

‘Champing, Crawlers and Heavenly Cafes’

Can Sussex Churches make more of the
Visitor Economy ?

Nigel Smith
Chief Executive
Tourism South East

Tourism South East

Tourism South East.....

- is a not-for-profit member and partnership organisation
- *‘Provides services and expertise to support the performance and growth of tourism businesses and destinations.’*
- primarily covers Hants, IoW, Sussex, Kent, Surrey, Berks, Bucks and Oxon – but delivers UK wide.
- offers marketing, training, research, visitor information, consultancy and advocacy services and the Beautiful South Awards



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Cathedral and Church Members

Guildford Cathedral

Winchester Cathedral

Chichester Cathedral

Canterbury Cathedral

Rochester Cathedral

Churches Conservation Trust

St Mary's, Itchen Stoke, Hampshire

All Saints, Nuneham Courteney, Oxfordshire

St Bartholomew's, Lower Basildon, Berks

St Peter's, Sandwich, Kent

St Mary's Pitstone, Bucks

St Peter and St Paul, Albury, Surrey

St Peter's, Preston Park, Sussex



Economic Value of the Visitor Economy in the South East

- Worth £12+ billion
- Supports 400,000 jobs
- Larger than Scotland and Wales put together.....

Economic Value of the Visitor Economy in Sussex

- West Sussex 2016 £1.0 billion
 - East Sussex 2016 £1.5 billion
 - Brighton & Hove 2016 £0.85 billion
- Total £3.35 billion



Visitors to Sussex

- Domestic overnight stays are mostly ABC1(69%), adult couples on short breaks
- Family Groups account for 35% of staying visitors
- Over 80% are on holiday for pleasure
- Over 40% stay with or are with VFR
- Over half stay in 'seaside' locations and 21% in countryside locations
- Visits to cultural and heritage attractions and events are significant for both staying and day visitors
- International visitors are mostly from Nr Europe with nearly half arriving via Gatwick or Heathrow



Churches

What do we know?

- Est. 40,000 Christian places of worship in the UK
- Est. 15,000 rural churches in England
 - 10,199 Anglican churches
 - 3000 Methodist churches,
 - 400 Baptist churches,
 - 250 United Reformed
- A majority of church buildings (around 70%) in rural areas are Grade I or II*, making them the largest group of most important historic buildings in the country.
- Over 40 million visits to churches pa generating at least £350 million per year.
- Visitors to cathedrals generate around one third of average day visitor spending (generating £91 million per year in visitor spend).



Churches

What is the offer?

*'The village church is probably the **most visible building** in any village community given its size, possibly its location in or near the centre of the village, and in its **distinctive design and construction**. The village church, together with its churchyard, **holds the village's history**. Many are sought out and visited by family history searchers. Its construction and furnishings often contain the work of **local craftsmen**. Increasingly with the loss of key village facilities and space for the community to come together, village churches are being used as **community centres** for children and young peoples' activities, meeting and eating places for the elderly, lonely and disabled, post office and basic commercial provision.'*

Churches Visitor and Tourism Association: Evidence to RSTC 2016



Churches Why Visitors?

*'Churches are increasingly looking at tourism as a way of generating **sustainable income** to maintain and repair heritage buildings and of **connecting with their community** and encouraging volunteers (particularly true in rural communities where the tourism offer may be the whole village)'*

National Churches Trust



Churches

What are the issues?

Rural Churches with no 'passing trade' have more issues than their urban counterparts and also suffer from other concerns:-

- Poor information on opening times
- Ineffective promotion
- Few and ageing volunteers lacking welcoming skills
- Interpretation of heritage
- Security
- Lack of support from destination marketers (DMO)

National Churches Trust



Explore Churches - 56 in Sussex

- **Holy Trinity, Bosham** *Clearly annotated 'Bosham ecclesia', this venerable old church, with its great Saxon chancel arch, is depicted on the Bayeux Tapestry.*
- **St Mary, Clymping** - *The coastal parish of Climping just west of the River Arun, has a remarkably sturdy looking church that is said to have begun life as a Norman watchtower.*
- **St Mary Shipley** - *St Mary's stands in water meadows beside the young River Adur, close to the white windmill made famous as the fictional home of Jonathan Creek of TV fame.*
- **St Mary & St Peter Wilmington** – *A Downland village of Saxon origin. The present church was first built around 1200 as a chapel to the adjacent Priory, the chancel being used as the monk's quire ...A notable feature of the churchyard is the ancient Yew tree, estimated to be 1600 years old, the trunk having a girth of 23ft.*



