

Faith in England's Northwest: Economic Impact Assessment

*Report produced on behalf of the Northwest Regional Development Agency by DTZ Pidea Consulting.
To be read in conjunction with Faith in England's Northwest: The Contribution made by Faith
Communities to Civil Society in the Region, published November 2003.*

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Foreword

This document is intended for two audiences: statutory bodies and faith communities. There are strategic decision makers at regional and local level who have yet to take seriously the contribution made by faith communities to the economic life of the Northwest. In addition many members of faith communities themselves have little awareness of the collective impact their individual contributions make to the quality of life and economic prosperity of the region.

This 'Economic Impact Assessment' measures the value of two assets that the faith communities have in abundance in every part of the region: its buildings and its volunteers. The overall figure of between £90.7 million and £94.9 million per annum identified in this report represents an outstanding contribution to civil society throughout the region, both rural and urban.

The countless community initiatives at neighbourhood level listed in the report 'Faith in England's Northwest: the contribution of faith communities to civil society in the region' form the basis of this report. It therefore excludes programmes undertaken by the large Christian charitable organisations. Figures from the Charity Commission indicate that National Children's Homes (Methodist) had a turnover for 2003 of £10.4 million for the Northwest and the Nugent Care Society (Catholic) a turnover of £19.3 million. Other organisations such as the Church of England Children's Society and Barnardo's represent economic activity of the same order. Nor is the churches' contribution to schools represented in this report. The most recent figures available indicate that churches are responsible for 46% of all primary schools and 28% of secondary schools in the Northwest. It can still be said, however, that the real strength of faith communities lies in their daily response to those local needs that other agencies find hardest to identify.

The Home Office document 'Working Together: Co-operation between Government and Faith Communities' (February 2004) has stressed the value of public authorities working in partnership with faith communities. The Church of England report 'Building Faith in Our Future' (October 2004) calls for close co-operation with Regional Development Agencies, Cultural Consortia and Local Strategic Partnerships. This 'Economic Impact Assessment', wholly funded by the Northwest Regional Development Agency (NWDA), substantiates the claim that faith communities are de facto stakeholders in the life of the region. It determines once and for all the right of faith communities to be given a seat at the table at regional, local and community level when decisions are taken affecting the community. This document also establishes the entitlement of faith communities to receive public funding for the work they do in the wider community to the same extent as any other public, private or voluntary body. The NWDA is confident in recommending that this document should be required reading for all those involved in regeneration throughout the Northwest.



Steven Broomhead
Chief Executive

Executive Summary

1. This report provides an independent assessment of the significant economic value attributed to faith communities in the Northwest. DTZ Pieda Consulting has prepared this report for the Churches' Officer for the Northwest supported by the Northwest Regional Development Agency (NWDA) and the North West Regional Assembly.
2. The key indicators chosen to quantify the economic value generated by faith communities in the Northwest has been dependent on primary data collected from the survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' (November 2003) and are listed below:
 - i. The economic value generated by volunteer time.
 - ii. The economic value generated by service to the community:
 - by social concern targeted
 - by social group engaged.
 - iii. The economic value generated from premises associated with faith communities.
 - iv. The economic value generated by faith tourism and heritage status.
 - v. The number of Full Time Equivalent (FTE) jobs equivalent to the 8,088,379 volunteer hours employed by faith communities in the Northwest.
 - vi. The number of FTE jobs supported by day visitor faith tourism expenditure.
3. DTZ estimates that faith communities in the Northwest generate between £69.6 million and £94.9 million¹. This includes the valuation of time contributed by volunteers providing social and health care, working in regeneration initiatives etc; the value of buildings made available by faith communities and day visitor expenditure generated by faith tourism.
4. Virtually all activity undertaken by faith communities is dependent on volunteers, in addition, significant value is added by faith communities to the Northwest region in the delivery of community projects unrelated to worship or religious activity.

45,667 faith volunteers in the Northwest generate between £60.6 million and £64.4 million per annum

5. Specifically, the value generated by these valuable resources are as follows:
 - The survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' identified that there were 45,667 faith volunteers in the Northwest contributing around 8.1 million volunteer hours per annum. DTZ estimates that this significant contribution generates between £60.6 million and £64.6 million.
 - This value is not confined to Christian denominations (although accounting for 84.8%). Buddhist and Jewish communities are also key contributors in terms of volunteer time generating between £3.3 million and £3.5 million individually to the region.
 - Geographically, Greater Manchester and Merseyside make significant contributions to the region in volunteer time generating just over £36 million of the total.
 - Faith community volunteers in the Northwest deliver a wide range of projects and activities. Projects concerned with arts and music, education² and health and fitness are the main contributors generating just over £32.7 million or 50.6% of the overall economic value generated by volunteer time.

¹This figure is based on the survey findings 'Faith in England's Northwest: the contribution made by faith communities to civil society in the region'

²The estimated economic value generated by Education is concerned with responses from the survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' and does not include mainstream education contributions made by faith communities.

- Faith communities in the Northwest registered their involvement in activities focused around vulnerable social groups, older people and young people. Significant economic value is attributed to volunteers participating in activities concerned with older people, young people, children and toddlers. These four groups combined generate £43.7 million of the overall £64.7 million attributed to faith communities in the region.
 - Christian denominations are key contributors to each of these different social groups. For instance £20 million is generated by Christian volunteers who engage with older people and young people, £8.5 million of which can be attributed to the Church of England. Buddhist communities also add significant value in providing services for older people whilst Islamic communities generate just over £600,000 in providing services to young people.
 - In addition, the 8,088,384 volunteer hours contributed by faith communities across the Northwest is equivalent to 4,815 Full Time Equivalent (FTE) jobs.
6. One of the typical resources which faith groups and local inter faith structures can offer are buildings for use by the community. DTZ estimates that approximately £800,000 is generated by these resources in the Northwest region.

**Premises made available by faith communities in the Northwest generate between
£574,755 and £811,472 per annum**

7. Specifically:
- Christian denominations are the main contributors with the Church of England, Methodist and Roman Catholics generating a combined value of £616,953. The minority faith communities generated only 2% of the total economic value contributed.
8. Faith tourism in the Northwest region ranges from 'fascinating heritage architecture to historically significant sites and places of pilgrimage, from a number of retreats set in amazing locations to academic institutions, museums and archives, from specialist trails and tours to faith-linked events.'³ The region has seven cathedrals that are already significant tourist attractions especially Chester and the two Liverpool cathedrals attracting 1.5 million visits a year in total.

697,114 faith visitors and tourists to the Northwest generate around £8.4 million per annum

9. Specifically the value generated by faith heritage is as follows:
- Places of worship as identified in the survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' attract 697,114⁴ visitors and tourists to the Northwest generating an estimated economic value of over £8.4 million.
 - Christian denominations are key contributors, particularly the Church of England generating just under £7 million. This value is not confined to Christian denominations, with Roman Catholics generating 14.6% of the total and Buddhist communities a further 5.8%.
 - Geographically, Merseyside contributes to nearly 56% of the value generated by faith tourism in the Northwest region a further 20% and 14% is attributable to Lancashire and Cumbria respectively.
 - Findings from the survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' suggest that just over £5 million⁵ is generated by tourists visiting places of worship in the Northwest that are listed buildings (Grade I to III).
 - 263 FTE jobs are supported by day visitors (faith tourists) expenditure of £8,435,179 per annum.

³ Connor & Co. Tourism Management Consultancy (2003). 'North West Faith Tourism Scoping Study.'

⁴ Please note that although 1.5 million tourists were identified as visiting the 2,383 places of worship surveyed, DTZ have assumed that 60% of faith tourists do not visit the Northwest solely to visit religious heritage but rather perhaps to stay with relatives and visit other cultural heritage as well. DTZ therefore use a factor of 0.4 to exclude these individuals from the analysis, in addition in the case of Liverpool and Chester a factor of 0.5 has been used, to take account of the significant faith tourism attractions in these areas, particularly Liverpool's two cathedrals and Chester Cathedral. These two factors have reduced the mean total figure from £18.7 million to £8.4 million.

⁵ This value cannot be treated as separate to the overall economic value of £8.4 million already generated by faith tourism in the Northwest.

10. Faith communities in the Northwest are significant contributors to the Northwest civil society. Overall, DTZ estimates that annually between £69.6 million and £73.8 million is generated by faith communities in the region. If consideration is taken for the 2,029⁶ places of worship who did not respond to the survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' a higher estimation of between £90.7 million and £94.9 million can be attributed to faith communities in the Northwest.

Overall faith communities in the Northwest generate between £90.7 million and £94.9 million per annum to civil society in the region

11. The survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' attempted to undertake a census and focus every place of worship within the Northwest rather than presenting results of a sample survey. The decision to concentrate on places of worship meant that Christian social welfare organisations that operate nationally and regionally such as the Children's Society (Anglican), NCH Action for Children (Methodist) and the Nugent Care Society (Roman Catholic) have not been consulted. Similarly work undertaken by priests, brothers and sisters who are members of religious orders and congregations were beyond the scope of the study.
12. This suggests that any estimate of the economic value generated by faith communities in the Northwest based solely upon findings from the 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' will underestimate the true contribution of this sector. The true value of the Faith Sector in the Northwest is likely to be at least 20-30% higher than the values in this report.

⁶ There were 2,029 places of worship who did not respond to the 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'. These organisations are likely to be the smaller less resourced places of worship. A factor of 0.25 has been applied to the total economic value generated by Faith Communities of £69.7 million-£73.9 million to increase the mean figure to £90.7 million - £94.9 million. This is to take account of the 2,029 places of worship who did not respond to the survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

1. Introduction

- 1.1 This report provides an independent assessment of the significant economic value attributed to faith communities in the Northwest.
- 1.2 In August 2004 the Northwest Regional Development Agency (NWDA) commissioned DTZ Peda Consulting to undertake an economic impact assessment in economic terms with respect to the value of the contributions made by the faith communities to the Northwest civil society. The requirements of the assignment are summarised below:
 - To quantify, using the primary data from the original data collection exercise, the value in environmental, social and economic terms the contributions of faith communities as stakeholders in many different areas of society.
 - To provide quantitative data and qualitative intelligence to faith communities for use at the national, regional, sub-regional and local level. Significant detail will be required on the research process and methodology undertaken to provide the impact assessment outputs.
 - To provide key intelligence on how the region can build on/maximise the benefits of the skills, knowledge, experience and systems developed by faith communities in undertaking their work. To provide intelligence/details of the exclusivity of work undertaken by faith communities throughout the region.

