



A STEWARDSHIP TOOLKIT for the Rural Church



Tool 2 : Calculating Your Footfall

This tool is a useful way of understanding the level of contact your church is making. Sometimes we can miss just how many people the church is in touch with, and become discouraged by small Sunday attendances.

This tool is a little like the concept of a web-counter, counting the number of visits to an internet web-site. A site may be visited during a month by 10,000 people, but the site owner will not immediately know whether that is 10,000 people visiting just once, 5,000 people visiting twice or 10 fans visiting 1,000 times each.

Overleaf is a simple template to fill out. If you don't know exact answers, feel free to make the best guess you can.

You may find that this is a surprisingly large number! If so, do pause to thank God for this degree of contact and celebrate it!



Calculating Your Footfall :

Sunday services :

Either :

i) Add up Sunday attendances during the past 52 weeks from the register (this is the most accurate) OR you can get an approximate number from

ii) Average Sunday Attendance for October x 13

Weekday services :

Average Attendance x number of weekday services a year

Baptisms, Weddings and Funerals

Add up :

i) Baptisms : total attendance during last year

ii) Weddings : total attendance during the last year

iii) Funerals : total attendance during the last year

Note : only count Baptisms that took place outside a Sunday service

Other users of the Church building :

Add up :

i) School use : total attendance during the past year

ii) Concerts or other events :

iii) Tourists : estimate from the visitors book (only around 1 in 8 visitors will sign)

iv) Other

Users of the Church Hall : (only count those at events which have a "church" connection)

Other contacts :

Pause to consider how the church is in contact with the community, including things like the vicar or lay people giving school assemblies, the church fete or other community events put on by the church, pastoral visiting, services in retirement or care homes etc. Even if you can't accurately quantify these, you may be able to make an educated guess.

Finally add up all of the above to come up with a grand total for the number of contacts the Church has had during the past year.

GRAND TOTAL OF PEOPLE CONTACTS