



THE CHURCHES
CONSERVATION TRUST

Making an Impact

The Churches Conservation Trust in the community

With over 345 nationally and internationally significant buildings in our collection, we and our volunteers make an important contribution to communities, tourism and local economies across England.

Economic impact

The economic value of our work is several times the investment made.

Visitors and tourism

- Of our 1.9 million visitors each year, 94% find their experience 'enjoyable' or 'very enjoyable'.
- Through comparison with churches for which a charge is made, we estimate the value of this 'tourism experience' at £4m a year.
- The UK's tourist industry contributes 9% of GDP: heritage is at its heart.

The local economy

Each year we generate over **£12m in local economic activity**:

- £5.4m in local jobs through our annual conservation and repair programme.
- £6m spent in local businesses by visitors to our churches.
- £1m from the 200,000 people attending events and in donations by our 1.9m visitors.

These figures include only immediate expenditure. Recycled through local businesses, contractors and suppliers, the final economic impact is higher.

Employment

Visitors' money spent locally supports the equivalent of at least 80 jobs in local shops and catering businesses.

Our work helps to sustain the national heritage skills base; we estimate that every £60,000 of CCT investment supports one job in heritage maintenance and construction.

We support:

- More than 70 FTE skilled local craftsmen: stonemasons, lead workers, glaziers and carpenters;
- The full-time equivalent of at least three heritage architects;
- Suppliers of specialist materials: timber, stone, glass, and metal.

Our own staff, most of whom are based in the regions, include national experts in the conservation and management of heritage buildings. Our volunteer programme supports as many as 70 volunteers who are working with us to acquire skills for future employment.

Volunteers

Each year, 1,750 CCT volunteers from many walks of life give more than 100,000 hours of their time to CCT. Volunteers undertake tasks ranging from stewarding and basic maintenance to education. It is estimated that the annual value of this voluntary work is about £1m.

Contributing to civic life

Our buildings are a living part of their communities, providing a centre for local activities and reaching out to those who have not historically been associated with the church. 4,000 community, arts and educational events take place in our churches each year: concerts, exhibitions, craft fairs, farmers' markets, school visits and much more. We are involved in dozens of training, education, volunteering and community development projects across England.

Case study: Regeneration

Situated in one of the most deprived wards in the country, **All Souls' Church, Bolton**, is a nationally important building that had fallen into disuse and disrepair. Local community leader Inayat Omarji recognised the church's potential. Together we developed a 10-year rescue plan to breathe new life into All Souls' through a major project funded by the Heritage Lottery Fund.

In December 2014 the church reopened as a vibrant new community centre. Innovative pods – 'a building within a building' – leave the historic fabric largely untouched while providing office and meeting spaces for local businesses and for training, education and youth activities and health and welfare services. There is a café, and a multi-media exhibition tells stories of the people of Bolton, past and present.

The All Souls Bolton regeneration project has provided training in heritage craft skills like glazing, masonry and roofing. Such on-site, practical training is essential to ensure the survival of the skills this country needs to care for our historic buildings.

Matthew Hancock MP



Regeneration in numbers

18 projects to date

11 UK & European
awards won

Case study: Visitor economy

St. Mary's, Shrewsbury, is an exceptional mediaeval church. Since the 1980s, the heavy cost of keeping the building in good repair had been borne by CCT, with important support from the local friends group. Visitors made little financial contribution.

Yet with 40,000 visitors a year, it was clear that developing St Mary's as a visitor attraction and events venue could increase income, enhance the building's place in community life and help regenerate Shrewsbury town centre. Working with the Friends of St Mary's and Shrewsbury Tourism, in autumn 2014 we piloted St Mary's as the first in a new national network of flagship visitor sites designed to increase the profile of churches as first-class heritage attractions.

Early indications are that an increase in the numbers of visitors is contributing substantially more to the running cost of St Mary's, and has also seen a rise in spending in local shops, cafés and pubs.

The innovative visitor experience includes a 'sound scape' – sounds that would have been heard in the church in ages past – and children's activities. The café, run with a local business, has received a Gold tourism award.



