Historic England

Taylor Review Pilot
Community Development Resource

Encouraging people to visit:

Promoting tourism in your place of worship

Contents

1 What do we mean by 'tourism' at places of worship?

'Tourism' relates to anyone visiting your place of worship outside of services, private worship and some organised events - you may find it helpful to think of it in terms of 'visitors', 'pilgrims' or 'new audiences'.

Visitors can engage with sacred spaces in a range of ways. People may visit for private worship, but also for many different reasons, such as:

- A quiet space to sit and reflect

- Somewhere to stop on a walk or cycle

- For creativity; Art, drawing, painting, music, acoustics, singing

- Social History

- Family History

- The heritage of the building

- The architecture of the building

- Arts and crafts history

- Wildlife in the churchyard

- Local geography

2 Why consider tourism?

Tourism does not have to mean people travelling a long way; it can be local people exploring and visiting places in their local area.

Encouraging new visitors to visit your place of worship can help reach the wider community in the broader sense. Different audiences and visitor types can attract a wider network of potential new supporters

It can help engage people with their local and wider heritage and community.

The potential benefits that new visitors can bring include:

■ Increasing footfall

■ Leaving donations

■ Signing your visitor book (*see* Monitoring visitors for more information)

■ Creating a greater awareness of places of worship and what they have to offer

■ Demonstrating wider use of the building and the public value of the building beyond worship

■ Increased interest and support of an event or project you are carrying out

■ New volunteers

■ Helping contribute to your knowledge of the building, its history, local connections etc.

■ Helping promote your place of worship – for example, through personal social media accounts, which may raise awareness more broadly

■ Increasing security (*see* Insurance and opening outside of worship for more information)

How this document can help

Being open outside of worship and planned events does not mean that you must do lots of additional activities or dramatically change your place of worship. There are some simple things you could consider to help encourage more people to visit, engage with the building and support you.

You may, of course, want to make bigger plans to encourage new visitors. Whatever your aim, this document will help you to start thinking about what you need to put in place.

You may also wish to consider these changes in terms of a larger project (*see* the *Management of Change* workshop material for more information and guidance)

Please be aware: places of worship that have received grant aid from public bodies, including the National Lottery Heritage Fund (NHLF) and Historic England, must be open for a minimum number of days a year for public access. Please check conditions of grants, eligibility and outcomes, when considering grant applications (*see* the *Funding – some things to consider* document for more information).

3 Is being open for tourism the right thing for your place of worship?

It is worth considering what the options, benefits, challenges may be – A 'SWOT analysis' (strengths, weaknesses, opportunities threats) is a simple tool that may help you as a group to think through the options for being open for Visitors/Tourism outside of worship and events.

Strengths and Weaknesses are internal and things you have influence over. Opportunities and Threats are external, and you may have no control over them but can make them work to your advantage.

SWOT analysis Template

Strength	Weakness
Opportunity	Threat

4 Insurance and opening outside of worship

If you are thinking about opening your building more than you currently do you should contact your insurance provider to check your cover and also inform them of changes you may be making.

Leaving a place of worship open and encouraging any visitors to 'pop in' on their own terms not only allows them to engage with the building in their own way and at their own time, but will also mean the building is used more regularly.

Your insurance company may also have guidance about open churches, as well as things to think about (risk assessments) when opening up the building – both for the safety of the building, and for the people involved. Ecclesiastical Insurance, for example, has some guidance and tools available at:
https://www.ecclesiastical.com/risk-management/open-churches/

You must check with your own insurer as they may have their own guidance and templates that you must follow.

Further guidance on safety and security by Historic England can also be found at:
https://historicengland.org.uk/advice/caring-for-heritage/places-of-worship/making-changes-to-your-place-of-worship/advice-by-topic/security/

And also by the National Churches Trust:
https://www.nationalchurchestrust.org/security/building-security

5 Practical steps to consider when opening the building

If you are hoping to encourage more visitors to your place of worship outside of usual services and events, you should consider:

When will the building be open?

- Will you have set days / times when you will be open?

    - Will these times be seasonal?

    - Do you have enough volunteers to open the building at these times or will you need to look for extra support?

    - Do you need anyone to remain in the building whilst it is open (for example, to meet and greet volunteers, guides etc.)

