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This booklet aims to assist students who are studying St Paul’s as a tourist venue and iconic & famous location in London. *The Cathedral is primarily here as ‘the Nation’s Church’ and the ‘Mother Church’ of the Diocese of London (Church of England). It is first and foremost a place of prayer and worship.* It is also a thriving business. As it has grown and developed over the past twenty years, Dean & Chapter have sought to develop the creative, informative interpretation of the building and to expand facilities for tourist visitors and worshippers.

Exam specifications place emphasis on the social, cultural, economic and environmental elements of travel and tourism, and as a top London attraction, St. Paul’s seeks to consider these factors in the way it operates. In addition, students are expected to consider how attractions work within a framework of spiritual, moral, ethical, cultural and environmental concerns. This booklet deals with the areas of potential conflict surrounding all business/tourist attraction/place of worship/sacred space issues.

- *Definition of the nature and characteristics of travel and tourism and identification of the factors which have contributed to its growth.*

- *The ability to assess the social, cultural, economic and environmental impact of travel and tourism.*

- *Knowledge and understanding of the structure of the travel and tourism industry, and of the roles of the private, public and voluntary sectors in its development.*

- *Knowledge and understanding of business practice.*

This booklet seeks to address the following study areas:
*(From the AQA GSE specification: Travel and Tourism)*

‘A visit to St. Paul’s and another local attraction, such as Tate Modern, the Museum of London or the Tower of London, can be a useful stimulus for coursework assignments’.
A Tourist History of St. Paul’s

St. Paul’s is the Cathedral Church of the Diocese of London and an important national heritage site. **There has been a Cathedral dedicated to St. Paul on this site since 604.**

The first evidence of St. Paul’s as tourist attraction may be found as early as the eighth century. In 675, Erkenwald was consecrated Bishop of London. After his death he became a saint and his shrine in St. Paul’s drew pilgrims from all over Europe. **Pilgrimage** was the earliest form of tourism. Pilgrims visited shrines in Canterbury, Walsingham and many other places across Britain and in other countries.

When the Cathedral was destroyed by fire and the Danes, St. Erkenwald’s remains were saved, and his shrine restored. When fire destroyed the Cathedral in 1087, yet another one was built on the site!

The Medieval Cathedral was a source of great pride for the people of London. It was even bigger than today’s Cathedral, topped with a spire, which rose to 149m. The popularity of St. Paul’s began to diminish however since no one took responsibility for the upkeep of the vast building. People used the Cathedral as a ‘short cut,’ and even as a market place. By 1588, large cracks had appeared in the stonework. When money and expertise was finally raised for repairs in 1642, the Cathedral was turned into an army barracks during the Civil War.

In 1666 the Great Fire of London broke out and St. Paul’s was badly damaged again. **King Charles II appointed Christopher Wren to design a new Cathedral.** It was completed within 35 years and opened in 1711. Wren’s creation still stands today as testimony to his extraordinary talent and vision. His simple grave in the crypt of St. Paul’s is marked with a tablet inscribed, “**Reader, if a monument you seek, look around you.”**

St. Paul’s became a ‘beacon of hope’ and a symbol of the nation especially when it survived the Blitz in WW2. The photograph of the Dome surrounded by the smoke from incendiary bombs has become a vivid reminder of the horrors of that period. Every year, hundreds of thousands of tourists visit to marvel at the light and space that Wren succeeded in re-capturing; a potent reminder of the enduring significance of St. Paul’s in the lives of people all over the world.
Facts and Figures

St. Paul’s Cathedral receives little money from the government (about £50,000 per year). It is dependant on entrance fees from visitors, donations, and collections taken at services and special events. It also generates income from commercial sales in the shop and restaurant/café and from fund raising projects. People sometimes leave legacies in their wills.

This income covers the day to day running of the Cathedral, but stone cleaning and restoration work requires additional funds. St Paul’s Cathedral Foundation is a fund raising body that works hard to generate donations from corporate organisations/large companies.

