

TERMS OF REFERENCE AND THREE YEAR PLAN 2011 - 2014

Objective of the Church Tourism Group, St Albans Diocese

The aim of Church Tourism in the St Albans Diocese is to promote our church buildings and to ensure that they are accessible and welcoming.

To achieve this we will:

- ❖ Promote networking and the exchange of information to promote good practice;
- ❖ Act as a catalyst for Parishes to add value to their local communities;
- ❖ Encourage Churches to be inviting and welcoming to all visitors and enquirers by offering guidance on promotional material in a 21st Century contemporary way.
- ❖ Consider opportunities for promoting our buildings in preparation for influx of visitors to the area during the 2012 Olympics.
- ❖ Support churches to manage the buildings as place of sacred space.
- ❖ Work with other bodies such as Local Authorities, County Tourism Offices and the Churches Tourism Association.

The Church Tourism Group is made up of

The Church Tourism Officers for the Archdeaconry's of Bedford, Hertford and St Albans and St Albans Abbey. Reporting to the Rural Strategy Advisory Group (RUSTAG), part of the Board for Churches and Society.

Three Year Plan 2011 – 2014

It is our intention, in the next three years to undertake the following tasks:

- Identify a Tourism contact from each Deanery, to enable efficient cascading of information.
- Ascertain how the visibility of Church buildings that are not well signposted could be improved.
- Promote an "Open Churches" weekend in the Bedfordshire archdeaconry in 2011. Following this, if successful we will roll this out across the Diocese, using the Bedfordshire example as a blue-print.
- Encouraging Churches to advertise their opening times as applicable, and asking those who do not open regularly to try consider opening, perhaps incorporating afternoon tea and cake events.
- Determine the possibility for 'Tourism' awards under the umbrella of Vision for Action, and investigate the possibility of sponsorship, perhaps from Ecclesiastical or a similar body.
- Begin to investigate the possibility of grant funding from heritage and funding bodies such as the Historic Churches Preservation Trust and East of England tourism board.
- Begin to identify ways that Churches can promote themselves in a modern format.
- Consider whether a Tourism stand at the annual Archdeacons Visitation would be useful.

Budgetary Control

Expenditure for Tourism will come from the RUSTAG budget.