



Green Pilgrimage Study Visit to Norfolk

10th September – 14th September 2019

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Norfolk has a rich history of pilgrimage from as far back as 1061 with the establishment of the Walsingham shrine as a site of national importance. Although the prominence in everyday life of pilgrimage peaked in Medieval times, we have seen a revival in interest in pilgrimage in the 20th century with Norfolk's Walsingham being named in 2003 as 'Britain's favourite spiritual place'. With beautiful countryside, 1200 miles of trails for cycling and walking and a wealth of heritage sites - we have more medieval churches than any other county - there is much to attract visitors.

Day 1 – Tuesday 10th

Conference Morning

The conference day was designed around the theme of 'understanding the Impact of Pilgrimage on People & Place' Projects and practitioners were chosen to give an overview of the impact, economically, culturally and socially, that pilgrimage has had, both historically and currently. The conference took place in Norwich Cathedral, was attended by project partners and stakeholders, including additional Norfolk based stakeholders involved in local pilgrimage development.



Tom Fitzpatrick – Councillor and Cabinet Member Norfolk County Council

Councillor Tom FitzPatrick also welcomed people and talked about the Norfolk context of the Green Pilgrimage project

The Very Revd Jane Hedges – Dean of Norwich Cathedral

The Dean welcomed the delegates and gave a brief overview of the Cathedral and its interest in Green Pilgrimage.

Dr Michael Schmoelz

Michael gave an introduction to the Medieval 'Pilgrim Pound' .

- Discussed the biblical origins of saints and relics,



- Showed via a map of the medieval churches in Norfolk the scale of possible pilgrim routes in Norfolk.
- Discussed the historic records of pilgrimages, and the issue of lack of records for smaller/more local pilgrimages
- Advised of the nature of pilgrim tokens, and the probable economic benefits from the sale and manufacture – pointing out that during the medieval period, the economic rewards of pilgrimage were not restricted to the church, but benefited both local and wider economies (e.g. importing of tokens from London to Walsingham) .

Dr James Albone, Norfolk County Council Environment Service

James gave an overview of the methods of historical research to define historic pilgrimage routes.

- Introduction to methods of research to establish ancient pilgrimage routes. These included:
 - Cartographic Evidence
 - Documentary Evidence
 - Road names in historic and current maps
 - Other possible sources of pilgrim interest/ places to stay
- James then showed how these put together demonstrated a reasonable indication of the routes from various places into Walsingham
- There was some discussion around the significance of sticking strictly to historic routes (given that pilgrims used many routes) versus managing the safety and enjoyment of modern pilgrims.

Canon Peter Doll, Norwich Cathedral

Peter talked about the new route created between Norwich and Walsingham, a route which mirrors the ancient pilgrimage routes between the two places, route of around 30 miles. The project is currently creating way markers for the route, and using the Green Pilgrimage research, working with local partners along the route who wish to engage in outreach and offer hospitality.

Elizabeth and Clovis Meath Baker – Directors of Walsingham Estate

Clovis gave an overview of the history of Walsingham Estate, and Elizabeth talked about the problems and economic opportunities for the wider community, and the development of more sustainable models.

- Walsingham – important shrine from 11th century until the dissolution of the monasteries. Became important to both Anglicans and Catholics from beginning of the 20th Century.
- Walsingham Estate, including the Abbey, also services economically from farm diversification projects include hunting Grouse (providing employment for 6 FTE's) and a new vineyard.
- The Abbey has many large groups visiting for religious events throughout the year but also holds out of season events e.g. the popular Snowdrop walks which peak their winter visitor numbers.
- See challenges in Walsingham being:
 - the influx of large groups in coaches, many of day trips
 - the lack of diversity of shops/retail in Walsingham – could it become known for something e.g. arts & crafts or antiques that would draw different people, or provide alternative activities to keep people longer.



- Accommodations – currently camping accommodates many for large scale events organised by the Shrines, but could the estate convert barns, provide pilgrim accommodation on route.

