

# Green Pilgrimage Study Visit Report

## Pilgrimage in Kent – New Approaches

Canterbury June 11<sup>th</sup> – 15<sup>th</sup> 2019

Pilgrimage is a growing phenomenon and is one of the fastest growing segments of the travel industry (UNWTO, 2015) with more than 300 million pilgrims every year. Pilgrimage is also a concept with increasing appeal for a wide variety of causes and issues. There are pilgrimage festivals, pilgrim walks, pilgrim poems, films, businesses and even political campaigns using the pilgrimage theme to increase awareness of issues. This study visit explored this variety of modern manifestations of a medieval theme. Stakeholders and managers from all the partners attended.



## Day 1 Pilgrim in Kent – New Approaches Conference. Tuesday 11<sup>th</sup> June 2019



The conference took place at the Abode Hotel in Canterbury, Kent. The conference was attended by partners and stakeholders including additional Kent based stakeholders involved in pilgrimage development. All conference presentations are available on the Green Pilgrimage Website

**Catherine Bradley, Green Pilgrimage Project, Kent County Council**, opened the conference.

**Very Revd Dr Robert Willis, Dean of Canterbury Cathedral** welcomed visitors and presented an open and welcoming interpretation of Pilgrimage.

**Amanda Cottrell OBE, Patron Visit Kent and Produced in Kent and Trustee of Canterbury Cathedral** welcomed visitors and emphasised how important pilgrimage was to local food and produce as well as heritage and tourism.

**Graham Rusling, the Public Rights of Way and Access Manager at Kent County Council.** Kent has over 6000km of public rights of way - footpaths open to all that traverse farms, gardens, countryside and forests. Most of the network is based on ancient walking routes and connect sites of pilgrimage such as medieval churches. Graham explained this unique heritage, its history, and its modern value. This is a unique selling point for UK tourism that is little presented as a tourism offer. In the UK it is seen more as a statutory burden rather than an internationally important asset.

**Dr Guy Hayward of the British Pilgrimage Trust presented the** Charitable Trust and their core goal to “advance British pilgrimage as a form of cultural heritage that promotes holistic wellbeing, for the public benefit.” The Trust enjoys high profile patronage and has been very successful in promoting media interest in their activities. Dr Hayward explained the ethos, operation, and objectives of this very modern pilgrimage charity. An interesting discussion was had regarding the nature and purpose of pilgrimage.

**Carlo Laurenzi OBE of the The Confraternity of Pilgrims to Rome presented this charity.** Founded in 2006 the CPR is a charitable, non-denominational organisation dedicated to promoting pilgrimage to Rome on foot, bicycle or horseback from Canterbury to Rome along the Via Francigena and on other historical pilgrim routes. CPR will present their objectives, achievements and future ambitions focusing on how grassroots organisations can support pilgrimage. CPR asked if local authorities can support better with signage, promotion, and visitor and accommodation data.

**Eugene Ling. Pilgrimage Coordinator, Connections in St Martin's in the Field** gave a delightful presentation about the The Connection at St Martin's in the Field charity which helps over 200 homeless people in Central London every day. Now celebrating its 29th year, The Connection organises an annual Pilgrimage from London to Canterbury to raise money and awareness for the charity. This four day walk from the steps of St Martin's along the Pilgrims Way covers 74 miles. Eugene Ling will explain the history and contemporary relevance of this very modern pilgrimage. The walk raised around £60,000 per year for the charity but also was significant in raising awareness. 2020 is their 30<sup>th</sup> anniversary year.

**Anna Pincus. Refugee Tales** gave a very moving talk regarding the Refugee Tales which is an outreach project of Gatwick Detainees Welfare Group inspired by the experiences of men held in immigration detention at Gatwick. Refugee Tales organise walks in solidarity with Refugees, Asylum Seekers and Immigration Detainees. As the project walks it reclaims the landscape of South East England for the language of welcome, and everywhere it stops it is met with hospitality and enthusiasm. Working directly with those who have experienced the UK asylum system, and taking Chaucer's great poem of pilgrimage as a model, established writers tell a series of tales en route. Anna will explain how the theme of pilgrimage through Chaucer has inspired a political movement. The work of the project drew particular interest from Sweden who would like to establish something similar there.

