



— Diocese of —
Hereford

Proclaiming Christ ✦ Growing Disciples



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So, what is it about church buildings.....

Agenda for today:

1. Why do churches matter?
2. Activities to consider.
3. Funding.
4. What to think about in an application.



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So, what is it about church buildings.....

Why do people visit churches?

What do they come to see?

If they came to your church what would they see?

Take 5 minutes to think about this and have a chat about it.



So, what is it about church buildings.....



- Spiritual places
- Places of gathering
- Places of ritual
- Places of remembering
- Places to give thanks
- Places to grieve



- Places of mystery
- Places of culture
- Places of memory
- Places of art
- Places of craftsmanship

So, what is it about church buildings.....

- Holy and spiritual places where local people 'expect' to encounter something - God.
- People in the community encounter churches in a whole range of ways.
- Places of gathering and ritual – births, life events, death.....
- Important to local community: sense of place, sense of ownership and the depository of local and collective memory.
- People visit churches on a day out or on a holiday as visitors and tourists.
- They are usually free to enter.....



First Principles - Get the door open.

'It is better that a few things are stolen from our churches, than the worshipping community steal a whole church from it's people'

'A locked church is an oxymoron'

Wendy Coombey, Diocese of Hereford.



The church is not a private members club – unless there are very specific reasons why a church should be locked (and there are few) – then it should be open. Daily.

Tourism and Visitors.

- Church buildings are part of the Tourism and Visitor Economy and they contribute to the economic prosperity of an area.
- Engage intentionally and professionally in tourism – is there a local tourism association or a local church tourism group? What can you do for free? (Explore Churches <https://www.explorechurches.org/>)
- Is there any free training available?
- Engage with something national: Build your confidence, don't reinvent the wheel. <https://www.heritageopendays.org.uk/>



Tourism and Visitors.

- Is there a local TIC or heritage centre who would take some of your brochures?
- Are you near to a B&B or other visitor attraction? Go and say hello, take some leaflets.
- Is there a countywide Tourism Organisation or Destination Management Plan – local economic development department should be able to tell you. Can you work with them?
- What can you do for free?





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Evaluate your visitor welcome – what do people see when they arrive?

- Welcome sign?
- Family activities?
- Welcome and walkers tables?
- Jams and pickles?
- Local produce?
- Good Interpretation?
- Chance to give?
- Cobwebs, dirt and bat-crap?



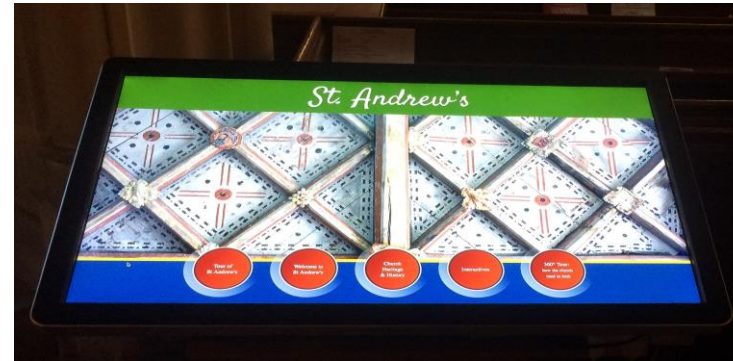
Tourism and Visitors.



Do it as professionally
as you can and do it
well



Tourism and Visitors.



Be creative with interpretation – do it as well and as professionally as you can.



Improving the welcome and generating income.

Prayer Stations and Votive Candles



Low cost, simple intervention
Safe – no fire.



Improving the welcome and generating income. .



- Low cost interventions – book exchanges, toy swaps – but keep it tidy!
- Draws people into the church building.
- Makes people feel welcome.
- Ability to develop other wrap around activities.
- Visitor counters – when do people come?

