



Parish Communications Audit – Checklist

The main message we want others to see, hear and experience is : -			
Do others see, hear and experience our main message ..	Things to look at, questions to ask		Comments
<p>1. In the churchyard?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> Perhaps</p> <p><input type="checkbox"/> No</p>	<p>Grassed areas : -</p> <p>Pathways : –</p> <p>Illumination: -</p> <p>Noticeboard:-</p>	<p>Overgrown</p> <p>Litter free</p> <p>Smooth or potholed</p> <p>Access for wheelchairs?</p> <p>Floodlighting?</p> <p>Footpaths/steps lit?</p> <p>Visible from road?</p> <p>Up to date</p> <p>Welcoming, clear, well lit, modern clear attractive font?</p>	
<p>2. In the porch?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> Perhaps</p> <p><input type="checkbox"/> No</p>	<p>Porchway:-</p> <p>Noticeboards:-</p>	<p>Welcoming? Clean?</p> <p>Photographs of people – church, community</p> <p>Welcome sign with Information about services, activities, clergy, wardens</p> <p>Up to date</p> <p>Locked or open</p>	
<p>3. In the building?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> Perhaps</p> <p><input type="checkbox"/> No</p>	<p>First impressions</p> <p>Noticeboards</p> <p>Literature</p> <p>Signs and displays</p>	<p>Welcomers /guides</p> <p>Clean, tidy and well ordered, warm, well-lit?</p> <p>Guides, written or on CD</p> <p>Flowers / plants</p> <p>Banners /paintings</p> <p>Up to date, attractive, photographs,</p> <p>Welcome leaflets. Information for newcomers clearly laid out</p> <p>Booklets on aspects of life and faith?</p> <p>Helpful signage and information</p> <p>Occasional exhibitions, displays</p> <p>Chapel, space for private prayer</p> <p>Prayer candles</p> <p>Sound system/induction loop,</p>	

<p>4. In the worship?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> Perhaps</p> <p><input type="checkbox"/> No</p>	<p>Language and liturgy – service style/time</p> <p>Music – drama</p> <p>Use of visuals /slides /icons</p> <p>Service sheets</p> <p>Large size print for visually impaired</p> <p>Hearing loop</p>	
<p>5. In your publications?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> Perhaps</p> <p><input type="checkbox"/> No</p>	<p>Parish church logo and consistent style used on notepaper and publications?</p> <p>Magazine – target readership, size, style, articles Together from Diocese</p> <p>Prayer resources</p> <p>Leaflets on baptism, marriage, confirmation, beginners courses, children’s work, mid-week groups and services?</p> <p>Invitation cards for special events?</p> <p>Other publications</p>	
<p>6. In the wider community?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> Perhaps</p> <p><input type="checkbox"/> No</p>	<p>Parish broadsheet, newspaper, or free bulletin</p> <p>Contact with schools, library, surgeries</p> <p>Handbills/posters advertising church events, festivals, Back to Church Sunday, open events</p> <p>Occasional outdoor events – processions, worship, drama, carols</p> <p>Advertising boards</p> <p>Relations with local press and media. Press releases.</p> <p>Other ideas ...</p>	
<p>And finally ...</p> <p>People and Resources</p>	<p>What equipment / training / resources would improve your internal and /or external communications?</p> <p>Can we work with others, ecumenically?</p> <p>What about a Parish Communications officer or team?</p>	
<p><i>Using this checklist on our Parish Communications has helped us to see the following:-</i></p> <p><i>Our Strengths</i></p> <p><i>Our Weaknesses</i></p> <p><i>Our Opportunities</i></p> <p><i>Our Difficulties</i></p> <p><i>In the light of this we Propose to:</i></p> <p>1.</p> <p>2.</p> <p>3.</p>		