

What does your notice board say about your church?

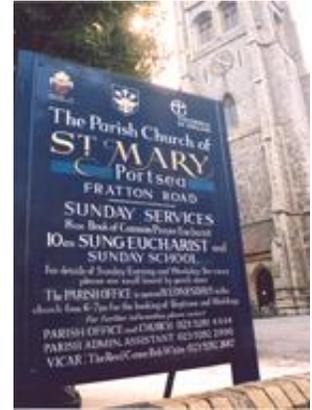
Church notice boards are valuable methods of communication – to both the congregation and the wider community. These guidelines will help your parish make the most of them.



Good notice boards are vital if you're interested in attracting newcomers.

Bad ones can give the impression of a church that doesn't care or is out of touch.

Some are smart but overcrowded; some are old fashioned; some are in the wrong place.



LOCATION

Where you place your notice board is vital. Think about how people approach the road in which your church building is situated, and which direction most people are likely to be going in. Usually the best location is on the very edge of the church's property, facing the road at an angle to attract the attention of passers-by and drivers.

You may need two similar boards to catch the attention of those coming from different directions. Boards erected on the side of church buildings are often too far away for people to read. Make sure trees and shrubbery won't obscure any part of the board.

STYLE

Some information won't change frequently and some will. The best solution is to have one section that's fairly permanent (text/images painted on a wooden board or set in metal), and one that allows posters to be changed regularly (a glass- or perspex-fronted section).

Find a style that fits the message the church wants to convey, and use the same design on everything - noticeboards, publications, websites.



CONTENTS – Less is more!

The fewer words you use, the bigger they can be and the more memorable they are. Among the items that should be included are:

- The name of the church (not the name of the parish).
- Sunday services. Keep it simple – a complex list of different services on different Sundays of the month won't be remembered. Details of weekday services



should be listed elsewhere, eg a board nearer the church porch.

The use of symbols, eg to denote family services or BCP services, may be appropriate.



- The diocesan logo – to indicate that you're both part of the diocese and part of the C of E.
- Parish logo – if you have one.
- Contact details. The address and/or phone number of the vicarage and/or parish office should be given. The name of the incumbent may not be relevant.
- Website and social media addresses.

UPDATING

People's attention is often only caught because something about a notice board has changed. Regular updating of the posters pinned into the glass-fronted sections of the boards is therefore vital. A3 posters are best, as they can be seen from further away. Could someone from the congregation do this job?

Regular maintenance of the notice board itself is essential. And check how the firm constructing your notice board will handle eventual changes to the 'permanent' information.

LEGAL REQUIREMENTS

New notice boards or substantial changes to existing notice boards need the granting of a faculty and sometimes require planning permission (if in excess of 1.2 square metres).

Inform the Archdeacon and consult on any legal requirements. Advice is also available from one of the communications officers: communications@leeds.anglican.org