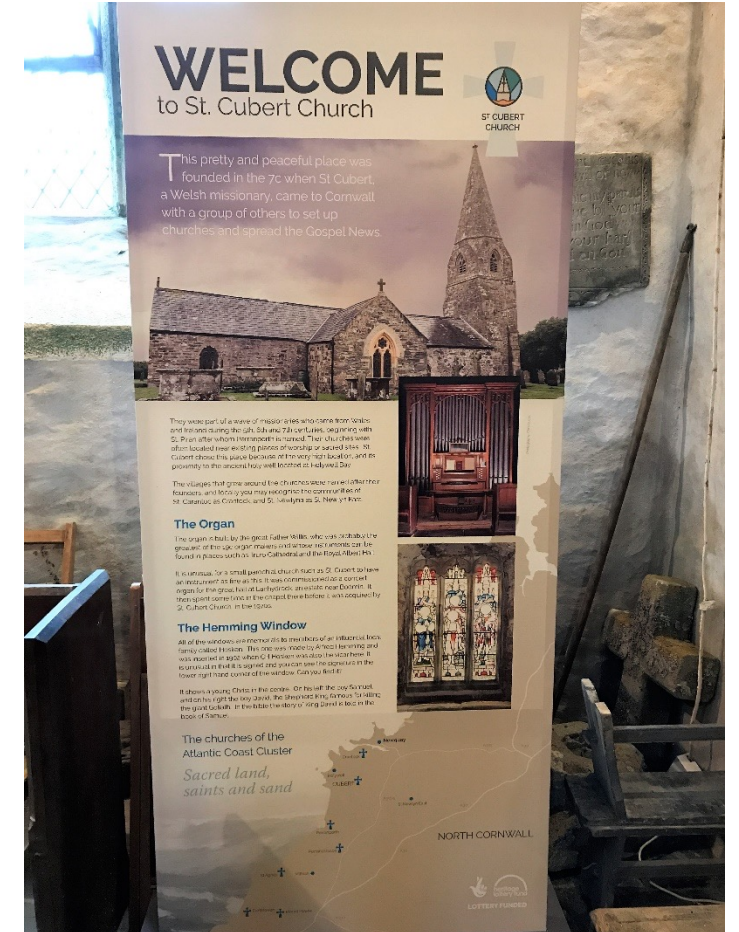
One type on its own will not suit all visitors



Interpretation is the process of **communicating messages and stories about our cultural and natural heritage**, providing the audience with inspiration and a wider understanding of our environment. Or quite simply, interpretation is about telling stories..

TRADITIONAL INTERPRETATION

- Free leaflets
- Guidebooks
- Paddles and laminated sheets
- Banners and panels
- Talking with stewards
- Guided tours
- Special events and activities

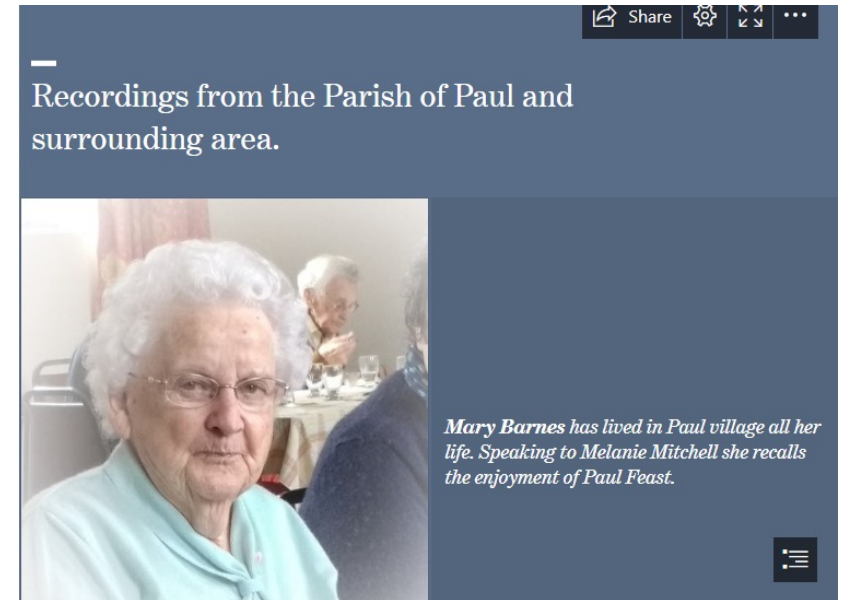


DIGITAL INTERPRETATION

- Provides exciting new ways to tell your story
- Create engaging interactive content
- Visitors bring their own devices – think QR Codes to link to your website