    - Are your doors unlocked? A visitor is much more likely to visit if the doors are unlocked (and if there is a sign to invite them in) – than they are to search for a key holder, particularly if they are unfamiliar with the area and/or concerned about disturbing someone **Have you checked with your insurer and managed any risks?**

- How will you let people know you are open (*see* Encouraging people to visit for more information)

What is your access like?

- You should think about the access to your building. If you already have an Access Statement or Access Audit for the building, you should think about the impact this could have on new visitors when they arrive and if there are any ways to share this information in advance.

- You may wish to think about things like **physical access** around the building and its grounds, as well **how accessible your location is**.

Remember you are thinking about this in terms of visitors arriving and not when a service or event is taking place, so some of your arrangements may be different. The checklist below could help you identify some considerations.

Physical considerations for access		Location considerations	
Are there steps into the churchyard? – how many?		Is there a car park? How far is it from the entrance?	
What is the approach to the building like? For example, a gravel path, across a grass churchyard		If no car park, are there other safe parking options? What are they?	
Are there steps into the building? – How many? Is there a permanent ramp? Is there an alternative entrance?		How far is the building from a main road? For example, village is 3 miles west of the A11	
How wide is the doorway?		How far away is the nearest bus stop? How regular is the service?	
Is the door heavy to open?		How far away is the nearest train station? How regular is the service?	
		Are there any walking or cycling routes nearby?	

You can find further information about access at https://historicengland.org.uk/advice/caring-for-heritage/places-of-worship/making-changes-to-your-place-of-worship/advice-by-topic/access/

If, when going through the considerations, it throws up some concerns, it is not a reason to not open – you can think about mitigation, potential changes, or just make sure potential visitors have the information they may need in advance so that they can make suitable plans and informed decisions.

Will you need to apply for any permissions to make changes?

This will very much depend on what changes you are seeking to make and it is always best to seek advice from your governing faith body or local authority if in doubt.

These questions will help you consider your current situation, so that you can start thinking or planning for what you may need or wish to change or do differently. Just because you may need to change something does not necessarily mean it is a reason not to open the building beyond worship.

6 Navigating disagreements

Having researched your options, and checked with your insurer, as a group you may still disagree on over whether the building should be open or not.

With any change, it is normal for some uncertainty around its success or worry about 'what if something goes wrong'.

A few things you could consider trying:

■ **Understand people's concerns** and see if there are any ways to address the issue, or reassure them; for example, a SWOT analysis and Risk Assessment may help you with these discussions and help you decide on a course of action

■ **Make contact with other places of worship** who are already opening their doors to tourists and visitors, to understand what benefits it brings, and how they overcame any difficulties

■ **Don't 'go it alone' if you are worried about security** – you could, for example talk to local dog walkers to see if they would be willing to keep an eye out on their daily walk, or if you are next to a business, ask if anyone would be willing to check things on a lunch break or at the end of the day.

■ **Keep people informed** – Let neighbours and local businesses know what you are doing differently so they aren't concerned if they see the church unlocked, and they know who to contact if they see something they are concerned about

■ **Run a trial period** to see how things go, and talk about what happens – for example, were you able to open as much as you planned? Were there any issues? What feedback did you receive? Remember, it takes time for awareness to build that you are open, so do not expect to be inundated with visitors the minute you open the doors. You may find a range of factors such as the weather and what is happening locally may influence how many visitors you receive. Also, don't rely on a Visitor Book to find out how many people have visited as not everyone will write in the book.

7 Interpreting your place of worship

Whilst people visiting your place of worship may wish to learn or discover something whilst they are visiting, there are many ways information could be accessed and presented without it impacting on how the building is viewed for worship. Many people who want to know about places of worship enjoy the fact that they can see the buildings through history and continuing to be used.

There are different types of interpretation you could consider that don't involve lots of big 'museum style' information boards

Options include:

- Having a specific area for visitor information

- Guidebooks, that people could refer to whilst there, and then take home with them

- A short leaflet which could lead the visitor around the building highlighting interesting facts and stories. This could include a numbered floor plan to help people locate where to look.

- 'Signposting' in certain areas, such as "look up" to encourage people to view the decorative ceiling, or "sit and listen for bird song" on a porch bench. These could be changed over time and can easily be moved for services and put back in place afterwards.

