



# Survey of visitors to churches in the care of Churches Conservation Trust

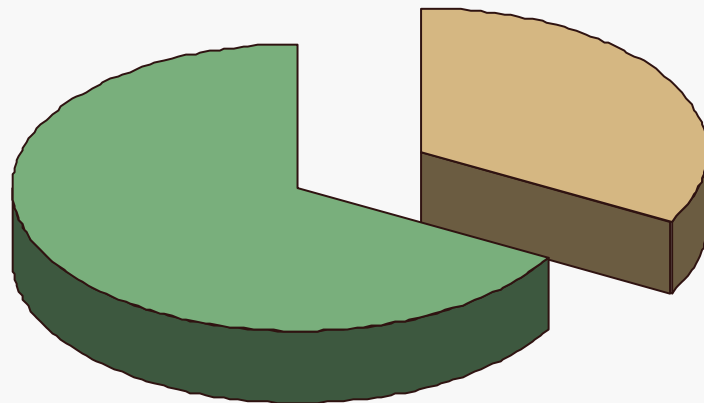
Multiple sites surveyed in late summer  
2006 – initial analysis

# THE CHURCHES CONSERVATION TRUST

- Set up in 1969 to care for Church of England churches no longer needed for parish use
- All are architecturally or historically important with most Grade I or Grade II\*
- 337 wonderful churches, most of which are open to visitors at least some of the time
- A registered charity, with its major funding from the Department for Culture, Media and Sport and from the Church Commissioners
- Donations also of increasing significance!

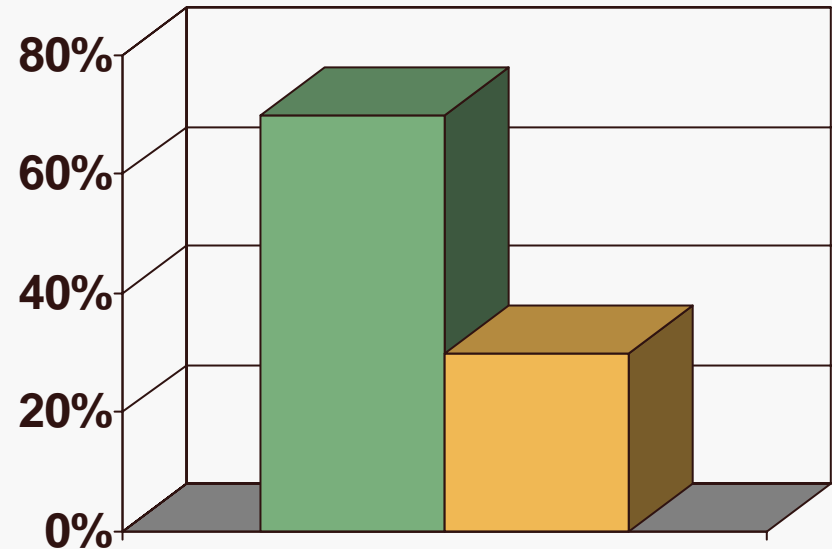
# MOST VISITORS *NON-LOCAL*

Do you live locally, or are you a visitor to this area?



Local Visitor

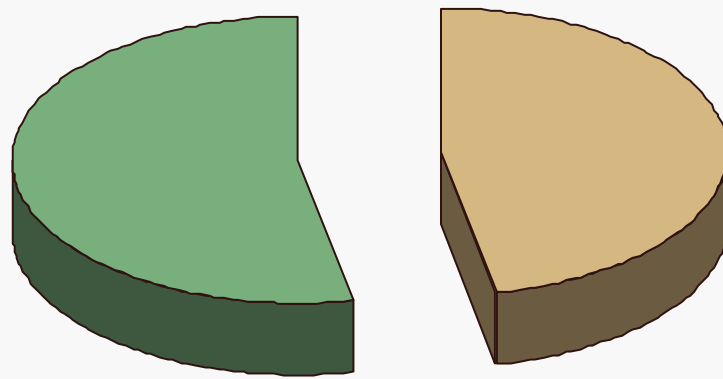
Where visitors stayed for one or more nights