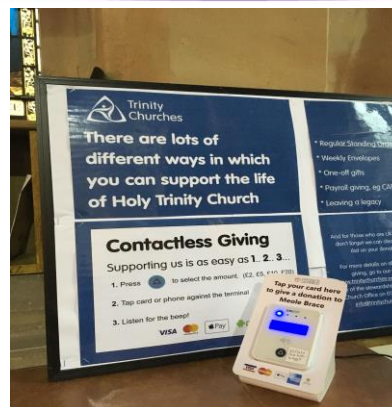


Improving the welcome and generating income.

Create income Generating ideas
and then provide easy ways to pay.

Piggy back onto local events and
activities – scarecrow weekend,
flower festivals, open gardens

Invest in Contactless.



Small things – BIG Difference

Could your church be used as a film set?
The next Bridgerton maybe?



Creative England or even your local
Economic Development team may be able to guide you.

<https://applications.creativeengland.co.uk/assets/public/resource/58.pdf>



What can you do for free?

Is there someone in your community who could.....

- Develop social media platforms?
- Help create a web presence – your own or get you onto other sites such as Explore churches.
- Could anyone help you keep the church building open and welcoming?
- Help with locking and unlocking?
- Could anyone help you engage in tourism such as another nearby tourism business?
- Another organisation who could partner with you and share costs?



Current Funding Climate

- Most funding is focussed on post Covid economic and community recovery and mostly activity based.
- National Lottery Heritage Fund is still a good source of funding for small scale projects around tourism and heritage – but you have to be able to meet their outcomes.
- Awards for All is also a potential funder for some community based activity.
- All Churches Trust may offer small grants to church projects – but will want to see community involvement.



Current Funding Climate

- Local trusts and funders may be able to support you – do some local research, contact your local economic development team at your local authority for funding sources.
- Parish Councils, piggy back or work in partnership with other tourism providers and organisations.
- Work with other local parishes – share the costs.
- Small local trusts and organisations such as Rotary, Masons – doing local research.



Current Funding Climate

- You will need to be able to demonstrate that you are a well-run organisation.
- That you have a track record or credibility.
- That you have community support.
- That you have thought about sustainability.
- Undertaken some thought about business planning,
- You have good governance, and
- a clear, costed and achievable project.



Current Funding Climate

- **Top tips to help you get a grant**

- Make sure you really are eligible for the grant in question and don't try to force fit your project to a marginally applicable grant.
- Answer the questions that are actually asked and don't be tempted to add in other information just because you want to say it.
- Be very clear, both in the way you present information and in the way you explain why your project deserves to be funded (above any others that might be applying for the same funds).
- Follow the grant guidance, and ask the funding body if you have any questions.
- Ask a critical 3rd party to read your application.



Current Funding Sources



£3k – 10k Small Grants

<https://www.heritagefund.org.uk/funding/national-lottery-grants-heritage-2021/3-10k>

Current Funding Sources

- **activities:** to engage the wider community in your heritage. They might include guided heritage walks, sharing oral histories, or workshops. Your activities should link to the heritage focus of your project and be tailored to the needs of the audiences you want to work with.
- **repairs and conservation – small scale for this programme.**
- **digital outputs:** this could be digital images, sound files or data, a website with heritage material, an app, or a film made using digital technology
- **new staff posts:** this could include part of a current employees' role, if they were dedicating a specific amount of time to the project
- **paid training placements:** this could also include training for existing staff, to support the aims of the project
- **professional fees:** includes anyone related to your project in a professional capacity, from architects and heritage professionals to teaching staff

Not promoting the causes or beliefs of political or faith organisations



Current Funding Sources

NLHF are prioritising heritage projects that will meet six of their outcomes and can demonstrate long term environmental sustainability.

- [A wider range of people will be involved in heritage](#) (This is a mandatory outcome. Every project we fund must achieve our mandatory outcome as a minimum.)
- [the funded organisation will be more resilient](#)
- [people will have greater wellbeing](#)
- [people will have developed skills](#)
- [the local area will be a better place to live, work or visit](#)
- [the local economy will be boosted](#)

- How would you argue that your project meets those outcomes? What would that look like?





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Questions & Discussion



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