- Engaging the senses – seeing, hearing, smelling, touching. Interpretation isn't all about what is written down, it is also about how people feel in a space such as an emotional response or invoking memories – for example, this could be generated through playing music or the smell of incense

- Online information – such as signposting people to a website, or information that could be accessed from people's smart phones via a QR code. There are also options that work without internet access within a building, such as http://www.info-point.eu

- Interactive displays or activities

- A variety of information available - what you think is the most interesting thing about the place of worship may not be the most interesting to other people, e.g. having five pages about the history of the organ may not be to everyone's taste! For thinking through what type of information to include for visitors, have a look below at Understanding why people want to visit.

Look what is used elsewhere and have a think about what works well, what works less well, and why you think that.

If you are looking at interpretation that may be more permanent or fixed (as opposed to leaflets, which are comparably cheaper and easier to remove / replace), you may wish to consider carrying out some consultation on what people may wish to see, or areas they find interesting. Further information about how to consult can be found in the *Places of Worship & the Wider Community: How to consult and build strong local partnerships* workshop material.

When considering your designs, location and installation, do also ensure that you have the relevant permissions in place. If in any doubt always seek guidance from your governing faith body or local authority.

If you are making any changes and introducing interpretation as part of a larger project, you should find out whether there is any funding available to support this. For example, if you are looking to put in grant applications for works on the fabric, depending on the grant body there may also be scope to include costs towards interpretation and activities. Check individual funder's guidance on what they will consider funding.

8 Understanding why people want to visit

As we have seen, people's motivations for visiting places of worship are varied and so we need to consider what they may want to gain from their visit.

It can be tempting to just think about the place of worship in a very factual and in depth architectural / historical way – but remember that this may not be the only thing people want to know about. It can help to think of this in terms of how you can tell the story, or stories of your place of worship, rather than presenting it in terms of facts and figures. This can also make your place of worship more memorable.

Stating you have a "15th Century Font" may not resonate with many people, a more enticing statement may be something like, "Our font has been an important part of the Christian journey of villagers for 500 years, what could you discover on your journey here?" or "The coat of arms around the base of the font relate to the XXX family, the family who also built the nearby Castle, which is also open for visitors during the summer months"

To enable you to tell stories, you could consider what makes your Place of Worship special or different. You may want to talk as a group, ask people locally, look at comments in your visitor book, or refer to your Statement of Significance etc. to draw on a range of different sources to provide you with ideas of what could interest different people. Collect these ideas together under different headings, for example:

- History (including social history)

- Architecture

- Connections to other local buildings or areas

- Connections to famous or important events (local, national, international)

- Wildlife and Geography

- The Arts

As well as everything your place of worship has to offer, also think about what is in your local area that may already encourage people into the area. As wonderful as places of worship are, many are small, and so may form part of a day out rather than being a singular 'visitor destination'.

Do you have any local 'Tourist Attractions', for example

- Museums

- Historic houses

- Heritage sites

- Wildlife or nature reserves

Are you on, or near, any

- Walking routes

- Cycling routes

- National trails

- Pubs or Cafes

Once you have a clear idea of the range of interesting features, stories and connections your place of worship may have, this can help you start thinking about how this information could be presented to visitors, and importantly how you can use it to encourage people to visit.

9 Encouraging people to visit

If you have made the decision to open up, you need to think about how people will find out about you, and encourage them in. A 'visit' can start before a person is physically at your place of worship, so you should think about both:

- **Pre-visit information** – what people can find out in advance of their visit – for example websites, leaflets, social media, signage

- **On-site information** – what people find out when they arrive – for example, notices and information signs

Pre-visit information: Online and leaflets

Before making any changes or creating new information, you should find out what is already available about your place of worship.

Spend some time researching and collating what is already available in print for example leaflets, notices, posters and online.

Try putting the name of your place of worship into a search engine, and see what comes up. Make a note of all the different sites. Is it more than, less than or what you expected? If you have your own website, was it easy to find in the search results without using the full web address?

Think about it as a potential visitor – will they already know, for example, your dedication or would they just search for "church", for example, along with the name of a village or town? Try doing this yourself – do you get the same results as before? Were there more or less results? Make a note of any new sites, and from your original list mark all the ones that did not show up.

Remember you are thinking about this from the point of view of a visitor, not someone who is already familiar with the place of worship.

A simple table may help:

Website	Website 1	Website 2	Website 3	Website 4
Considerations				
Information about opening arrangements				
Address and clear directions for how to find the place of worship				
Details on parking, public transport etc.				
Stories or interesting information to encourage visitors				
Were interesting images used				
Any details of what is nearby to visit / facilities to use				
Easy to find the information you needed?				
Did it make you want to visit? Why?				
Based on your knowledge				
Is the information accurate / up to date?				
Do you feel it shows your place of worship in the best light to encourage visitors				
Can you think of anything that wasn't included, but would help visitors?				