Booked accommodation  
With friends

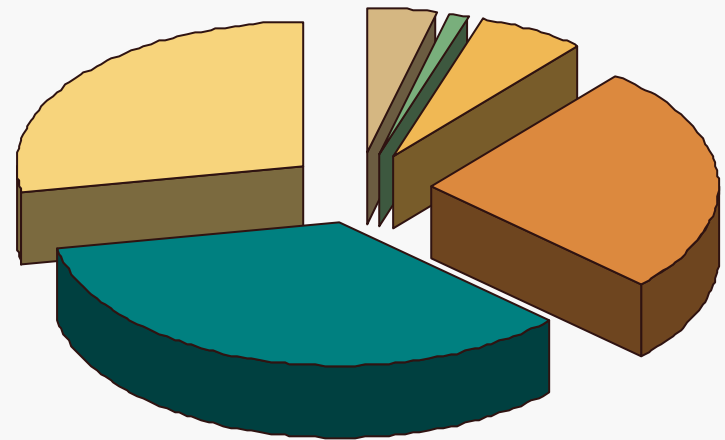
# GENDER AND AGE PROFILE

Gender



Male Female

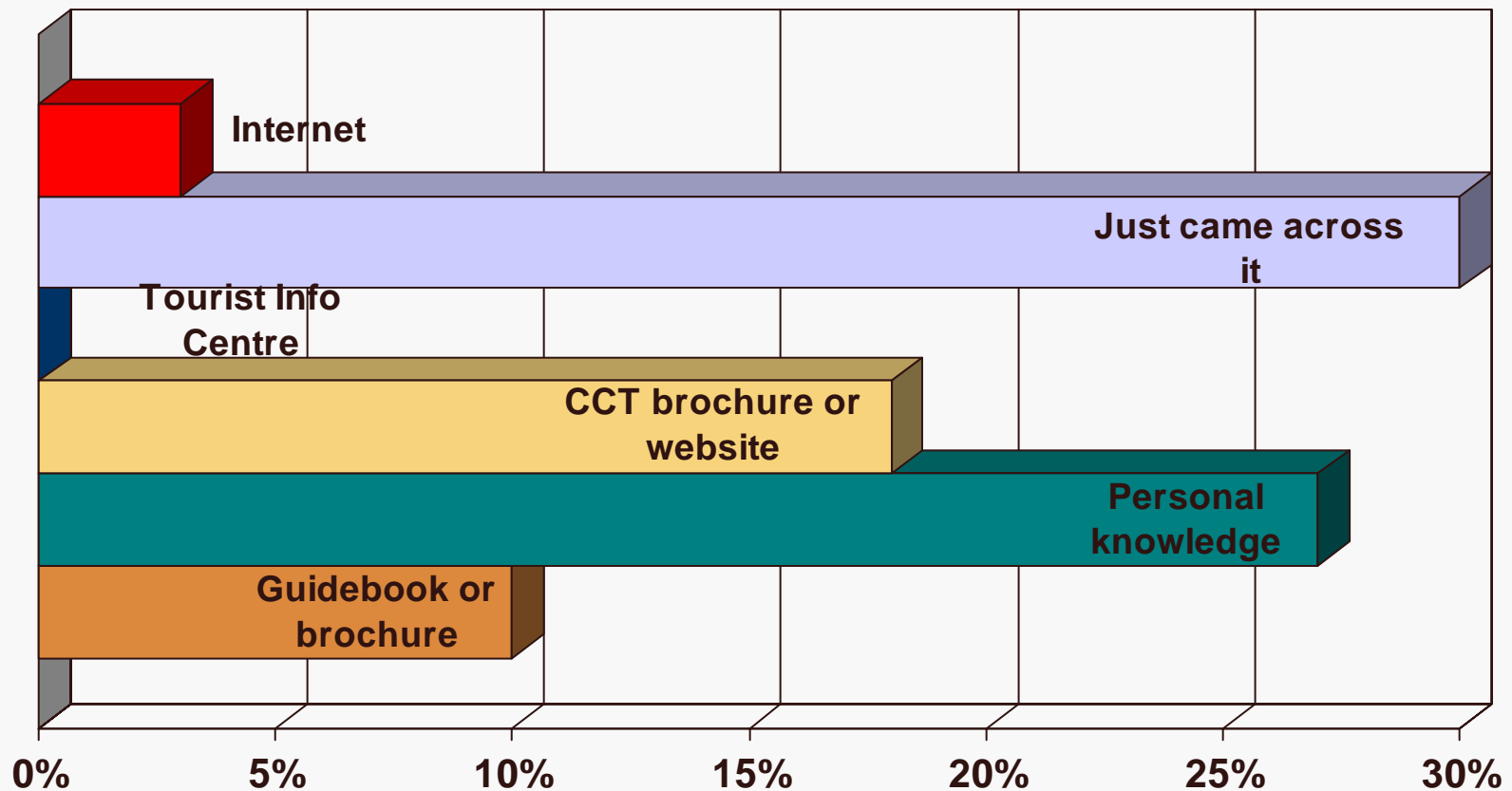
Age: 2/3 over 55



16-24 25-34 35-44  
45-54 55-64 65+

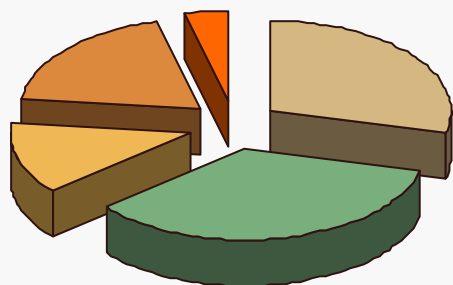
# SOURCES OF INFORMATION

How did you find out about this church?