Chana James. National Communications Manager The Churches Conservation Trust

Channa talked about Champing – Church/Camping in the style of glamping.

- Project started to try to make optimum use of current church assets
- Teaming up with local businesses e.g. those who can provide breakfast but also activity providers e.g. canoeing.
- Lots of experience gained working with churches and volunteers to work out practicalities for accommodating in buildings without running water/sewage systems.
- Discussion – there was discussion around the difficulties of using the Champing model for pilgrimages (lack of sufficient numbers of places accredited for champing on pilgrimage routes/designed more for one off stays than ongoing walking/prohibitive costs) CCT are looking to role out a franchise model so non CCT churches can become champing churches. They are also exploring a 'backpackers' model with more basic facilities (no camp beds) in a reduced price bracket.

Matt Hayward – Norfolk County Council

Using data to make better decisions.

Matt talked about the data collection and use in Norfolk to support decisions around walking and cycling routes in Norfolk.

- Discussion of the health, environmental, social and economic benefit of walking and cycling
- Collection of Direct Economic Benefit – via collection of user data (people using the trails) and central data of standard spend, plus survey data/
- Indirect economic data – inconclusive – further research needed.
- Valuation methodology – social and health benefits
- Dept for Transport spreadsheet modelling economic benefit of cycle routes – this calculation includes reduction of time lost to sickness/stress when driving
- Introduction to data recording via new app 'BetterPoints' – can identify, where people are travelling to and from, along which routes, how long they're taking, and the demographic information.

Dr Kerry Turner – University of East Anglia

Kerry gave an overview of the valuation methodology used to create a survey to monitor the use value of the pilgrimage to Walsingham.

- Elements of pilgrimage breaking down benefits of being able to walk through nature/places of pilgrimage to those directly experience by individual and those imagined in relation to future generation.
- How we can measure the direct benefits through capturing measures such as financial spend but in order to measure wider social benefits and proposed improvements we need to use a number of methodologies within a questionnaire including : willingness to pay, contingent valuation, wellbeing questions from Office National Statistics.

Policy in practice workshop

This practical workshop was an opportunity for all partners better understand the data required for using the suggested methodology (outlined by Professor Kerry Turner in the



morning's conference), ask questions and identify the next steps that can be taken to gain the data.

All partners were given a pre-workshop task to share their current situation, and through this identify the areas of data collection that are more or less problematic. In the workshop we used the example of Norfolk County Council's journey to collecting more data as a way to illustrate some of the simpler methods that can be used as starting point.

Partner feedback throughout the session will inform Norfolk's All Partner Report on a Methodology to measure the Economic, Social and Environmental impact of Green Pilgrimage.



Presentation of data for NCC – what at and why?

- To collect data on average visitor spend, NCC has conducted various surveys on Norfolk Trails. Natural England's Monitor Engagement with Natural Environment (MENE) is also being used as data source from NCC. Kent CC don't use data that regularly.
- To measure the number of people using Norfolk Trails, NCC has installed around 60 fixed and mobile data counters on routes.
- To measure the level of physical activity, an app called Better Points is being used. A similar app called Strava and the mobile phone companies are also some of the data sources.
- As part of the GP project, NCC have worked with The University of East Anglia to produce a survey which captures the unique qualities of pilgrimage – people's experience of visiting a place, and also proposed improvements/extensions to path facilities.



- 4 wellbeing questions are from Office of National Statistics so can compare results to national data - to prove that wellbeing has a positive effect on wellbeing, making the case for invest in it as an activity.

Workshop

Partners were asked to complete a table before the workshop on the data they currently have available.

