



# Discover Churches

Hidden Stories, Open Doors

## The Digital Church

Exploring how to develop effective strategies for digital engagement to support Heritage & Tourism



“It is an ancient need to be told stories, but the story needs a great storyteller.”

Alan Rickman



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## • **Telling the Story of your Church**

What makes your church unique?

- Architecture
- Artifacts
- Social history
- Famous connections
- Wildlife
- Landscape



“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.”

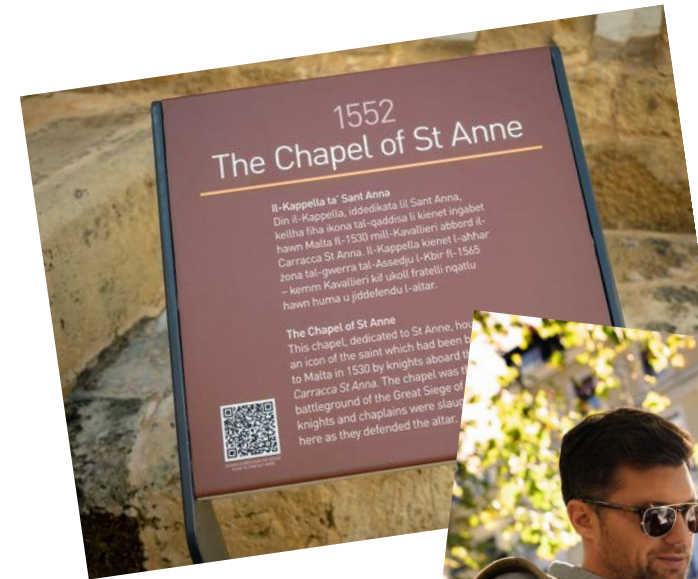
*Dr Simon Thurley*

- **Interpretation**

- Information Panels
- Welcome Videos
- QR Codes
- Independent Digital Storage Devices (Infopoint)



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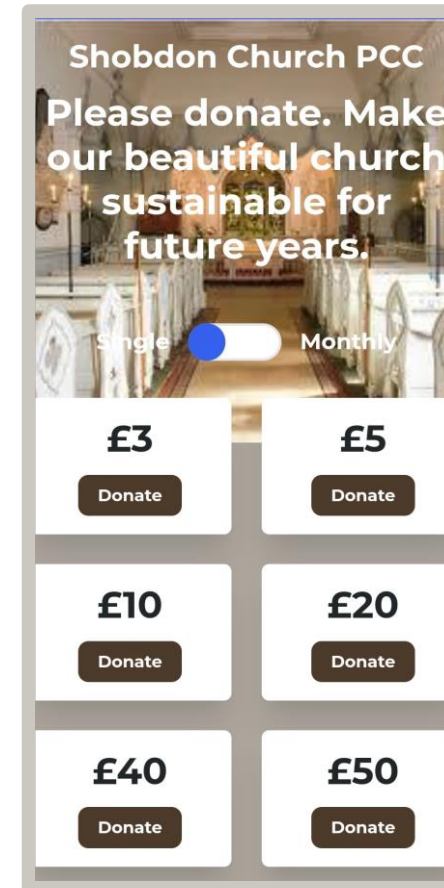