Tourism in numbers

1.9m annual visitors

£6m visitor spend in
local businesses

12 new visitor attractions
opening 2015/16

94% visitor satisfaction

Case study: Volunteering

The three-year Archway project had two aims: to increase the number of trained volunteers to care for fourteen, mostly isolated, churches in the rural hinterland of Louth and to attract more visitors to the area. Working in collaboration with Lincolnshire City Council, the project was funded jointly by CCT and DEFRA's Rural Development Programme for England.

New volunteers were driven by enthusiasm for the churches and their history. The churches are divided into 'clusters', each looked after by a diverse local volunteer team which allows its members to participate in ways that suit them. An Area Volunteer oversees all the churches in the area and ensures effective communication. Training has proved vital, and was provided both by our Volunteering Officer and by volunteers themselves.

As a result, an increased number of events can be put on – craft fairs, concerts, exhibitions – in turn drawing more visitors to the area.



Volunteering in numbers

1,750 volunteers

4,000
events nationwide

100,000+

hours donated

Worth £1m per year

Case study: Learning

Children need to experiment, manage risk and find their own solutions in a stimulating environment. As part of English Heritage's Heritage Schools programme, CCT encourages schools to deliver the curriculum by using our sites as historic classrooms. Of many examples, here are just three...

At St John-in-the-Wall in Bristol, 'Science of Sound' sessions invite 9 year olds to blast on the organ and learn how sound is made by air oscillating in giant pipes, or to ring the bells and explore how shape and material create frequencies. On Portland in Dorset, St George's monument-studded churchyard contains many rare wildlife species: local schools manage the churchyard and study conservation.

At Stansted Mountfitchet in Essex, secondary school students created a blog about the First World War memorials at St Mary's Church. They researched the soldiers' lives and used photographs, video, art and poetry to interpret and present the history.



This church is a treasure on our doorstep

Headteacher, West Heslerton Primary School



Learning in numbers

59 school partnerships

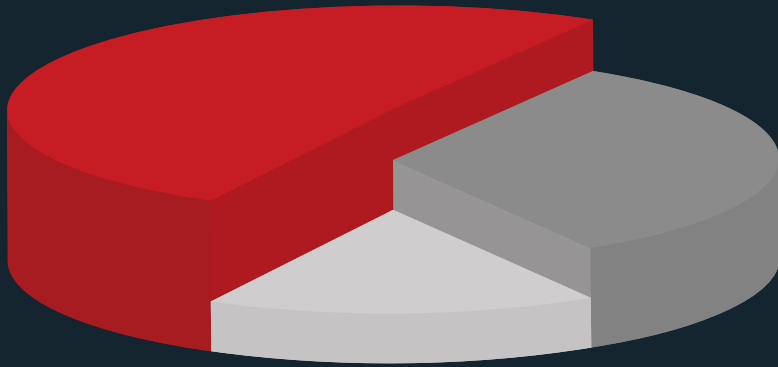
8680 participating
schoolchildren

1028 adult learners

175 lessons in churches

12+ subjects covered -
incl. science, technology
and the arts

Our funding and income



- £4.3m Voluntary and earned income and competitively awarded grants
- £2.8m Department for Culture, Media and Sport
- £1.4m Church Commissioners

Our economic impact in summary



£12m
per year contributed
to economic activity



70
volunteers upskilling
for employment



70
skilled craftspeople
in full time work



£4.3m
raised through voluntary
and earned income



80
jobs supported in
local businesses



200k
people attend events
in a CCT church



£1m
Equivalent of £1 million
gifted by volunteers in time



1750
volunteers donate
100,000+ hours a year



1.9m
visits to our church
every year – and growing

Recognition for our work

We have been honoured with awards for our work from the following organisations:



visitchurches.org.uk

f ChurchesConservationTrust
t @TheCCT

The Churches Conservation Trust is the national charity protecting historic churches at risk.
Society Building, 8 All Saints Street London N1 9RL
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The contents of this briefing are drawn from a longer, referenced report available on request.

If you would like further information, please contact us on 0845 303 2760 or at central@thecct.org.uk