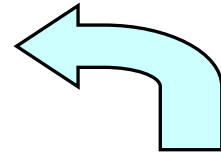
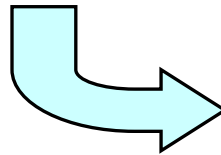


Offering
A Ministry of Welcome
in your church



TOOL-KIT

**of resources and best practice
for churches in the Diocese of Carlisle**



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Author: Jenny Bate (Carlisle Diocesan Tourism Officer) November 2006

Jenny Bate asserts the moral right to be identified as the author of this work

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FOREWORD

We owe a great debt of gratitude to Jenny Bate, not only for this excellent resource, but also for her outstanding contribution to the mission of our Diocese as Tourism Officer from 2002 to 2006.

In that time, she enabled many of our churches to establish or refresh a Ministry of Welcome to visitors, and she thus built up an invaluable bank of knowledge. This she now offers to us in the form of this 'Tool-Kit' so that best practice in this vital field of mission can spread across our diocese.

The best sort of tool-kit is one that gives ready and easy access to the most important tools needed for the job in hand. Jenny has surely achieved this, in a clear, concise format, offering helpful, practical advice that is flexible and adaptable enough for use in a variety of different situations. I hope it will be well used and would suggest that it merits giving time on PCC agendas to consider how its advice might be applied in your Church.

This is above all a tool for **mission**. Tourism is our biggest local industry, and the welcome we offer to many thousands of visitors to our churches is a welcome offered in the name of Jesus Christ. Our church buildings are visible signs of His living presence in the heart of our communities, and 'the open door' and what is found within should speak loudly and clearly of His love for all.

George Howe

Archdeacon of Westmorland and Furness

INTRODUCTION

I was asked to produce a Tool-kit of resources and best practice to be available to parishes after the post of Diocesan Tourism Officer is ended, and in doing so I have tried to appeal to the widest market. In Cumbria we have town churches and rural churches, big and small churches, some sited in visitor 'honey pots' and others well off the beaten track. Whatever your own church situation is, I hope that amongst these pages you will find help and encouragement for action.

Who is the visitor or tourist? There can be some surprising answers to this question. The definition for a tourist can include a person who lives just 20 miles away, if that person has never visited before. So, it is wise not to narrow down our definitions or expectations within a *Ministry of Welcome*. A small selection from the list of possible visitors might include: relatively local strangers, day-trippers, people holidaying in the area, expatriates searching for family roots, members of history societies, people whose forebears were married in your church, people troubled by world events, and people seeking the peace of a holy place.

In a former life, I spent 32 years restoring antique furniture and needed to work with a comprehensive range of tools - hand tools, power tools, and machine tools. Different jobs required different processes, using different tools. The aim of this Tool-kit is to provide a comprehensive range of ideas, suggestions, and practical tips, from which you can select the tools that suit your own church situation to start or further develop a *Ministry of Welcome*. You may find quite a lot that is helpful for an in-depth approach, or you may wish to focus on a few things and still make a significant difference. Whichever way is best, I hope you end up with a ministry that does your church justice, welcomes any visitor who may cross your threshold, and honours the name of Jesus Christ.

This Tool-kit is not intended to be the definitive answer to how you develop such a *Ministry of Welcome* but it does collect together the experience I gained during the four years I was in post. The contents are laid out in four sections, which develop a process from before a visit takes place, to arrival, then considering the actual visit, before looking at what to do at the end of a visit and afterwards. Appendices give practical help and point in the direction of useful resources. I will be delighted if the contents spark you into coming up with other ideas, which I have not even considered.

I hope the parishes of our diocese will use this resource to good effect into the future. The Cumbrian economy is very dependent on visitors. Tourism is our largest single industry and we will know many in our communities employed in this industry. If we can grasp the opportunities presented then our churches have a significant role to play, for the good of Cumbria and beyond by dovetailing Christian witness with love of neighbour, and the warmest of welcomes to our visitors - whoever they may be!

Jenny Bate

November 2006

A PRAYER

O God, make the door of this house wide enough
to receive all who need human love and fellowship;
narrow enough to shut out all envy, pride and strife.

Make its threshold smooth enough
to be no stumbling block to children, nor to straying feet,
but rugged and strong enough
to turn back the tempter's power.

God, make the door of this house
the gateway to thine eternal kingdom.

Amen.

Thomas Ken (1637 – 1711)
Chaplain to Charles II and Bishop of Bath & Wells



Apple Blossom at Mirehouse Gardens, near Keswick. Photo courtesy of Ben Bardon, Cumbria Tourist Board.

PART ONE

BEFORE A VISIT TAKES PLACE

- **ACTION PLAN**
- **PROMOTION**
- **ADVERTISING**
- **ACCESSIBILITY**
- **SAFETY & SECURITY**
- **HOUSEKEEPING**

ACTION PLAN

Before any course of action is taken, there should be a plan.

An action plan for developing a *Ministry of Welcome* is probably best drawn up and implemented by a small body of people: perhaps a working group or sub-committee drawn from the PCC. The advantage is that if the PCC has collectively agreed to develop a *Ministry of Welcome* by appointing a working group or sub-committee, that small group has a free hand to get on with the day-to-day work. It can come back to the PCC when ratification for important decisions is required, and to report and update progress. The small group should be big enough to share the workload and give mutual support, but small enough to be able to work flexibly, freely, and effectively.

So, how should an Action Plan be formulated? The table below suggests a way of focussing thinking. It is not intended to be the definitive answer.

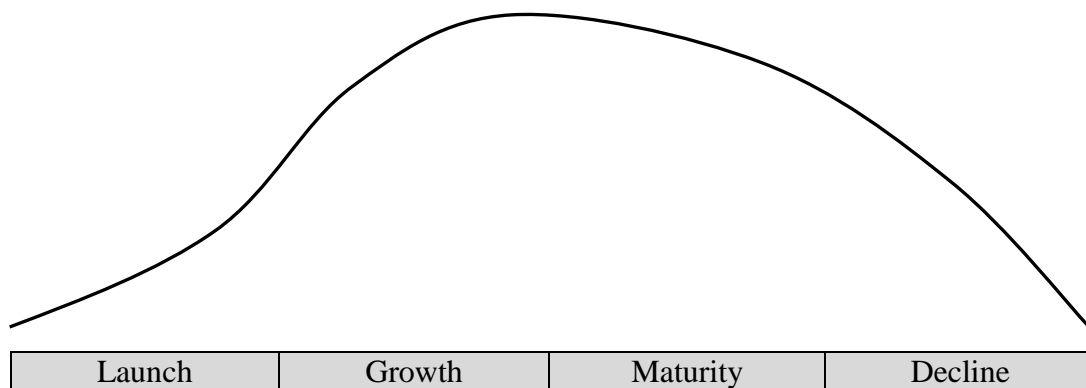
ACTION PLAN – a framework		
Purpose	What are the aims and objectives of the Plan?	<ul style="list-style-type: none"> ➤ Why welcome visitors? ➤ Who will your visitors be? ➤ What do you wish to provide and achieve?
Implementation	Who will implement the Action Plan ideas?	<ul style="list-style-type: none"> ➤ Assess the skills and people resources available in your parish. ➤ What is best for your situation: a single motivated person, a working group, the PCC, the churchwardens?
Content	What should be covered by the Plan?	<ul style="list-style-type: none"> ➤ What does your church need to do to improve the visitor welcome? ➤ What can you realistically achieve with the resources at your disposal?
Outcomes	What will be achieved as a result of the Plan?	<ul style="list-style-type: none"> ➤ Do you want to attract visitors to join your regular worship? ➤ Do you want to support and enhance the local tourism industry in your area? ➤ Do you want to increase revenue? ➤ By explaining Christian faith to others, might this also increase the faith of your church members?
Funding	How will the Plan be financed?	<ul style="list-style-type: none"> ➤ Can the PCC fund what is required? ➤ Can funding be drawn down from grant making bodies? ➤ Can local businesses be persuaded to advertise in your leaflets?
Review	How often will you review the Plan?	<ul style="list-style-type: none"> ➤ How will you measure progress? ➤ What targets will you set and what timescales?

Once the Action Plan has been developed, and is owned by the PCC, it is worth remembering that the content has a life cycle that will not last forever.

For example, with visitor information, bear in mind that presentation and design can become dated. A leaflet that is up-to-date today could look quite jaded in five years time.

The tables below give a business/industry model that is well recognised. I make no apologies for using such material within the context of church life; we can learn from others. If we want to offer a real welcome, we will be longing to look after our visitors well and to give them of our best.

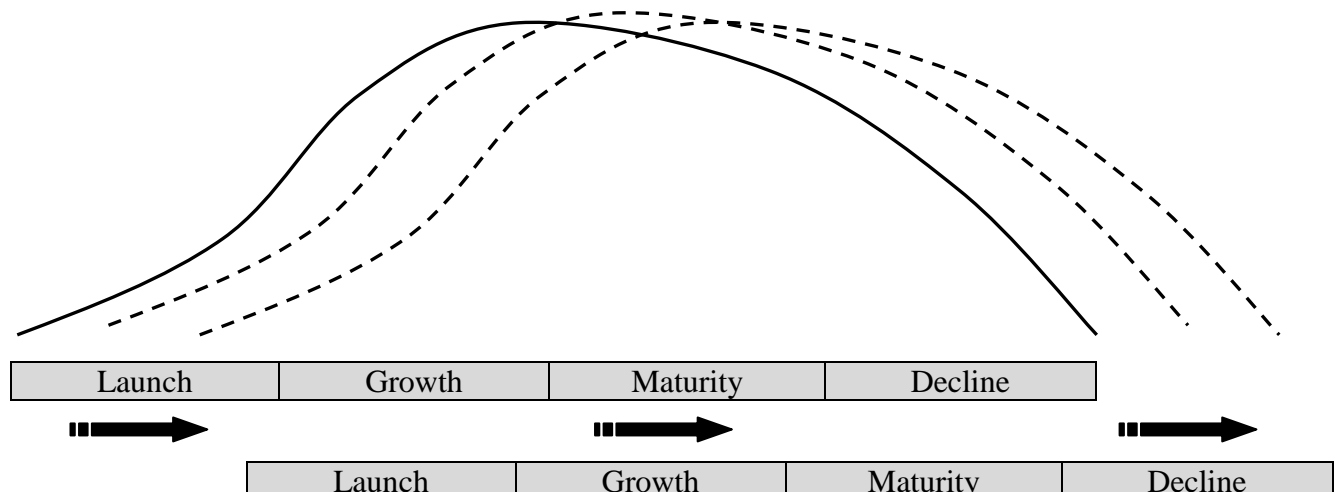
■ ACTION PLAN – content life span over a period of time



In the adapted model below, there is constant examination of products and services. Planning for the introduction of new or replacement products and services will happen before decline sets in.

From this model we learn the benefit of an ongoing review process. The pecked line could represent a re-launch of the visitor information material every few years; thus ensuring it is fresh and up-to-date. In other words... the line on the graph stays at the optimum height!

■ ■ REVIEWED ACTION PLAN – content life span over a period of time



PROMOTION

Promotion is all-important.

An attractive shop window display seeks to entice people into the shop; the window is the promotion. Promoting your church is aimed at actively encouraging visitors to come. Promotion can be achieved in a variety of ways, and some may work better for your situation than others. However, it cannot be stressed strongly enough just how vital promotion is to the success of your *Ministry of Welcome*.

■ Websites

We are now firmly in the age of electronic communication and information dissemination. More people are using the Internet as their preferred choice for obtaining information. Therefore, this medium for promoting your church should not be overlooked. It should be actively encouraged.

The Diocesan Website – <http://www.carlisediocese.org.uk/churches/parishes/>

The diocesan website aims to show details and information for every parish. If your parish details are not showing, or are incomplete, it means the parish has not provided the information when asked. Do check your parish details (or lack of them!) and send any new details, alterations or amendments to the Diocesan Communications Officer:

Canon Richard Pratt, Church House, West Walls, Carlisle. CA3 8UE.
(T) 01228 522573 (E) communications@carlisediocese.org.uk

Good practice – an example:

St. Columba's Church at Warcop welcomed a large family party to a Sunday morning service during the Christmas/New Year holiday period. In conversation after the service, the father of the family said that he had gone on the Internet to see which church was offering a Family Service in the area whilst they were on holiday. He obtained service details and times by looking through the parishes listed on the Diocesan Website under "Appleby Deanery".