Partner situations/comments

	Data collection situation
Kent	<ul style="list-style-type: none"> • Has funding for people counters • don't use data regularly – doesn't seem sensible to separate value of pilgrimage over the value of walking only • can't distinguish local visitors from pilgrims etc. from people counters.
Sweden	<ul style="list-style-type: none"> • Not data on pilgrimage • has data on health and wellbeing • Do really need to value outdoors
Italy	<ul style="list-style-type: none"> • Camino Materano – easier to collect. Other cultural routes in Puglia difficult to collect if don't have connections with associations along route • Some data can be given by Puglia region Office Sept Tourism • Difficult to get data on path sections
Romania	<ul style="list-style-type: none"> • In Romania there are no official statistics for pilgrimage routes. • Monasteries not able to provide data on numbers visiting. • Also difficult to collect data if don't have direct connections along routes. • Difficulties getting data on biodiversity. • John Jones suggested Romania start by doing a gap analysis. They can start by asking the church groups or the pilgrims themselves.
Norway	<ul style="list-style-type: none"> • Some data available and more than had originally considered when completing pre-workshop task

Other questions/comments

- The lack of data in partner countries is an issue and more work is needed on that. Expanding the selection of data with UEA's help is an option so that partners can select the data that are relevant to their country. Peter Morris suggested that UEA produces a questionnaire with approx. 50 questions which partners will be able to shuffle around depending on what they want to measure each time.
- CB suggested a pilot project with 3 of the current partners – e.g. Norfolk, Kent, Sweden, Romania, to work on a basic methodology ("good enough") that will work across the partnership, to value pilgrimage, its significance.
- Indicators of sustainability associated with tourism (Shift to greener tourism – less detrimental to the environment). Can pilgrimage be really green (zero impact)?
- What about data ownership? e.g. comments left in visitor books? – can this be used if anonymised? Or data just used to code – e.g. what % of visitors are on pilgrimage.
- There is a difference between day and long-distance walking in terms of value. It's important to find ways to make people stay longer in the area.
- Berit Lanke - (Consultant, Diocese of Canterbury) felt that the tool developed should prove to small businesses that the route is viable
- KCC is thinking about franchising Champing as there a few churches that align with the pilgrimage route and can be used for that. It is also a great opportunity to attract younger people.



- Are Skjelstad - Norway - felt that each partner could look at national tools that exist to help. There could be need for an app for pilgrims to use to help with data capture. Tourist boards could help. Pilgrimage draws families together – it would be good to find out if people's pilgrimages are related to another story.

Valuation work/NCC All Partner Report

- Cover barriers to data collection: networks – working across borders, experts (processing data), resource to undertake data collection
- Advise where expert needed and where lesser levels of expertise would be ok.
- Demystify process – what are the easiest types of data to gather, where should partners start.
- Enable survey to have questions that can be swapped in and out according to needs of partner organisation and focus of research
- Show what data each partner has

Outcomes of workshop

- The economic case was made for prioritising data collection and analysis.
- Partners raised that guidance was needed to do so, and that their specific situations need to be accommodated into the methodology, but that they felt more able to recognise the data they already had.

Actions

- Feedback from workshop to be integrated into NCC All partner report, and guide final development work with UEA on survey.
- Partners to revisit pre-workshop task to provide NCC with information on what data they have access to.

Day 2 Wednesday 11th September – Sites visits

Steering Committee Meeting / Stakeholder meetings

There is a separate report of the Steering Committee Meeting report. Whilst project partners meet for administrative discussions, stakeholder participants visited St Peter Hungate church to find out about its diverse usage and role in the European Heriligion project, followed by an experiential labyrinth walk at the Norwich cathedral a activity than can be used flexibly with pilgrimage groups. Both activities were well received by the stakeholders and a link made by the Norwegian stakeholder with the Heriligion project.





Transfer to King's Lynn

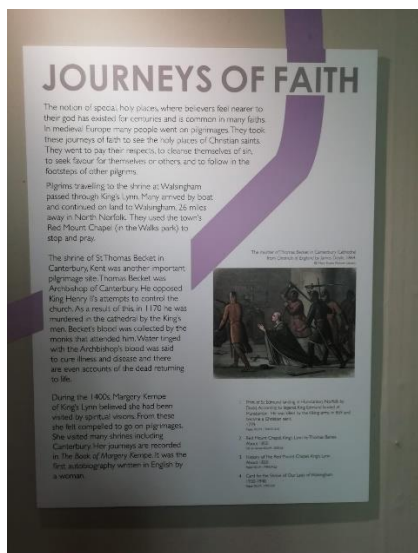
Partners travelled to King's Lynn West to catch a ferry across to the market town of King's Lynn to get an experience of how pilgrims would have arrived from Europe and the North of England.