Setting the Context

- 1.3 This report is written within the context of a growing discussion of the 'contribution that can be made by 'civil society, the third sector'⁷ alongside the state (at national, regional and local levels) and the market or business sector'.⁸ In 1999 the prime minister launched the Giving Age and the Active Community by declaring the intention to 'invest in social capital' – the capacity of 'ordinary people' to make 'an extraordinary difference' (Blair 1999). The Government is now considering how social capital contributes to a range of beneficial outcomes including economic growth, educational achievement, reduced crime and better health.
- 1.4 It is therefore of significance that research undertaken by the Institute of Volunteering Research found that members of churches, synagogues and other faith communities are more likely to contribute their free time to helping others⁹. Faith communities in particular are beginning to be considered in terms of the contribution they make as 'providers of pastoral care, promoters of citizenship and community development, voices for social justice, and as the focus for gatherings of people in varying economic and social positions'.¹⁰ Furthermore, there is a growing consensus and evidence of structured consultation between the Government and its agencies and the faith communities and their effective involvement in public policy-making.
- 1.5 Local authorities are being encouraged by the Government to engage with faith communities due to their distinctive characteristics and potential for building a sense of local community and in renewing civil society.
- 1.6 This is essentially due to the slightly different priorities that individual faith communities cherish. For example 'some will focus on seeking better access to better services' and may be the 'best means of reaching those in need within their faith or wider community'.¹¹ Findings from the survey report 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' suggest that faith communities within the Northwest are concentrated in areas of highest social need whilst also being represented in the most affluent areas. This would appear to reinforce the claim that faith communities are a useful route to the 'hard to reach'.
- 1.7 Amongst the typical resources which faith groups and local inter faith structures can offer as part of the voluntary and community sector are local networks, leadership and management capacity, buildings with potential community use, and volunteers. They may contribute to the whole range of community participation, from membership of strategic bodies to project work at its smaller scale, neighbourhood level.

⁷ Voluntary, community and faith organisations and activity.

⁸ Local Government Association (LGA) (2002): Faith and Community - a good practice guide for local authorities. (LGA).

⁹ Research by the Institute for Volunteering Research

¹⁰ Local Government Association (LGA) (2002): Faith and Community - a good practice guide for local authorities. (LGA).

¹¹ Local Government Association (LGA) (2002): Faith and Community - a good practice guide for local authorities. (LGA).

Background

- 1.8 In recognition of the contributions already being made by faith communities to regional development, the Churches' Officer for the Northwest¹² and the Regional Intelligence Unit supported by NWDA and the Northwest Regional Assembly undertook a full data collection exercise of faith communities in the Northwest in 2003. Using the primary data from this research a top-level strategic analysis report was produced 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.
- 1.9 The survey consisted of more than 2,300 faith communities across 8 faith groups representing an overall response rate of 54%. The survey of faith communities in England's Northwest was based on the faith classifications followed by the Multi-Faith Centre at the University of Derby and the Inter-Faith Network for the United Kingdom. These faith communities are:
- Baha'i
 - Buddhism
 - Christianity¹³
 - Hinduism
 - Islam
 - Jainism
 - Judaism
 - Sikhism
 - Zoroastrianism
- 1.10 The survey attempted to undertake a census and focus upon every place of worship within the Northwest rather than presenting results of a sample survey. The decision to concentrate on places of worship meant that Christian social welfare organisations that operate nationally and regionally such as the Children's Society (Anglican), NCH Action for Children (Methodist) and the Nugent Care Society (Roman Catholic) have not been consulted. Similarly work undertaken by priests, brothers and sisters who are members of religious orders and congregations were beyond the scope of the study.

Report Structure

1.11 The structure of this report is as outlined below:

Section 2	Sets out the approach to the economic impact assessment for faith communities in the Northwest undertaken by DTZ.
Section 3	Quantifies the value of volunteer time and service to the community attributed to faith communities in the Northwest.
Section 4	Quantifies the value of associated premises of places of worship in the Northwest.
Section 5	Quantifies the value of faith tourism in the Northwest.
Section 6	Presents the overall economic value generated by faith communities in the region.
Section 7	Provides recommendations for building on/maximising knowledge on the faith communities sector in the Northwest.

¹² For more information please contact Monsignor John Devine, Churches' Officer for the Northwest, c/o Northwest Development Agency, PO Box 37, Renaissance House, Centre Park, Warrington, WA1 1XB, Tel: +44 (0)1925 400 100, Fax: +44 (0)1925 400 400. E-mail: john.devine@nwda.co.uk

¹³ In addition, for the purpose of analysis, the Christian faith community was sub-divided into the following nine groupings: Church of England (Anglican), Roman Catholic (R.C), Methodist, Baptist, United Reformed Church (URC), Quakers (Society of Friends), Salvation Army, Evangelical, Charismatic & Pentecostal and Other Christian. Other Christian includes such communities as Orthodox, Unitarians, Independent Methodists, Congregationalists, Church of Scotland, Christian Scientists, Church of Jesus Christ of Latter Day Saints (Mormons) and 7th Day Adventists etc.

2. Approach to the Analysis

Methodology

- 2.1 This Section sets out the methodology used in estimating the economic value contributed by faith communities to the Northwest region. Findings from the survey report 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' permit three levels of analysis within the economic impact assessment, these are as follows:
- i. Volunteer Time and Service to the Community: Virtually all activity undertaken by faith communities is dependent on volunteers. Faith communities add significant value to the Northwest region in the delivery of community projects unrelated to worship or religious activity.
 - ii. Open to all: Virtually all surveyed respondents (places of worship) indicated that they had associated premises that were used by local community groups.
 - iii. Faith Tourism and Heritage: Faith communities are important custodians of built heritage attracting visitors and tourists to the region. Furthermore, 34% of places of worship surveyed stated that their building was listed.
- 2.2 It was agreed with NWDA and the Churches' Officer of the Northwest that the economic value of faith communities in the Northwest would be examined at three spatial levels where appropriate, these are as follows:
- the Northwest as a whole
 - the sub-region
 - at a local authority level
- 2.3 Further insight into the value of faith communities has been provided by analysing contributions based upon whether worshipping communities were urban or rural.
- 2.4 The methodology employed for each level of analysis is discussed in further detail below.

Valuing Volunteer Time and Service Delivery

- 2.5 The valuing of volunteer time is a question of enduring interest in voluntary sector research. Economic approaches to valuing volunteer time include the examination of opportunity cost (of the individual's time) and replacement cost (to the organisation of employing someone to do the work). The Volunteer Investment and Value Audit (VIVA)¹⁴ extends the latter approach to take account of the work that different volunteers do, analysing and measuring actual activities and matching them to paid work.
- 2.6 Assigning a market value, or 'shadow wage', produces a notional 'volunteer wage' bill that is the amount that an organisation would have to pay to employ people to do the work of volunteers. Unfortunately information on the investment into faith community volunteers in the Northwest was not available and therefore DTZ are unable to pursue this methodology in its entirety, however aspects of the approach have been used.
- 2.7 DTZ therefore conducted further research into possible methods of valuing volunteer time. The study 'The Size and Scope of the UK Voluntary Sector: NVCO's UK Voluntary Sector Almanac 2004'¹⁵ & ¹⁶ in particular utilised a similar approach to the VIVA methodology, the Household Satellite Account (HNSA). The HNSA was produced by the Office for National Statistics as part of a series of experimental statistics. The approach measures and values unpaid productive work in the United Kingdom and is part of a wide range of statistics covering different aspects of the economy such as

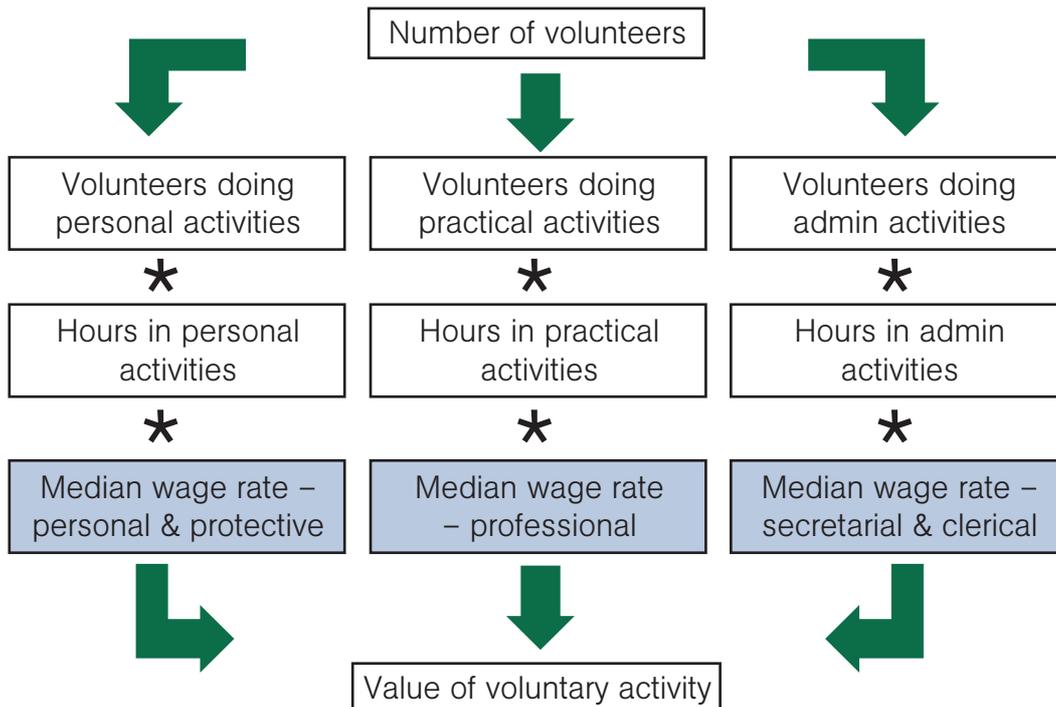
¹⁴ Dr Katherine Gaskin (1999): The Volunteer Investment and Value Audit. Institute for Volunteering Research.

¹⁵ National Council for Voluntary Organisations.

¹⁶ Although faith groups are an important part of the voluntary and community sector it is important to recognise their distinctive characteristics and potential.

Housing, Transport, and Voluntary Activity. The methodology is similar to VIVA in terms of measuring the value of volunteers but does not seek to calculate investment into volunteers. Figure 2.1 illustrates the framework utilised by HHSa when calculating the value generated by volunteers.

Figure 2.1: Assessment Framework



Source: Household Satellite Account (HHSa)

2.8 The assessment framework of HHSa focuses on four key questions: how many volunteers are there, how many hours do people volunteer, what type of voluntary activity takes place and in turn what value (wage rate) can be put on these different activities. This approach has been employed when calculating the value attributed to volunteer time.

Valuing Buildings used by the Community

2.9 One of the typical resources which faith groups and local inter faith structures can offer are buildings for use by the community. The survey report 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' identified 1,385 places of worship within the Northwest that rented out rooms within their organisation for community use.

2.10 In order to estimate an economic value of these facilities a small survey was undertaken by DTZ which aimed to identify the following:

- the average number of rooms available within places of worship¹⁷
- the average rent charged for the use of these facilities
- the average hours per week that the rooms were used

¹⁷ The small survey covered 16 community, village and church halls.

2.11 Findings from the survey revealed that the average rent charged for such rooms depended on the type of user (regular/occasional users, profit or non-profit organisations), the time of day (evenings tended to be more expensive) and the time of year. Hence assigning an average rent for such rooms has been done with caution.¹⁸

2.12 Over 15 case studies have been created, these were distributed across each of the sub-regions of the Northwest, and care was taken to ensure that information collected was on a rural and urban basis. The survey respondents included church and village halls. Appendix B includes the data collected from each of the case studies examined.

Valuing Faith Tourism and Heritage

Faith Tourism

2.13 Faith tourism in the Northwest ranges from 'fascinating heritage architecture to historically significant sites and places of pilgrimage, from a number of retreats set in amazing locations to academic institutions, museums and archives, from specialist trails and tours to faith-linked events'¹⁹. The region has seven cathedrals that are already significant tourist attractions, especially Chester and the two Liverpool Cathedrals attracting 1.5 million visits a year in total.