A Parish Website?

Increasingly, parishes are constructing their own websites to give fuller details about their parish and community. Have you got a young person in your parish who would love to use his or her expertise to do this for you? Alternatively, you may know of a retired person, who has attended a course on website design.

If you are considering your own parish website, do ensure it is linked to the diocesan website. Again, Richard Pratt can assist you in setting up the link.

When a parish website is set up, bear in mind that someone must be willing to maintain the site and keep it up-to-date. This is not an onerous task but it is essential.

Good practice – an example:

Take a look at the website for St. Martin's Church, Bowness-on-Windermere.
<http://www.stmartin.org.uk>

Although the site is still under construction, it represents a good example of what a parish website can offer.

■ Promotional leaflets

It is a really good idea to provide a FREE leaflet for visitors and this can be achieved at a relatively low cost using personal computers. Your efforts will be rewarded many times over, as visitors will feel they are wanted and their needs are being provided for. A church that welcomes visitors in this way finds that appreciation is usually shown in the shape of a donation on the way out. Invariably such donations cover the costs of leaflet provision amply.

Information on how to create an A4 – three-fold leaflet is given at Appendix 1a, 1b, and 1c. Also, there is information on creating an A5 double-fold leaflet at Appendix 2a, 2b, 2c, 2d, and 2e. These examples are basic designs to encourage a beginner. But once started, confidence soon grows and then designs and layouts can become more adventurous.

As well as providing leaflets in church, you may wish to produce fliers and/or posters for distribution to other outlets. Perhaps the cover page of your leaflet can provide the design basis for a flier? Usually, it is most cost effective to get fliers printed professionally from computer-ready material because these will be needed in larger numbers than the in-church leaflets.

See the two sections below for suggested outlets for fliers.

■ Tourist Information Centres

If you have a Tourist Information Centre (TIC) anywhere near you, take advantage of the services they offer, which are free.

- Provide them with a supply of fliers about your church. The best size for display in standard leaflet racks is $\frac{1}{3}$ x A4. Alternatively, supply the TIC with a nicely designed poster which contains all the information a visitor would need to know, e.g. opening times, features of interest, location. It is a good idea to laminate this poster so it remains on show in good condition throughout the season.
- If you get to know the staff well, they will then be more likely to suggest a visit to your church when people ask them what there is to see and do in the area.
- Give them a copy of your parish magazine and also service details for each month. Visitors do ask for church service information when they visit TIC's.

The loudest complaint I have heard from TIC staff is that churches do not give them enough information.

■ Other Local Outlets

It is worth considering putting fliers/posters into any places in your parish where visitors are likely to be, and will see them: e.g. accommodation providers, caravan sites, pubs, post offices, tea rooms, craft shops, etc. This also provides an excellent opportunity to develop outreach to those people in the parish who serve the tourism industry.

Churches Tourism Association
<http://www.churchestourismassociation.org.uk>

It is certainly worth considering a subscription to the Churches Tourism Association (CTA). Do visit their website, to find out more about them. The following is extracted from the CTA site:

The Churches Tourism Association is a charitable body of churches, individuals, corporate and statutory bodies, dedicated to enhancing the experience of those who visit churches by: -

- a) Promoting among churches and others the need to welcome tourists.*
- b) Educating churches and others about the benefit to individuals and communities which can arise from such a welcome.*

The Association encourages the sharing of good practice, assists the development of partnerships at national, regional and local level, and provides appropriate resources to assist members in their work. Annual subscription is currently £12 for churches (including benefices) and individuals, which entitles you to a regular newsletter and discounts on CTA events.

Each year, in November, the CTA stages an excellent three-day conference for members, at Swanwick in Derbyshire. The conference provides excellent speakers, useful and relevant workshops, and helps people to learn good practice from others with more experience of church tourism. It brings together people from all parts of the UK.



ADVERTISING

Advertising is closely linked with Promotion; the two feed off each other. In this section the focus will be on how to present a positive message that advertises the fact that your church is open and welcomes visitors.

■ Signage and Notice Boards

■ **Folding A-boards** are eye-catching and, having the advantage of being portable, they can be taken in when the church is not open. If you have a parishioner who is a carpenter or joiner, or if there is such a tradesman in the parish, it might be possible to get something made quite reasonably.



*Good practice
– an example:*

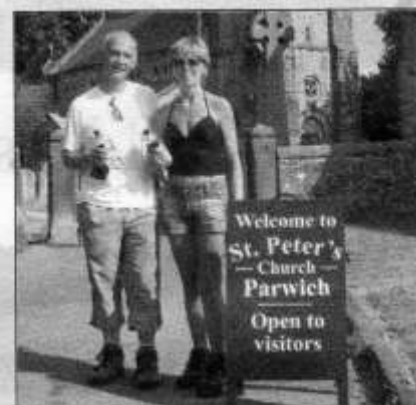
*Article taken from
CHURCH TIMES
04.08.2006*

Watering hole

SPECIALLY welcome in the recent hot weather has been the thoughtfulness of St Peter's, Parwich, in Derby diocese. For some months now, the church has been making free bottles of water available to visitors. A few bottles are always left on a table at the back, and visitors, like Suzanne and Wally Smith from Burnham (right), are invited to take one.

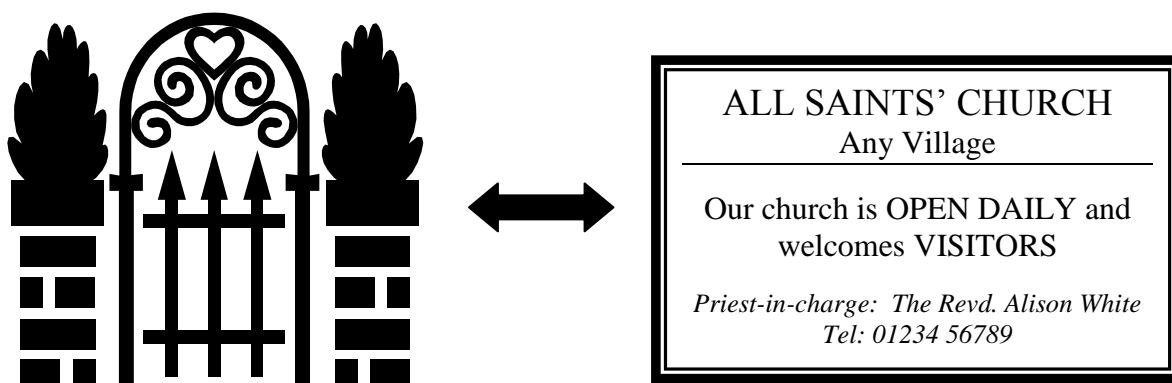
But they are also invited, if they wish, to make a donation towards the work of Pump Aid, which provides wells for villages in Zimbabwe and Mozambique. So far, says the Vicar, the Revd Christopher Harrison, the donations have been enough to install (at a cost of £200) one complete village pump.

St Peter's is in the Derbyshire Peak District, not far from Ashbourne, but the well-known Ashbourne water is no longer available. The parish has been having to buy other water from the



supermarket. "On one occasion, we could only get French water," says Mr Harrison, who is also Rural Dean of Ashbourne. But, according to the visitors' book, those helping themselves to the water have been very appreciative. Nearly all of them have left a donation in thanks.

■ A Welcome Sign at the church gate



A clear welcoming sign at the church gate sends a powerful message. If the board is to be attached to the churchyard wall or gate, do be aware that a faculty will probably be needed. Your archdeacon will advise on this.

■ A well maintained church notice board near the entrance doorway creates a good impression. It speaks a message to strangers of how well you love and care for your church and encourages them to enter. The board should give details of opening times, Service times, contact details and, importantly, the words “All Welcome”. It should be of a colour and materials that are sympathetic to the surroundings and the lettering should provide clarity and a good contrast with the background. Consider the climate in Cumbria when choosing materials! A cheap job will always look cheap and does not give value for money in the long run. The board should be worthy of your church and reflect the impression you want to give to the wider public. Again a faculty process applies, but the local planning authority will also probably want to be consulted on the matter of planning permission for notice boards as they are classified as advertisements, to which other regulations refer. Exemption only applies to the inside of churches, so it would be best to consult your local district council’s planning department.

A supplier and manufacturer of notice boards:

Greenbarnes Ltd. regularly advertises in the CHURCH TIMES. They will post their range of catalogues free on request.

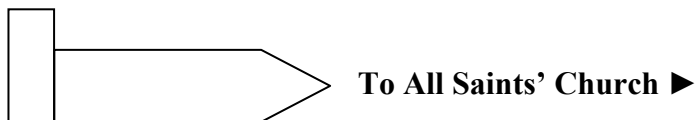
Greenbarnes Ltd.
Unit 7, Barrington Court
Ward Road
Buckingham Road Industrial Estate
Brackley
Northamptonshire
NN13 7LE

T: 01280 701093
F: 01280 702843
E: sales@greenbarnes.co.uk
W: www.greenbarnes.co.uk

**WELCOME TO ALL SAINTS' CHURCH
OPEN TODAY - VISITORS WELCOME**

A quality banner made of weatherproof material can be hung on railings, if the church building has a frontage along a roadside. Again take note that the local authority planning department will probably need to be consulted.

■ Finger posts



An oak fingerpost, similar to those used to signpost public footpaths, could be considered if your church is slightly off a main route. The finger can be engraved with lettering as required. The post would need to be erected, with permission, on private property or private land... not on a highway!

A recommended supplier of oak fingerposts is:

Robert Jeffreys
Brampton Woodworks
Town Foot Industrial Estate
Brampton
Cumbria
CA8 1SW
Tel: 01697 72297

This firm supplies all orders for Cumbria County Council, Rights of Way Department.

■ Media advertising

In this section I have **not** dealt with placing paid advertising, for example in local newspapers. Some churches do adopt this approach, but it does incur fairly high weekly costs. Investment in permanent signs as suggested above will probably yield higher returns, £ for £, over a period of time.

ACCESSIBILITY

The final part of the Disability Discrimination Act 1995 (DDA) came into effect, as far as churches are concerned, in October 2004. Legally, churches - as public buildings - are required to take reasonable steps to provide for disabled access. The Act covers many forms of disability e.g. sensory, mobility, manual dexterity, hearing, sight and speech impairments, and also learning difficulties. The Act is about making activities accessible to everyone, a theme in total harmony with Christian faith.

The key phrase is *'to take reasonable steps'*, and in practice churches must make these efforts as funds permit. This means that efforts to achieve full accessibility should always be on a PCC agenda, and minutes should record any actions taken.

Before any action is considered, a parish should undertake a full and comprehensive accessibility audit. Following the audit, a checklist and record can be kept to monitor progress, and priorities can be established. This then allows a PCC to make decisions on how to implement the legislation with the funds they have available. If the minutes of a PCC are able to record that body working consistently to address the physical features of a church building that are inhibiting use by disabled people, this would certainly be considered as *'taking reasonable steps'*.

Clearly, this is a big area for consideration when a *Ministry of Welcome* is being developed as the legal obligations of the DDA cannot be, indeed, should not be avoided. In developing this particular ministry a church is encouraged to work positively to enhance its accessibility for less able visitors. To quote Paul Bond, a retired Anglican priest and author of "Open for You – The Church, the Visitor and the Gospel"...

"From a Christian perspective, who could refuse people suffering from certain handicaps the good things that others receive?"

■ **The Church of England *Church Care* website** contains useful guidance and can be found at:
www.churchcare.co.uk

I have extracted some of the material from that site, and set it out below:

How do I do an access audit? Where can I get further help?

■ Information and help with audits:

- "Widening the Eye of the Needle" – publication by the Council for the Care of Churches, available from Church House Bookshop – priced £10.95.
Tel: 0207 898 1300 [or from SPCK Bookshop, Carlisle. Tel: 01228 543498]
- Helpful documents and leaflets on approaches to considering access for disabled people, and on audits and training from:
Through the Roof, Global House, Ashley Avenue, Epsom, Surrey. KT18 5AD
www.throughtheroof.org
- Church Action on Disability, PO Box 10918, Birmingham. B29 6WF.
E: coordinator@chaduk.org.