**Andrew Kelly. Augustine Camino** gave a talk on the Augustine Camino pilgrim walk which is full of beauty, wonder, sharing and tradition; from Rochester Cathedral, past medieval Aylesford Priory and Canterbury Cathedral to the Shrine of St Augustine in Ramsgate. Andrew Kelly is the creator and promoter of this new route with a strong pilgrim theme. With a professional background in marketing Andrew has developed, promoted and built a business around this fascinating route. Andrew shared this journey from idea to business to inspire Green Pilgrimage regions to support private sector pilgrimage support.

**Victoria Field. The Poetry Practice**

Victoria Field, writer and poetry therapist with a long-standing interest in walking and pilgrimage ran a closing workshop on pilgrimage, wellbeing and literature. Victoria led participants through the concept of a literary journey of wellbeing, poetry and pilgrimage and delivered some taster poetry and reflection activities.

**The conference ended with a discussion facilitated by John Jones of Norfolk County Council. Participants reflected on the diversity and richness of pilgrimage as a theme.**



## Day 2 Site Visit. Wednesday 12<sup>th</sup> June



Participants visit Charing Palace Trust which is trying to preserve a 12 hundred year old pilgrimage complex as a community hub, pilgrimage destination and tourism attraction in the heart of Kent.

Charing Palace Trust gave a presentation of their project and the complexities of a community project working to preserve a heritage asset that does not belong to them. They have been working with the landowner to try and agree future community use of the Charing Palace Trust. They have also been trying to work with Spitalfields Trust to try and work together towards community use. They have also been working with local authorities to raise the issue and funding for further work.

Visitors had the chance to view the Archbishops Palace from the church tower. Some stakeholders had advice to the CPT regarding fundraising and to consider paying for a professional fundraiser.



Lunch was at a Pilgrims Pub, The Dirty Habit, situated on the Pilgrims Way. The manager gave a talk on local produce and walking tourism in the area.



Participants visited the pilgrim church in Hollingbourne and were introduced to some of the activities on a British Pilgrimage Trust walk including church singing, yew tree appreciation, and connecting physically with the church walls. The British Pilgrimage Trust offer a bookable pilgrim walking service which include these kind of activities which are popular with their audience.



The weather turned extremely unpleasant with very heavy rain and so the group split into those wishing to walk and those who didn't. The non-walkers went to another pilgrim pub in Detling for coffees and discussion on Action Plans. The walkers joined Guy Hayward of the British Pilgrimage Trust for a walk on the Pilgrim Trail and North Downs Way from Hollingbourne to Detling. Despite the poor weather we were able to learn about trail management in this section of the National Trail as well as discussing the model of the British Pilgrimage Trust pilgrimages.



Participants then visited Aylesford Priory to discover centuries of pilgrimage tradition including dinner in the beautiful pilgrim's hall. One of the monks gave a presentation on how the Priory greet pilgrims including the services available to pilgrims at the Priory.



### Day 3

#### **Steering Committee Meeting / Stakeholder Visit. Thursday 13<sup>th</sup> June AM**

There is a separate report of the Steering Committee Meeting report. Whilst project partners meet for administrative discussions, stakeholder participants had a guided tour of 'Canterbury Tales'. This showcased how a pilgrim theme can support a modern tourism experience. Stakeholders were very impressed and Norway was particularly impressed and would love a similar product there.

#### **Policy in Practice Workshop: Pilgrimage and Tourism Product. Thursday 13<sup>th</sup> June PM**

Project partners and stakeholders will explore how policy in their regions can support pilgrimage growth sustainably for the benefit of pilgrims, visitors and residents. An expert presentation was given by Emma Clark, Director of Triquest Solutions. The Pilgrimage as a Product workshop looked at how partners can develop the theme of pilgrimage into an actual tourism product ready for market. This is essential for ensuring pilgrimage supports economic growth of their rural areas. Partners reflected on the importance of professional marketing and product development to ensure policies can support themes such as pilgrimage.