Visitors using digital methods want

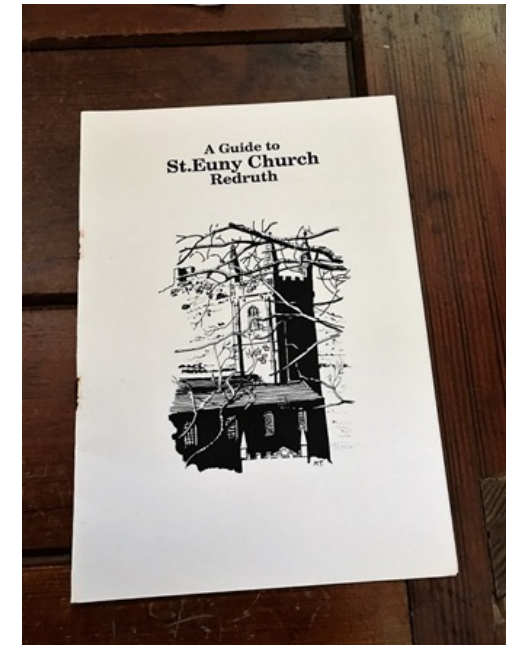
- ✓ Easy navigation
- ✓ Instant and up to date information
- ✓ Pictures
- ✓ Video
- ✓ Scannable text



CURRENT INFORMATION

What do you already have?

- Examine it critically!
- Are the guides written clearly and simply? (The average reading age in the UK is 13)
- Is it up to date?
- Is it inspiring and engaging?
- What is missing?



“If people understand their building, they will value it; by valuing it, they will want to look after it; in caring for it, they will help others enjoy it. From enjoyment of the historic environment comes a greater thirst to understand it and the circle begins again.”

Dr Simon Thurley, Former CEO, English Heritage



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THINGS TO DO NOW

Your online presence:

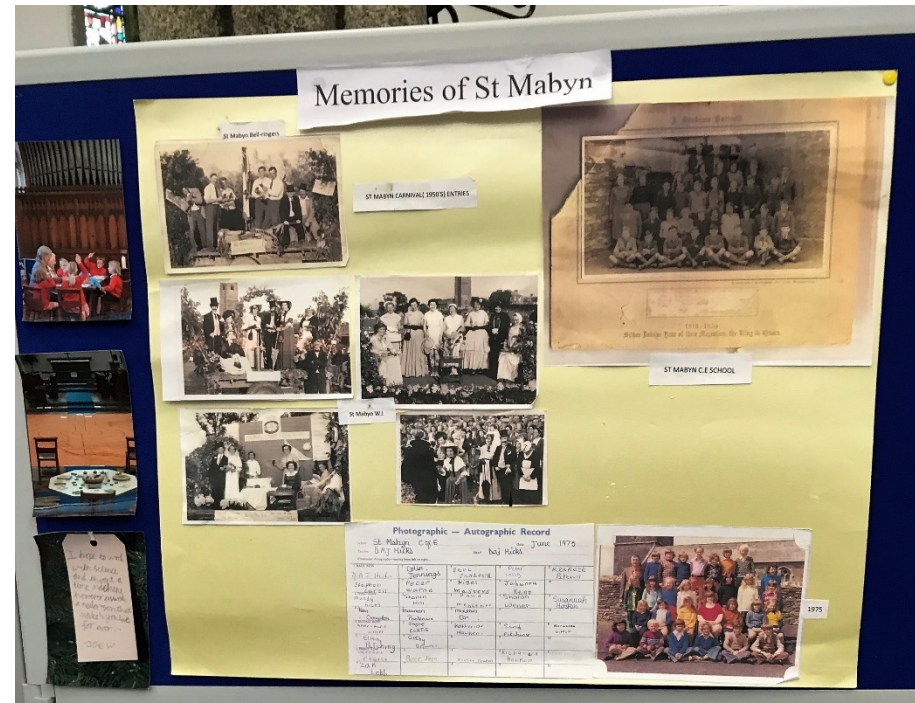
- ✓ Are you on Explore Churches?
- ✓ Visit your website like a stranger
- ✓ Make sure essential details are on your website/ACNY, including postcode and opening times
- ✓ Claim your google map entry
- ✓ Social media

Your online content:

- Could you create a virtual tour?
- Short videos
- Photos
- stories



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RESOURCES

- Explore Churches: www.explorechurches.org
- National Churches Trust:
<https://www.nationalchurchestrust.org/how-we-help/church-tourism>

Interpreting your building | National Churches Trust

- Diocese of Truro: [A Way to Welcome Archives - Truro Diocese : Truro Diocese](#)
- [Caring for God's Acre is a charity that specialises in the preservation of wildlife and the heritage of burial grounds, graveyards and cemeteries \(caringforgodsacre.org.uk\)](#)



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THANK YOU

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Mon-Thurs mornings



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