■ Process of assessing reasonableness

More detailed advice on the audit process and a church's responsibilities under the Act is available in an advice note produced by the Council for the Care of Churches (CCC) and the Cathedrals Fabric Commission for England (CFCE), available free of charge from the CFCE, Church House, Great Smith Street, London. SW1P 3NZ.

A longer version of this paper is available in the Churchwarden's Yearbook.

■ The Act

A Code of Practice has been produced to accompany the Act and both this and the Act itself are available on the website of the Disability Rights Commission (www.drc-gb.org) or they can be purchased from The Stationery Office (0207 873 9090).

■ Useful people and places to contact

- Council for the Care of Churches
Church House, Great Smith Street, London. SW1P 3NZ.
- The Diocesan Office and Diocesan Advisory Committee (DAC):
Mr Brian Cook
Assistant Diocesan Secretary (Property)
Church House, West Walls, Carlisle. CA3 8UE.
E: property@carlisediocese.org.uk
T: 01228 815403.
- Your local District Council Access Officer
- Your local Council for Voluntary Service or Community Council

■ **Churches for All** is a badging scheme for churches. It helps people with disabilities to know whether they will be able to attend and take part in the Services and meetings of the church, or more specifically in the case of visitors, how accessible the building is.



Mobility Impairment



Hearing Impairment



Visual Impairment



Learning Disability

Through the Roof, an organisation that equips and trains churches to be inclusive of disabled people, administers this scheme and more details can be obtained by contacting as below:

T: 0137 273 7045

E: info@churchesforall.org

- Provision of **large print** for the most important signs in the church.
- Provision of **large print** leaflets. This might mean offering versions of leaflets in a different format and layout, e.g. single A4 sheets instead of folded versions. Ensure that this material is provided in a place clearly signed **Large Print Material**. Only a small quantity of such material needs to be available but it is important that it is provided.
- Ensure any steps used by the public are clearly marked with a white strip along the edge.

■ Level Access

Greater costs might need to be incurred if level access is required inside or outside the building, and thought might need to be given to the provision of ramps and/or handrails. However, where a physical feature makes it impossible, or unreasonably difficult for a disabled visitor to access the church building, it must be shown that the church has taken reasonable action to: -

- remove the feature
- alter the feature so it is no longer a barrier
- provide a reasonable means of avoiding the feature

The DDA does lay down challenges for us with many of our church buildings, but if our attitudes are right we will find ways around the practical difficulties that present themselves. Churches that see disabled people as equally precious to God will not wish to see access into, or enjoyment of, our church buildings limited or restricted for such people.



SAFETY & SECURITY

Churches were built for worship and to give glory to God. So, it is hard to justify a locked church; we should always be prepared to be fully accessible in sharing our faith, our worship, and our beautiful church buildings. Developing a *Ministry of Welcome* is a positive way of enacting the Parable of the Sower. An open church can provide the fertile soil into which good seed can be sown. It is God who will reap the harvest, but can we help Him in the task?

The Ecclesiastical Insurance Group states in its 'Guidance Notes on Church Security' that a church should be left open during the day. It is now recognised, and this is backed up by statistics, that an open church is safer than one that is closed. The presence of legitimate visitors does deter any criminal intent.

During my time as Carlisle Diocesan Tourism Officer, I constantly encouraged people in the parishes to '*Be Open, but be Aware*'. The information below will help you to do this.

■ Safety

Churchwardens and PCC's have a duty to ensure their church buildings are safe. In general, churches do not present too many safety issues, but vigilance should always be to the fore with regard to risk assessment and identification of hazards. If action is needed, it should be taken; safety should always be paramount.

Do not forget that your church insurer is always available to give advice. The Ecclesiastical Insurance Group produce a set of guidelines, which are helpful. These can be found at: -
www.ecclesiastical.co.uk

Also, the Health & Safety Executive (HSE) has produced guidance on risk assessment, which can be found at: -
www.hse.gov.uk

■ Security

- Advice on church security will be available from your insurance company.
- Your local Crime Reduction Officer will be happy to give advice. These officers are trained to spot weaknesses, which may not be apparent to the untrained eye. Contact your local police station for details.
- An excellent resource is National Churchwatch. This is a multi-faith organisation, which is dedicated to reducing crime in our places of worship. It offers advice on a variety of crime issues. Visit the website or contact the National Churchwatch Co-ordinator: -

www.nationalchurchwatch.com

Nick Tolson - National Churchwatch Co-ordinator
'Endeavour', 8 Commercial Road, Shepton Mallett. Somerset. BA4 5DH
T: 01749 344992 E: nick@tolson.com

- Nick Tolson's book, "*Places of Worship Security Manual*" is a must have book. Published by Berkswell Publishing Co. Ltd., it retails at £7.95. The ISBN number is 0-904631-12-5. This book is crammed full of practical and useful advice and is written by a former serving police officer. He is now a verger at Wells Cathedral.

HOUSEKEEPING

Cleanliness is next to Godliness !

If you are intending to invite visitors into your church, then the building should look clean, tidy, and impart a feeling of 'being cared for and loved'. Within this context, the cleaning rota is all-important and those who volunteer their services in this department should be positively affirmed in their work. A church that attends to this assiduously will be much appreciated by the visitor; many Visitor Book comments testify to this fact.



Beauty is in the eye of the beholder...

...say it with flowers !

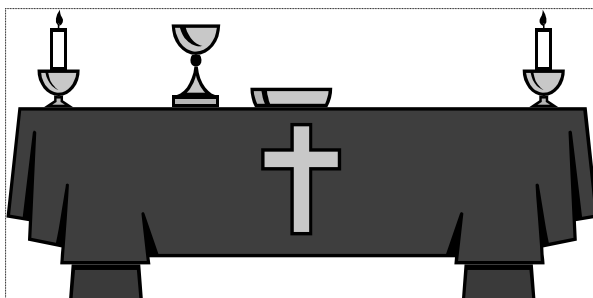
Equally important is the flower rota. Visitors do enjoy the wonderful flower arrangements that many people in our parishes provide week by week, throughout the year. The obvious crowd-pulling power of Church Flower Festivals demonstrates this point.

Good practice – Place a small posy of flowers on the Welcome Table, or have a flower arrangement close to the entrance door with a *Welcome* sign by it.

This church may have been here a long time...

...but we are on the ball !

One area where many churches can fail quite alarmingly is in keeping church information up-to-date. Hopefully, your church is not one that displays a "Notice for Church Fees 1986" in the porch... does not have yellowing (or mouldy) notices pinned on a board with rusty drawing pins... and advertises contact details for the Vicar who was the last incumbent but two in the parish! Although this sounds pretty awful, I have seen a few examples of these things on my travels around the diocese.



Food for thought...

...Jesus the Bread of Life

Sometimes, visitors to churches have been known to ask the question, "Is this church used?"

The aim of this Tool-kit is to help create church environments where a visitor would never think to ask such a question.



Apple Blossom in Mirehouse Gardens, near Keswick. Photo courtesy of Ben Bardon, Cumbria Tourist Board.

PART TWO

ON ARRIVAL

- **OUTSIDE**
- **INSIDE**

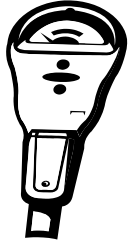
OUTSIDE

■ Parking Provision

If the type of preparation and planning suggested in Part 1 has been covered fairly well, then visitors will start to come to your church. So, parking provision is an obvious matter to consider.



Being able to park safely and easily is quite important for a lot of church visitors. Perhaps we should bear in mind that the vast majority of our visitors will be urban dwellers used to more stringent parking controls than those that operate across much of Cumbria.



- If you are lucky enough to have space available within the churchyard grounds, then mark out designated parking bays.
- If there is adequate (and safe) parking along the highway near the churchyard gate, then state that clearly on the welcome sign at the gate. Urban dwellers need to be reassured on such a point.
- If the car park is at some distance from the entrance, signage is important.
- In any plans for parking provision, ensure disabled parking is accommodated.
- If parking near the church gate is difficult or dangerous, it is essential to give clear directions to where it is safe to park on a sign at the entrance gate.

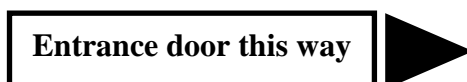


■ The Churchyard

■ How do we find the right door?

One obvious point worth making is that a visitor should be able to follow clear signage through the churchyard to the door that gives access to the church. Many strangers, and especially people not familiar with Christian faith, might try all sorts of doors before finding the right one.

For such people, “*Enter by the South Door*” is not a very clear instruction...



A clear and helpful sign for the first-time visitor!

We often overlook the value and interest of a churchyard to a visitor

■ Churchyard Management

For help with churchyard management, a very good source of information can be obtained from: *Caring for God's Acre*. T: 01568 611154 or E: info@cfga.fsnet.co.uk

Another more local source of help (caring for churchyards and creation as well) can be obtained from Cumbria Wildlife Trust who can give advice on how to manage churchyards as 'wildlife friendly'.

For an information pack on preserving biodiversity contact:

Isabel Thorne
Cumbria Wildlife Trust
T: 01539 81630 E: izzyt@cumbriawildlifetrust.org.uk

■ Seating



Churchyards are tranquil places where visitors can be given opportunities to spend some quiet time. The provision of at least one seat in a sunny position can be a great asset.

If the churchyard has a fine view, again a seat at the best vantage point would be appreciated. What about an interpretation panel to explain the view?

■ Churchyard Trail

You may have a churchyard that could lend itself to interpretation with a trail leaflet.

- Interesting graves and headstones can be highlighted, especially if there is a good story to tell. Local history told by local people is much appreciated.
Example – John Peel's grave and headstone in Caldbeck churchyard.
- Perhaps you have early carved mediaeval stones in the churchyard? Good interpretation would be of value to a visitor.
Example – The Viking Cross in Gosforth churchyard.
- What about the flora and fauna to be found within your churchyard? Often churchyards provide a safe haven for endangered species. Have you a local naturalist or botanist who could work with you on a project? How about involving the local primary school? Perhaps they could help to devise an information sheet for children.



INSIDE

Before getting into the specific detail of how to cater for visitors once they are inside the church building, it might be worth considering the following information from a study undertaken by Professor Myra Shackley (Centre for Tourism & Visitor Management at the Nottingham Trent University). Professor Shackley is also a non-stipendiary priest in the Church of England.

FIRST IMPRESSIONS

can be affected by:

visitor experience before arrival
previous experience of church visits
motivations
faith

can pick up on:

presence or absence of holiness
smell
light
a loved and cared for church
music

ten most important factors:

(mixed sample survey of 100 individuals)

welcome (54%)
holiness (24%)
church loved and used (23%)
notice boards and information (23%)
temperature ((21%)
smell (18%)
architecture (15%)
music (14%)
flowers (12%)
light (12%)

most frequently used words:

friendly
tidy
loved
welcoming
unspoilt
warmth
peace

**First impressions are: social
sensual
spiritual**



■ Lighting provision

To visit a church with a dark, gloomy interior is not going to be a very rewarding experience! If your church does not have good natural daylight, then some sort of lighting needs to be considered. Nowadays, there are many options for providing lights on time switches, as well as using low power or long-life bulbs.

From the point of view of security, it has been proved beyond doubt that a lit church deters people with questionable intents. Certainly for a visitor to enter a church with some lighting provision is both reassuring and welcoming.



Good practice – an example:

At Brough St. Michael, a light is activated on entry into the building, within the glazed internal porch. The light is connected to a time switch and goes out after about a minute. On entering the main body of the church, a small spotlight is positioned to light up the “Welcome” table.

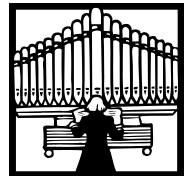
■ Music



Tapes or CDs providing quiet background music (choral or plainchant) can be quite effective; visitors respond well to this. Obviously any audio equipment should be kept in a locked cupboard even if there is a physical presence in the church.

Alternatively, perhaps your organist might like to practise at times when visitors are likely to be in the church.

A programme of music – concerts, recitals, choirs - might be considered during the peak summer months to attract visitors as well as the local community.



■ Service Information and Parish Contacts

A poster (or something similar) should be clearly displayed giving information about Services for each month. It is essential to keep this up-to-date! It is also helpful to display contact information for the clergy of the parish and the churchwardens. Information about churchwardens is vital when a parish is in vacancy.