The presentation for this workshop is available on the Green Pilgrimage website.

### **Day 4 Pilgrimage Walk and National Trails. Friday 14<sup>th</sup> June 2019**



Thursday the Kent Lead Partner took the Sweden partners and the Norfolk manager to discover the North Downs Way pilgrim route, we looked at:

Local produce on National Trails – increasingly pubs and restaurants on National Trails are promoting local produce and landscape as part of their offer.

Trail management – the Trail Manager for the North Downs Way accompanied the walk and explained how the trail is managed, the signage used and how the trail is promoted.

Local culture and nature assets – during the tour we saw the location of the UK's first Pilgrims Festival in Wye, Kent. We described how local businesses were involved in the festival, the involvement of the church and faith partners, and the involvement of tourists and community groups and residents. We looked at natural assets on the trail including Sites of Special Scientific Interest, National Areas of Outstanding Natural Beauty, woodland, viewpoints and other aspects of interest to tourists and pilgrims. Pilgrim sculptures were visited on the route also

### Day 5 Saturday 15th June 2019 Optional



As part of the Canterbury Pilgrims Festival KCC participants could take part in a number of walks open to the public that explore Kent's pilgrimage heritage. All the walks will finish at St Paul's Church in Canterbury and a celebratory Pilgrims Feast in the church itself. Only KCC partners were able to attend although the festival was well attended by the public and local stakeholders.

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## Programme

### Green Pilgrimage Study Visit

#### Daily Agenda 2019 June 11th – 15th

**Day 1 Tuesday 11th June 2019 Conference Day**

- 09:00 Conference – Abode Hotel, Canterbury. 30-33 High Street CT1 2RX  
17:00 Freetime  
17:30 Evensong Canterbury Cathedral (Optional)  
18:15 Drinks and Canapes Reception. Reverend Dr Emma Pennington, 15 The Precincts, Canterbury Cathedral, CT1 2JJ. Meet at 18:00 Cathedral Gates.  
19:15 Free Time. Dinner recommended at Foundry Brew Pub. 77 Stour Street. Canterbury. CT1 2NR

**Day 2 Wednesday 12th June 2019 Site Visit - wear clothes suitable for walking.**

- 08:30 Charing Palace Trust Tour and Discussion  
Meet outside Kent Museum of Free Masonry  
66 St Peter's Place, Canterbury CT1 2DA  
In the heart of Charing is a twelve hundred year-old gem of historical importance – The Archbishop's Palace. This was once domain of more than fifty Archbishops of Canterbury, host to many of England's kings and witness to some of the most significant events in European history – it is now in great danger of being lost. Participants will meet the trust and view the Palace Complex. Participants will hear about the challenges of local professionals, landowners and stakeholders working together to bring pilgrimage heritage to life in this beautiful Kentish village.
- 12:00 A traditional Kentish Pub Lunch. The Dirty Habit, Hollingbourne  
As well as a delicious lunch participants will meet the Manager of this ancient Pilgrim Pub, they will learn about its pilgrim history, and the walking and environmental projects run by the pub.
- 13:30 British Pilgrimage Trust – Bring your own beliefs.  
3 hours on the trail – wear walking clothes and bring water  
There is a support vehicle for anyone who can't make the whole walk.  
With numerous television, radio and media appearances the BPT have hit the pilgrimage scene by storm with a very unique take on pilgrimage. The BPT was formed in 2014 as a Charitable Trust and their goal is to "advance British pilgrimage as a form of cultural heritage that promotes holistic wellbeing, for



the public benefit.” Dr Guy Hayward, co-founder of the Trust, will treat participants to a unique pilgrimage experience.

