



# THE SHRINE OF OUR LADY OF WALSINGHAM

## STAYING IN TOUCH



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# Some background - who are our pilgrims and visitors?

- The Shrine of Our Lady of Walsingham welcomes around 10,500 pilgrims a year - the majority are from the UK. Pilgrims also come from abroad, in particular, from Sweden, the USA and Australia.
- The Shrine is cherished by all who come here, and is considered a home away from home by many pilgrims. We have established a great rapport and indeed friendships with many of our visiting pilgrims over the years

Our pilgrims include:

- Individuals
- School groups
- Families
- Groups from parish churches
- Clergy study groups
- Pilgrims groups from abroad (in particular Sweden and Australia)
- We also welcome tourists and day visitors



# Foundations for a lasting relationship

- Everyone working at the Shrine is committed to making sure that pilgrims have a memorable, meaningful and restful visit.
- Feedback forms provide opportunities for pilgrims to review all aspects of their stay.
- The Shrine is committed to protecting pilgrims personal information and data and maintaining the trust of everyone who visits us.
- We receive universally wonderful feedback from pilgrims who visit us.



*"I've visited many religious places over the years but this has to be a highlight and a must for anyone looking for peace and tranquillity - whether you are personally religious or not"*  
March 2019

*"Wonderful place in Norfolk to visit at any time of the year. We chose autumn everything about the place is beautiful - I come home feeling very blessed for having had quality time with so many lovely people in such a spiritual place".*

*Oct 2018*

*"We visited this shrine and really enjoyed the peaceful atmosphere. The whole area is so well kept especially the gardens and pathways for meditating in. The shrine itself has many chantry chapels with information and silence was kept all the time we were there. The centre chapel was full of candles and very quiet. The cafe was very good with very tasty cakes and scones. Will go again."*  
Sep 2018

# What do we do to keep in touch with pilgrims after their visit?

We actively encourage pilgrims and visitors to stay in touch by:

- Inviting them to join our membership – this includes The Society of Our Lady of Walsingham, The Priests and Deacons Associate of the Holy House, and The Walsingham Partnership
- Encouraging them to establish or join a parish cell
- Welcoming them to the Shrine's major pilgrimage events in the year (for example the National Pilgrimage, Youth Pilgrimage and The Pilgrimage for Healing & Renewal)
- Inviting them to join us for our flagship Walsingham Festival which is hosted by different cathedrals around the country every year
- Via our website and via social media - Facebook, Twitter and Instagram.

Importantly, pilgrims also like to:

- Make prayer requests to Our Lady of Walsingham
- Light a lamp in the Shrine
- Take a bottle of holy water home
- Purchase a keepsake from the Shrine Shop
- Make a donation in response to an Appeal
- Fundraise for the Shrine

# Our membership

There is a huge amount of loyalty and affection for the Shrine, and we offer pilgrims affordable membership packages so that everyone can enjoy a closer relationship with us.



Membership packs include the *Walsingham Review* (published twice a year), Easter calendars, the Shrine shop catalogue, a pilgrimage season programme, and bespoke membership badges. We also keep in touch with pilgrims via email communications.

# Society of Our Lady of Walsingham and Priests & Deacons of the Holy House

We have three membership bands:

## The Society of Our Lady of Walsingham

Members of the Society (which number approximately 5,000) are a cornerstone of our membership. Members undertake to say the Angelus every day as a way of remembering the Shrine in their prayers.

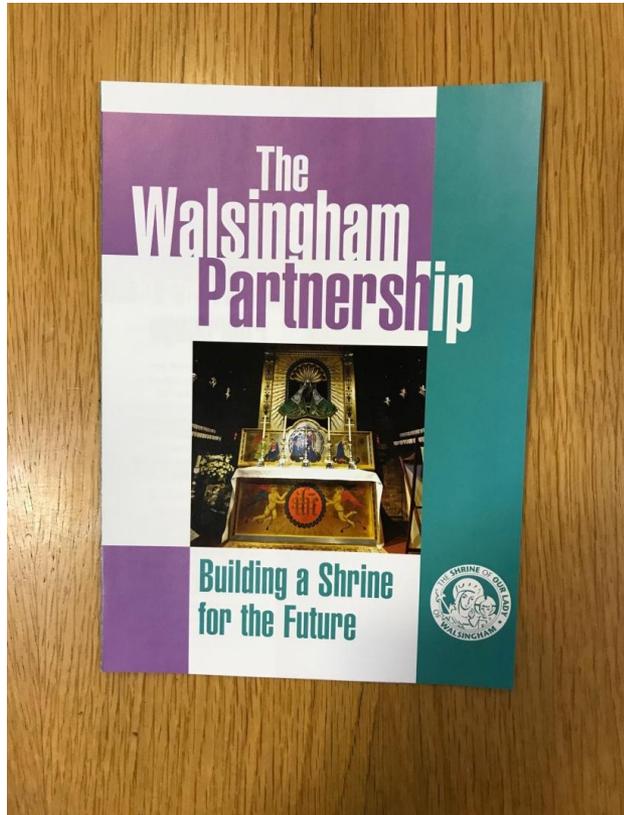
## The Priests and Deacons of the Holy House

Priests and Deacons of the Holy House (numbering 1,900) receive all the benefits of membership and also a Mass and Service Book. They also undertake to say a monthly Mass for the Shrine with their congregations.