2.14 The approach employed for valuing faith tourism in the Northwest has involved applying a provisional estimate of average expenditure of a day visitor²⁰ in the Northwest to the number of visitors attracted to the Northwest by faith communities.

2.15 In addition to the value generated by faith tourism, it has been possible to calculate the number of Full Time Equivalent (FTE) jobs supported by tourism expenditure. DTZ has utilised research undertaken by VisitBritain to provide this analysis.

Heritage

2.16 A significant proportion of the region's listed buildings are places of worship. In general many buildings of architectural and historical significance in the UK permit entry free of charge. This is the case with many of the country's finest cathedrals, including York Minister, Gloucester, and St Giles, Edinburgh. Visitors are however sometimes confronted with a large donation chest, and a prominent notice informing visitors that the ancient building is expensive to maintain and repair, with a suggested donation amount.

2.17 It is therefore difficult to estimate an economic value placed on religious heritage by visitors to the Northwest furthermore the economic value attributed to heritage will be inclusive in the value already generated by faith tourism. A cautious estimate of the likely value placed by visitors on religious heritage in the Northwest has been calculated by means of the findings from the survey report 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

2.18 The following three Sections identify and quantify the value of volunteering, premises associate with faith communities and faith tourism generated and attributable to faith communities in the Northwest.

¹⁸ Please note that these calculations are not based on the size of rooms and therefore cannot be applied for specific facilities.

¹⁹ Connor & Co. Tourism Management Consultancy. (2003). 'North West Faith Tourism Scoping Study'.

²⁰ This provisional estimate is derived from the study 'Visitor Spending in Northwest England' currently in progress.

3. The Economic Value of Volunteer Time Attributed to Faith Communities

KEY MESSAGES

- Faith communities in the Northwest provide around 8.1 million volunteer hours per annum generating just under £64.7 million to the region.
- This contribution is not confined to Christian denominations (although accounting for 84.8%), Buddhist and Jewish communities are also key contributors in terms of volunteer time generating between £3.3 million and £3.5 million each to the region.
- Geographically, Greater Manchester and Merseyside provide approximately 4.5 million volunteer hours generating just over £36 million to the region. Furthermore, Liverpool and St Helen's combined represent nearly 19% of the total economic value generated.
- Faith community volunteers in the Northwest deliver a wide range of projects and activities. Projects concerned with arts and music, education and health and fitness are the main contributors generating just over £32.7 million or 50.6% of the overall economic value generated by volunteer time.
- Faith communities in the Northwest registered their involvement in activities focused around vulnerable social groups, the elderly and young people. Significant economic value is attributed to volunteers participating in activities concerned with the elderly, young people, children and toddlers. These four groups combined generate £43.7 million of the overall £64.7 million attributed to faith communities in the region.
- Christian denominations are key contributors to each of these different social groups, £20 million is generated by Christian volunteers who engage with the elderly and young people, £8.5 million of which can be attributed to the Church of England. Buddhist communities also add significant value in providing services for the elderly whilst Islamic communities generate just over £600,000 in providing services to young people.

3.1 This Section sets out the assumptions used in estimating the economic value of time provided by volunteers providing social and health care, working in regeneration initiatives for example. It also presents the results calculated for the economic value generated. Specifically, it covers:

- i. The economic value generated by volunteer time
- ii. The economic value generated by service to the community:
 - by social concern targeted
 - by social group engaged

Calculation of Economic Value generated by volunteer time

3.2 As can be seen from Figure 2.1 key indicators needed to measure the value of volunteering include:

- the number of volunteers
- the number of hours per week per volunteer
- the type of activity undertaken
- the wage rate applicable to the activity

3.3 Three of these variables were already given²¹:

Total Number of Volunteers in the Northwest	45,667
Average Volunteer Hours per week	168,508
	168,508 x 48
Average Annual Volunteer Hours	8,088,379

3.4 To estimate the annual number of hours volunteered the model assumes that the reference period is typical of the whole year (48²² weeks) and has grossed up the hours to an annual total.²³

3.5 For the purposes of valuation DTZ has assigned a 'market value' or 'shadow wage' to the different types of voluntary activities undertaken to estimate an overall economic value of annual volunteer hours. Based on examples employed in 'The Economic Equation of Volunteering'²⁴, HHS guidance and DTZ analysis, the different range of voluntary activities²⁵ were collapsed into three occupational categories; professional occupations, personal service occupations and administrative and secretarial occupations²⁶. The occupational classifications assigned were intended to reflect the intensity and/or difficulty and/or skills used. A more detailed description of the categories employed is provided in Appendix A Table A.1.

3.6 Wage rates relating to the occupations are taken from the 'New Earnings Survey'. An overall wage rate was calculated in order to avoid the effect of very high and very low levels of income in the distribution²⁷. Therefore the overall wage rate is simply an aggregation of individual wage rates assigned to the different types of activities undertaken. An overall figure of £8 per hour was therefore assigned to each of the thirteen activities.²⁸

3.7 A similar process was undertaken for calculating the total value of volunteer time by individual faith communities and by local authority.

3.8 The estimated economic value of volunteer time generated by faith communities in the Northwest is calculated as follows:

Table 3.1: Estimated Economic Value of Volunteer Time Generated by Faith Communities per Annum

	Number
Total Number of Volunteers	45,667
Average Volunteer Hours per week	168,508
Average Annual Volunteer Hours	8,088,379
Average Wage Rate per hour	£8.00
Estimated Economic Value for Volunteer Time	£64,644,811
Estimated Economic Value for Volunteer Time Sensitivity Testing with a Wage Rate per Hour of £7.50 ²⁹	£60,662,840

Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region.'

3.9 Figure 3.1 illustrates the breakdown of volunteers by faith group according to the survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'. Volunteers are predominately from Christian denominations (41,612 individuals) as a consequence the economic value generated by faith communities in the Northwest is dominated by Christian faith groups.

²¹ Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region.'

²² Assuming 4 week holiday period equivalent to paid employment

²³ HHS uses the same assumption.

²⁴ Katherine Gaskin and Barbara Dobson (1996) The Economic Equation of Volunteering – A Pilot Study Centre for Research in Social Policy, Loughborough University.

²⁵ Projects/activities described in Question 10 of the survey report 'Faith in England's

Northwest: The Contribution made by Faith Communities to Civil Society in the Region.'

different types of activities and projects undertaken included arts and music, education, drug and alcohol abuse, the Environment and Personal Finance amongst others.

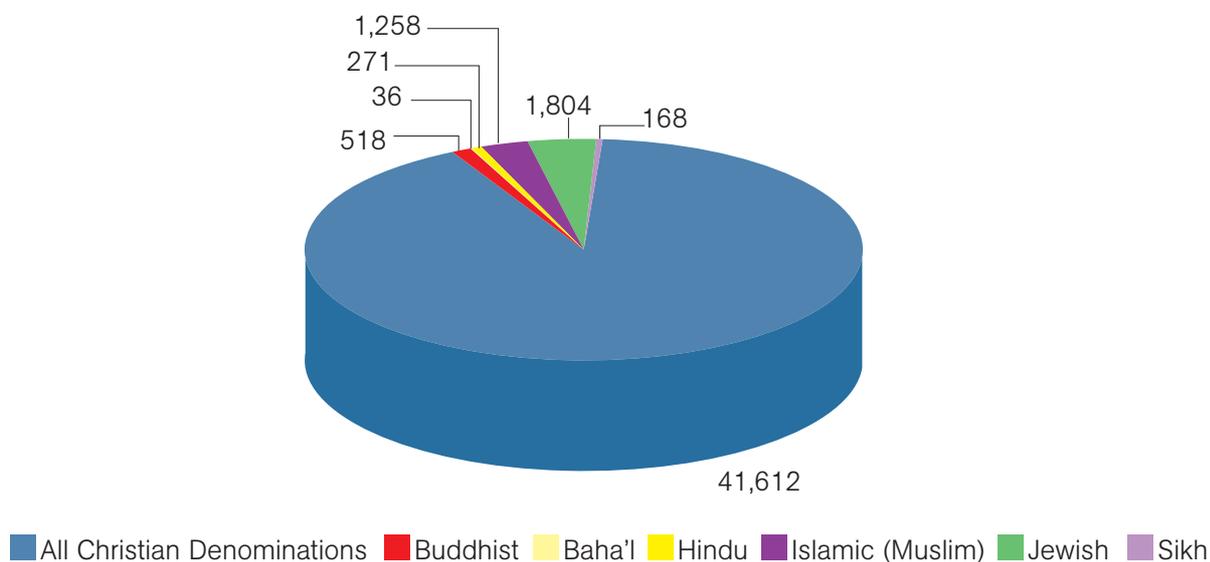
²⁶ This is based on categories used in the Standard Occupational Classification.

²⁷ HHS uses the same methodology.

²⁸ See Appendix A Table A.1.

²⁹ DTZ tested the sensitivity of the value of voluntary activity by using a lower average wage rate of £7.50. This reduced the mean figure by £3,981,971 million.

Figure 3.1: Volunteers by Faith Community



Source: 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

3.10 The table below summarises the significant economic value contributed by the individual faith communities in the Northwest.

Table 3.2: Estimated Economic Value Generated by Individual Faith Communities per Annum

	% of the Total Economic Value (£) Generated	Economic Value (£) Generated
All Christian Denominations	84.8	£54,801,996
Buddhist	5.4	£3,494,432
Jewish 5.0	£3,248,585	
Islamic (Muslim)	3.6	£2,355,493
Hindu	0.7	£447,313
Sikh	0.4	£289,641
Baha'i	0.0	£8,440
Estimated Economic Value generated by all Faith Communities	100	£64,644,811

Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

3.11 The table below illustrates the economic value generated by all Christian denominations.

Table 3.3: Estimated Economic Value Generated by all Christian Denominations per Annum

	% of the Total Economic Value (£) Generated	Economic Value (£) Generated
Church of England (Anglican)	34.6	£22,352,310
Methodist	17.1	£11,046,702
Roman Catholic (RC)	13.0	£8,414,480
United Reformed Church	6.0	£3,883,606
Baptist	4.0	£2,589,071
Evangelical, Charismatic & Pentecostal	3.0	£1,941,803
Other Christian	2.8	£1,812,349
Salvation Army	2.5	£1,596,594
Shared	1.4	£906,175
Quakers (Society of Friends)	0.4	£258,907

Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'

3.12 The table below illustrates the contribution of economic value generated by sub-region.

Table 3.4: Estimated Economic Value Generated by Faith Communities by Sub-Region per Annum

	% of the Total Economic Value (£) Generated	Economic Value (£) Generated
Greater Manchester	30.3	£19,577,445
Merseyside	25.6	£16,519,525
Cumbria	14.5	£9,393,967
Lancashire	14.4	£9,333,353
Cheshire	12.4	£8,023,254
Unallocated Volunteer Time ³⁰	2.8	£1,797,310
Estimated Economic Value for Volunteer Time	100.0	£64,644,811

Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

³⁰ 103 places of worship did not provide a postcode and therefore a LA or ward could not be assigned and therefore the economic value of volunteer time generated cannot be allocated to a particular area.