A similar exercise can be carried out for any leaflets, posters etc. you may have for your place of worship. For this, also consider where the leaflets / posters are displayed, and how people will get access to them. For example, are they in a local café, the nearest larger towns Tourist Information, at other nearby places of worship etc.

Thinking about how information is already presented can help with planning out where you need to go next. Is it a case of updating what is already in existence, or will you want to create something new?

The table above shows the sort of information visitors may find helpful to know in advance. Pre-visit information is also the opportunity to showcase your building, and encourage people to visit. Think back to the interesting stories and information you have drawn together – what is your 'hook' or 'unique selling point' that may encourage people to visit.

You may wish to present different stories or themes depending on where you share the information. Different websites (and sometimes sections of websites) may demand different messaging, for example, if you are encouraging people to visit on a walk or bike ride to explore a historic building, or if you are encouraging people to attend services (of course some may have cross over). You may find the separate document *Examples of Promoting a Place of Worship to Visitors* helpful to consider some of the ways you could present information.

Having information in more than one place can help you to reach a wider audience, and therefore encourage a broader range of people to visit. Keeping track of what and where you have information is very important, as well as being clear about who is responsible for updating that information should anything change.

You may wish to consider:

- **Social Media**: for example Facebook, Twitter, Instagram, Trip Adviser, You should bear in mind that Social Media is not just about 'giving' information, but a means of two-way communication. Are you able to provide regular updates, respond to comments and posts, use hashtags to tie into wider conversations etc? This could help you reach a wider audience than just static posts to your own account. The National Council for Voluntary Organisations has a range of guides available on using social media: https://knowhow.ncvo.org.uk/campaigns/communications/social-media

- **Other organisations**: Think about what is around you, and who may already have websites – such as a village / town website, local attractions, local businesses etc. You could have a conversation with them to see if they would be prepared to provide space for some information about your place of worship, or link through to your own website/social media. They may also be willing to have some of your leaflets at their venue, or a poster to encourage a visit. This could be a mutually beneficial arrangement and could help build a relationship with them. It is worth spending time thinking about who you may like to approach, and consider pros and cons to each.

- **Tourism websites**: Most counties or areas will have a tourism website (also known as a 'DMO' - Destination Marketing Organisation). Most of these are likely to have fees attached to them – so do consider your options and potential benefits before signing up for any paid-for service. You may want to see if anyone near you already uses this service to encourage visitors, and perhaps contact them to see if they would be willing to display your leaflets or mention you on their website, as outlined above.

- **Explore Churches**: A free website run by the National Churches Trust to promote Places of Worship: www.explorechurches.org.uk

- **Leaflets**: Some considerations include who will design, produce and print them and what costs will be attached to this. How long will the information be valid for, before you need to reprint and redistribute. You could consider discretely including the date it was created; that way if you need to make new ones it will be easy to identify the out of date leaflets and replace them with the new ones.

Pre-visit information: Signage

If your place of worship is difficult to find, or you are trying to encourage visitors from a busier route, you may wish to consider if installing additional signage will be of benefit.

As with online and printed information, you should check what signage already exists, where it is placed and if it is still visible. Your local area may already have signposting in place, and you could have a discussion over whether your place of worship could be included (for example, village/town trails, footpath for waymarkers etc.). Most county councils run 'Tourism Sign' (brown road sign) schemes; councils may have different requirements for eligibility to these schemes so it is best to check information provided directly by your council.

Please be aware that signage may involve a one off cost, or on-going fee for maintenance and also may be subject to permissions.

There may be times you do not want Tourism to take place – for example, if you have a service or activity taking place. Think about how you let potential visitors know and what messaging this will give them about whether or not they decide to return at another time. Consider the difference between two signs that read "No Visitors" *or* "service taking place – you are welcome to join us. Please do come back later if you would like to look around the building, thank you!"

On-site information: Practical information and considerations

As with pre-visit information, you should look at how your information is presented from a visitor perspective.

Think about what is already at your place of worship. There is a simple exercise called "in the shoes of the visitor" available on the National Churches Trust website that you may find helpful to use whilst in your place of worship to help you see how it is presented from a visitor perspective. Visit: https://www.nationalchurchestrust.org/shoes-visitor

Some practical considerations

Notice board

- Is it visible? If it's in the churchyard, is plant growth around it trimmed back so people can easily see the information?