Visit to King's Lynn Museum

Oliver Bone, Dayna Woolbright – curators at King's Lynn Museum, discuss the 'Journeys' exhibition featuring Green Pilgrimage Partners projects, with Michael Lewis from the British Museum providing a presentation on pilgrim badges and the Portable Antiquity Service. Partner were pleased to see the items they had all contributed on display as part of the Journeys exhibition. There was excellent participation in the activities, and the Romanian group was particularly interested in the interactive elements where visitors could contribute their own Journey stories.





Civic reception at king's Lynn Town Hall

Welcome from the Worshipful Mayor of King's Lynn, Geoffrey Hipperson and Leader of West Norfolk Borough Council Brian Long.



Day 3 Thursday 12th September

Visit to the Town Hall museum

An introduction to the Stories Exhibition including the temporary exhibition on the famous local pilgrim Margery Kempe by Sophie Cabot – Senior Heritage Officer. This promoted in depth discussion about the presentation of the Margery Kempe story including the treatment of religious concepts such as 'visions'. The exhibition also included a digital display showing a visualisation of Margaret's journeys on a map undertaken over her lifetime.



Walking tour of King's Lynn, following the Pilgrimage Trail

Participants were guided round Lynn with Town guide Paul Richards part way along the Pilgrimage route developed as a leaflet for visitors. We were given special access to the heritage site the Red Mount in the town's park where pilgrims visit on the way to Walsingham. We were also given much information about the town's industrial heritage. We visited the town's Minster and heard about their HLF project finishing for lunch in the Hanseatic trading house on the banks of the Ouse. The tour proved impactful in raising the profile of King's Lynn as key in the Norfolk pilgrimage story and further developed plans to prioritise this as a route to Walsingham for development.





Walking Tour from East Barsham to Walsingham

We started at East Barsham church, an important site marking the final stretch for pilgrims approaching Walsingham. Father Andreas led us on the walk to the Catholic Shrine - participants experienced first-hand the necessity for path improvements on this disused railway line, with a collapsed bridge and a detour onto country roads. We were warmly received by the Catholic Shrine to hear about their activities and the international pilgrims who they receive, before walking the final stretch along the wider dedicated 'Pilgrim Way' to Walsingham. All participants walked, a number removing their shoes connecting to the Slipper Chapel tradition to walk from there to Walsingham Abbey barefoot.





Visit to Walsingham Abbey

At the end of our walking tour, we were warmly welcomed to Walsingham Abbey to receive our third sup board tea and cake for the afternoon – the act of hospitality (theme for Friday's talks) very much practiced! Led by the owners of the Abbey we heard about the upkeep, maintenance of the site as well as who visits and events hosted over the year. The visit was useful to provide context for the conference talk given on Tuesday by the Directors that covered their activities and the challenges and opportunities of operating a business in Walsingham.





Day 4 Friday 13th September

Conference morning at Anglican Shrine

‘Welcoming All’ – a morning of talks, walks and activities to experience the meaning of hospitality and its impact on people and place.

Hospitality is key in the ethos of pilgrimage, and people are key to delivering hospitality. Walsingham as a key site of pilgrimage must respond to the many and varied needs of pilgrims. Through meeting people in very different roles around the shrines participants has the opportunity to better understand the needs of pilgrims and visitors, the connection between health and wellbeing and hospitality, and how staff and volunteers are supported to respond to the diverse needs of the people that arrive in Walsingham. We’ll also find out about how the shrines strive for sustainability working with the local community to provide employment and source local products and services.