3.13 A breakdown by local authority is included in Appendix A Table A.2. Significant contributors are Liverpool accounting for 8.9% of the economic value generated in the Northwest, South Lakeland (8%) and St Helens (9.9%) are also significant contributors as illustrated by Map 3.1. In the Index of Multiple Deprivation 2004 Liverpool and St Helens rank as the 5th and 41st most deprived local authorities out of 354 local authorities in England.

3.14 Map 3.1 would appear to reinforce the claim that faith communities are a useful route to the 'hard to reach' or the most deprived. The economic value generated by volunteer time in each local authority tends to be higher the more deprived the area.

3.15 Urban areas³¹ of the Northwest are the main contributors to the economic value generated by premises associated with faith communities accounting for £49.5 million or 73.6% of the total a further £15.1 million or 23.4% is generated by rural areas³² of the Northwest.

Calculation of Economic Value generated by service to the community

3.16 The total economic value generated by faith-based volunteer time in the Northwest as recorded by the survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' is £64.6 million as calculated above. This section provides a breakdown by area of social concern targeted and the social group engaged.

Social Concern Targeted

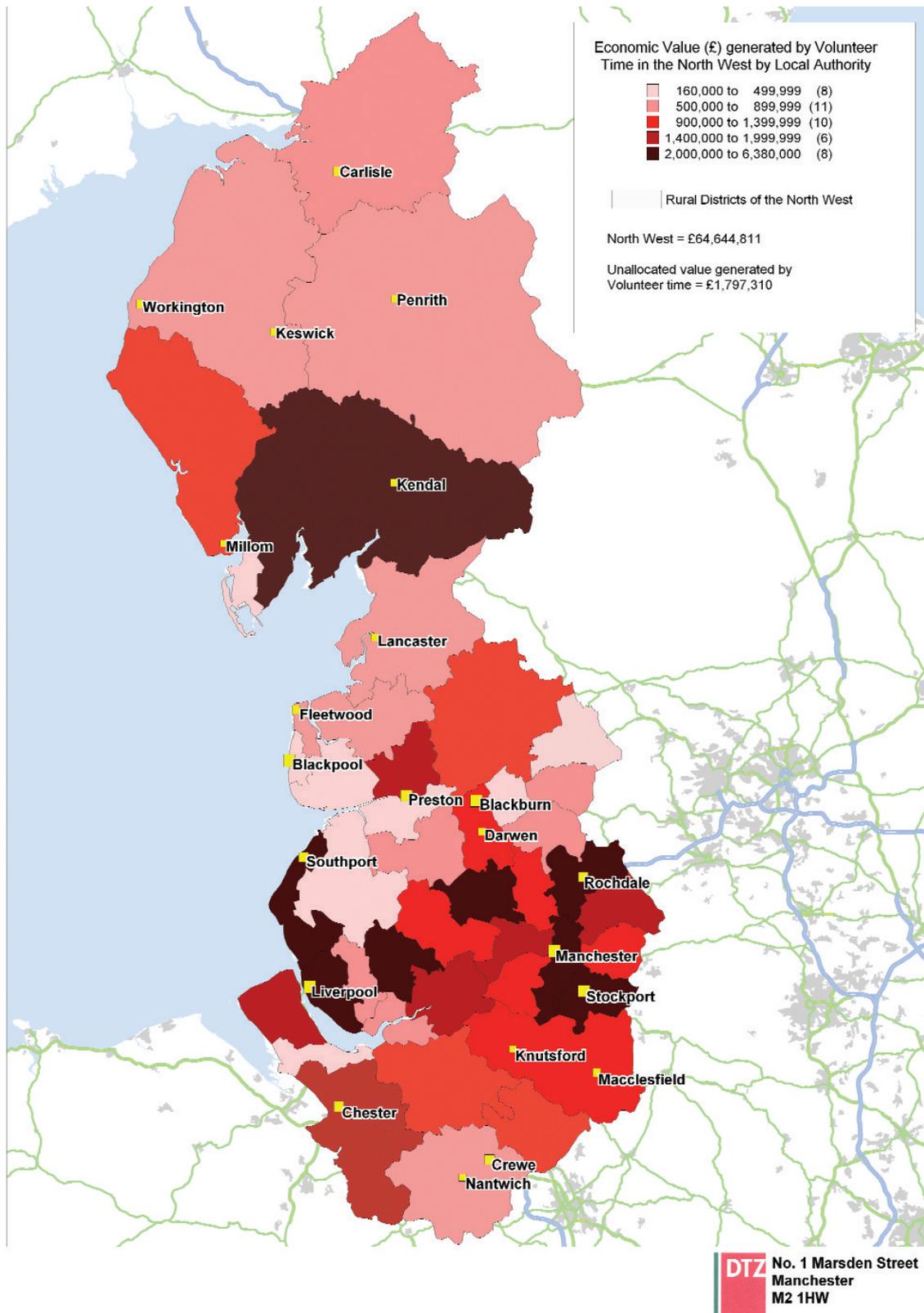
3.17 The key indicators required for the calculations were:

- Volunteer hours per week across the different projects and social groups
- Annual volunteers across the different projects and social groups
- Wage rate (£8 per hour)

³¹ The Countryside Agency list of rural districts is "a heuristic amalgam of a number of definitions of rural at this geographical level including the ONS 1991 area classification, a National Council of Voluntary Organisations list (based largely on population density) and a list suggested by DETR for the 1995 Rural White Paper." A review of Urban and Rural definitions, 2002 (ODPM). The list of rural districts is updated following boundary changes, and the current list has identified 28 local authority districts in the North of England as being rural. The ODPM review recommends that the classification of Local Authorities offers the most broadly inclusive definition of rurality. However, it also found that there are a range of Local Authorities that are difficult to classify 'particularly where there are single urban centres surrounded by predominantly rural hinterlands'.

³² According to the Countryside Agency this include in the Northwest: Vale Royal, Chester, Crewe and Nantwich, Congleton, Allerdale, Copeland, Eden, South Lakeland, Wyre, Ribbles Valley, Pendle and Lancaster.

Map 3.1: Economic Value Generated by Volunteer Time by Local Authority



3.18 In the survey report 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' volunteer hours were not broken down by faith-based projects i.e. projects concerned with arts and music, education, alcohol and drug abuse etc. However, the survey report did provide a project breakdown by volunteer hours per week for each of the faith groups. Therefore in order to calculate the volunteer hours contributed to each project per week, a number of calculations were undertaken. An example of the calculations for arts and music projects for Christian denominations is shown below:

Volunteer Hours per week for all Christian Denominations	142,851
Projects/activities delivered by all Christian Denominations	÷ 2,994
Average Volunteer hours per week per project ³³	48
No. of Christian places of worship that managed/run or organised a Arts and Music project.	x 569
Average Volunteer hours per week for Arts & Music	27,148
	x 48 ³⁴
Annual Volunteer hours for projects concerned with Arts and Music	1,303,121
Average Wage Rate per hour	£8.00
Economic Value for all Christian Denominations for Arts and Music based projects	£10,414,942

3.19 This approach was applied to projects concerned with arts and music projects for each individual faith community in order to calculate an overall economic value for projects concerned with arts and music. The economic value for each project type and faith community was calculated on the same basis as described above.

3.20 In order to estimate a value for each of the different types of service to the community a wage rate applicable to each type of volunteer activities was assigned as discussed above. The overall wage rate assigned was £8 per hour. The table below summarises the economic value generated by the individual social concerns targeted by faith communities in the Northwest.

Table 3.5: Estimated Economic Value Generated by Faith Communities by Project/Activity per Annum

	% of the Total Economic Value (£) Generated	Economic Value (£) Generated
Arts and Music	18.2	£11,738,352
Education	20.3	£13,091,518
Housing and Homelessness	4.9	£3,169,803
Anti-Racism	4.3	£2,780,346
Crime Prevention	5.7	£3,676,506
Drug Abuse	4.8	£3,123,775
Alcohol Abuse	4.7	£3,069,073
Environment	7.3	£4,716,098
Health and Fitness	12.2	£7,889,290
Employment and Training	4.8	£3,129,706
Social Enterprise and Community Business	3.0	£1,917,798
Personal Finance (Debt Counselling, Credit Unions, etc)	4.3	£2,800,922
Other (please specify)	5.5	£3,541,623
Estimated Economic Value for Volunteer Time	100.0	£64,644,811

Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

³³ This provides an average number of volunteer hours per week per project.

³⁴ Assuming 4 weeks holiday period equivalent to paid employment

3.21 An economic value by each individual faith community³⁵ by faith-based project undertaken has also been estimated. DTZ findings are included in Appendix A Table A.3 and A.4. Key messages are:

- Projects and activities concerned with Education³⁶ generate just over £13 million to the Northwest. Christian communities (particularly the Church of England³⁷) contribute more than three quarters of the economic value (£10.8 million), however Islamic communities are also key contributors generating a value of £895,751.
- Christian communities deliver projects/activities concerned with arts and music of a value of just under £10.5 million, Jewish and Buddhist communities also add significant value, contributing £611, 498 and £436,668 respectively.
- Projects and activities concerned with health and fitness contribute just under £8 million to the Northwest. Christian denominations are key contributors to this value, in particular the Church of England deliver a quarter of the economic value. Methodist and Roman Catholics contribute 18% and 16% respectively to the £8 million total.
- Christian communities organise, manage or run projects and activities concerned with Environment generating an economic value of over £3.5 million, Methodist and Roman Catholic communities are important contributors to this value. Buddhist communities deliver projects and activities concerned with Environment worth just over £655,000.

3.22 It has not been possible to calculate an economic value generated by local authority for each of the faith-based projects due to the small samples sizes involved with the analysis.

Social Groups Engaged

3.23 The economic value produced as a result of faith communities engagement with social groups such as the unemployed, young people and women was calculated using a similar approach as that applied to faith-based projects. An average wage rate of £8 per hour was also applied to the differing social groups engaged.

3.24 The table below summarises the economic value generated by the social groups engaged by Faith Communities in the Northwest.

Table 3.6: Estimated Economic Value Generated by Faith Communities by Social Group per Annum

	% of the Total Economic Value (£) Generated	Economic Value (£) Generated
Older People	18.3	£11,824,609
Young People	18.2	£1,763,365
Unemployed People	2.4	£1,553,300
Women	11.4	£7,353,580
Children	15.9	£10,306,164
Toddlers	15.1	£ 9,773,047
People from a particular Minority Ethnic Community	2.8	£1,804,863
People from refugee communities	1.4	£904,858
Families from stress	3.2	£2,046,966
Disabled people	3.2	£2,048,829
People who use mental health services	2.9	£1,859,126
People with learning difficulties	2.9	£1,901,752
Other	2.3	£1,504,352
Estimated Economic Value for Volunteer Time	100.0	£64,644,811

Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

³⁵ Table A.3 and A.4 in Appendix A provides a breakdown of all Christian denominations.

³⁶ The estimated economic value generated by Education is concerned with responses from the survey 'Faith in England's Northwest: The Contribution made by faith communities to Civil Society in the Region' and does not include mainstream education contributions made by Faith Communities.

³⁷ The Church of England generates £5.6 million of projects or activities concerned with Education.