■ Visitor Information Point

■ A Focal Visitor Point

It is helpful to a visitor if there is a particular place, close to the entrance door, which is a focal point for the start of a visit; a table perhaps, with a welcoming notice board above it. A posy of flowers on the visitor table can convey a powerful message, both of your love and care for the church, and of your wish to share the church and Christian faith with others.

■ Welcoming Foreign Visitors

If you receive a significant number of foreign visitors, you might like to display a “Welcome” notice in their languages. For example:

French...	<i>Bienvenue</i>
Italian...	<i>Benvenuto</i>
Spanish...	<i>Bienvenido</i>
Portuguese...	<i>Boa vinda</i>
German...	<i>Wilkomen</i>

Dutch... *Welkom*



You will find ways to say **WELCOME** in over **325** languages if you follow this link...



<http://www.elite.net/~jennifers/welcome.htm>



If you can identify someone who has language skills within your parish situation, it might be possible to translate your visitor information and leaflets into other languages.

Good practice – some examples:

- *St. Martin's Church, Bowness-on-Windermere, has done extensive work to produce leaflets for their overseas visitors.*
- *St. Bartholomew's Church, Loweswater, has produced a laminated sign displaying the word 'WELCOME' in a multitude of languages.*

■ Enhancing the visit

■ Leaflets – free

A leaflet that is attractive, yet relatively inexpensive to produce, will enable visitors to get the most benefit from their visit. A basic leaflet should carry no charge (you may wish to have more detailed information for sale in the form of a guidebook). It should be made clear that these leaflets are free... *"Please take a free copy"*.

Types of free leaflets that contain the following would be appreciated:

- Brief historical information leaflet about the church, highlighting any special features
- Welcome leaflet with Service times, contact details, and a prayer for the visitor to use
- Children's explorer leaflet (perhaps in the form of a quiz)

■ Leaflets – carrying a small charge

It is not unreasonable to ask a small charge (or preferably request a donation) for 'extra' information provided. For example:

- A churchyard trail
- A short walk leaflet from the church door
- A leaflet linking several churches – perhaps in a benefice / team ministry / mission unit

To avoid confusing visitors, make it clear which leaflets are free, and which need to be paid for. Always keep them clearly separate.

Good practice – an example:

All Saints Church, Renwick has produced a delightful 6-page A5 walk booklet selling for £1... "In the footsteps of John Tallentyre. A walk from Renwick Church".

■ Leaflet display

If several leaflets are available, then a leaflet display rack would be an asset. A clear plastic 'step-shelved' rack is available from *Lifewords* (formerly Scripture Gift Mission). Contact details are: www.lifewords/info/uk or telephone 020 7730 2155.

■ Other items

- A Visitors' Book is invaluable. It gives an opportunity for visitors to record their visit (especially significant when people visit a church associated with their forebears), and also to say how they found their visit. These comments can be very useful in gauging how your *Ministry of Welcome* is received. However, it is also accepted that only 10% of all visitors' sign... some wish to be anonymous. They may be seeking a place of peace and prayer where they can bring any burdens or troubles.
- Copies of the current parish magazine or news sheet should also be available.

■ Items for sale

Many churches do like to offer items for sale, for example:

- Detailed guidebooks
- Cards and postcards
- Giftware
- A selection of religious books

Sales Tables are best suited to churches that can provide a stewarded presence. Done well and with the right stock, they can bring in significant income. Details of resource suppliers are given in Appendix 5.

Good practice – an example:

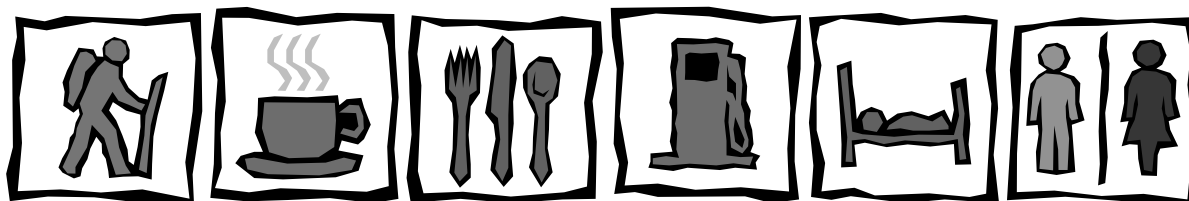
Lanercost Priory has a sales corner that generates several thousand pounds per annum. Volunteers on a well-organised rota staff it.



■ Basic Tourist Information

It might be worthwhile to provide some information on any visitor facilities within your parish / benefice, for example where to find:

- The nearest Tourist Information Centre (TIC)
- A cash point
- Public toilets
- A garage
- Local accommodation providers
- A tearoom, café, or pub that provides food
- Local attractions



By providing such information to help the local business community, it may encourage these businesses to advertise in your trail leaflets, thus defraying the cost of production.

Good practice – an example:

St. Oswald's Church, Kirkoswald, has produced an A4 three-fold leaflet "Short Walks Around Kirkoswald", which features advertising by local businesses – the P.O., the garage, and two pubs.



Apple Blossom in Mirehouse Gardens, near Keswick. Photo courtesy of Ben Bardon, Cumbria Tourist Board.

PART THREE

DURING THE VISIT

- **VISITOR NURTURE**
- **CARING FOR SPIRITUAL NEEDS**
- **DONATIONS ?**

VISITOR NURTURE

The section in Part 2 - “*Enhancing the visit*” – gives ideas about display, provision of leaflets, items for sale, and basic tourist information. How can you add further to the visitor nurture?

■ A Stewarded Presence

■ Can your church be stewarded?

Most of the churches in our diocese will not have the resources to provide a stewarded presence, but for the larger church buildings, and for those with larger congregations, stewards should be seriously considered.

What can be provided will always be governed by the availability of volunteers. A sensible strategy needs careful consideration and development. If it is not possible to provide stewarded cover every day, then do some market research in your parish. At what time during the day are visitors likely to be about? What are the best days? Are Fridays and Saturdays likely to be more popular for visiting than, say, Mondays and Tuesdays? Successfully identify the key days and times in a week, and also which months in the year, and then resources can be deployed to the best advantage.



~ VISITORS WELCOME ~

OUR CHURCH IS OPEN FOR YOU

Every Friday & Saturday - 10.30am to 4.30pm - May to October

It is probably better to advertise that the church is open and stewarded, say, for example, every Friday and Saturday (10.30am – 4.30pm) from May until October, and to make a really good job of covering that commitment, than overstretching resources and failing with a larger commitment. In the above example, ideally ten volunteers would be needed each week... on a rota in pairs * for a three-hour stint (morning or afternoon) each week during the summer months, with two of those ten names on stand-by cover for each day, in case of sudden illness or unforeseen circumstances.

** It is common sense, for personal safety and security purposes, that stewarding should be undertaken in pairs, but it is also much more fun to have company. The 3-hour stint would fly by!!*

■ Training for the Welcomers

Clearly, any stewards should feel comfortable welcoming visitors and be available to answer questions. A working knowledge of the important historical details of the building would be helpful, in order to expand on any points mentioned in a leaflet, but a steward does not have to be an authoritative expert! What the visitor will most appreciate is a friendly welcoming presence, and someone with local knowledge.



An excellent course is run by the Churches Tourism Network Wales, based on the government-sponsored programme “Welcome Host” but tailored specifically to the needs of churches. The course can be delivered in a single day (6 hours) and the trainers will travel to you from Wales, as long as accommodation is provided and travel expenses are reimbursed. Participants receive certificates of accreditation.

Further details from, and enquiries to:

John Winton
Churches Tourism Network Wales.
4 Church View Close
Llandough
Penarth
CF64 2NN
www.ctnw.fsnet.co.uk

■ When stewards are not possible

Don't worry! Most of the resources and information provided in this Toolkit are geared to the assumption that this will be the normal circumstance. In smaller churches, visitors would not really be expecting someone to be there.



In these places, it will be your actions that speak louder than words. If you have provided information and interpretation, and you have made the visitor feel welcome, you will discover some very nice comments in the Visitors' Book!

■ Refreshments

■ With Stewards

If you have the facilities, you may feel it is appropriate to provide simple refreshments – tea/coffee and biscuits - for which donations can be invited. This is worth considering, as it provides great opportunities to engage with visitors in mission and ministry.

"Then the king will say to those at his right hand, 'Come, you that are blessed by my Father, inherit the kingdom prepared for you from the foundation of the world; for I was hungry and you gave me food, I was thirsty and you gave me something to drink. I was a stranger and you welcomed me'..." NRSV Bible - Matthew Ch.25.v34-35.

■ Without Stewards

Simple refreshments are still possible! All that is needed is a tray left near the Welcome Table providing a bottle of squash, some water in a jug flask, paper cups, biscuits in a sealed container, and a small waste bin nearby. Such a gesture is particularly welcomed if your church is in an area that attracts walkers and cyclists.



Good practice – an example:

Sebergham Church is rather off the beaten track for the motorist, but it is right beside the “Cumbria Way” long distance walking route. The church has opened up a small kitchen facility leading off the porch entrance, with basic help-yourself refreshments. Walkers have been extremely complimentary, and this initiative has encouraged more of them to visit the church.

■ Exhibitions / Displays

Visitors love to find out more about the area they are visiting and church members usually have very good local knowledge. How about collecting together interesting local information, not commonly available in wider circles, and mounting a display?

Good practice – an example:



St. Michael's Church, Brough, undertook a re-ordering programme providing kitchen and toilet facilities and also removing unused pews in the north aisle to provide a clear space for exhibition display. Displays have been mounted with extensive information about Brough Castle (a Norman ruin on a significant Roman site), as well as the social life in 19th century Brough. Local people contributed a great deal of



the material for these displays, which give visitors a valuable insight into local life and the area.

Church members are also usually deeply involved in service to their local community. It is Christian faith that inspires us to serve in such ways, and these stories can be told to the visitor. Bishop Graham constantly urges us to be better at telling our stories –why we do the things we do, because of our love for the Lord Jesus and our desire to follow His example.

You might like to mount a pictorial display with some brief text about your church members and their stories? Those who deliver meals on wheels, serve on the parish council, help with the hospital car service, visit the sick at home, run the local cub group...

It is for you to fill in the gaps I have left, but I hope you get the idea.



By telling these stories, visitors can make visible connections with what it means to be a Christian.

Faith can be caught... so be as infectious as you like!

CARING FOR SPIRITUAL NEEDS

■ What is Christian Faith?

Nowadays, we must be prepared to accept that many people visiting our church buildings will not have an understanding of the basics of Christian faith. Yet high street bookshops have shelves loaded with books on spirituality. This tells us people are searching for something. Rather than making assumptions that people will know, we can offer clear guidance and interpretation of our faith through our church buildings.

Set out below is a page extracted from the website of St. Albans Diocese, it sets out clearly and simply what Christians believe, and then provides a link to the rejesus website for how to find out more.

What Christians believe – and how to find out more...

Members of St. Albans diocese, alongside all other Christians, seek to follow the teaching and example of Jesus Christ.

Christians believe that Jesus Christ was and is the expression of God the Father in human form. The incarnation, that is, the coming of Christ among us as a man, demonstrates that God is intimately concerned with all human experiences, both the good and the bad.

The Christian faith places great importance on the created order of the universe, which reflects both the purpose and the character of God. The gift of God to all people is freedom of choice, but this expression of Fatherly love was also a risk. Mankind chose to follow its own paths.

Through His ministry, death, and resurrection, Jesus made possible the reconciliation of God and humankind.

God sends His Holy Spirit to be a guide and teacher. It is the presence of the Holy Spirit, which Christians believe supports and leads the Church in its mission to share the Good News of the Gospel.

This is a good example of how to provide a clear message, with a way of also providing some follow-up to any questions that may be raised.

Our diocesan website gives useful links to other sites that help people to explore faith, follow:

www.carlisle-diocese.org.uk/explorefaith/



■ Christian interpretation of the building

It is equally important to interpret the different parts of a church building in the context of our Christian faith. It is very helpful to explain the purpose of the font, lectern, pulpit, etc. etc. in the context of Christian faith. Appendix 3 gives some examples for interpretative signs, which can be altered and adapted to suit your own church situation. I am very grateful to David Thomson, The Archdeacon of Carlisle, who provided this information in the first instance from material he used when Rector of Cockermouth.