- Does it look welcoming?

- Is it up to date? Make sure notices are removed after the events / activities have taken place

- Does it look cluttered? Are the notices clear, or on top of each other? You may want to consider dividing the space so that there is an area for service/worship related information, an area for security notices, and an area for visitor notices, so that people can more easily identify the information they need. If you are splitting this across multiple notice boards, consider where the best location for the information would be.

- Does it show opening arrangements?

- Does it show details in case of emergency? This should include the address and postcode for the building.

- Are you promoting key information e.g. summary of projects you are working on

- Are people aware of how to support you? (*see* Encouraging visitors to donate)

Welcome Signs

■ Is there anything to easily identify the place of worship as being open to someone passing by?

■ There are a range of options from A-Frames, hanging signs, a large print notice in a roadside notice board

Security Signs

■ If you have security measures in place at your Place of Worship, it is important you follow any guidance you are given around how these operate and if/how you need to display any information or signage about them at your place of worship

■ Be aware of how this messaging might come across to your local community and potential visitors – and make sure it is balanced with welcoming messages and signs to encourage visitors

Visitor Book

■ Is it well positioned for people to notice?

■ Is there a notice to encourage people to sign?

■ Are there working pens? Also *see* Monitoring visitors for more information

Donation Points

■ (*see* Encouraging visitors to donate)

Literature

■ Is there a clearly defined area for leaflets and literature?

■ Is this area well laid out and is it easy to find information?

■ Are the leaflets for visitors easy to find in amongst other literature?

■ Are you also displaying leaflets for near-by attractions (for example a mutual arrangement with a near-by Tourist Attraction to display each other's leaflets)?

10 Monitoring visitors

If you have made the move towards the building being open more, you may want to know how many people are visiting you.

If you are looking to record how many visitors you have, there are different options to consider based upon your circumstances.

- **Visitor Books**: These are optional for visitors to sign and leave information. Think about placing this somewhere visitors will walk past, perhaps with a sign to encourage them to write in the book. Don't forget to make sure you have pens that work!

- **Automatic Door Counter / Visitor Counting Mechanism**: These are electronic devices that can be fitted at the point of entry. The National Churches Trust is currently looking into counting visitor numbers by this mechanism:
  https://www.nationalchurchestrust.org/news/counting-church-visitor-numbers-goes-digital

- **Hand-held counter**: Someone physically clicks a counter, to tally up the numbers entering (an option if you have a volunteer/staff presence at a building)

- **Tokens in a jar:** You could ask people to place tokens in a jar, and then count these up at the end of the day. As with visitor books, not everyone will do this so will give you an indication only.

Be aware that numbers alone, although a good indicator of how many people are engaging with the space, gives you little indication about how or why people are visiting.

If you have a visitor book, you may find that this contains an excellent source of information you can draw upon. However, remember to be mindful about GDPR (the General Data Protection Regulation) if you are collecting any personal information. For more information on this perhaps seek guidance from your governing faith body or the Government's guide:
https://www.gov.uk/government/publications/guide-to-the-general-data-protection-regulation

What can you potentially learn from your visitor book?

- How many people visited over a particular timeframe (e.g. monthly, weekly, seasonally etc.)

- People's views – be prepared for these to be positive, negative, indifferent, different to your own views

- Where people are from / how far they may have travelled to visit

- Why people may visit

- What people find interesting

- Types of people visiting – for example, are signatures all of individuals, of family groups, of special interest groups

This information could help you when thinking about planning future events and activities, what information and stories to use as part of interpretation, and provide you with a base line of the types of visitors you currently engage with. Knowing this information may also be useful when considering grant applications, for example, if you need to demonstrate changes to your audiences.

11 Encouraging visitors to donate

There are some practical considerations to consider when encouraging people to donate.

- Do you have an obvious donation point?

- Is there any signage to encourage donations?

- Is it clear why you are asking for donations, and what it will support? For example:

  - if you are raising money for a specific project such as a roof repair, have you provided information about why the roof needs to be repaired, how you are raising money, and how their donation will help?

  - If you are raising money for general maintenance and fabric funds, consider explaining your running costs (not necessarily what you actually spend, but what you should be spending each year)

  - Are you asking for money to support running particular events? What are the events and who will they benefit?