3.25 An economic value by each individual faith community³⁸ by social group engaged has also been estimated. DTZ's findings are included in Appendix A Table A.5 and A.6. Key messages are:

- Volunteer time involving engagement with older people, young people, the unemployed, children and toddlers generates an economic value of over £52 million to the Northwest.
- Christian communities are key contributors to each of these types of social groups, for instance over £20 million is generated from volunteers engaging with older people and young people.
- Buddhist communities are also significant contributors in providing services for older people (£499,049). Similarly, Buddhist communities deliver one third of the economic value generated benefiting people with mental health problems and learning difficulties.
- Although Christian denominations add the majority of economic value from engaging with young people, the Islamic community contributes just over £600,000.

3.26 It has not been possible to calculate an economic value generated by local authority for each of the social groups engaged due to the small samples sizes involved with the analysis.

Calculation of full time equivalent jobs supported

3.27 DTZ has also, as a complementary approach, produced calculations for the number of Full Time Equivalent (FTE) jobs for volunteer time.

3.28 The table below shows the calculations for the number of Full Time Equivalent (FTE) jobs applicable to the 8,088,379 annual volunteers hours provided by the faith communities in the Northwest.

Table 3.7: Full Time Equivalent Jobs generated by Faith Communities: Volunteer Hours

	Full Time Equivalent Jobs (FTE)
Annual Volunteer Hours provided by Faith Communities in the Northwest	8,088,379
Assuming a 35 hours week for 48 weeks of the year	1,680
	8,088,379 ÷ 1,680
Annual Volunteer Time by all Faith Communities is equivalent to:	4815 ³⁹ jobs

Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

³⁸ Table A.5 and A.6 in Appendix A provides a breakdown of all Christian denominations.

³⁹ Rounded to the nearest job.

4. The Economic Value of Premises Associated with Faith Communities

KEY MESSAGES

- One of the typical resources which faith groups and local inter faith structures can offer are buildings for use by the community. DTZ estimate that approximately £800,000 is generated by these resources in the Northwest.
- Christian denominations are the key contributors, with the Church of England, Methodist and Roman Catholics generating a combined economic value of £616,953. The minority faith communities combined generate 2% of the total economic value contributed .

4.1 This section sets out the assumptions used in estimating the economic value attributed to premises associated with faith communities. It also presents the results calculated for the economic value generated. Specifically, it covers:

- The economic value generated by premises associated with faith communities e.g. church halls.

Calculation of the value of premises associated with faith communities

4.2 Another aspect to consider is the value of buildings and facilities made available by faith communities. According to the survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' rooms rented to the community tended to part of the place of worship e.g. the building is a purpose-built community centre or alternatively facilities although on site were not part of the place of worship e.g. church halls.

4.3 Findings from DTZ's small survey (Please see Appendix B) as detailed in Section 2 found:

- an average rent of £9.30⁴⁰ per hour for the rental of rooms
- each room is used on average 22 hours a week
- that places of worship generally had an average of 2.8 rooms available for use by the community

4.4 The table below illustrates the overall economic value of premises rented by places of worship to community groups in the Northwest, broken down by individual faith community based on the assumptions above.

Table 4.1: Estimated Economic Value Generated by Premises Associated with Faith Communities per Annum

	% of the Total Economic Value (£) Generated	Economic Value (£) Generated
All Christian Denominations	98.0	£795,066
Islamic (Muslim)	1.0	£8,203
Jewish	0.8	£6,445
Hindu	0.2	£1,758
Buddhist	0.0	N/R
Baha'i	0.0	N/R
Sikh	0.0	N/R
Estimated Economic Value generated by all Faith Communities	100.0	£811,472

Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'. Note N/R = no response

⁴⁰ In some cases information provided for the average rent charged was a range i.e. £3 to £5 an hour, in this case a median was taken of the rent charged. To allocate a rent of £9.30 an average of all 15 cases was taken.

4.5 The table below illustrates the overall economic value of premises associated with faith communities in the Northwest, broken down by all Christian denominations.

Table 4.2: Estimated Economic Value Generated by Premises Associated with Faith Communities by all Christian Denominations per Annum

	% of the Total Economic Value (£) Generated	Economic Value (£) Generated
Church of England (Anglican)	36.5	£296,465
Methodist	26.9	£217,955
Roman Catholic (RC)	12.6	£102,533
Baptist	4.0	£32,225
United Reformed Church	9.0	£77,652
Quakers (Society of Friends)	1.4	£11,718
Salvation Army	1.4	£11,718
Shared	1.5	£12,304
Evangelical, Charismatic & Pentecostal	2.2	£17,577
Other Christian	2.5	£19,921

Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

4.6 The table below illustrates the contribution of economic value generated by premises associated with faith communities for the sub-regions.

Table 4.3: Estimated Economic Value Generated by Premises Associated with Faith Communities by Sub-Region per Annum

	% of the Total Economic Value (£) Generated	Economic Value (£) generated by rooms used by the community
Greater Manchester	32.0	£263,069
Lancashire	19.0	£157,021
Cumbria	18.0	£147,647
Cheshire	14.0	£117,180
Merseyside	12.0	£97,259
Unallocated Volunteer Time ⁴¹	4.0	£29,295
Estimated Economic Value of rooms used by the community in the Northwest	100.0	£811,472

Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

⁴¹ 103 places of worship did not provide a postcode and therefore a LA or ward could not be assigned and therefore the economic value of volunteer time generated cannot be allocated to a particular area.

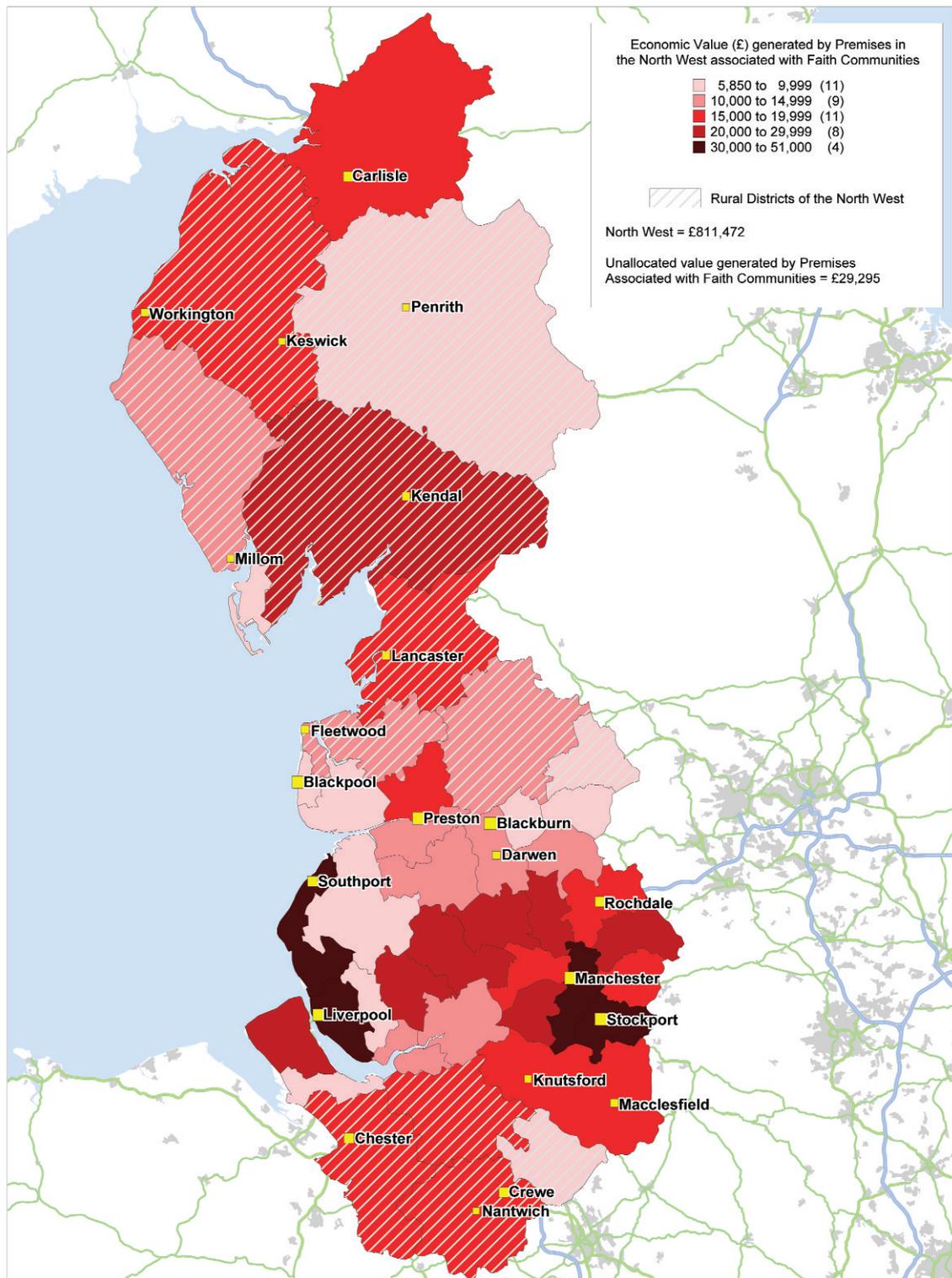
- 4.7 A breakdown by local authority is included in Appendix A. Significant contributors are Liverpool contributing 6.3% of the economic value generated to the Northwest, Manchester (5.7%) and Stockport (4.7%) are also significant contributors as illustrated by Map 4.1.
- 4.8 Urban areas of the Northwest are the main contributors to the economic value generated by premises associated with faith communities accounting for £628,085 or 77.4% of the total a further £183,387 or 22.6% is generated by rural areas of the Northwest.
- 4.9 In order to test the sensitivity of our assumptions with respect to premises associated with faith communities DTZ altered the variables assumed to a degree. For instance, a lower average rental charge of £8.30, a lower number of rooms per place of worship available for community use and a lower number of hours that the rooms are used per week were applied. This reduced the mean figure by £236,097 to £574,775 a downward trend was felt to be appropriate rather than increasing the values of the variables.

Table 4.4: Sensitivity Testing: Premises Associated with Faith Communities

	Original Assumptions	Sensitivity Testing
Rental Charge for Rooms	£9.30	£8.30
Number of Rooms available for use by the community	2.8	2.5
Usage of the rooms – hours per week	22	20
Original Estimate for Economic Value of rooms used by the community in the Northwest	£811,472	
Sensitivity Testing Estimate for Economic Value of rooms used by the community in the Northwest	£574,775	

Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

Map 4.1: Economic Value Generated by Premises Associated with Faith Communities



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5. The Economic Value of Faith Tourism in the Northwest

KEY MESSAGES

- **Places of worship as identified in the survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' attract 697,114 visitors and tourists to the Northwest generating an estimated value of over £8.4 million.**
- **Christian denominations are key contributors particularly the Church of England generating just under £7 million. The contribution is not confined to Christian denominations, with Roman Catholics generating 14.6% of the total and Buddhist communities a further 5.8%.**
- **Geographically, Merseyside contributes to nearly 56% of the economic value generated by faith tourism in the Northwest, a further 20% is generated by Lancashire and 14% by Cumbria.**
- **Findings from the survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' suggest that just over £5 million is generated by tourists visiting places of worship in the Northwest that are listed buildings (Grades I to III).**

- 5.1 This section sets out the assumptions used in estimating the economic value attributed to faith tourism and heritage in the Northwest. It also presents the results calculated for the economic value generated. Specifically, it covers:
- The economic value generated by faith tourism and heritage status.