National Churches Trust

Themed Itineraries



Inspire me



Sir Christopher Wren

One of the most highly acclaimed English architects in history, Bill Bryson and Joanna Lumley, have chosen their favourites from 11 Wren churches for English Tourism Week.



pre-Raphaelite art

In the 19th century pre-Raphaelite artists and architects added some of the most remarkable adornments to our nation's churches. They include stained glass, tapestry, carpets and other beautiful decorations.



These churches date from pre AD800 and are places where you can truly touch the past.



European churches in the UK

Twelve churches, representing the original member states of the EU in 1993, 25 years ago, and the members of the EEC, created 45 years ago.

and suffragettes, were social reformers in many areas, and many churches are rightly proud of their links to the women who have made such a difference to our society.



Hadrian's Wall

The Tyne Valley is known for its fine concentration of early churches, many built with stones recycled from the wall.



Heavenly church cafes

What better excuse for a slice of cake than being able to enjoy some of Britain's most beautiful and historic buildings at the same time?



Doctor Who

He's travelled from one end of time to the other and visited countless alien worlds along the way, none more so than our own fair planet Earth.



Bill Bryson



NCT Explore Churches

Heavenly Church Cafes



‘ What better excuse for a slice of cake than being able to enjoy some of Britain's most beautiful and historic buildings at the same time? The churches featured here are just a selection of some our favourite church cafes: we can assure you that there are many more excellent options for you to visit and many more excuses for cake, if you need one!’



NCT Explore Churches

The Smallest Churches



Holding the Guinness Book of World Records title for 'England's smallest church in use', It only has room to fit a single four person pew, or about ten people standing.....


This church seats about 30 people and is very atmospheric as it is lit by candlelight. The church cannot be accessed by road, so visitors must park on a narrow track and then walk a mile and a half through woodland before the church appears.'



NCT Explore Churches

Sharing the Experience



 ExploreChurches

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We would love to know how much you enjoyed your visit.

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welcome



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things to see



No votes yet

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leaflets/books/displays



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Comments

What did you like most about this church?

Your name

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ANGELS & PINNACLES (SUFFOLK CHURCHES)

ANGELS AND PINNACLES IS THE CHURCHES TOURISM PROJECT OF THE DIOCESE OF ST EDMUNDSBURY AND IPSWICH.

Angels and Pinnacles helps you discover Suffolk's magnificent medieval churches, among the finest in Europe.

Some of the most spectacular churches are near the heritage coast and include Blythburgh, the 'Cathedral of the Marshes' and Orford St Bartholomew – the church that Benjamin Britten loved - with its powerful sculpture by Lilian Yauner marking the 50th anniversary of the Aldeburgh Festival.

Not far away is the famous angel roof of Huntingfield St Mary, painted in dazzling colours by a Victorian vicar's wife. Seeing is believing.

In and around the beautiful River Deben, there are stunning churches to explore including Woodbridge St Mary with its exquisite flintwork and towering battlements, and Ramsholt, a centuries old seamark church with hauntingly beautiful river views. A nearby walking trail includes Hollesley church where you can spend a happy afternoon studying the curious wooden depictions of Aesops Fables on the pew ends. Churches bring history to life and children find them one big adventure.

Opening times
Angels & Pinnacles churches are open every day from approximately 10am-4pm but times may vary to take account of services, including weddings, baptisms and funerals. There is no charge but volunteers really appreciate donations.

EXPLORE WHAT'S ON:
[This week](#)
[This month](#)
[This year](#)

ATTRactions BY TOWN/VILLAGE:
SELECT

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Being part of the Local Infrastructure Networks

- Many footpaths follow traditional **pilgrimage routes**, tying them to local heritage and stories. These could be used to encourage visitors to discover the countryside and its churches.
- There is a huge opportunity to feature on **online guides** for walking and cycling routes. Check out www.routeyou.com
- The Church of England has a partnership with Sustrans to develop cycling routes between churches across England including the annual **Ride and Stride** event that sees 10,000 churches open for visitors in September.
- Churches are also the largest group of buildings taking part in the annual **Heritage Open Days**, and various organisations run church open events across the country.