Make sure the signs are strategically placed, close to the item in question.

Useful tip:

*Laminate the signs so that they keep in good condition. Ensure the text is **emboldened**, with a font size **14** for easy reading, and use a pastel coloured paper to provide a good contrasting background.*

■ Prayer

■ Praying for the visitor

It is good to have a specific prayer for visitors individual to your church and that you pray regularly. It is even better to have this prayer displayed for the visitor to read, with a message saying you do regularly pray this prayer for all visitors to the church.

■ A Prayer Place

If you have a Lady Chapel or a side chapel, indicate that this is a place where people can sit quietly and pray if they wish. If your church does not have a side chapel as such, can you identify a corner in the church that can become a quiet area set aside for prayer or reflection?

If you can provide such an area within the church, with a few chairs, a bible, some short prayers to aid people covering a range of circumstances, and perhaps a candle to light (placed in a sand tray), this could be the means of offering real support to people in need.

■ A means of leaving prayer requests

Following on from the comments in the paragraph above, sometimes visitors would like to leave prayer requests for that church community to pray on their behalf. There are many imaginative ways of making this possible...

A prayer tree on which leaves can be hung, with the prayer request written on them

Post-it notes stuck on a board

Prayer cards, which can be placed in a sealed box... sometimes people have confidential requests

Flags, which can be pegged along a line



However this need is provided for, make sure that a note tells people when and how these prayers will be prayed in your church, *e.g. Any prayer requests left with us are prayed for each Wednesday at 10am - at the mid-week Morning Prayer - by members of the parish prayer team.*

By giving this information, it encourages people who has left prayers to 'tune in' at that particular time. Some may find that a helpful and healing process.

■ Prayers included in leaflets

We are a people of prayer, and any information we produce for a visitor can demonstrate this in a gentle and appropriate way.

Here is a prayer I wrote for a walk leaflet provided by a rural church. The route passes through a wonderful unspoilt pastoral landscape... the prayer recognises that and gives thanks to God.

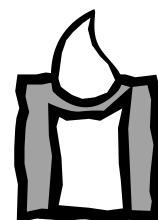
*Father and Lord of all creation,
We give thanks for the sky, the rivers, the fields, the hills, the birds and the beasts.
We give thanks for leisure time, days out, and holidays.
We pray for those who work the land, and those who conserve the land.
Surrounded by the wonders of earth and nature, and by the beauty of the landscape,
We stand in awe of your creative hand and we recognise you as Lord of all.
Amen.*

■ An invitation to join your worship

If visitors are staying in the area, on holiday or perhaps visiting family, they may consider coming to a Church Service.



Do give a clear message that visitors are most welcome to join any of your services and provide details of the types of Services held and times. An A4 poster with all the Service information for a month at a time is a good idea. Be especially careful to inform if a Service is being held in another church in the benefice unit on a particular Sunday, and give directions for how to get there.



If you hold Family Services, perhaps even with crèche facilities, advertise this fact for visitors.

■ “A Pocketful of Welcome”

This is a delightful booklet containing a collection of poems and prayers for visitors who seek out the churches of our diocese. It can be ordered direct from the author at 50p per copy (minimum quantity 10) plus a small charge for p & p, and then sold on in your church for £1.00. A pretty good deal!

Order from: Mrs Jenny de Robeck
Sebergham Hall
Sebergham
Carlisle
CA5 7DQ
T: 016974 76349



To give some idea of the deep beauty of Jenny’s writing, here is the opening sentence of a poem entitled “Hello”...

*“Hello” says God, as you come through the door,
And His welcome breathes from the very floor
And reaches down from the rafters, where*

His blessings crowd in the listening air.

DONATIONS ?

Churches might view the development of a *Ministry of Welcome* as an income source. Yes, this could be a spin-off effect, but should it be regarded as the object of the exercise? I would say a firm ‘No’ to such thoughts.

First and foremost, our Christian witness will be to serve the needs of the visitor. If we put our heart and soul into that work, it could well bear fruit in pecuniary terms, but this should never be the *raison d’etre*.

How we go about asking for donations towards the upkeep of the church should always be handled sensitively.

Some helpful guidelines...

- £ Never ask for donations from people as soon as they enter the church building.
- £ Make sure that the visitor is offered something for which there is no charge attached, e.g. a simple leaflet explaining something about the church.
- £ Ensure that the visitor will find the visit enjoyable by providing good interpretation.
- £ Take care to cater for spiritual needs and to offer a prayer ministry.

THEN

- £ When the visitor is approaching the exit, a clear and visible sign saying, “*If you would like to make a donation to help the work and witness of this church, it would be greatly appreciated*”.
- £ A secure receptacle should be placed close to the exit clearly marked “**Donations**” with a clear message on the container that reads, “**For security reasons, this box is emptied daily**”. It is amazing how the use of careful psychology can deter petty thefts! If there is only ever a relatively small amount of cash in the container, the risk of theft is always lessened.
- £ For the two points above, the messages should only be able to be read as a visitor is about to leave the church building; they should not be positioned facing the point of entry.

If this caring kind of approach is adopted, donations will be given willingly

■ When to make a charge

As has been mentioned elsewhere in this book, it is quite reasonable to charge for detailed guidebooks, and for specific items that are extra to the church visit, e.g. walks leaflets.

If you wish to make a charge for refreshments rather than inviting donations, advertise a clear tariff.



Apple Blossom in Mirehouse Gardens, near Keswick. Photo courtesy of Ben Bardon, Cumbria Tourist Board.

PART FOUR

AT THE END OF A VISIT... ...AND AFTERWARDS

- **VISITOR FEEDBACK**
- **EXPLORING CHRISTIAN FAITH**
- **FOLLOW UP**
- **PARISH RECORDS**

VISITOR FEEDBACK

Comments in the Visitors' Book will give an indication of how people visiting your church find the experience. However, only about 10% of all visitors do sign such a book, so this feedback is not very comprehensive. You may like to consider giving visitors a specific opportunity to make suggestions via a 'Visitor Feedback Form'. This could be placed on the Welcome Table, with an invitation to take a couple of minutes to complete it, in order to help further your work in the provision of this Ministry.

The format set out below could be a starting point:

All Saints' Church - Visitor Feedback
~~~~~

If you can take a few moments to complete this feedback form, it would greatly assist our continuing development of a *Ministry of Welcome*.

Date: .....

**In the last 12 months, is this the first visit you have made to a church?**      Yes / No

**If 'No', how often do you visit churches?**      Often / Occasionally

**What prompted you to visit this church?**  
.....

**Has your visit felt a worthwhile experience?**  
.....

**Is there any general comment you might like to make about our welcome to you?**  
.....

**What has been the best thing about your visit here?**  
.....

**What has been the least good thing about your visit here?**  
.....

*(optional)*  
**Name:** .....

**Address:** .....


## EXPLORING CHRISTIAN FAITH

Offering a *Ministry of Welcome* to any visitor to our churches is to put into practice, in a particular way, what we are called to do at any time through our faith: to care for and to love our neighbour. We are not primarily in the business of welcoming people to church buildings as though they are museums and monuments to past history.

- We are opening our doors to welcome people, so that they can see how we express ‘being church’ for our local community and beyond.
- We are opening our doors to welcome people, so that they can see what it means to be a Christian... the joy of living a life of faith.
- We are opening our doors to welcome people, so that they have a chance to explore what Christianity could do for their own lives
- We are opening our doors to be places for worship, prayer, and for healing

↑→ **The above is the context in which we set about offering a *Ministry of Welcome*.**

**How can we help people who have questions about Christian faith to explore things further?**



**... GOD ... Father, Son, and Holy Spirit** ←↓

■ There are some excellent web sites, which can help people on a journey of exploration. Do advertise the following addresses...

<http://uk.alpha.org/>  
[http://www.e-mmaus.org.uk/emm\\_index.asp](http://www.e-mmaus.org.uk/emm_index.asp)  
<http://www.rejesus.co.uk/>  
<http://www.christianityexplored.com/>  
<http://www.christianity.org.uk/>  
<http://www.cofe.anglican.org/faith/>

■ Ensure the contact details for your parish priest are clearly displayed with an invitation to make contact. A card that can be taken away could be helpful.

■ Have available some free information to pick up ...

- *Christianity for the Open Minded*, a small booklet designed to engage the enquirer (Inter-Varsity Press [United Kingdom], UCCF Book Centre, Norton Street, Nottingham. NG7 3HR. T: 0115 978 1054 E: sales@ivpbooks.com)
- *Why Jesus?* by Nicky Gumbel (Alpha Publications, Holy Trinity Brompton, Brompton Road, London. SW7 1JA. T: 0845 644 7544 E: publications@htb.org.uk www.alpha.org.uk)
- *Christianity* a pocketsize foldout guide (The Good Book Company, Elm House, 37 Elm Road, New Malden, Surrey. KT3 3HB. T: 0845 225 0880 E: admin@thegoodbook.co.uk www.thegoodbook.co.uk)

## FOLLOW UP



There may be opportunities to follow up on a visit, and to continue to maintain contact.

Useful information given in the Visitors' Book could be a starting point, as well as any Feedback Forms that are completed.



### SOME IDEAS...

- You might like to consider running a *Friends of the Church* scheme
- Invite people to any major events that you are planning
- Send a card (personalised to your church) at a special time e.g. the anniversary of a wedding (many people return to the church where they were married at some time later in life). The question on the Feedback Form 'What prompted you to visit this church?' could give some interesting answers, aiding any follow up.

## PARISH RECORDS

Parishes hold very important records in their Registers of Baptisms, Marriages, and Funerals, as well as churchyard records of graves, often going back a considerable time.



A very important reason for some people to visit a church can be to trace their family roots. The church can play a big part in helping people to discover information about their forebears. Making it possible to gain access to the parish records can be a gesture much appreciated.

Advertising the contact details for a churchwarden who is available to assist in such enquiries is probably the best way to be helpful.

If most of your records are now with the County Archive Office, publicise where this is and give a telephone number for visitors to make further enquiries.





*Apple Blossom in Mirehouse Gardens, near Keswick. Photo courtesy of Ben Bardon, Cumbria Tourist Board.*

## **PART FIVE**

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### **APPENDICES**

- **1 - a/b/c**  
**HOW TO CREATE AN**  
**A4 – THREE-FOLD LEAFLET**
  
- **2 - a/b/c/d/e**  
**HOW TO CREATE AN**  
**A5 DOUBLE-FOLDED LEAFLET**
  
- **3 - a/b/c/d/e/f**  
**INTERPRETATION SIGNS**
  
- **4**  
**A GLOSSARY OF TERMS**  
**(the church building)**
  
- **5**  
**USEFUL CONTACTS &**  
**REFERENCES FOR RESOURCES**
  
- **6**  
**FUNDING – HELP AND INFORMATION**

**Appendix 1a**

## How to create an A4 – three-fold leaflet

- Open a WORD document.
- On the Menu Bar click on **View**, and then click on **Print Layout** in the drop-down box.
- On the Menu Bar click on **File** and then click on **Page Setup**.
- Click on the **Paper Size** tab, and then in the **Orientation** box select the **Landscape** bullet, and then click **OK**.
- Next click on the **Margins** tab (also in File / Page Setup).  
Set the margins as follows:

|         |        |
|---------|--------|
| Top:    | 1.0 cm |
| Bottom: | 1.0 cm |
| Left:   | 1.0 cm |
| Right:  | 1.0 cm |

Then click **OK**.
- Next click on **Format** (on the Menu Bar), and then select **Columns** in the drop-down box. In the **Presets** box click on **Three**. Then set the column spacing figure to read 2 cm. This will automatically adjust the column width figure to 7.9 cm. Tick the **Equal Column Width** box. Then click **OK**.
- The document is now ready to format by inserting Text Boxes as shown in the examples at Appendix 1b and 1c. To insert a Text Box click **Insert** on the Menu Bar and then select **Text Box** in the drop-down menu. A '+' appears on the page which can be moved using the mouse. Place the '+' over the flashing cursor, left-click and drag the mouse to produce a text box. Place the mouse on the edge of the text box and right-click. In the drop-down menu, click on **Format Text Box** and then click on the **Size** tab. Format the height and width measurements to read 10.5 cm x 7.9 cm (*as shown in the outside [cover] page example at Appendix 1b*). Then click **OK**. Click the mouse anywhere off the text box area, and the text box is now shown in its formatted size. Repeat the process for the next text box, inserting it just below the flashing cursor. For the third box (in column 2) repeat the process, first ensuring the flashing cursor is at the top of column 2, by pressing the Enter key [**<—**]. *Do not worry if text boxes in first column move out of position, adjustments can be made later – see note below*. Carry on until all boxes are in place in the three columns.

### *Note:*

Final adjustments to the position of text boxes can be made by placing the mouse on the edge of a box, then click and drag. Also, adjustments can be made using the **Drawing** toolbar. Click inside the Text Box, click on **Draw** and then select **Nudge**. Then select from the options as appropriate.

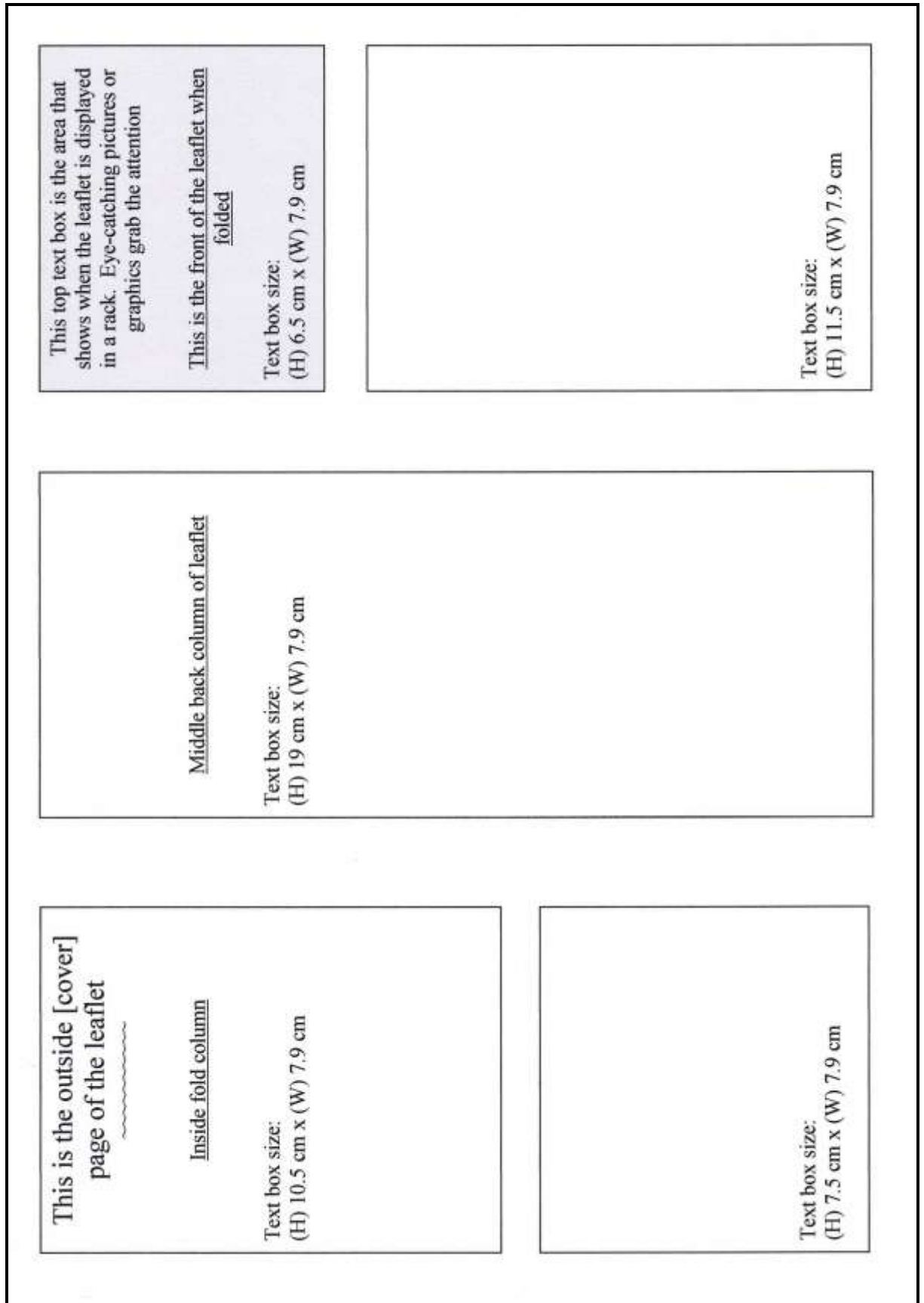
This page layout provides the outside [cover] page of the leaflet, (*a layout is also given for the inside [reverse] page of the leaflet at Appendix 1c*). **Both these layouts can be altered; do experiment!!** Graphics and/or pictures might be used instead of some of the text boxes.

The leaflet should not be too wordy. Ensure that there is plenty of 'white space', with some pictures or graphics if possible, so that the finished layout and design is pleasing to the eye.

## Appendix 1b

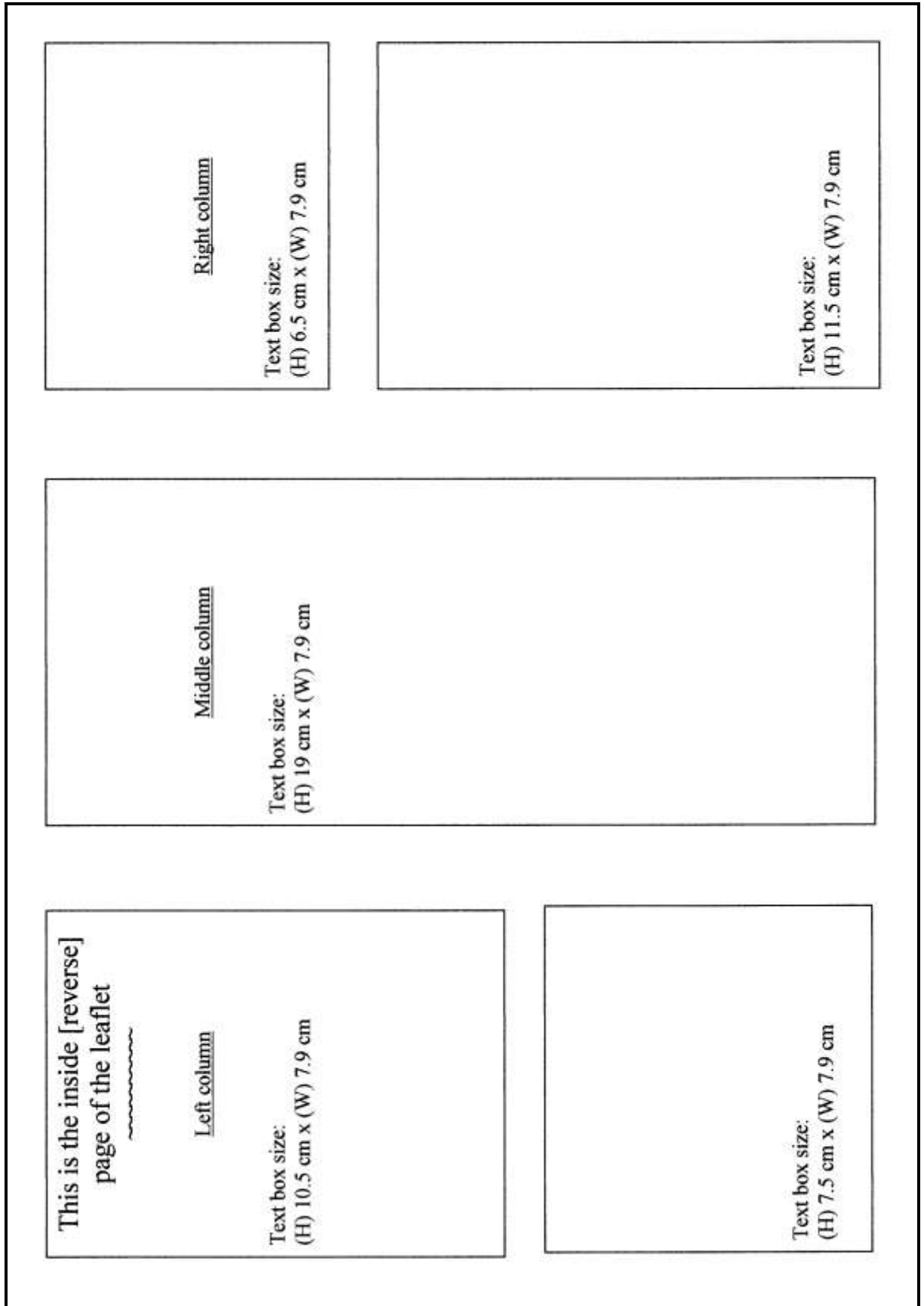
## How to create an A4 – three-fold leaflet. COVER PAGE.

Note: The image shown below is reduced down from actual size



**How to create an A4 – three-fold leaflet. INSIDE PAGE.**

*Note: The image shown below is reduced down from actual size*



**Appendix 2a**

## How to create an A5 double-folded leaflet from A4 paper

- Open a WORD document.
- On the Menu Bar click on **View**, and then click on **Print Layout** in the drop-down box.
- On the Menu Bar click on **File** and then click on **Page Setup**.
- Click on the **Paper Size** tab, and then in the **Orientation** box select the **Landscape** bullet, and then click **OK**.
- Next click on the **Margins** tab (also in File / Page Setup).  
Set the margins as follows:

|         |        |        |        |
|---------|--------|--------|--------|
| Top:    | 1.2 cm | Left:  | 1.2 cm |
| Bottom: | 1.2 cm | Right: | 1.2 cm |

Then click **OK**.

- Next click on **Format** (on the Menu Bar), and then select **Columns** in the drop-down box. In the **Presets** box click on **Two**. Then set the column spacing figure to read 2.4 cm. This will automatically adjust the column width figure to 12.45 cm. Tick the **Equal Column Width** box. Then click **OK**.
- The document is now ready to format by inserting Text Boxes as shown in the examples at Appendix 2b and 2c. To insert a Text Box click **Insert** on the Menu Bar and then select **Text Box** in the drop-down menu. A '+' appears on the page which can be moved using the mouse. Place the '+' over the flashing cursor, left-click and drag the mouse to produce a text box. Place the mouse on the edge of the text box and right-click. In the drop-down menu, click on **Format Text Box** and then click on the **Size** tab. Format the height and width measurements to read 18 cm x 12.45 cm [*shown in the cover fold example at Appendix 2b*]. Then click **OK**. Click the mouse anywhere off the text box area, and the text box is now shown in its formatted size. Repeat the process to insert the second text box, first ensuring the flashing cursor is at the top of column 2 by pressing the Enter key [**<—|**]. Insert the Text Box at the top of the flashing cursor. *Do not worry if the text box in the first column moves out of position; adjustments can be made later – see notes below.*