Calculation of the Value of Faith Tourism and Heritage

- 5.2 According to the survey report 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' Faith Communities attract 697,114⁴² visitors and tourists to the Northwest. In order to calculate the economic value generated by faith tourism in the Northwest. An average expenditure of a day visitor to the Northwest of £12.10 has been applied this is derived from the study 'Visitor Spending in Northwest England'.⁴³
- 5.3 The table overleaf illustrates the overall economic value⁴⁴ of faith tourism to the Northwest, broken down by individual faith community.

⁴² This figure takes into account the fact that although 1.5 million tourists visited places of worship in the Northwest according to 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' a proportion of these tourists would have other reasons for visiting the Northwest. Please see Section 5. For further information on faith tourism activity in the Northwest, please see Connor & Co. Tourism Management Consultancy. (2003). 'North West Faith Tourism Scoping Study'.

⁴³ The study 'Visitor Spending in Northwest England' is currently in progress therefore the figure £12.10 is a provisional estimate.

⁴⁴ DTZ have assumed that 60% of faith tourists do not visit the Northwest solely to visit religious heritage but rather perhaps to stay with relatives and visit other cultural heritage as well. DTZ use a factor of 0.4 to exclude these individuals from the analysis, in addition in the case of Liverpool and Chester a factor of 0.5 has been used, to take account of the significant faith tourism attractions in these areas particular, Liverpool's two cathedrals and Chester Cathedral. These two factors have reduced the mean total figure from £18.7 million to £8.4 million.

Table 5.1: Estimated Economic Value Generated by Faith Tourism by Individual Faith Communities per Annum

	% of the Total Economic Value (£) Generated	Economic Value (£) of Faith Tourism
All Christian Denominations	0.1	£7,864,215
Buddhist	93.2	£435,784
Islamic (Muslim)	0.4	£55,508
Hindu	0.0	£36,766
Jewish	0.7	£32,387
Sikh	0.4	£9,632
Baha'i	5.2	£789
Estimated Economic Value for Faith Tourism	100.0	£8,435,079

Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

5.4 The table below illustrates the overall economic value of faith tourism to the Northwest, broken down by all Christian denominations.

Table 5.2: Estimated Economic Value Generated by Faith Tourism by Christian Denomination per Annum

	% of the Total Economic Value (£) Generated	Economic Value (£) of Faith Tourism
Church of England (Anglican)	81.1	£6,378,619
Roman Catholic (RC)	15.8	£1,239,187
Methodist	1.7	£132,372
Other Christian	0.4	£29,551
United Reformed Church	0.3	£25,176
Quakers (Society of Friends)	0.3	£21,637
Baptist	0.2	£16,487
Evangelical, Charismatic & Pentecostal	0.1	£10,420
Salvation Army	0.1	£8,216
Shared	0.0	£3,024
All Christian Denominations	100.0	£7,864,215

Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

The table below illustrates the contribution of economic value generated by Faith Tourism for the sub-regions.

Table 5.3: Estimated Economic Value Generated by Faith Tourism by Sub-Region per Annum

	% of the Total Economic Value (£) Generated	Economic Value (£) of Faith Tourism
Merseyside	55.7	£4,696,423
Lancashire	19.6	£1,650,600
Cumbria	14.0	£1,176,706
Greater Manchester	8.1	£683,718
Cheshire	2.3	£195,152
Unallocated Volunteer Time ⁴⁵	0.4	£32,481
Estimated Economic Value for Faith Tourism	100.0	£8,435,079

Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

5.5 A breakdown by local authority is included in Appendix A Table A.7. Significant contributors are Liverpool contributing 54.9% of the economic value generated to the Northwest, Lancaster (14.2%), South Lakeland (8.8%) and Manchester (6.1%) are also significant contributors as illustrated by Map 5.1.

5.6 Urban areas of the Northwest are the main contributors to the economic value generated by faith tourism accounting for £5.9 million or 69.7% of the total a further £2.6 million or 30.3% is generated by rural areas of the Northwest.

Heritage

5.7 As mentioned in Section 2 the economic value attributed to religious heritage is already included in the estimated economic value generated by faith tourism. However, to a certain extent an estimate value can be attributed to the listed buildings identified in the survey report 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region', but this value should not be taken to be separate to the already calculated economic value for faith tourism.

5.8 Findings from the survey reported that 94% of faith tourists visiting religious heritage in the Northwest visited listed buildings ranging from Grade I to III. Furthermore, according to VisitBritain an average admission price to a place of worship in 2002 was £3.46.⁴⁶ Assuming that the admission charge can be applied to listed buildings the value attributed to visiting listed buildings can be assumed to be £3.46. DTZ can therefore estimate an economic value of £5 million that is attributed to listed buildings identified in the survey report 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'. The calculations for this value are shown below:

⁴⁵ 103 places of worship did not provide a postcode and therefore a LA or ward could not be assigned and therefore the economic value of volunteer time generated cannot be allocated to a particular area.

⁴⁶ VisitBritain Survey of the Visits to Visitor Attractions 2002

Table 5.4: Estimated Economic Value Generated by Faith Heritage⁴⁷ per annum

	Economic Value (£) Generated by Listed Buildings
Number of Faith Tourists Visiting Listed Buildings of a Religious Nature	1,456,613
Average Admission Prices – where charged for places of worship ⁴⁸	£3.46
Estimated Economic Value for Religious Heritage in the Northwest	£5,039,881

Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

Calculation of full time equivalent jobs supported

5.9 DTZ has also, as a complementary approach, produced calculations for the number of Full Time Equivalent (FTE) jobs supported by day visitors faith tourism expenditure.

5.10 The table below shows the calculations for the number of FTE jobs supported by day visitor expenditure generated by faith tourism.

Table 5.5: Full Time Equivalent Jobs Generated by Faith Communities: Faith Tourism

	Full Time Equivalent Jobs (FTE)
Day Visitor Expenditure generated by Faith Tourism	£8,435,079
Day visitor expenditure required to support one FTE job	£39,200
	£8,435,079 ÷ £39,200 ⁴⁹
Number of FTE jobs supported by Day Visitor Faith Tourism expenditure	215 jobs

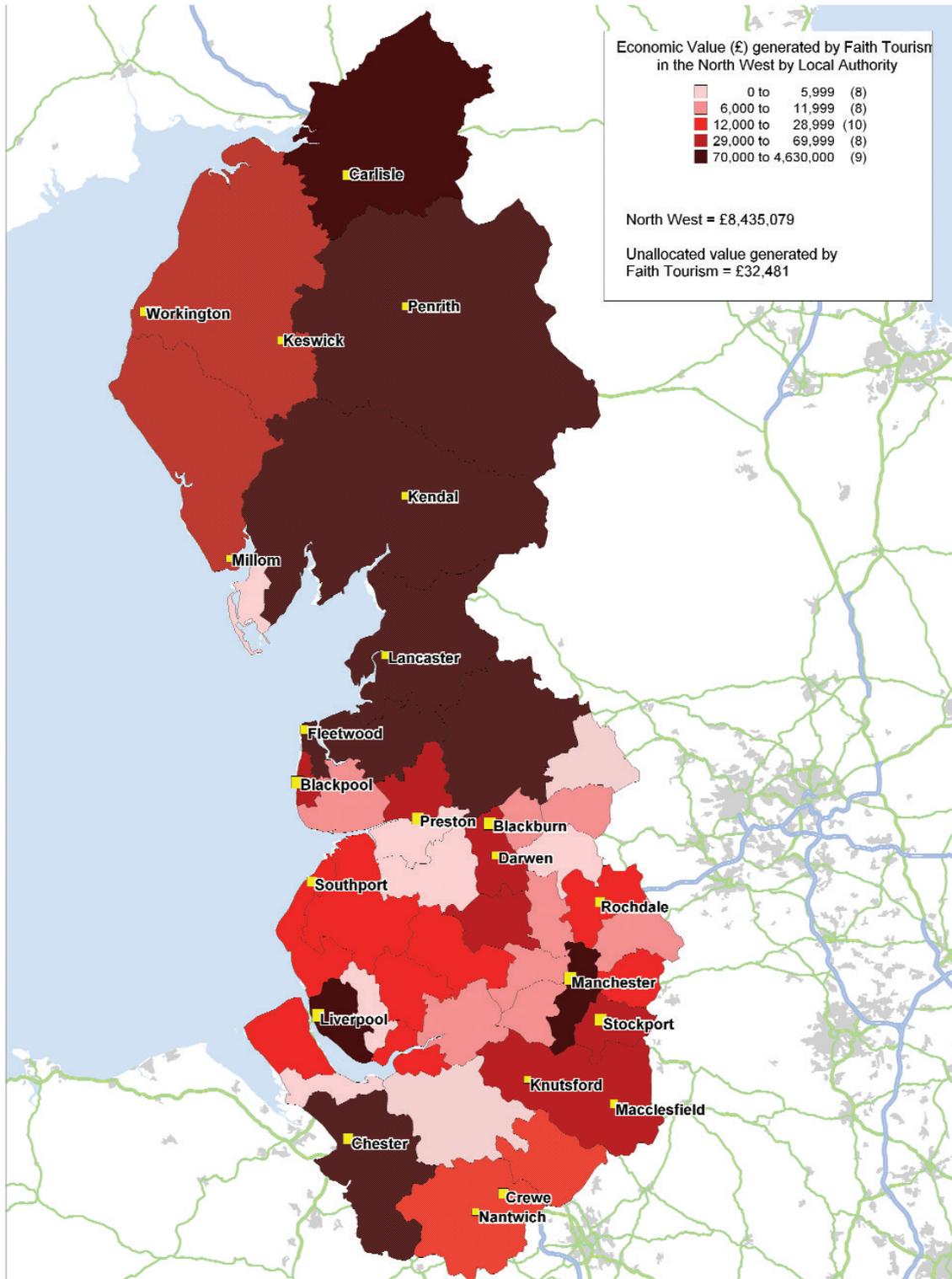
Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

⁴⁷ As identified in the survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

⁴⁸ VisitBritain Survey of the Visits to Visitor Attractions 2002

⁴⁹ Research undertaken by VisitBritain reported that £39,200 of day visitor expenditure was required to support one Full Time Equivalent (FTE) job.

Map 5.1: Economic Value Generated by Faith Tourism in the Northwest by Local Authority



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6. Overall Economic Value Generated by Faith Communities in the Northwest

KEY MESSAGES

- DTZ estimates that between £69.7 million and £94.9 million can be attributed to faith communities in the Northwest.
- According to the survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' 45,667 volunteer contribute 8 million volunteer hours per annum generating between £60.6 million and £64.6 million.
- Premises associated with faith communities generate between £574,775 and £811,472.
- Faith tourists to the Northwest generate £8.4 million with listed buildings contributing £5 million to the overall figure.
- 45,667 volunteer hours per annum is equivalent to 4,815 Full Time Equivalent (FTE) jobs.
- DTZ estimates that 215 FTE jobs are supported by £8.4 million faith visitor spend per day.

