



## Strategy Map

How we empower and support communities to care for historic places of worship





**Key**

-  2019 New Vesting
-  City / Town Church Cluster
-  City / Town Centre Church





### KPI #9

Grow digital audience by  
250% by 2025



### KPI #5

Achieve our 5-year  
commercial target



### KPI #8

Grow CCT supporters to  
10,500 by 2025

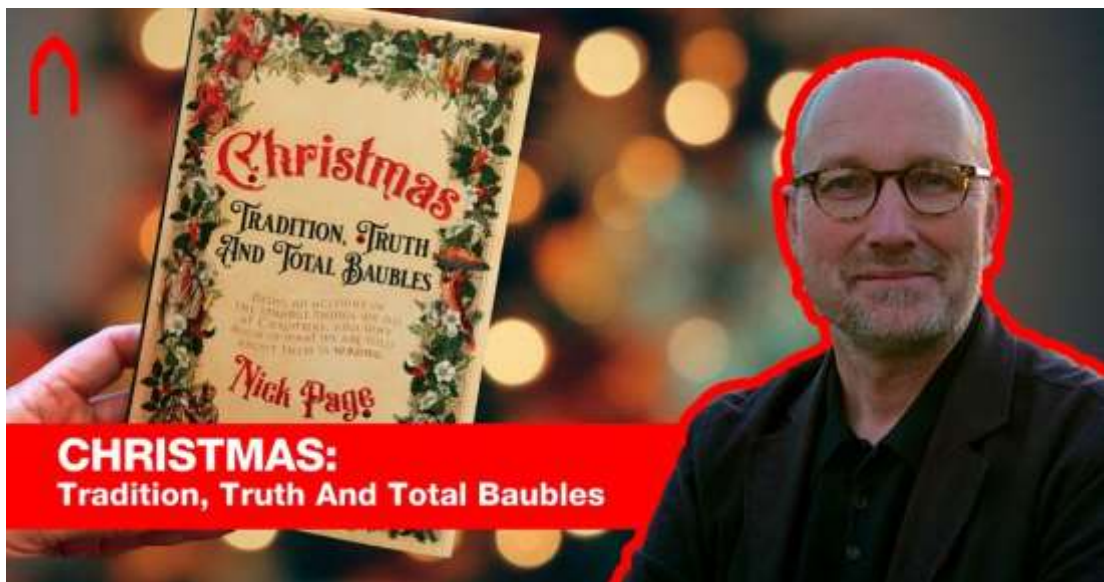




**CURSES, LEGENDS & MURDER:**  
Folklore & Strange Tales of Thomas Becket



**MOST HIGHLY FAVOURED LADY:**  
The Annunciation in the art of our medieval churches

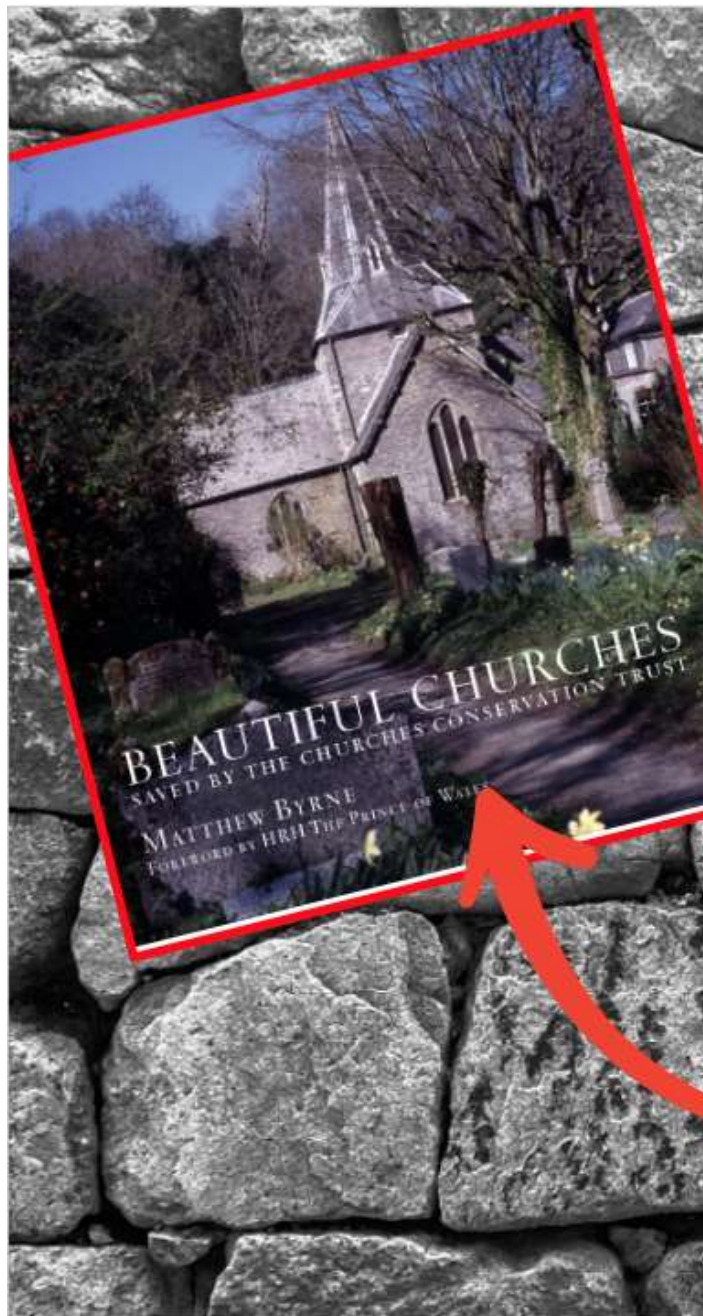


