



## Objectives and Aims

Primary Objective - To persuade all Christian Churches that church buildings are at the forefront of Mission and should receive investment and promotion as a resource to this end.

The Churches' Tourism Association's objectives as stated in its Trust Deed are:

- To promote among churches and others the need to welcome tourists/visitors;
- To educate churches and others about the benefits to individuals and communities which can arise from such a welcome.

The Association's aims as stated in the Trust Deed are:

- To encourage the sharing of good practice;
- To provide appropriate resources to assist members in their work;
- To assist the development of partnerships at national, regional and local level.

## Further information

Information about the Churches Tourism Association can be found on its website, [www.churchestourismassociation.info](http://www.churchestourismassociation.info).

Contributions are welcomed to its newsletter published approximately every 2 months.

The Churches Tourism Association is an inter-denominational organisation, wholly funded by voluntary giving, served by a Board of 12 Trustees.

A charitable company limited by guarantee, registered in England number 4536442, reg. charity number 1101254.

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# What The Churches Tourism Association

stands for  
regarding

the openness of  
church buildings  
to visitors and  
tourists

## Promoting good practice

The following are provided as illustrations of good practice for the implementing of the Association's objectives and aims:

To urge that all church buildings should be open to the public every day of the year;

To urge that all who enter church buildings as visitors or tourists -

- should feel welcomed whether in person or through what is materially available to them by way of literature;
- should have a sense of the presence of God within, and be assisted through the provision of literature or candles, or a place designated for the purpose to make their own response to that presence if they so wish;
- should see or be able to read explanations of the meanings and significance of the building, its architectural presentation and symbolism, and its contents in respect of the practice of the Christian faith eg. the altar, the font, the pulpit, the layout of the building as a whole, and of its significance within the life of the community in which it is located;
- should have available to them either free or for minimal expense, literature relating to the key contents of Christian Faith;
- should have available to them a place, stand or receptacle, and the means whereby they can leave requests for prayer;

- should be invited to make an entry in a Visitors' Book, briefly identifying themselves and giving room for comment on the value to them of their visit;
- should be provided with opportunity to make a monetary offering if they so wish, and be provided with some indication of the cost of maintaining the building and supporting its work, and that reliance is entirely upon voluntary giving;
- should be provided with information as to a representative of the Church with whom contact can be made either at the time of the visit or subsequent to it.



*CTA annual events promote sharing of insights and good practice.*

The Churches Tourism Association is also committed to encourage -

- all Churches or groups of Churches to appreciate that CTA has a website, [www.churchestourismassociation.info](http://www.churchestourismassociation.info) through which information regarding member churches can be disseminated, and awareness of examples of good practice be gained;

- all Churches to appreciate that in various parts of the country there are specific organisations dedicated to the promotion of church tourism and visitor welcome, details of which can be found on the CTA website;
- all Churches to appreciate that the CTA website can be used by all member churches to disseminate information and examples of churches' welcome to visitors and tourists in order to enable mutual learning. Details for inputting are on the website itself;
- all Churches to work in partnership with each other, to promote church trails, to share the costs of publicity and promotional material, to build relationships with local tourism trade associations and official tourism offices to maximise local promotional opportunities;
- all Dioceses or similar ecclesiastical groupings to appoint a person or persons to be responsible for the promotion of church tourism within their area of jurisdiction, and to set up a group for the support of such a person or persons;
- all Dioceses and similar ecclesiastical groupings through their appointee to liaise with county and other secular tourism departments/bodies/organisations, in order to enable church buildings to obtain maximum benefit from the widest possible marketing opportunities.