- 18:00 Aylesford Priory Pilgrim Tour and Presentation
- 19:00 Pilgrim dinner at Aylesford Priory
- 21:00 Return to Canterbury

### Day 3 Thursday 13th June 2019

- 09:00 All Participants meet at the Abode Hotel, Canterbury. 30-33 High Street CT1 2RX
- 09:15 Green Pilgrimage Steering Committee Meeting (partners only).
- 09:15 Partner Stakeholders visit the Canterbury Tales (stakeholders only)  
This is a quality interactive tour through Chaucer's Pilgrim tales, meeting costumed characters and pilgrims along the way. This showcases how the Pilgrimage theme can translate into a modern and enjoyable tourism experience.
- 12:45 Lunch. Abode Hotel, Canterbury
- 14:00 Policy in Practice Workshop. Pilgrimage and Tourism Product  
Abode Hotel, Canterbury  
Partners and stakeholders will assess how their policies can be shaped to develop pilgrimage in their regions. An expert led workshop will look at how pilgrimage can engage as a tourism product.
- 17:00 Free time
- 19:00 Dinner at own expense

### Day 4 Friday 14th June 2019 Optional

*Participants can choose between two optional activities*

- 09:30 Pilgrimage Trails  
Join the North Downs Way for a full day of walking showcasing this national trail at its best, its worst and presenting some of the many challenges and successes of a modern day pilgrim route. Ends 16:30

Or

- 09:00 Canterbury Pilgrims Festival will host an **All-day Pilgrim Workshop**  
*Beginning with a mini-pilgrimage, the workshop explores the pilgrimage routes of Canterbury, engagement with natural and built heritage and concludes with a panel of experienced pilgrims reflecting on their pilgrimage motivation.*  
Lead: The Confraternity of Pilgrims to Rome.

Where: Canterbury Cathedral, Clagett Auditorium, Canterbury, CT1 2EH  
Price: £12.00 or free for Green Pilgrimage Project Partners and Stakeholders  
Book: <https://www.eventbrite.co.uk/e/pilgrim-workshop-tickets-60057831591>  
Ends 17:30

**Day 5 Saturday 15th June 2019 Optional**

As part of the Canterbury Pilgrims Festival Participants can take part in a number of walks open to the public that explore Kent's pilgrimage heritage. All the walks will finish at St Paul's Church in Canterbury and a celebratory Pilgrims Feast in the church itself.

Booking required

<https://www.kentdowns.org.uk/our-projects/green-pilgrimage-project/canterbury-pilgrims-festival-2019/>

## **Delegate List and Event Attendance**



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Name	Country	Organisation	Title	Tue Conference 09:00	Tue Reception 18:00	Wed Site Visit 08:30	Wed Site Visit Lunch and PM 12:00	Wed Dinner 19:00	Thur Committee Meeting 09:00	Thurs Stakeholder Visit Canterbury Tales 09:00	Thurs Policy in Practice Meeting 14:00	Friday Walk 09:30
Amanda Cotterell OBE	UK	Visit Kent	Patron	1	1							
Andrew Kelly	UK	Augustine Camino	Founder	1		1	1	1				
Anna Pincus	UK	Refugee Tales	Founder	1								
Dr Guy Hayward	UK	British Pilgrimage Trust	Co-Founder	1		1	1	1				
Eugene Ling	UK	The Connection at St Martins	Pilgrimage Coordinator	1								
Graham Rusling	UK	Kent County Council	PROW and Access Manager	1								
Julia Lewis	uk	Confraternity of Pilgrims to Rome	Kent Representative	1	1							
The Revd Dr Emma Pennington	UK	Canterbury Cathedral	Canon Missioner, Pilgrimage, Canterbury Cathedral	1	1							
The Very Revd Dr Robert Willis	UK	Canterbury Cathedral	Dean of Canterbury	1	1							
Victoria Field	UK	The Poetry Practice	Director	1								
Tim Owen	UK	Kent County Council	Partnerships Officer				1					

