

A useful checklist for carrying out a communications audit

Look at the outside of the church. What message are people getting from:

- Pathways
- Churchyard
- Lighting
- Noticeboard

Questions to ask: Are they clear or cluttered? Up to date, or out of date? Welcoming or hard to access?

In the porch, look at:

- Noticeboards
- Porchway

Questions to ask: is it welcoming and clean? Are there photographs of people in the church community? Is their information on services and activities? Is it easy to find out how to contact clergy and churchwardens? It is open or locked?

Inside the church what are your first impressions of:

- Welcome
- Noticeboards
- Literature
- Displays

Questions to ask: Is it welcoming and well lit? Tidy or cluttered? Are there guides and information on services readily available? Is there information for newcomers? Helpful signage? Are there prayer candles or clearly marked space for people wanting to engage in private prayer? Are there booklets on faith for those wanting something to take away or study in private?

In worship consider:

- Language and liturgy
- Use of music
- Use of visual aides
- Hearing loop
- Large print in booklets
- Service sheets

Questions to ask: Is the worship accessible to newcomers? Is it accessible to those with disabilities? Does it engage with a wide age range? Are there facilities for families?

In publications look at:

- Magazine

- Notepaper
- Noticeboard
- Website
- Service Sheets
- Prayer resources
- Leaflets on baptism, marriage etc
- Invitation cards
- Other material than can be picked up

Questions to ask: Is the style consistent across all publications, in font and format and colours, and use of logos? Is the language accessible? Is the material up to date?

Communicating with the wider community:

- Website
- Columns in local press
- Press releases
- Posters advertising events

Questions to ask: Are your publications outward looking? Do they avoid jargon? Are they inviting to a casual user or member of wider community, village, town etc? How often do you contact your local media? Do you have good relations with the local newspaper? Do you have anyone who has been designated to build good relations with press?

And finally, consider what equipment, resources or training might help to do communications better?