Anglican Priest Administrator, the Revd Kevin Smith, and Rector of the Roman Catholic National Shrine, Mgr John Armitage introduced theme for the day and the importance of the partnership between the shrines.

Volunteers and Reception

We were introduced to the key role of volunteers in the Anglican Shrine at the Welcome Centre meeting people who arrive with a variety of different expectations and questions. Reception and security demonstrated a similar challenge in managing varied needs of guests staying at the Anglican Shrine where the average age of visitors is increasing. Regular staff and volunteer meeting to discuss situation and learning from them was flagged as key.



Business and sustainability

We heard from the Anglican Shrine Business Development Manager and initiatives they are developing to broaden access to the shrine through discount partnerships with other local attractions for their café. We discovered strong support for developing more services for walking and cycling pilgrims/visitors including being a ‘Walkers are Welcome’ town, and heard a thorough presentation detailing the local source of food provided at the Anglican Shrine with attention to also employing local staff long term. Affordable deals on local food being developed through setting up bulk buy through known local firms.



Wellbeing and Environment

We heard first hand from the Anglican Shrine Garden Designer of the beautiful gardens at the Anglican Shrine and the concepts behind the redesign that involved opening up the garden and making it easier to navigate, welcoming and to be a space of contemplation.



Outreach and Membership

The Anglican Shrine School Officer shared with us the programme of activities to work with local school children, and activities designed to make the experience of visiting Walsingham engaging for younger members of families visiting. The theme of ongoing relationships was continued with an in depth talk about Marketing and membership and the many ways the Shrines encourage an ongoing relationship through developing links throughout the country. The importance of inviting feedback was also key for responding to changes the Shrine needs to make over time to make the experience meet people's needs.



Conclusions

- Visits to Walsingham are steady but trends are showing more individuals wanting to come, as opposed to their model of a group with group leader organising the trip liaising directly with the Shrine. The Catholic Shrine is working to make themselves financially sustainable and both sites recognise the importance of meeting changing needs – such as providing ways of meeting needs of day visitors (rather than those on longer stays).
- Anglican Shrine Elmham House has solar energy. Both are keen if financially viable to further investigate renewable energy.



- The partners reflected that there are lots of excellent examples of the Shrines meeting their values of hospitality, but also of sustainability with supporting the local community through employment, outreach and sourcing local products.
- Governance is key in this environment for balance of business and values.



Wells via Walsingham light railway

The Wells & Walsingham light railway is the longest 10 ¼ inch railway in the world, running the 6 miles from Wells to Walsingham as a popular local tourist attraction. The train runs 9 months of the year linking Walsingham to the coast as part of a day out.



Wells - The Maltings

We were given a tour of the Old Maltings, a brand new £5m arts, heritage and community complex developed with close consultation and support from the local community. The



space operates as a café, visitor centre, theatre/cinema and has a range of smart rooms for hire at low cost for the local community for classes, exhibitions, meetings etc.





Delegate List and Event Attendance

Name	Surname	Role	Organisation	Conference - 10th Sept	Priors Hall Dinner - 10th Sept	Policy Workshop - 10th Sept	Steering Group/Stakeholder activities - 11th Sept	King's Lynn Museum - 11th Sept	Civic Reception - 11th Sept	Dinner Town Hall - 11th Sept	Kings Lynn & Walsingham visits - 12th Sept	Anglican Shrine dinner - 12th Sept	Anglican Shrine Conference - 13th Sept
Alina	Cârlogea	Councillor	Ministry of Tourism	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Alison	Richards								Y				
Andrea	Santoro	Pilgrimage Project Coordinator	Puglia Region	Y	Y	Y	Y						
Andrew	Proctor	Leader	Norfolk County Council	Y									
Andrew	Jamieson	Councillor	Norfolk County Council						Y	Y			
Andy	Hutcheson	Academic	Sainsbury Institute	Y		Y							
Andy	Jones	Academic	University of East Anglia			Y							
Are	Skjelstad	Senior Adviser	National Pilgrim Centre	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Ben	Webster	Officer	Norwich City Council	Y									
Berit	Lanke	International Consultant	Diocese of Canterbury	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Borghild	Lundeby	Project Manager	Stiklestad National Culture Centre	Y	Y	Y	Y						