  - You could illustrate what a donation could be used for, eg £5 will pay for our heating for X hours, £20 will buy one new roof tile. Be careful not to overload people with information. Make sure your examples reflect your main messaging or 'ask' for donations.

- Are you encouraging gift aid?

  - If so, do you have a donation point large enough to fit the envelopes?

  - Do you have clear information about gift aid and how it benefits you to encourage people to use it?

As well as physical collection boxes, there are various other donation methods that you could consider that involve technology. As with physical donations, do consider your messaging and what you are asking people to donate for and why.

Bear in mind some options may levy a fee or subscription charge, so do look carefully when considering your options. For more information you may wish to look at:

https://www.parishresources.org.uk/digital-giving/

https://www.nationalchurchestrust.org/how-fundraise-your-project/using-online-and-text-giving

https://knowhow.ncvo.org.uk/funding/fundraising/individual-giving/digital-fundraising

https://www.moneysavingexpert.com/family/charity-fundraising-sites/

Remember that whilst not everyone will be in a position to leave a donation, there are other ways that they could support you. For example, you could consider some messaging around the different ways in which visitors could potentially lend their support. For example, notices could include some of the following type of information:

Thank you for visiting!

You may wish to consider one of these simple ways of supporting our work:

- **Sign our Visitor Book to tell us your thoughts**

- **Leave a donation*** [give details of where the donation point is in relation to where you are putting the notice]. If you are able to gift aid, please also complete the envelope with your donation. Further details about gift aid can be found on the envelope.

- **Come to an event** all activities will be listed in [explain where this info can be found, for e.g. the notice boards outside / our website / in the parish magazine etc.]

- **Volunteer your time or skills** Please contact [insert details of who to contact] if you would like to help. [if you have specific help you need, you could refer to it, or have the information nearby so it is easy for people to find]

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*a separate notice at the donation point could clarify how funds will be used.

12 Further information

Church of England: Definition of 'Open' church:
https://www.churchofengland.org/more/church-resources/churchcare/advice-and-guidance-church-buildings/sharing-your-building

Ecclesiastical Insurance information on open buildings, security and risk assessments:
https://www.ecclesiastical.com/risk-management/open-churches/

Historic England information on safety and security:
https://historicengland.org.uk/advice/caring-for-heritage/places-of-worship/making-changes-to-your-place-of-worship/advice-by-topic/security/

National Churches Trust Guidance on Security:
https://www.nationalchurchestrust.org/security/building-security

Historic England information on access:
https://historicengland.org.uk/advice/caring-for-heritage/places-of-worship/making-changes-to-your-place-of-worship/advice-by-topic/access/

In the Shoes of a Visitor: produced with funding from English Heritage (now Historic England) by the Northwest Coast Multifaith Tourism Association:
https://www.nationalchurchestrust.org/shoes-visitor

Info-Point: interpretation for Places of Worship:
https://www.info-point.eu/content/church.html

The Churches Visitor and Tourism Association: a range of information, tool kits and guidance:
http://cvta.org.uk/

"Explore Churches" website by the The National Churches Trust - This provides an opportunity to create a free 'page' for your church or Place of Worship, as well as guidance on topics such as how to create films to help promote them:
https://www.explorechurches.org/

National Churches Trust digital counting of visitor numbers:
https://www.nationalchurchestrust.org/news/counting-church-visitor-numbers-goes-digital

Church of England information on digital giving:
https://www.parishresources.org.uk/digital-giving/

National Churches Trust guidance on online and text donations:
https://www.nationalchurchestrust.org/how-fundraise-your-project/using-online-and-text-giving

https://knowhow.ncvo.org.uk/funding/fundraising/individual-giving/digital-fundraising

Money Saving Expert information on online fundraising:
https://www.moneysavingexpert.com/family/charity-fundraising-sites/

Divine Inspiration: Unlocking Churches:
https://arthurrankcentre.org.uk/resources/divine-inspiration-unlocking-churches/

Arthur Rank Centre: Open Welcome Toolkit for Rural Churches:
https://arthurrankcentre.org.uk/resources/open-welcome-toolkit-rural-churches/

Achieving Excellence – visitor welcome toolkit: produced with funding from English Heritage (now Historic England):
https://www.nationalchurchestrust.org/achieving-excellence-visitor-welcome

Heritage Open Days (annual event to encourage people to engage with heritage):
https://www.heritageopendays.org.uk/

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