Champing Camping in Churches



Operated by the Churches Conservation Trust

<https://www.champing.co.uk/>

How many are there ? 26 on offer across the UK from end of March to September.

How Much ? Starts from £49 per person per Night

What is provided ? Camp beds, chairs, lanterns, candles, tea and coffee-making facilities, a loo - there is also option to have breakfast at a venue near each church or occasionally even delivered.

Pets welcome and children allowed too!

When can I be there ? Sole rights to the church after 6.00 pm and before 10.00 am.



Champing Camping in Churches

Holy Sepulchre, Warminghurst, West Sussex

'This gem of a church has splendid views across to the Iron Age fort of Chanctonbury Ring on the South Downs. Inside the church there are lots of little finds – look for the clerk's chair – it suggests that one of the old parish officials was very well fed!

See if you can spot the hidden face in one of the box pews.

The fantastic interior and charm of the setting combine to make this an unforgettable champing experience.'



Churches

Which Markets?

Key markets

Country churches are attracting visitors in new ways and helping to refresh pilgrimage, the original low-carbon, spiritual holiday. Anna McCrum, Archbishop' Council 2016

VisitEngland segments:

- **Country Loving Traditionalists**; walkers, cyclists, heritage enthusiasts, church crawlers, family history
- **Fuss Free Value Seekers**; free places to visit and events
- **Free and Easy Mini Breakers**; cultural/city breaks, educational visits, 'champing'
- **Aspirational Family Fun**; family visits and activities
- **Youth & study**; educational visits, local culture



Churches

Inbound Markets



Key Inbound Market Segments

- ***Outdoor Enthusiasts*** – 35-55yrs natural landscapes, local heritage/food; quirky accommodation- France, Germany, Spain
- ***Mature Experience Seekers*** – 50+ - walking; local culture and heritage; local food; trying something new ; accommodation with character – Australia, USA, Germany, Spain
- ***Conservative Retirees*** – 65+ mostly female – sightseeing; local food; relaxed; nothing too strenuous – Germany, Netherlands, USA
- ***Families – Cultural Adventurers*** – soaking up culture and atmosphere of a new place – Netherlands, Nordics, Australia can also be ***Outdoor Enthusiasts***



Welcoming Visitors to your Church

Welcome to Excellence Training

- General Customer Service – Welcome Host Gold (WHG)
- Volunteer Training – Bespoke Welcome Host for Volunteers
- Visitor Attraction specific Exceeding Visitor Expectations (EVE)

Recent Training Provision

- Trained 4 trainers for the Cathedrals Conservation Trust 2017
- Ely Cathedral (WHG 2016)
- Guildford Cathedral (bespoke WHG course) 2017
- Torre Abbey in Devon (EVE course 2017)
- Rochester Cathedral (bespoke WHG courses 2017)
- Glasgow Cathedral (EVE course 2017)
- Chichester Cathedral (currently being finalised)



National Churches Trust Conference



National Churches Trust's Building Resilience Conference at Emmanuel centre in London on Wednesday 27 June 2018:

'Find out about and take away tools and resources accessing exciting new developments in funding, tourism and support for daily building care'

Speakers include;

- Bill Bryson, writer, broadcaster and Vice-President of the National Churches Trust,
- The Rt Hon Dame Caroline Spelman MP, Member of Parliament for the Meriden Constituency and Second Church Estates Commissioner,
- Award winning broadcaster, Dr Jonathan Foyle; John Goodall, the Architectural Editor of Country Life; and Luke March, Chairman of the National Churches Trust

And Finally.....

- *'To make the acquaintance of an English church is to witness the breeze of history make its imprint on stone, brick, wood and plaster. No church is identical with any other. Nowhere else in the world are places of worship so idiosyncratic as in England. Each arose from its particular landscape and culture, reflecting local materials, patronage and politics, even the liturgical views of the vicar. The humblest church is a casket of varieties.'*

Sir Simon Jenkins

Thank You

Any Questions?