**CHRISTMAS:**  
Tradition, Truth And Total Baubles



**Uncovering the Parish**  
Church's Naughty Bits





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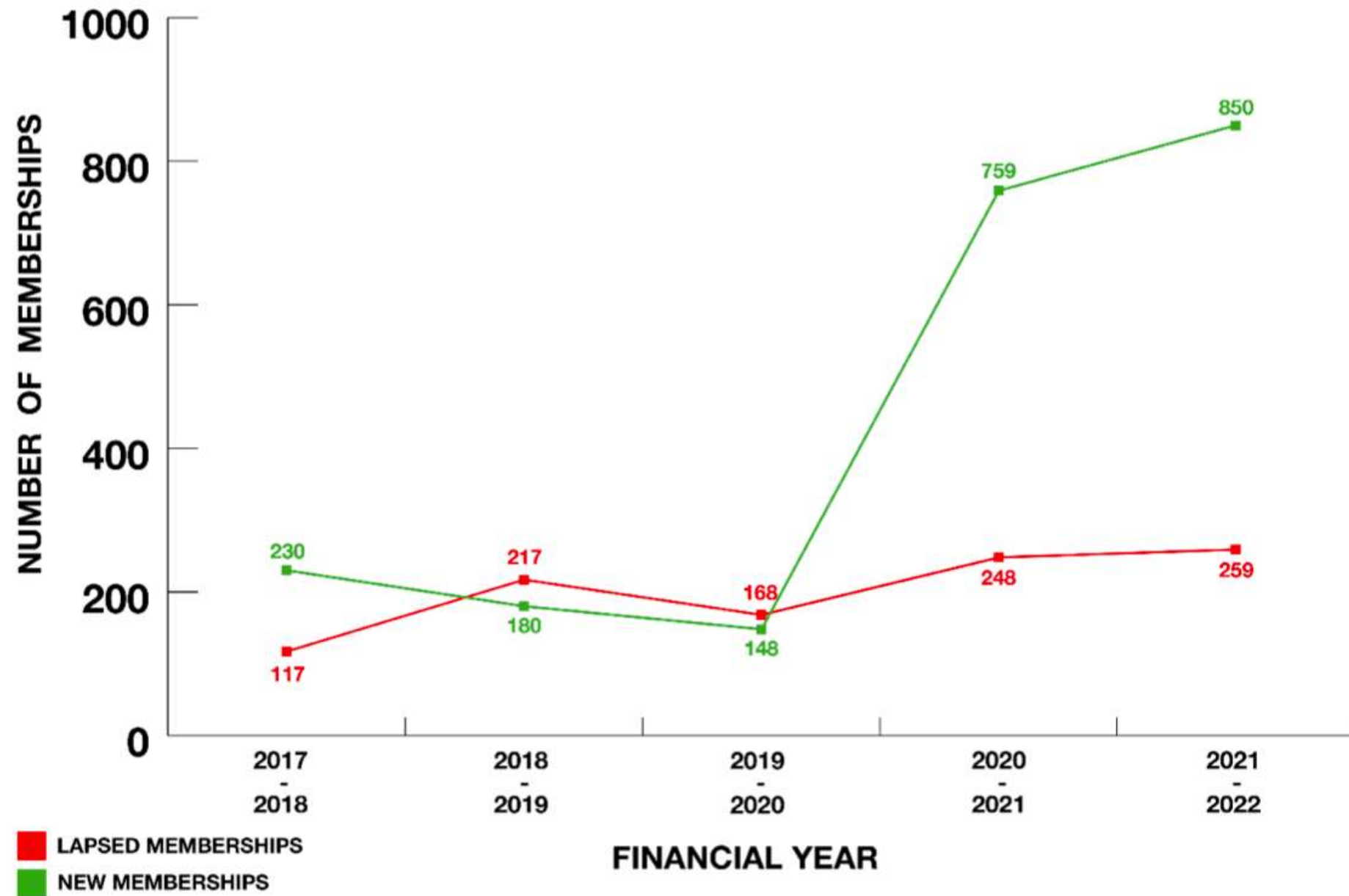


**Please consider making a donation to help us care for our 356 historic churches.**

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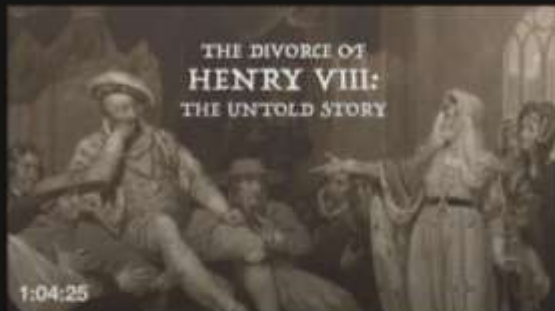
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## Next steps





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[visitchurches.org.uk](http://visitchurches.org.uk)

Chana James: [cjames@thecct.org.uk](mailto:cjames@thecct.org.uk)