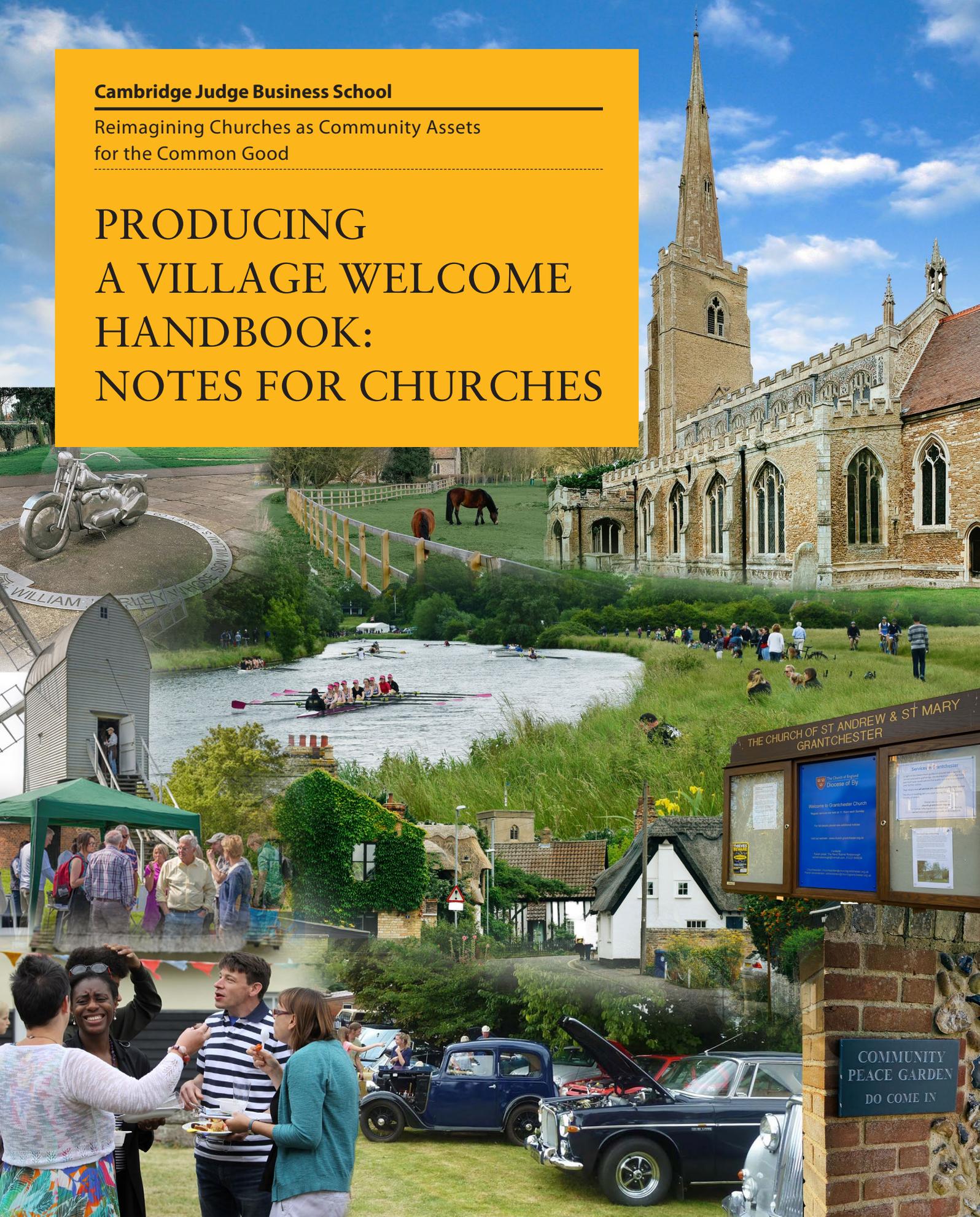


**Cambridge Judge Business School**

Reimagining Churches as Community Assets  
for the Common Good

# PRODUCING A VILLAGE WELCOME HANDBOOK: NOTES FOR CHURCHES



# WHY A VILLAGE WELCOME HANDBOOK?



Most of us are familiar with the stresses of moving to a new house – the long list of tasks from redirecting mail, to working out where the nearest shop is in your new area or which GP is accepting new patients, whilst still trying to find which box you packed the cutlery in! Some local Councils do produce welcome guides for new residents, but they can miss out **the gems of information that only existing residents know.**

**REACH Ely case studies** have revealed many benefits of having a village welcome handbook produced by churches. The handbook or a booklet is the perfect **opportunity for a church to welcome new people to an area, provide support and make a valuable connection.**

Producing a welcome booklet could be a relatively easy way to attract new members to your congregation, or to simply ensure your church is recognised and valued as a central part of the local community for all residents. It could help to build wider support through volunteering, fundraising and attendance at community events.

# TEMPLATE ACCOMPANYING NOTES

## GENERAL TIPS

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Designing material can be a lot of fun and it is really easy to get carried away using different fonts, colours and styles of layout.

When the focus is on conveying information, it is best to **keep the design simple**. If you use too many different font styles, colours and layouts it draws attention away from the content and can become difficult for people to follow.

**Templates** have been created to help you, but if you do wish to personalise them, remember the following – fonts, images, focus, software and format.