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Anna Hederen	Sweden	Region Ostergotland	Senior Advisor, Regional Development.	1	1	1	1	1		1	1	1
Bess Twiston-Davies	UK	The Times	Journalist , The Times	1								
Emanuel Eriksson	Sweden	Pilgrim Centre Vadstena	Pilgrim Development	1	1	1	1	1		1	1	1
Jessica Hallros	Sweden	Vadstena Municipality	Managing Director, Destination Development	0		1			1		1	1
Luigi Del Prete	Italy	Salento Community	Community Pilgrim Host	1	1	1	1	1		1	1	
Mr Sebastien Catanoiu	Romania	Vantori Neamt Natural Park	General Director	1	1	1	1	1		1	1	
Per Gunnar Hagelien	Norway	Dale Gudbrands Gard Pilgrim Centre	Chief Executive	1	1	1	1	1		1	1	
Andrea Santoro	Italy	Puglia Region	Pilgrimage Project Coordinator	1	1	1	1	1	1		1	
Angelofabio Attolico	Italy	Puglia Region	President, South Cultural Routes	1	1	1	1	1				
Are Skjelstad	Norway	National Pilgrim Centre	Senior Advisor	1	1	1	1	1	1		1	
Berit Lanke	Norway	Diocese of Canterbury	International Consultant	1	1	1	1	1	1		1	
Catherine Bradley	UK	Kent County Council	European Project Manager, Kent Downs AONB Unit	1		1	1	1	1		1	
Doru Tudorache	Romania	Romanian Institute for Tourism Research and	Senior Researcher	1	1	1	1	1	1		1	

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		Development										
John Jones	UK	Norfolk County Council	Director of Environment	1	1	1	1	1	1		1	
Karen Adams	UK	Diocese of Canterbury	Partnership Development Officer	1	1	1	1	1	1		1	
Lisa Skjellfjord	Norway	National Pilgrim Centre	Project Leader	1	1	1	1	1	1		1	
Niki Taigel	UK	Norfolk County Council	Project Officer	1	1	1	1	1	1		1	1
Peter Morris	UK	North Downs Way National Trail	Director	1	1	1	1	1	1	1	1	
Rodica Trifanescu	Romania	Romanian Institute for Tourism Research and Development	Communication Manager	1	1	1	1	1	1		1	
Katie Miller	UK	Kent County Council	Planning Director	Volunteer								
Nicki Batchelor	UK	Kent County Council	Communications Manager	1						1		
Pippa Palmar	UK	Kent County Council	Projects Officer	1		1	1	1				
Anam Islam	UK	University of Surrey	Masters Researcher	1	1	1	1	1				
Chris Howard	UK	Visit Surrey CIC	Chairman	1								
Chris Walker	UK	Explore Kent	Programmes and Communication Manager	1								



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Christine Dier	UK	Maidstone Borough Council	Visitor Economy Manager	1		1	1	1				
Gian Carlo Laurenzi OBE	UK	Confraternity of Pilgrims to Rome	Vice Chair	1	1	1	1	1				
Hilary Adams	UK	Charing Palace Trust	Trustee					1				
Keith Adams	UK	Charing Palace Trust	Trustee					1				
Lea West	UK	Explore Kent	Insight and Campaigns Officer	1								
Mandy Bright	UK	WalkaWhile Ltd	Director	1							1	
Nick Johannsen	UK	Kent County Council	Director, Kent Downs AONB Unit	1	1		1	1			1	
Rob Baldwin	UK	Lyminge	Lyminge Pilgrim Route - Pathways to the Past	1		1	1	1				
Theresa Trussel	UK	British Horse Society	East Kent Representative	1								

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**[www.interregeurope.eu/greenpilgrimage](http://www.interregeurope.eu/greenpilgrimage)**

**Project Partners**

Kent County Council UK

Region Östergötland Sweden

Norfolk County Council UK

Puglia Region Italy

National Institute for Research and Development in Tourism Romania

National Pilgrim Centre Norway

Diocese of Canterbury UK

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