We are in close contact with a large network of Anglican priests who are encouraged to promote devotion to Our Lady and bring groups from their parish to Walsingham.

The joining subscription to the Society of Our Lady or the Priests & Deacons is £10 (single membership) or £15 (married couple – Society only) which covers the membership pack, membership badge and special mailings.

# The Walsingham Partnership



Members of The Partnership commit themselves to giving more significant support. They also help to raise funds for defined projects; for example providing the funds for the beautiful garden re-design and the Welcome Centre.

In return for their generous support, Partners are annually invited to a Partnership Pilgrimage Weekend and dinner hosted in February by Fr Kevin, the Priest Administrator.

# Cells of the Society

Cells of the Society are a really important part of our outreach.

- One of the ways that pilgrims can stay connected with the Shrine is by setting up or joining a local cell in or near their parish.
- Local cells are asked to promote devotion to Our Lady and observe feast days including the Annunciation and the Assumption.
- Seven members of the Society are required for setting up a cell and each cell has a local superior who must be a Priest Associate of the Holy House.
- Each cell appoints a secretary or cell organiser who:
  - Recruits members of the Cell in their parish
  - Liaises with Shrine staff on issues surrounding membership and visits to the Shrine

The Shrine provides support to those in need of financial assistance where possible.

# Intercessions to Our Lady of Walsingham

Prayer and Intercessions are another important part of "Keeping in Touch". Lighting a prayer lamp, for example, can ensure that your experience of the Shrine is shared by all who visit. Pilgrims and parish groups are gladdened by the knowledge that they and their loved ones are being prayed for.

## **Our Lady's Lamps**

Parishes and individual pilgrims make donations for a dedicated lamp to burn within the Shrine Church or within the grounds. These include the Lamps of the Holy House and of the side chapels and shrines within the Shrine Church.

Some pilgrims choose to also join **The Living Rosary** which offers a more extensive prayer commitment. Priests Associate and Society members who apply to join will be allocated one of the Joyful, Sorrowful or Glorious Mysteries.



Prayers lamps in the Holy House

# Precious Holy Water to take home

The holy water from the Shrine's Well has always been especially important to pilgrims.

The hope of healing was one of the main reasons why pilgrims made their way to Walsingham throughout history and the daily service of Sprinkling at the Well is attended by thousands throughout the year.

Everyone can go home with a bottle of holy water, an important keepsake of a visit to Walsingham.



# Online relationships

- The Shrine's **website** ([www.walsinghamanglican.org.uk](http://www.walsinghamanglican.org.uk)) relaunched in 2017, and receives 24,000 unique page views a month. The site is fresh, informative, and engaging and the online photo gallery is regularly updated.



- The website includes a 'reports and reflection' blog which provides write-ups on major events and other news.
- Pilgrims can join or renew their subscriptions, find out about services, make a prayer request, establish a cell, or make a donation.
- The website is also the landing point for many of our fundraising appeals.

We are investing in a new online shop which will greatly enhance the online experience.

# Anglican Shrine OLW on Social Media

**Facebook** ([www.facebook.com/ShrineOLW/](http://www.facebook.com/ShrineOLW/)) – +3,500 followers and growing fast. Regularly updated, engaging content, is an easy way for pilgrims to find us online. We also have Facebook accounts for Youth Pilgrims, Norton's Cafe and the Shrine Shop.

**Online Facebook Cell** ([www.facebook.com/groups/2204586023/](http://www.facebook.com/groups/2204586023/)) – over 3,300 members. Administered by Shrine staff, it demonstrates the power of prayer requests. Via Facebook, members place prayer requests to the Shrine and the online group.

**Twitter** ([@ShrineOLW](https://twitter.com/ShrineOLW)) – 3,100 followers / following 440 other organisations & individuals. We use photos, news and announcements, links, videos, and hash tags to promote and share the Shrine's activities with the wider church and pilgrim community.

**Instagram** ([olwanglicanshrine](https://www.instagram.com/olwanglicanshrine)) – small-scale at the moment with 283 followers /following 20), this includes high quality photos, engravings, posters, leaflets, and illustrations. We will stream footage soon.

# Further links with pilgrims

## **Volunteers**

It isn't just about the big pilgrimage events – its the day-to-day stuff too.

**Schools and outreach** - We encourage a lifelong relationship with the Shrine from an early age. In addition to special pilgrimages for young people and families, we work with schools to promote students' spiritual, social and moral development with a special emphasis on Christian faith.

## **Shrine Shop**

Integral to the Shrine and hugely popular with visitors, the Shine Shop stocks a wide selection of statues, rosaries, crucifixes and icons. More generally the shop sells cards and books covering a wide range of Christian subjects.

## **Media relations**

We are committed to building strong, positive relationships with local, national and international press and media.

# Last thoughts...

- We are looking forward to forging a strong partnership with The Green Pilgrimage Project and all its partners.
- Walsingham can play an important role in encouraging sustainable tourism, and welcoming all pilgrims and visitors from far and wide.
- We have lots of exciting plans to ensure that the Shrine's ministry continues to flourish for many generations to come.
- We are hugely grateful to all our pilgrims, and especially our loyal members, for helping to underpin the Shrine's ongoing ministry and work.