## FONTS

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**Font types:** Use no more than one or two different types and sizes of font. Select either Serif (with extending features) or San Serif (without extending features) typefaces, or a combination of both, for example, when San Serif is used in titles and Serif is applied to body text.

**Colour** can be used in the main title, otherwise it is best to stick to black. Take care when selecting some of the more unique fonts; *Chiller*, for instance, might look interesting but the splatter style font is generally used for Halloween and other 'scary' events.

**Examples of Serif fonts:** Cambria, Garamond, Georgia.

**Examples of San Serif fonts:** Gill Sans MT, Calibri, Helvetica.

## IMAGES

Use a couple of good quality images to add interest on the first and last page. If you have any nice **historical images** these should be left to the final page. It is best to use a recent image of your village/town on the front page.

### What is meant by a good quality image?

- It is in focus and is straight (avoid images taken at strange angles)
- The subject has not been cropped awkwardly
- It is recognisable – use a picture of a viewpoint/location that people can easily find and identify
- It is a high enough resolution that it can be enlarged without becoming blurry.

Choose a **natural focus point** like a village green, the main high street, key village landmark or a decorative village sign. Sections of the welcome booklet can feature **related images** – ideally all showing people in action using village facilities – to accompany the text. Remember this is a guide to your town/village, so it is best to avoid using, for example, an image of just the parish church. If, however, the church is really the only feature in your area, try to use a picture that communicates something about the church's role in the community, i.e. an image taken at an annual community event or during snowdrop season.

### Permissions

Make sure you have permission to use images and credit them appropriately. Avoid trying to insert images into the text as it can look 'cluttered'. If you are not confident with formatting text around images, you can end up with a lot of wasted space in your document.

## FOCUS

**Place-focused:** Avoid sending out a parish booklet to each village/town in your area. It is better to produce a guide for each location, even if most of the content is the same. It makes for a much nicer welcome if the focus of your booklet is on the place a person has moved to, rather than a larger neighbouring place.

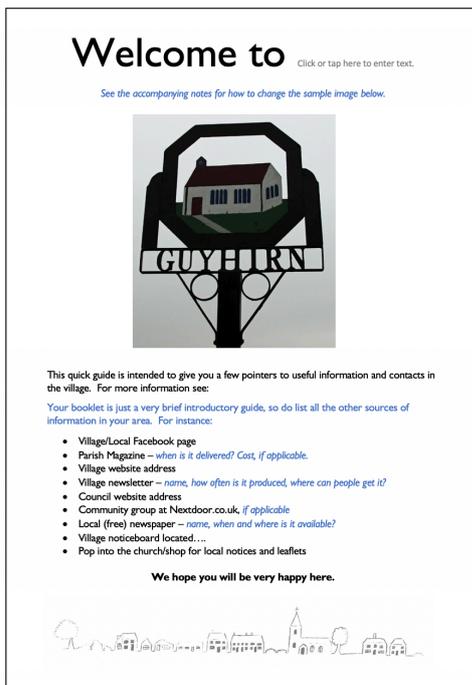
**Up to date:** The welcome booklet should be updated as and when information changes and completely reviewed once a year.

## SOFTWARE & FORMAT

We advise you to create this booklet 'in-house' rather than paying a professional to do it as it will need regular updating. There are lots of different computer programmes you could use to create it, however, generally best to use something simple that several people are familiar with, so that future editing is easy and not reliant on just one person. **The templates have been created using Microsoft Word**, one is an A4 format, whilst the other is an A5 booklet. The A5 booklet might be more reliant on your computer and printer speaking the same language, but both formats work equally well, it is just down to personal preference.

You could include other things along with the booklet like local takeaway menus, a map of the area, bus timetable, parish/village magazine etc. Try to avoid just handing out lots of leaflets about church events and services.

# USING THE TEMPLATE



Please use the A4 or A5 format Microsoft Word template:

## Main image (first page)

Right-click on the image, select Change Picture, select where your picture is located (if it is saved on your computer select From File), find your picture, double-click and it should appear in the document. This method should retain the formatting, but if it doesn't simply right-click on the image, then select Wrap Text and select Top and Bottom.

## Footer Image (first page)

This image appears greyed out on screen because it is in the footer. Go to Print Preview to see how it will look when printed. To remove/change this image, simply double-click on it to open the footer, select the image and then press delete. Double-click on the main text to close the footer.

## Before printing

Remember to delete all the notes/instructions (*highlighted in blue*) in the template.

It is good idea to get someone who hasn't been involved in writing the welcome guide to read it.

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**REACH Ely (Reimagining Churches as  
Community Assets for the Common  
Good)** is a multi-partner research project  
that aims to help communities make  
fuller use of their churches.

*The project is implemented by*  
**Centre for Social Innovation at  
Cambridge Judge Business School  
and the Diocese of Ely**  
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**Cover photography collage:** *The Harley motorbike in Littleport, Horses in Great Abington, Tower of St Wendreda's church in March, Community event in Bartlow, Fen Ditton meadows and the River Cam, Grantchester church noticeboard, High Street in Histon, Social event in Trumpington, Car show in Feltwell, and Community Peace Garden in Linton.*

**Photo credits:** *Timur Alexandrov, Trumpington, Bartlow, and Feltwell churches.*

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