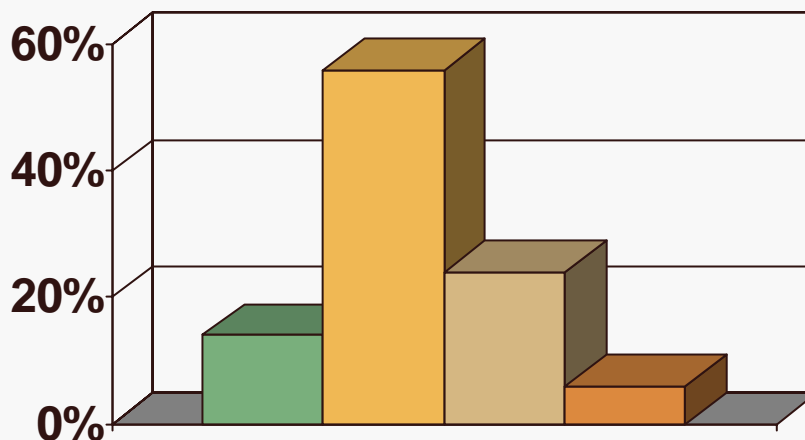
# PARTY SIZE, LENGTH OF VISIT

Less than 1 in 3 visit alone



- Alone
- With spouse/partner
- With family
- With a friend(s)
- Organised group

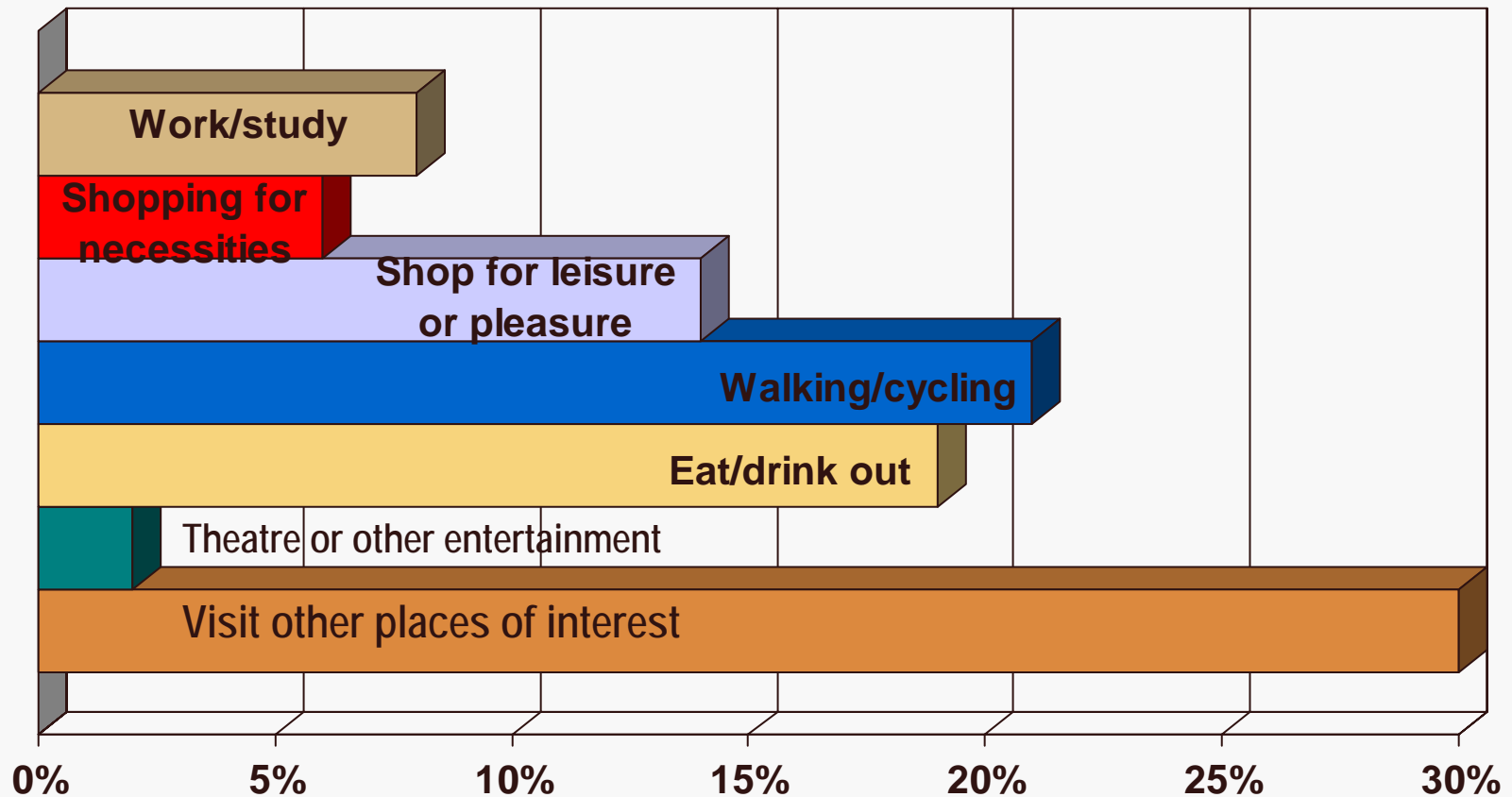
How much time do people spend?



- Less than 15 minutes
- 15 to 30 minutes
- 30 minutes to one hour
- One hour or longer

# ACTIVITIES: MOSTLY FOR LEISURE

What else do you plan to do, or have already done, today?



# REASONS FOR VISIT

- “A long time interest in churches”
- “Architecture”
- “Bring friends to the church”
- “As a boy, I was Head Chorister”
- “Historical Interest”
- “Family history”
- “The 15th century stained glass window”
- “Practicing Christian”
- “To pray”
- “Pleasure”
- “Been before – love it”
- “Photography”
- “We visited many years ago and wished to see it again”
- “I had an hour to spare and was nearby”
- “Relatives buried in graveyard”
- “History”
- “Read about it in the Daily Telegraph Top 50 Churches”
- “Told it was a good place to visit”
- “The church I was married in”
- “See William Morris interior”
- “Picnic in churchyard”
- “Happened to be on a coastal walk”
- “Walked past, was interested”



# WHAT VISITORS MOST ENJOYED

- “The peaceful welcoming atmosphere”
- “The quiet, remote location”
- “Remembering my past”
- “Beautiful location. Just as if time stood still.”
- “It’s [the churches] place in the local scenery”
- “The atmosphere”
- “Awareness that God has been worshipped here for many years”
- “I learn something new”
- “Peacefulness”
- “Ambience”
- “Being left to enjoy the atmosphere of the church”
- “The smiling greeter”
- “The unspoilt nature of the church”
- “Pew carvings”
- “That it was open and there were quite a few people looking around”
- “The wooden bosses – felt the love and pride which created the whole structure”
- “Peace I received sitting in the church”



Thank you