6.1 The table below summarises the economic value attributed to faith communities in the Northwest, the analysis provides a sub-division of each of the indicators assessed. These include the total volunteers hours contributed, the number of tourists attracted to the Northwest as a result of faith communities and the number of places of worship providing rooms to local communities in the Northwest.

Table 6.1: Summary of the Estimated Economic Value Generated by Faith Communities per Annum

	Economic Value (£) Generated
Estimated Economic Value generated by 8,088,379 Volunteer Hours per annum	£64,644,811
Estimated Economic Value with Sensitivity Testing applying a Wage Rate per Hour of £7.50	£60,662,840 ⁵⁰
Estimated Economic Value generated by Faith Tourism	£8,435,079
Estimated Economic Value generated by Rooms used by local community groups	£811,472
Estimated Economic Value with Sensitivity Testing: Rooms used by the community in the Northwest	£574,775 ⁵¹
Overall Estimated Economic Value generated by Faith Communities	£69,672,694 - £73,891,362
2,209 places of worship not responding to the survey ⁵² potential economic value generated	£17,418,174 -23,734,274
Overall Estimated Economic Value generated by Faith Communities and 2,209 places of worship not responding to the survey	£90,718,427 - £94,937,095

Source: DTZ and 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

⁵⁰ See Table 3.1

⁵¹ See Table 4.4

⁵² There were 2,029 places of worship who did not respond to the 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'. These organisations are likely to be the smaller less resourced places of worship. A factor of 0.25 has been applied to the total economic value generated by Faith Communities of £69.7 million-£73.9 million to increase the mean figure to £90.7 million - £94.9 million. This is to take account of the 2,029 places of worship who did not respond to the survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region'.

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- 6.2 DTZ estimates that between £69.7 million and £94.9 million can be attributed to faith communities in the Northwest. This incorporates £64.6 million generated by volunteer activity comprising 8 million volunteer hours per annum. This figure is slightly reduced to £60.6 million if a lower average wage rate is applied to volunteer time and therefore volunteer time contributes between £64.6 million and £60.6 million. Around £8.4 million can be attributed to faith tourism and between £574,775 - £811,472 is generated by premises associated with faith communities.
- 6.3 In addition the 45,667 volunteer hours contributed by faith communities across the Northwest is equivalent to 4,815 Full Time Equivalent (FTE) jobs. A further 263 FTE jobs are supported by day visitors (faith tourists) expenditure of £8.4 million per annum.
- 6.4 The survey 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' attempted to undertake a census and focus on every place of worship within the Northwest rather than presenting results of a sample survey. The decision to concentrate on places of worship meant that Christian social welfare organisations that operate nationally and regionally such as the Children's Society (Anglican), NCH Action for Children (Methodist) and the Nugent Care Society (Roman Catholic) have not been consulted. Similarly work undertaken by priests, brothers and sisters who are members of religious orders and congregations were beyond the scope of the study.
- 6.5 These two reports have focused exclusively on the contribution of faith communities to the wider community in activities other than worship. However, these figures must also be placed in the context of faith communities' overall economic activity. As with any other sector, faith communities have an impact on local economies in terms of employment and the purchasing of goods and services. For example, accounts submitted to the Charity Commission for 2003 by the Roman Catholic Dioceses of Lancaster, Salford, Liverpool & Shrewsbury indicate a combined expenditure of £55million. Equivalent figures are not available for the Church of England since their parishes are registered as individual charities but sums of an even higher order might be expected.
- 6.6 This suggests that any estimate of the economic value generated by faith communities in the Northwest based solely upon findings from the 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' will underestimate the true contribution of this sector.

7. Recommendations

- 7.1 This section provides recommendations on expanding knowledge of the faith communities sector in the Northwest in future iterations of this research. Some of the recommendations we have made within this section relate to the remit of the research and some are intended to provide a more rigorous approach to negate some of the assumptions that DTZ have employed in order to value the faith communities sector.

Updating the Research

- 7.2 A lack of information is available for voluntary and community organisations, this is particularly the case for the faith sector. The survey report 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' commissioned by the NWDA is the most comprehensive information available able to provide an understanding of the faith communities in the Northwest. It is the second questionnaire in England that seeks to raise awareness of the faith sector and was based upon the London Churches Group survey. However, the Northwest survey sought to provide a more detailed approach, focusing on the themes of: buildings, use and facilities; worshipping community involvement in partnerships; projects and activities, with additional questions on heritage, access, tourism, culture, sport and funding.
- 7.3 For the purposes of updating this economic impact assessment in the future, a number of supplementary questions could be included. Specific lines of questioning to valuing the sector include:

Service Delivery to the Community

- Question 10: When referring to projects and activities organised, run or managed this needs to be combined with an estimation of the number of volunteers involved in each type of project.
- Question 11: When referring to the social groups that volunteers engage with it would add value to provide an estimation of the number of volunteers involved with each type of social group.

Faith Tourism and Heritage

- Question 1: An indication of whether a place of worship charges an admission fee to visitors would enable a future economic impact assessment to improve the estimates of the value of listed buildings visited by faith tourists.
- Question 5: An indication of where faith tourists are travelling from to visit faith heritage: from within the Northwest, from within the UK or from abroad.

Places of Worship Rooms available to Community Groups

- Question 4: The economic impact assessment could be improved by additional information relating to the renting of rooms to community groups, for instance: the rent charged per hour, the number of hours the rooms were rented by the community groups last year and the number of rooms available for use within each place of worship available.

Further Research Requirements

- 7.4 The survey report 'Faith in England's Northwest: The Contribution made by Faith Communities to Civil Society in the Region' attempted to undertake a census and focus upon every place of worship within the Northwest. The decision to concentrate on places of worship meant that wider communities associated with Faith Communities were not considered within the remit of the research. This effectively has led to the omission of key players affiliated with faith communities but not affiliated with a place of worship.
- 7.5 Research on the wider community and the value contributed by these organisations would provide a truer reflection of the economic value generated by all Faith Communities in the Northwest. We would recommend organisations such as the Children's Society (Anglican), NCH Action for Children (Methodist) and the Nugent Care Society (Roman Catholic) could be referred to in the next research exercise.

Appendix A

Economic Impact Calculations

Table A1: Categories and Wage Rates Assigned to Types of Activity

Project/Activity Run	Equivalent Paid Job	Corresponding SIC Code	Average hourly wage (£)
Arts & Music	Caring personal service occupations	61	7.6
Education	Educational assistants	6124	6.8
Housing & Homelessness	Caring personal service occupations	61	7.6
Anti-Racism	Caring personal service occupations	61	7.6
Crime Prevention	Caring personal service occupations	61	7.6
Drug Abuse	Social workers	2442	11.1
Alcohol Abuse	Social workers,	2442	11.1
Environment	Caring personal service occupations	61	7.6
Health & Fitness	Sports and leisure assistants	6211	7.8
Employment & Training	Educational assistants	6124	6.8
Social Enterprise or Community Business	Educational assistants	6125	6.8
Personal Finance (Debt Counselling, Credit Unions, etc)	Legal secretaries	4212	7.9
Other (please specify)	Caring personal service occupations	61	7.6
Average Wage Rate			8.00

Source: New Earnings Survey 2003. Gross hourly wages for full time adults and DTZ overall for 13 activities.

Table A2: Economic Value Generated by Volunteer Time by Local Authority per Annum

	Total Number of volunteers	Average hours volunteered per week	Total hours volunteered (48 weeks per year)	Value (£)
Allerdale	628	2,282	109,536	875,445
Barrow-in-Furness	534	1,212	58,176	464,960
Blackburn with Darwen UA	1,265	3,063	147,024	1,175,061
Blackpool UA	540	1,152	55,296	441,943
Bolton	1,807	8,184	392,832	3,139,634
Burnley	470	1,401	67,248	537,467
Bury	1,064	3,321	159,408	1,274,038
Carlisle	1,077	2,162	103,776	829,410
Chester	980	5,146	247,008	1,974,164
Chorley	560	1,389	66,672	532,863
Congleton	635	2,606	125,088	999,742
Copeland	367	3,502	168,096	1,343,475
Crewe and Nantwich	637	1,431	68,688	548,976
Eden	841	1,820	87,360	698,208
Ellesmere Port and Neston	238	423	20,304	162,276
Fylde	406	902	43,296	346,035

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Table A2: Economic Value Generated by Volunteer Time by Local Authority per Annum (continued)

	Total Number of volunteers	Average hours volunteered per week	Total hours volunteered (48 weeks per year)	Value (£)
Halton UA	657	1,323	63,504	507,544
Hyndburn	345	1,071	51,408	410,869
Knowsley	568	1,980	95,040	759,589
Lancaster	1,139	1,383	66,384	530,561
Liverpool	5,618	14,954	717,792	5,736,815
Macclesfield	947	3,538	169,824	1,357,286
Manchester	2,036	7,025	337,200	2,695,006
Oldham	1,156	3,948	189,504	1,514,574
Pendle	212	653	31,344	250,511
Preston	1,046	4,984	239,232	1,912,016
Ribble Valley	846	2,498	119,904	958,310
Rochdale	1,032	7,119	341,712	2,731,067
Rossendale	468	1,959	94,032	751,533
Salford	1,188	4,962	238,176	1,903,576
Sefton	1,970	5,369	257,712	2,059,714
South Lakeland	1,885	13,509	648,432	5,182,468
South Ribble	333	627	30,096	240,536
St. Helens	1,301	16,625	798,000	6,377,862
Stockport	2,521	7,970	382,560	3,057,537
Tameside	622	2,670	128,160	1,024,294
Trafford	1,293	3,471	166,608	1,331,582
Vale Royal	735	2,545	122,160	976,340
Warrington UA	1,058	3,902	187,296	1,496,927
West Lancashire	496	1,179	56,592	452,301
Wigan	899	2,362	113,376	906,136
Wirral	1,328	4,133	198,384	1,585,546
Wyre	479	2,068	99,264	793,348
Unallocated value	1,441	4,685	224,880	1,797,310
All areas	45,667	168,508	8,088,379	64,644,811

Table A3: Economic Value Generated by Faith Communities by Faith-Based Project per Annum

	All Christian Faiths	Buddhist	Baha'i	Hindu	Islamic (Muslim)	Jewish	Sikh
	Economic Value (£)						
Arts & Music			2,110	96,918	66,352	611,498	109,864
Education	10,762,717	655,002	2,110	74,552	895,751	611,498	89,889
Housing & Homelessness	3,093,366	-	-	-	-	76,437	-
Anti Racism	2,123,257	-	1,055	44,731	132,704	458,624	19,975
Crime Prevention	3,203,190	-	-	29,821	99,528	343,968	-
Drug Abuse	2,544,248	218,334	-	22,366	99,528	229,312	9,988
Alcohol Abuse	2,599,159	218,334	-	22,366	66,352	152,875	9,988
Environment	3,642,484	655,002	1,055	22,366	165,880	229,312	-
Health & Fitness	6,571,114	655,002	-	67,097	298,584	267,531	29,963
Employment & Training	2,361,208	218,334	-	22,366	364,936	152,875	9,988
Social exclusion	1,610,747	218,334	-	22,366	66,352	-	-
Personal Finance	2,635,767	-	-	22,366	66,352	76,437	-
Other	3,239,797	218,334	2,110	-	33,176	38,219	9,988
	54,801,996	3,493,342	8,440	447,313	2,355,493	3,248,585	289,641

