

**Discover Churches Hidden Stories, Open Doors**

**National Churches Tourism Conference  
In partnership with the National Churches Trust and the Churches  
Visitor and Tourism Association**

**Tuesday, 11 October 2022**

**Programme**

**Conference Chair - Richard Tulloch**

Trustee of the Churches Visitor and Tourism Association, and former member of staff at Diocese of Bath & Wells, supporting parishes in their projects and with responsibility within the diocese for tourism

9.30am	Registration, light refreshments
10.00a.m	Welcome and setting the scene
10.20am	<b>Bringing History Alive</b> Professor Catherine Clarke, Director of the Centre for the History of People, Place and Community at the Institute of Historical Research. Creator of the walk, cycle or drive St. Thomas Way pilgrim route from Swansea to Hereford'.'
	<b>Raising the awareness of churches in the rural landscape through the medium of television.</b> Jules Hudson, English archaeologist and television producer.
	<b>Promoting and enabling the potential of places of worship as a sustainable community resource.</b> Becky Payne co-author of Crossing the Threshold Toolkit, Development Director the Historic Religious Buildings Alliance and Trustee of the Churches Visitor and Tourism Association'.
11.30am	Held in The Abbey and United Reform Church, Inspiring seminars with tips and support to open your church to visitors and tell your story. Choose one from: <b>1 Open Doors – getting the message right.</b> Join Lynne Ingham and Derek Stancombe from Ecclesiastical Insurance and Sarah Crossland from the National Churches Trust for a session focusing on the positive steps you can take to open your church to visitors and your community, whilst also protecting it and telling it's story. This is the ideal introductory session for anyone involved with churches and chapels wishing to learn more about church tourism and have the confidence to open their doors.

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	<p><b>2 Happy Visitors make generous visitors.</b> The generosity of giving is twofold. Show visitors to your church that it is alive, welcoming and surprising to encourage them to help sustain your building. This seminar explores, with experts, the project team and the experiences of Shropshire and Herefordshire Churches Tourism members the 'pros and cons' of using technology in the pocket and not cash.</p> <p><b>3 Raising Income through experiences involving visitors.</b> First –hand hints and tips for working in partnership to create itineraries for trails and coach trips. Mentors: Professor Catherine Clarke, Simon Locket and Liz Hill.</p> <p><b>4 Ways to tell your hidden stories when volunteers are not in your church.</b> Looking at the new technologies that give your church great opportunities to build relationships with visitors and your local community. Mentors: Info- point, Christopher Catling CEO of RCAHMW</p> <p><b>5 How to put your church on the Tourist Map.</b> A 'how to' foster relationships and work with your professional destination marketing partnership, journalists, travel writers and the social media to inspire visitors to your church. Mentors: Visit Shropshire, Jules Hudson and a social media practitioner.</p> <p><b>6. Church Tourism Networks</b> The aim of this seminar is to show working together engenders a 'yes we can' approach leading to mutual benefit. It will briefly look at setting up a church tourism network, share practical knowledge and experience from the project. Mentors: Becky Payne CVTA, Shropshire and Herefordshire Churches Tourism Groups</p> <p><b>7. Don't forget your church yard.</b> Is your churchyard beautiful and accessible for those who visit your church? Find out how to interpret the social heritage of local communities or the refuges for our native wildlife to be found in your churchyard. Led by Caring for God's Acre</p>
12.30pm	Light Lunch at Shrewsbury United Reform Church
1.45pm	Seminars as above
2.45pm	Light refreshments and networking
3.30pm	Launch of the Discover Churches Tourism Resource Guide
3.45pm	Question and Answer Panel to include: <b>Becky Payne, Jules Hudson, Professor Catherine Clarke,</b>

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	seminar mentors, project partners and the project team.
4.15pm	Thanks and Goodbye



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