Brian	Long	Leader	Borough of King's Lynn & West Norfolk						Y	Y			
Caroline	Rawlings	Church Development Officer	Diocese of Norwich & East Anglia Pilgrimage Network	Y									Y
Catherine	Bradley	European and Project Development Manager	Kent County Council	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Chana	James	PR Director	Churches Conservation Trust	Y									
Chloe	Griffin	Tourism Officer	Broadland District Council	Y									
Clovis	Meath Baker	Director	Walsingham Estate	Y					Y	Y			
Cristina	Lixandroi	Senior Researcher	National Institute of Research and Development in Tourism	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
David	North	Head of People & Wildlife	Norfolk Wildlife Trust	Y									
Dayna	Woolbright	Deputy Curator	King's Lynn Museum						Y				
Don	Davenport		Sheringham Ramblers	Y									
Elizabeth	Meath Baker	Director	Walsingham Estate	Y					Y	Y			
Elizabeth	Nockholds	Deputy Leader	Borough of King's Lynn & West Norfolk						Y	Y			
Estelle	Hook	Manager	Norfolk Coast Partnership (AONB)	N									
Eva	Hagstrom	Project Manager	Region Östergötland	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Gail	Mayhew	Project Manager	Walsingham Way Project	Y	Y								Y
Geoffrey	Hipperson	Mayor	Borough of King's Lynn & West Norfolk						Y	Y			
George	Reynolds		Churches Conservation Trust	Y									
James	Albone	Landscape Historian	Norfolk County Council	Y									
James	Bagge		Charity Fundraising on Walsingham Way	Y									
Jane	Hedges	The Very Reverend Dean	Norwich Cathedral	Y	Y								
Jess	Clarke	Communications Officer	Churches Conservation Trust	Y									
Jo	Copplestone	Councillor - Economic Development	Broadland District Council	Y									
Jodi	Eeles	PR & Marketing Consultant	Floresco Communications	Y									
John	Jones	Head of Environment	Norfolk County Council	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Julia	Lewis	Kent Representative	Confraternity of Pilgrims to Rome	Y	Y								

[illegible]



Richard	Woodham		East Anglican Pilgrimage Network	Y	Y						Y		
Robert	Culyer	Parish Funding Support Officer	Diocese of Norwich	Y									
Rosalind	Bark	Academic	University of East Anglia	Y		Y							
Rose	Hipperson	Mayoress	Borough of KL Council						Y	Y			
Roxana	Astefanoaiei	Senior Researcher	National Institute of Research and Development in Tourism	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Sarah	Burston	Environment Projects Manager (Heritage)	Norfolk County Council	Y									
Sarah	Friswell	PR, Visits & Volunteer Manager (with a (Methodist) interest in Pilgrimage)	St Edmundsbury Cathedral	Y									
Sarah	Gull	Volunteer - running Bury-St.Benets Abbey	Bury Cathedral	Y									
Sheila	King	Tourist Information & Marketing Manager	Great Yarmouth Borough Council	Y									
Sofie	Brissman	Project Manager	Vadstena Turism och Näringsliv AB	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Sophie	Cabot	Senior Projects Officer	Norfolk County Council	Y				Y	Y	Y			
Su	Waldron	Project Officer	Norfolk County Council	Y									
The Reverend Andreas	Wenzel	Shrine Priest	Anglican Shrine of Our Lady of Walsingham	Y								Y	Y
The Reverend Kevin	Smith	Priest Administrator	Anglican Shrine of Our Lady of Walsingham	Y					Y	Y		Y	Y
Tom	FitzPatrick	Cabinet Member	Norfolk County Council	Y					Y	Y			
Zygmunt	Rakowicz	Shrine Administrator	Roman Catholic Shrine						Y	Y			Y