



# Keeping you connected

Newsletter

27 June 2025

## From the Executive Director

*A message from Anna Pitt*

Dear colleagues and friends,

This week we had an excellent meeting with the team from **Audience Agency**, reporting on their survey results from 2024. As a reminder, Audience Agency offers a service supporting data collection and audience segmentation. There is a base cost of **£400 per Cathedral** per year, and the **AEC picks up the remainder of the costs** around reporting and coordinating the group. The base survey is agreed by all participants, and there is an option to add in some more site-specific questions. As an example, for the forthcoming survey, the group has agreed to include questions on fundraising which haven't been asked before.

The data gives us insights into **where visitors come from, diversity indicators, motivations for visiting and comms and marketing engagement**. Individual cathedrals have used their individual reports to inform funding bids, exhibition evaluation and foreign language resource provision. The data allows AEC to do sector-wide analysis and benchmarking and to inform our national conversations.

Some of the highlights from the data that I am really happy to share with you all: 96% of visitors rated their overall visit experience as good or very good; 91% of visitors where they paid for entry rated the visit as good or very good value for money; 19% of visitors were from overseas; 13% of people visited with children; and the overall net promote score for the cathedral sector is 78 (as a guide this is considered excellent, the last museum-wide benchmark was 66).

If you are **interested in joining the project, please do get in touch** and I can link you up with the team at Audience Agency. If you could share this information with your existing or incoming Visitor Engagement colleagues, that would be really appreciated.

Warm wishes,  
Anna Pitt  
Executive Director, Association of English Cathedrals

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## News from Our Project Boards

### This Week's Highlights

#### Chapter Training: AEC Introduction to Cathedral Governance

We held another training session at Manchester Cathedral on 7 June and were pleased to welcome delegates from 9 different cathedrals. Following feedback from previous training the Board introduced a new session on **Strategic Risk Management** delivered by Sarah Pearson from the Ecclesiastical Insurance Group. The training in Manchester was the last one chaired by Simon Cowling, who retires as Dean of Wakefield at the end of July. Simon's support and commitment to the Chapter Training Board has been hugely appreciated.

As reported at the AEC AGM, over the past year 71 delegates from 29 cathedrals have attended the training with delegates from a further 8 cathedrals booked to attend the remaining 2025 sessions. There is currently some availability at these. The dates are 25 September (Southwark Cathedral) and 22 November (Leicester Cathedral). <https://www.englishcathedrals.co.uk/resources/events/>. Dates for 2026 will be advertised in the next month or so.

The AEC Executive are looking to recruit new members to the Training Board, which meets quarterly. In particular, a Nominations Chair and Lay Chapter Member. Please do be in touch for further information if this is of interest. [susan.chapman@englishcathedrals.co.uk](mailto:susan.chapman@englishcathedrals.co.uk) or [anna.pitt@englishcathedrals.co.uk](mailto:anna.pitt@englishcathedrals.co.uk).

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## Vacancies and Appointments

- Worcester Cathedral are looking to appoint a Residentiary Canon and Precentor:  
<https://www.worcestercathedral.org.uk/about-us/job-vacancies>
- Sunderland Minster is recruiting for 2 full-time mission enablers including an Intergenerational Music Outreach Mission Enabler:  
<https://sunderlandminster.com/vacancies>

Don't forget, all the job descriptions you share with us are uploaded to the CAFA website and can be accessed here: <https://cathedralcafa.org/request-login/>

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## Training & Conference Opportunities

Upcoming events and learning opportunities:

- You will have received details of the **CAFA Conference: 'Hearts for Mission; Minds for Money'** being hosted at Peterborough Cathedral 22-24 September 2025. Please note the deadline for booking is **30 June 2025**.

## Interesting Reports & Information

ALVA have shared the resources from their recent session with HEads of Marketing:  
<https://www.dropbox.com/scl/fo/k1f6b7698ngk01cwg1mqn/AEs11cVumAuC1wgVxBtPISc?rlkey=suxjiig6q2op2zhorrchwm73q&st=5q8or4ld&dl=0>

The Historic Environment Forum have shared their Heritage Resilience Plan and it is a very interesting read: <https://historicenvironmentforum.org.uk/wp-content/uploads/2025/06/Heritage-Sector-Resilience-Plan-2025-35-HSRP2.pdf>

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### Don't Forget...

- The CAFA website is an excellent portal for the storage of bespoke and template policies, job descriptions and plans. Any number of colleagues from your cathedral can register for free: <https://cathedralcafa.org/request-login/>
- To book for the **CAFA Conference 22-24 September, Peterborough Cathedral: Hearts for Mission, Minds for Money**. All details including booking form can be found on the CAFA website. Please book by 30 June. Bursaries available.

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### Stay Connected

Have news to share in next week's edition? Let us know by Wednesday at midday.  
Contact: Anna Pitt – [anna.pitt@englishcathedrals.co.uk](mailto:anna.pitt@englishcathedrals.co.uk)

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