This page provides a basic layout for the outside [cover] page of the leaflet, shown in Appendix 2b. The same layout is also given for the inside [reverse] page of the leaflet at Appendix 2c. **Both these layouts can be altered and adapted. Do experiment!!** Graphics and/or pictures might be used instead of some of the text boxes – some ideas for design and layout are given at Appendix 2d and 2e.

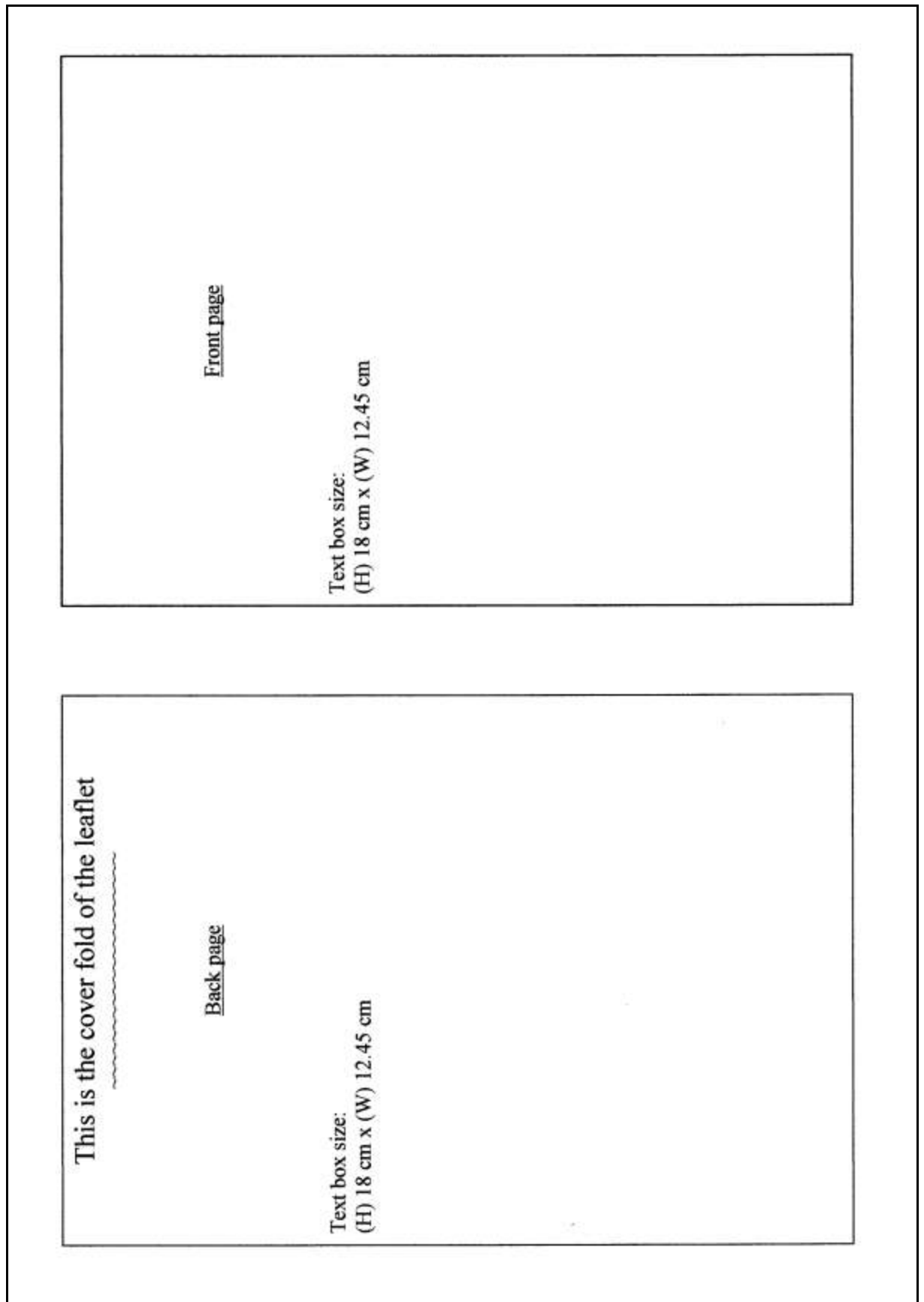
*Notes:*

- (i) *Final adjustments to the position of text boxes can be made by placing the mouse on the edge of a box, then click and drag. Also, adjustments can be made using the **Drawing** toolbar. Click inside the Text Box, click on **Draw** and then select **Nudge**. Then select from the options as appropriate.*
- (ii) *During re-positioning the Text Boxes may jump down to a second page of the file. If this happens, click off the Text Box so the flashing cursor is at the top of the first page. Then press the **Delete** key.*

## Appendix 2b

**How to create an A5 folded leaflet. COVER FOLD.**

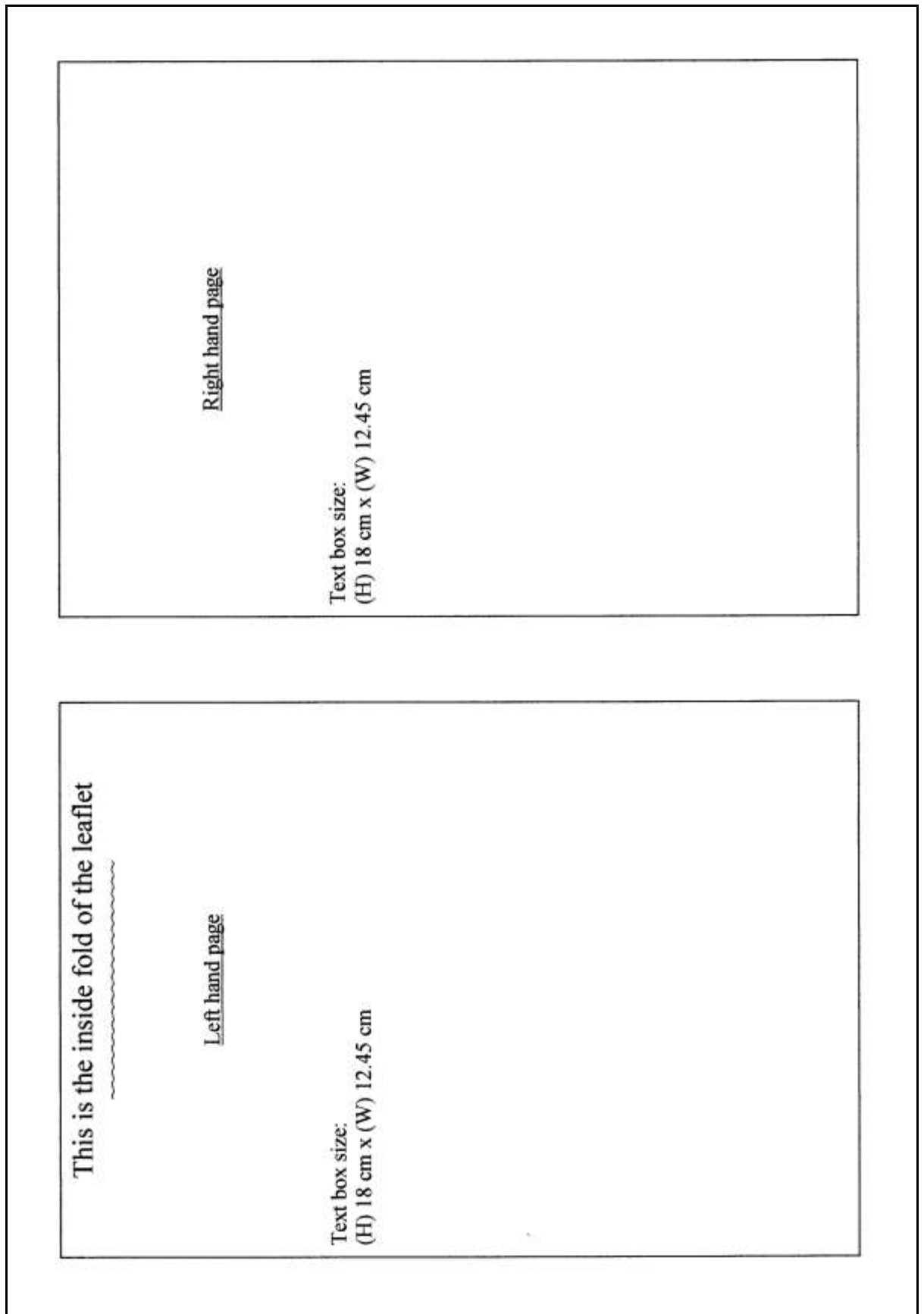
*Note: The image shown below is reduced down from actual size*



**Appendix 2c**

**How to create an A5 folded leaflet. INSIDE FOLD.**

*Note: The image shown below is reduced down from actual size*



**Appendix 2d**

**How to create an A5 folded leaflet. COVER FOLD DESIGN EXAMPLE.**


*Note: The image shown below is reduced down from actual size*

### Sunday Services at All Saints' Church

|                                                       |          |                                |
|-------------------------------------------------------|----------|--------------------------------|
| 1 <sup>st</sup> + 3 <sup>rd</sup> Sunday in the month | 10.00 am | Holy Communion                 |
| 2 <sup>nd</sup> Sunday                                | 10.00 am | Family Service/All Age Worship |
| 4 <sup>th</sup> Sunday                                | 10.00 am | Morning Prayer                 |
| 5 <sup>th</sup> Sundays                               | 10.00 am | Benefice Holy Communion        |

*- Details of location posted each month on the notice board*

**If you are staying in this area for a while, why not come and join our worship?**



**LOCAL VISITOR INFORMATION** is available to help you enjoy your stay in our area. We would value your comments on the visitor feedback form provided.

# Welcome to our Church



Churches are not just stones and slates, mortar and woodwork. They are not only history, they are also the present... and in them, but not exclusive to them, is the presence and peace of God.

Churches are composed of people... people have a past, but they live in the present, whilst looking to the future. The church is a place where you can think and pray about your past, your present, and your future.

This church, as a worshipping community, and as a building, was here yesterday, is here today, and God willing will be here tomorrow.

Enjoy your visit...  
We hope the peace and tranquility of this holy place will bring your life a blessing.

*Adapted from material in the visitor's guide at St. James' Church, Ormside*



## The Font

The word 'font' is related to 'fountain'. The font is where the water for baptism (sometimes called Christening) is poured. In baptism the old nature and sin of someone who is becoming a Christian is washed away, and the new nature of the Holy Spirit of Jesus is poured over them.

Baptism is one of two special sacraments instituted by Jesus and recorded in the Bible. The other is Holy Communion.

Baptism and the font stand at the beginning of someone's journey through life as a Christian and as a member of the church. For this reason, fonts in this country are traditionally placed near the church door: where we come into the church.

By the font, for much of the year, stands a large candle. This is our Easter or Paschal candle. After the darkness of Good Friday and Easter Eve, the lighting of this candle is the first action of Easter Day. It stands for the light of Jesus Christ overcoming the darkness of sin and death, and inviting us to come to the light of that good news and to live in it.

---

## The Windows

Stained glass windows have been used in Christian churches since the Middle Ages. They add majesty and mystery to the worship space. They also set before us the stories of the Bible, the lives of the Saints, and Christian symbols, as a powerful unspoken sermon.

Indeed, in the Middle Ages when fewer people could read, not only the windows but the walls as well would have been decorated in this way.

The windows in our church ...

---

## The Lectern

The word ‘Lectern’ is simply the old Latin term for a reading desk. In this case it is the desk or stand on which the Bible is placed and from which it is read – at more or less all our Services. Why? Because at the end of the day the Christian faith is not our invention or what WE say, but faith in a true sequence of events and teaching given to us by God, especially in the life of Jesus; and what HE says comes first.

In some churches the lectern can take the form of an eagle, symbolising the word of God, standing on a sphere, symbolising the world into which the word is sent. The version of the Bible used here is the *New International*, which is accurate and reads well. Copies of the same version are in the pews so that those attending worship can follow the readings if they wish.

The Bible contains many sorts of truths: historical, poetic, and prophetic. The mood of the present age is to criticise and to make all truth personal. The Bible asks us instead to sit under it, as it were, and accept that real truth is bigger than ourselves.

---

## The Pulpit

The word ‘Pulpit’ means ‘a high place’, and nearly all churches have such a place from which the congregation can be addressed. In this more interactive age the minister will often also speak from the floor of the church, using pictures and engaging the congregation in conversation and other activities.

Why do we have sermons? The Bible is read in our Services (see the LECTERN board) but Bible passages and stories often need explanation for us to understand them. After all, some of them go back 3000 years. Sermons provide a bridge of application from a bible passage to our lives today: we do not read the Bible as an antique or exercise in history, but as the living word of the living God – and we expect it to make a difference!

Sermons, too, give an opportunity for the minister on behalf of the congregation to engage with the difficult questions of faith, and of present day life. Not to give knockdown answers, but to help the pilgrim people of God keep travelling along God’s Way. Come and travel with them!

---

---

## The Prayer-Stand

When Jesus visited the Temple in Jerusalem, He was shocked to find that so much buying and selling was going on and He turned over the sale tables saying, “My Father’s house will be called a house of prayer, but you have turned it into a robber’s cave!”

Prayer is an important ‘business’ of our church, a sharing between ourselves, as God’s children, and God our Father, of our concerns, thanksgivings, wonder and desolation.

Perhaps nothing on earth helps us more than being able to turn to a loving parent, partner, or friend, to share our concerns and to find sympathy and help. Now, imagine that sharing happening with the Maker of Heaven and Earth!

Candles have been used as visible symbols of invisible prayers for a long time. We invite you today to pray to your Father God, write your prayer, if you wish, on one of the cards and to light a candle, if you wish, to burn as a symbol for your prayer. And may you know the joy and peace of the Listening God.

---

---

## The Communion Table

The principal Service in our church each Sunday is usually the Holy Communion. This Service links back directly and specifically to a command of Jesus and is celebrated by Christians all over the world. Some Christian communities gather for a Communion Service every day.

Jesus and his disciples shared many meals together, of course, but one meal stood out as special. We call it the 'Last Supper', and it was probably a special Passover celebration on the Thursday night before the Friday when Jesus was crucified.

At a Passover meal Jews did, and still do, remember the great saving events of their nation, especially the escape from slavery in Egypt, and the older men explain the meaning of these events to the children.

At the Last Supper, Jesus also explained what was going on, but in a new way. His death and rising to life was to be a new saving event, and the bread and wine were to be a continuing reminder of his body and blood offered for us.

---

**Aisle**

Passage between rows of seats. It can be the main (central) aisle, or a side aisle running parallel to the nave (or main part) of a church and usually separated by an arcade.

**Altar**

Table or stone slab on supports, used for celebrating the service of Holy Communion in Church.

**Ambulatory**

Aisle round the chancel. Used for processions.

**Apse**

A semicircular east end of a church containing an altar. In Britain, this fashion lasted until Norman times, when square ends replaced many apses.

**Arcade**

Series of arches supported by piers or columns.

**Ashlar**

Masonry of blocks, with even faces and square edges.