# Contactless Giving

- Choosing the right device
- Connectivity
- QR codes
- Visitor Counters



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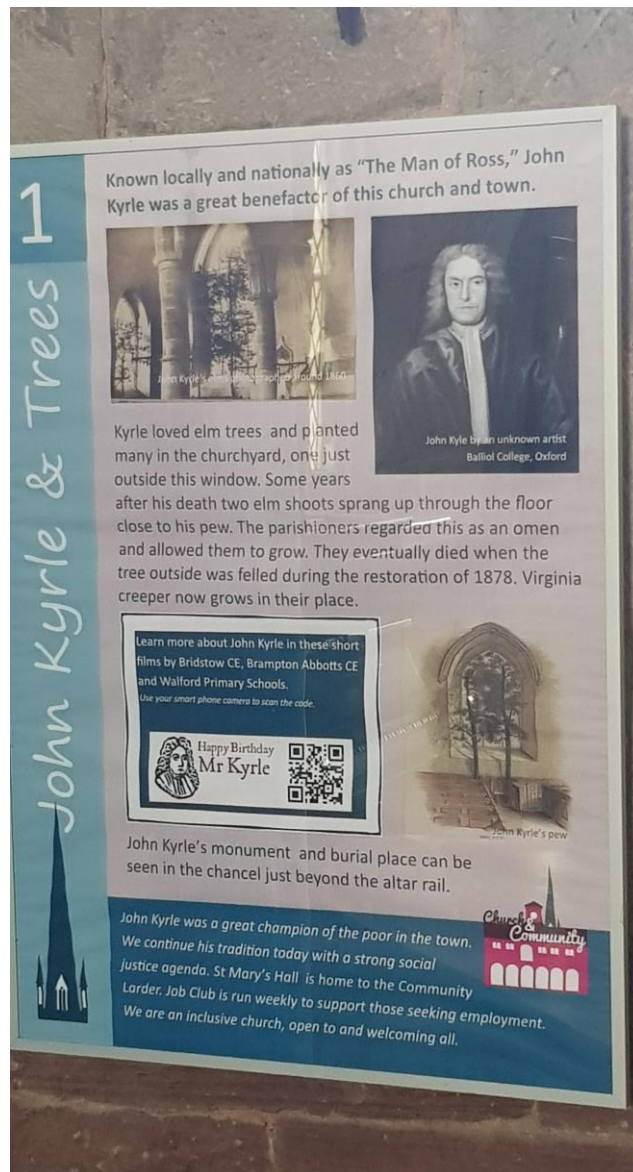


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## Digital Church Welcome - Content

### Community Engagement

- Involve the local community
- Gather all stories and pictures
- Research story ideas for popularity



# Digital Church Events & Talks



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## Online Events

- History Talks
- Online Tours
- Local Interest
- Famous Links
- National Connections
- Organ Recitals
- Nature & Conservation Walks



Virtual Tour of Holy Trinity Church in Guildford

[Click to Watch](#)

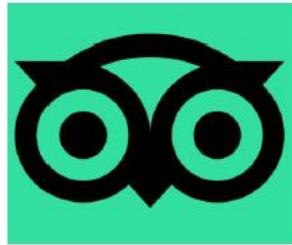


# Digital Church – Online Presence



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## Market on Social Media



- Tik Tok
- Face Book
- Instagram

- Trip Advisor
- Twitter
- You Tube







# Digital Church Trails



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## Promoting Trails

- Plot route onto [OS Maps](#) or [View Ranger](#)
- Route can be followed on a laptop and used on a smart phone.
- Collaborate with local and national Tourism Partners.
- Promote trail through relevant Websites





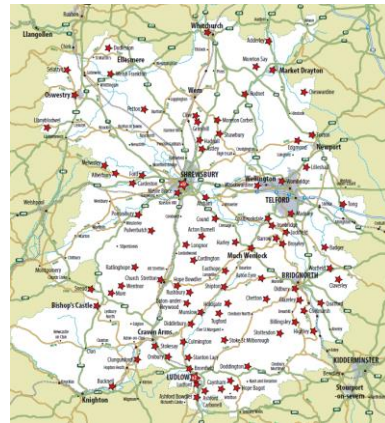
# Setting up a Church Tourism Group



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- Funding opportunities through a shared project.
- Opportunities to network.
- Share knowledge & ideas with PCCs.
- Joint Training opportunities.
- Promote trails through joint marketing.
- Increase visitors/donations through joint promotion (e.g brochures & websites).



# Useful Contacts



## Discover Churches

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- Discover Churches  
Tourism Officers - Liz Hill & Tony Smith  
[tourismofficer@visitherefordshirechurches.co.uk](mailto:tourismofficer@visitherefordshirechurches.co.uk)

[Herefordshire Churches Tourism Group](#)  
[Herefordshire Historic Churches Trust](#)  
[Churches Visitor & Tourism Association](#)  
[Info Point](#)  
[Sum up](#)  
[View Ranger](#)

[Shropshire Churches Tourism Group](#)  
[Caring for Gods Acre](#)  
[National Churches Trust/Explore Churches](#)  
[Parish Buying](#)  
[Give a Little](#)  
[OS Maps](#)





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**Thank you  
for your time**

We look forward to visiting  
your church after 17<sup>th</sup> May.