Table A4: Economic Value Generated by all Christian Denominations by Faith-Based Project per Annum

	Church of England (Anglican)	Methodist	Roman Catholic (RC)	Baptist	United Reformed Church	Quakers (Society of Friends)	Salvation Army	Shared	Evangelical, Charismatic & Pentecostal	Other Christian
Arts & Music	5,601,006	1,574,139	1,500,923	311,167	530,814	73,216	128,128	91,520	292,863	311,167
Education	5,308,143	1,171,452	2,654,071	292,863	256,255	54,912	201,343	146,432	347,775	329,471
Housing & Homelessness	1,208,060	420,991	677,246	109,824	73,216	-	219,647	18,304	237,951	128,128
Anti Racism	988,413	329,471	494,206	18,304	54,912	18,304	36,608	36,608	73,216	73,216
Crime Prevention	1,793,786	256,255	640,638	73,216	36,608	18,304	164,735	18,304	109,824	91,520
Drug Abuse	1,025,021	256,255	475,902	128,128	91,520	-	201,343	18,304	237,951	109,824
Alcohol Abuse	1,006,717	420,991	512,510	91,520	54,912	-	219,647	-	201,343	91,520
Environment	2,086,649	512,510	549,118	73,216	146,432	-	18,304	36,608	73,216	146,432
Health & Fitness	2,617,463	1,446,011	1,244,668	201,343	402,687	18,304	146,432	73,216	201,343	219,647
Employment & Training	1,208,060	420,991	219,647	36,608	54,912	-	91,520	73,216	164,735	91,520
Social exclusion	713,854	292,863	292,863	18,304	73,216	18,304	36,608	18,304	109,824	36,608
Personal Finance	860,285	274,559	988,413	73,216	146,432	-	36,608	36,608	183,039	36,608
Other	1,299,580	640,638	439,295	128,128	311,167	18,304	73,216	18,304	183,039	128,128
All projects	25,717,036	8,017,126	10,689,501	1,555,835	2,233,081	219,647	1,574,139	585,726	2,416,120	1,793,786

Table A5: Economic Value Generated by Faith Communities by Type of Social Group Benefitted per Annum

	All						
	Christian Faiths	Buddhist	Baha'i	Hindu	Islamic (Muslim)	Jewish	Sikh
Older People	10,381,774	499,049	-	65,338	298,164	541,431	38,854
Young People	10,325,958	249,524	-	55,286	626,144	467,599	38,854
Unemployed people	967,477	249,524	-	20,104	178,898	98,442	38,854
Women	6,335,115	249,524	2,813	70,364	238,531	418,378	38,854
Children	9,367,783	249,524	1,407	60,312	268,347	319,936	38,854
Toddlers	9,284,059	-	-	25,130	178,898	246,105	38,854
People from a particular Minority Ethnic Community	948,872	249,524	1,407	55,286	268,347	246,105	35,322
People from refugee communities	707,002	-	1,407	5,026	89,449	98,442	3,532
Families under stress	1,590,756	249,524	-	15,078	29,816	147,663	14,129
Disabled people	1,395,400	249,524	-	40,208	89,449	270,715	3,532
People who use mental health services	1,246,557	499,049	-	15,078	-	98,442	-
People with learning difficulties	1,190,741	499,049	-	15,078	-	196,884	-
Other (please specify)	1,060,504	249,524	1,407	5,026	89,449	98,442	-
	54,801,996	3,493,342	8,440	447,313	2,355,493	3,248,585	289,641

Table A6: Economic Value Generated by all Christian Denominations by Type of Social Group per Annum

	Church of England (Anglican)	Methodist	Roman Catholic (RC)	Baptist	United Reformed Church	Quakers (Society of Friends)	Salvation Army	Shared	Evangelical, Charismatic & Pentecostal	Other Christian
Older People	4,121,080	1,953,560	2,260,547	334,896	651,187	9,303	344,199	186,053	251,172	269,777
Young People	4,353,647	2,046,586	1,534,940	511,647	651,187	18,605	297,685	176,751	455,831	279,080
Unemployed people	390,712	111,632	213,961	37,211	9,303	-	83,724	9,303	83,724	27,908
Women	2,930,339	1,144,228	930,266	195,356	502,344	-	186,053	74,421	186,053	186,053
Children	4,093,172	1,832,625	1,283,768	520,949	623,279	18,605	223,264	213,961	362,804	195,356
Toddlers	4,279,226	1,823,322	1,144,228	446,528	576,765	9,303	279,080	158,145	353,501	213,961
People from a particular Minority Ethnic Community	381,409	158,145	195,356	18,605	46,513	-	27,908	9,303	83,724	27,908
People from refugee communities	204,659	139,540	167,448	18,605	9,303	-	37,211	18,605	65,119	46,513
Families under stress	595,371	251,172	474,436	46,513	27,908	-	65,119	9,303	83,724	37,211
Disabled people	483,739	195,356	437,225	18,605	83,724	-	55,816	18,605	46,513	55,816
People who use mental health services	474,436	167,448	316,291	46,513	65,119	-	93,027	-	46,513	37,211
People with learning difficulties	511,647	111,632	306,988	18,605	55,816	-	83,724	27,908	55,816	18,605
Other (please specify)	502,344	130,237	186,053	37,211	46,513	9,303	27,908	27,908	27,908	65,119
Total	23,321,780	10,065,483	9,451,507	2,251,245	3,348,959	65,119	1,804,717	930,266	2,102,402	1,460,518

Table A7: Economic Value Generated by Places of Worship Rooms by Faith Community per Annum

	Value of Rooms used by the Local Community
Church of England (Anglican)	296,465
Methodist	217,955
Roman Catholic (RC)	102,533
Baptist	32,225
United Reformed Church	72,652
Quakers (Society of Friends)	11,718
Salvation Army	11,718
Shared	12,304
Evangelical, Charismatic & Pentecostal	17,577
Other Christian	19,921
All Christian Denominations	795,066

Table A8: Economic Value Generated by Faith Tourism⁵³ by Local Authority per annum

	% of Total Value	Value of Faith Tourism (£)
Allerdale	0.6	51,822
Barrow-in-Furness	0.1	5,910
Blackburn with Darwen UA	0.8	63,961
Blackpool UA	0.8	68,002
Bolton	0.3	29,287
Burnley	0.1	8,209
Bury	0.1	10,169
Carlisle	1.6	138,085
Chester	1.1	94,979
Chorley	0.1	5,576
Congleton	0.2	15,023
Copeland	0.4	33,890
Crewe and Nantwich	0.2	14,689
Eden	2.5	207,389
Ellesmere Port and Neston	0.0	3,659
Fylde	0.1	10,154
Halton UA	0.1	12,603
Hyndburn	0.1	11,877
Knowsley	0.0	2,560
Lancaster	14.2	1,198,418
Liverpool	54.9	4,627,119
Macclesfield	0.5	41,169

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Table A8: Economic Value Generated by Faith Tourism⁵³ by Local Authority per annum (continued)

	% of Total Value	Value of Faith Tourism (£)
Manchester	6.1	511,922
Oldham	0.1	10,996
Pendle	0.0	2,173
Preston	0.8	65,621
Ribble Valley	1.3	113,784
Rochdale	0.1	12,652
Rossendale	0.1	4,932
Salford	0.1	11,030
Sefton	0.3	28,130
South Lakeland	8.8	739,610
South Ribble	0.0	3,446
St. Helens	0.2	16,001
Stockport	0.5	45,036
Tameside	0.2	17,603
Trafford	0.1	8,213
Vale Royal	0.0	3,741
Warrington UA	0.1	9,288
West Lancashire	0.2	18,010
Wigan	0.3	26,809
Wirral	0.3	22,612
Wyre	0.9	76,438
Unallocated Value	0.4	32,481
Northwest	100.0	8,435,079

⁵³ DTZ have assumed that 60% of faith tourists do not visit the Northwest solely to visit religious heritage but rather perhaps to stay with relatives and visit other cultural heritage as well. DTZ use a factor of 0.4 to exclude these individuals from the analysis, in addition in the case of Liverpool and Chester a factor of 0.5 has been used, to take account of the significant faith tourism attractions in these areas particular, Liverpool's two cathedrals and Chester Cathedral. These two factors have reduced the mean total figure from £18.7 million to £8.4 million.

Appendix B

DTZ Small Survey

Table B1: DTZ Small Survey

	Number of Rooms	Charge per hour Median of Ranges provided	Hours per week
Cheshire Council - Small rooms/Large Rooms	N/A	£5/£32.5	20-40 hrs
Cadly Valley Neighbourhood Church & Centre (Chester)	4	£12/£8.5	N/A
Sandbach (St Mary's) Church Hall		£7/£18	20-25
Crewe Hightown Methodist Centre	8	£8.50	20
Lymm (St Peter's) Church Hall	2	3	N/A
Bilsborrow Village Hall (Preston)	3	£5.7/£5	N/A
Briercliffe Community Centre (Chorley)	2	£6.90/£13.30	17-20
Dolphinholme Village Hall (Lancaster)		£5	6-10 hours
Mellor Brook Community Centre (Blackburn)	2	£5.50	21
Parbold Community Association (Wigan)	2	£9	39
West View Community Association (Fleetwood)	1	£2	10
Brindle Community Hall	2	£7/£12.50	17-20
Rural Cumbria Community Buildings	N/A	£8.50	N/A
Hale Unitarian Chapel Hall	2	£12	25-30
Quaker Meeting House (Bolton)	5	£10.50	55
St John's Community Centre	2	10.0	22-25
Garston Parish Church	2	£7	5
All Case Studies	37	214	293
Average of all Case Studies	2.8	9.3	22.5

Source: DTZ. N/A – information was not available

Waa la heli karaa dokumeentigani oo ku qoran afafka soo socda: Bengali, Shiinaha, Gujarati, Soomaali, Urdu iyo Hindi. Fadlan waxaad la xiriirtaa Waaxda Suuq Geynta (Marketing Department) ee laga helo 01925 400 100.

এই ডকুমেন্ট বা দলিলটি নিচের ভাষাগুলোতে পাওয়া যেতে পারে: বাংলা, চীনা, গুজরাতি, সোমালী, উর্দু এবং হিন্দি। দয়া করে মার্কেটিং ডিপার্টমেন্টের সাথে 01925 400 100 নম্বরে যোগাযোগ করুন।

यह दस्तावेज़ निम्नलिखित भाषाओं में उपलब्ध किये जा सकते हैं: बंगाली, चाईनिज़, गुजराती, सोमाली, उर्दू और हिन्दी। कृपया मार्किटिंग डिपार्टमेंट के साथ 01925 400 100 पर सम्पर्क करें।

આ દસ્તાવેજ ન ચેન ભાષાઓમાં મેળવ શકાય તેમ છે:- બંગાળ , ચાઈન ઝ, ગુજરાત , સોમાલ , ઉર્દૂ અને હિન્દી . મહેરબાની કરીને માર્કેટિંગ ડિપાર્ટમેન્ટનો 01925 400 100 પર સંપર્ક સાધો.

此文件能以下列語言提供：孟加拉文、中文、古賈拉提文、索馬里文、烏爾都文、印地文。
請致電01925 400 100與營銷部聯絡。

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