**Aumbry**

Cupboard where the vessels used for Holy Communion are stored. Also, at some times and places, it is used for keeping the 'Reserved Sacrament'.

**Beakhead**

Decorative motif of bird or beast heads.

**Buttress**

Stone or brickwork, built against a wall to give it support. "Flying buttresses" take the form of arches and support the upper part of a wall.

**Capital**

Crowning feature of a pillar.

**Cartouche**

A tablet with an ornate frame, usually enclosing an inscription.

**Chancel**

East arm or part of the east end of a church set apart for the use of officiating clergy and choir.

**Clerestory**

Upper level of the nave wall pierced by windows lighting the floor below.

**Corbel**

Projecting stone, which supports a roof beam.

**Crossing**

Area beneath the central tower of a church.

**Cross-shaft**

Upright portion of a cross.

**Cross-slab**

Grave slab with an engraved crucifix.

**Cruciform Church**

Cross-shaped church with transepts forming the arms of the cross.

**Crypt**

Main space beneath a church. Often used for burials.

**Fresco**

A method of painting onto dry or wet plaster.

**Gargoyle**

Waterspout, often carved as a grotesque face.

**Hatchments**

Usually diamond shaped memorial plaques.

**Lady Chapel**

Chapel dedicated to the Blessed Virgin Mary, the mother of Jesus Christ.

**Lancet**

Long and fairly narrow window with a pointed head.

**Nave**

Main, middle section of a church, for the use of the laity.

**Narthex**

Entrance hall across the west end of a church.

**Oratory**

A place for private prayer.

**Piscina**

Basin for washing the communion vessels, provided with a drain and generally found set into the wall to the south of the altar.

**Quoins**

Dressed corner stones, sometimes alternating as "long and short work".

**Reredos**

Decorative screen behind and above the altar, forming a backdrop.

**Rood**

The Anglo-Saxon word for cross. A crucifix, often flanked by saints, set on a beam across the chancel arch.

**Rood Screen**

Screen below the rood, separating the nave from the chancel.

**Sanctuary**

The area around the main altar of a church.

**Sacristy**

Room in a church for sacred vessels and vestments.

**Sedilia**

Clergy seats (usually three) built into the south wall of the chancel.

**Squint**

Opening in a wall to allow a view of the altar and the Mass being celebrated.

**Tracery**

Carved wood or stonework in windows or screens.

**Triptych**

Three surfaces, usually sculpted or painted, joined by hinges.

**Transept**

Transverse arm of a cruciform church.

**Tympanum**

The space between the lintel of a doorway and the arch above it.

**Vault**

An arched ceiling.

**Vestry**

A room in church where the vestments are kept and where clergy prepare themselves before taking Services.

## ■ Handy Numbers

The CHURCH TIMES prints a directory of classified resources called “Handy Numbers” which is printed on the last week of each month. Below is listed a selection of the regular advertisers.

### *Disclaimer -*

*All the information in this section is passed on with no personal knowledge or information about any of the advertisers or the goods and services offered.*

## ■ Tea Towels

Stuart Morris

Freephone: 0800 7311273 or e-mail: [info@stuartmorris.co.uk](mailto:info@stuartmorris.co.uk) for free sample and full brochure

Lorna Wiles

Tel: 01208 873666 or e-mail: [mail@lornawiles.co.uk](mailto:mail@lornawiles.co.uk) for free sample and details

Countryside Art

Tel: 01507 480685 or visit their website at: [www.countrysideart.co.uk](http://www.countrysideart.co.uk) for full colour brochure and free samples

## ■ Mugs

Chown China

Tel: 01209 713361 or e-mail: [chown@chownchina.co.uk](mailto:chown@chownchina.co.uk)

Laugharne Pottery & Glass

Tel: 01994 427476 or 427788

## ■ Personalised Items and Souvenirs (e.g. pens, pencils, bookmarks, coasters etc)

Gold Press

Tel: 01274 869597 or e-mail: [hp@goldpress.co.uk](mailto:hp@goldpress.co.uk) for information pack

## ■ Notice boards

Greenbarnes (see full details given on page 8)

## ■ Gates and benches

Curlew Woods

Tel: 01948 710525 or e-mail: [curlewwoods@aol.com](mailto:curlewwoods@aol.com)

## ■ Helpful Books

*Rural Visitors* (2001) by Leslie Francis and Jeremy Martineau

*A parish workbook for welcoming visitors to the country church*

ISBN 0-9540766-0-5  
Published by Acora, Arthur Rank Centre

*Rural Mission* (2002) by Leslie Francis and Jeremy Martineau  
*A parish workbook for developing the mission of the rural church*  
ISBN 0-9540766-1-3  
Published by Acora, Arthur Rank Centre

*Safe and Sound?* (1996)  
*A guide to church security*  
ISBN 0-7151-7569-6  
Published by Church House Publishing  
for the Council for the Care of Churches

*Places of Worship Security Manual* (2002) by Nick Tolson  
ISBN 0-904631-12-5  
Published by Berkswell Publishing Co. Ltd.

*Open for You* (2006) by Paul Bond  
*The Church, the Visitor and the Gospel*  
ISBN 1-85311-714-5/978-1-85311-714-5  
Published by Canterbury Press Norwich

*The Church Explorer's Handbook* (2005) by Clive Fewins  
*A guide to looking at churches and their contents*  
ISBN 1-85311-622-X  
Published by Canterbury Press Norwich

## ■ Prayer cards, bookmarks, posters, display racks and stands

Tim Tiley Ltd.  
33 Zetland Road, Redlands, Bristol. BS6 7AH  
T: 0117 9423397  
E: sales@timtiley.com

## ■ Cards featuring Icons

St. Mary's Press, Wantage. Oxon. OX12 9DJ

## ■ Diocesan Finance Resources Officer

Geoffrey Hine is available to help parishes with funding advice for specific projects. He can be contacted at:

Church House, West Walls, Carlisle. CA3 8UE.

T: 01228 815401

E: ghine@carlisle-diocese.org.uk

## ■ Cumbria Funding Links

Cumbria Funding Links is a free information service, available electronically every month. Below I have printed out the information from a monthly bulletin giving details of how to receive the bulletin, and also contact details for project funding and fundraising.

### CUMBRIA FUNDING LINKS

#### Funding Bulletin

**If you would like to receive our Funding Bulletins on a regular basis please send us your contact details and you will be added to our list. If you change your e-mail or postal address, or no longer wish to receive updates, please let us know and we will up-date our records. Thank you.**

**Cumbria Funding Links, The Old Stables, Redhills, Penrith, Cumbria, CA11 0DT.  
E-mail: [info@cumbriafundinglinks.org.uk](mailto:info@cumbriafundinglinks.org.uk)**

If your project needs funds, or you need advice about fundraising, please contact your local CVS:

- **Barrow and District CVS**, 72-74 Scott Street, Barrow-in-Furness, Cumbria, LA14 1QE  
E: [vc@barrowcvs.org.uk](mailto:vc@barrowcvs.org.uk) T: 01229 823144
- **Carlisle CVS**, 27 Spencer Street, Carlisle, Cumbria, CA1 1BE  
E: [sylviah@carlislecvs.org.uk](mailto:sylviah@carlislecvs.org.uk) T: 01228 512513
- **Eden CVS**, Unit 4b, Redhills Business Park, Penrith, Cumbria, CA11 7TJ  
E: [mailroom@edencvs.co.uk](mailto:mailroom@edencvs.co.uk) T: 01768 242138
- **South Lakeland CVS**, Stricklandgate House, 92 Stricklandgate, Kendal, Cumbria, LA9 4PU  
E: [JaneJ@cumbriacvs.org.uk](mailto:JaneJ@cumbriacvs.org.uk) T: 01539 742627
- **West Cumbria CVS**, Maryport Community Resource Centre, 12a Selby Terrace, Maryport, Cumbria, CA15 6NF  
E: [amanda@westcumbriacvs.solis.co.uk](mailto:amanda@westcumbriacvs.solis.co.uk) T: 01900 819191

## ■ Funding or Grant Making Bodies

The list given below is by no means exhaustive, but ALL these organisations gave grants towards a parish project I was involved with for church alterations, providing a new kitchen and fully

accessible toilet facilities, and a half-glazed porch, within the northwest corner of my parish church (St. Michael's Church, Brough).

*I have tried to ensure these details are correct at time of going to print, but some discrepancies may occur.*

1     **Heritage Lottery Fund (Awards for All)**  
9th Floor, 82 King Street  
Manchester  
M2 4WQ  
T: 0161 831 0850                      E: northwestengland@hlf.org.uk

2     **The Central Board of Finance of the Church of England**  
FAO: Rachel Lindley, Secretary to the Fund  
Central Church Fund  
Church House  
Great Smith Street  
London  
SW1P 3NZ  
T: 0207 898 1767

3     **Congregational & General Charitable Trust**  
FAO: D J Collett (Secretary)  
Curren House  
Curren Street  
Bradford  
West Yorks  
BD1 5BA  
T: 01274 700700

*Similarly, the EIG charitable trust if your insurance is with them.*

4     **Cumbria Waste Management Environment Trust**  
FAO: Alison Gerke (Landfill Tax Grant Scheme)  
The Old Stables  
Redhills  
Penrith  
Cumbria  
CA11 0DT  
T: 01768 242140  
E: cwmet@dial.pipex.com

*Eligible if you have a Landfill site within 10 miles of your church.*

5     **AllChurches Trust Limited**  
Legal and Secretarial Department  
Beaufort House  
Brunswick Road  
Gloucester  
GL1 1JZ

6     **The Freida Scott Charitable Trust**  
FAO: Chris Batten, Director  
Suite 3, Sand Aire House  
New Road

Kendal  
Cumbria  
LA9 4BE  
T: 01539 741610

7 **The Garfield Weston Foundation**

The Administrator  
Weston Centre  
Bowater House  
68 Knightsbridge  
London  
SW1X 7LO

8 **The Hadfield Trust**

FAO: Mr Michael Hope  
3 College Path  
Formby  
Liverpool  
L37 1LH  
T: 01704 834887

9 **The Lloyds TSB Foundation for England & Wales**

The Director General  
PO Box 140  
St. Mary's Court  
20 St. Mary at Hill  
London  
EC3R 8NA

10 **The Proven Family Trust**

Mrs D R Proven  
35 The Mount  
Papcastle  
Cockermouth  
Cumbria  
CA13 0JY

- 11 Grants for improving disabled access are available from all District Councils.  
Contact the Access Officer.

*N.B. Monies in this pot tend to peter out well before year-end (March).*

12 **Carlisle Diocesan Board of Finance Ltd.**

**The Pastoral Account**

*Clergy will have details of how to apply for grants from this source*