*St. Paul’s, like many other tourist attractions, can be affected by circumstances beyond its control.* It attracts approximately 2,500-3,000 paying visitors per day (2011). In the Summer months this can rise to as many as 5,000 per day. An additional 1.2 million worshippers attend services each year.

**Paying tourist statistics are as follows:**

- Visitor numbers in 2000: 937,025
- Visitor numbers in 2001: 837,894
- Visitor numbers in 2002: 781,358
- Visitor numbers in 2003: 704,909
- Visitor numbers in 2004: 713,875
- Visitor numbers in 2005: 729,657
- Visitor numbers in 2006: 724,390
- Visitor numbers in 2007: 710,364
- Visitor numbers in 2008: 760,513
- Visitor numbers in 2009: 811,860
- Visitor numbers in 2010: 810,939
- Visitor numbers in 2011: projected to be 93,000 (as of Aug. 2011)

**The fall in numbers may be due to various factors such as:**

- The UK Foot and Mouth Disease crisis in 2001—prevented travelling
- The USA 9/11 disaster—decrease in flights to and from US/UK
- Economic down turns in the Far east/USA/UK—lack of money
- Transport issues such as underground closures/strikes
- Exterior cleaning 2004-2010—scaffolding around the building may have put people off visiting
- The London Bombing 2005—reluctance to travel in and to the city
- The increase from 2009-11 shows that some stability/growth is resumed and reflects new facilities/marketing techniques.
Why are Tourists Attracted to St. Paul’s?

The reasons why people are attracted to St. Paul’s are many and varied and include:

**A Place of Prayer & Worship**

The ministry of welcome and worship is the priority purpose of the Cathedral. Tourists are invited to join in a prayer and blessing every hour, and can attend services free of charge. The daily service of Evensong at 5.00p.m. sung by the Vicars Choral and boys’ choir is particularly popular, as are the Sunday Services. Holy Communion is celebrated daily at 8.00 a.m. and 12.30 p.m. and at other times on Sundays (see website).

**A Place of Pilgrimage**

Since the days of the Shrine of St. Erkenwald, St. Paul’s has attracted pilgrims. Every year many people come from churches around London and the UK to make modern day pilgrimages. They pray and worship in the Cathedral. They can light a candle and offer private prayers. Groups attend services and young people are often brought here as part of their preparation for Confirmation, (when they become full members of the Church of England). Many are confirmed here by the Bishop of London or another Bishop. Priests are often ordained here and some times Priests are made Bishops here (consecrated).

**An Historical Site**

A Cathedral has stood on this site since 604. Many visitors find both powerful and inspiring to visit an historical, sacred site. Many enjoy finding out about the many historical figures who are buried or remembered here. The OBE chapel in the Crypt is used for Baptisms and Weddings by those who have OBE medals from the Queen in their family. Many artists and others are buried or remembered there.

**Architectural Significance and Beauty**

Many just come to explore, experience and enjoy it! It is unique and the interior/dome often makes tourists gasp at the perfection of its proportions and the geometry in its design. It is full of light, symbolising the resurrection of Jesus. Students of architecture study Wren’s blend of beauty and practicality. There is no other Cathedral like this one!
Part of the ‘London Experience’
Situated in the heart of the city, St. Paul’s is a ‘must see’ for many tourists visiting London, simply because of its historical reputation. They combine visits to many other sites including St Paul’s.

Climbing the Dome & Galleries
This is the most famous feature that draws visitors from all over the world. The view over London from the galleries is amazing, and spans 360°. On a clear day you can see for miles in all directions. There is a film offering a virtual climb to the top in the Oculus film room in the Crypt.

Events of International and National importance
The Cathedral is often chosen as the venue for important services and celebrations. It is often nick named ‘the Nation’s Cathedral’. The funeral of Sir Winston Churchill took place here in 1965. It was chosen in 1981 for the wedding of Prince Charles and Lady Diana Spencer, rather than the traditional site of Royal Weddings, Westminster Abbey. Other important services in recent years have been a major celebration of the Queen’s 80th Birthday, the 300th birthday of St Paul’s in 2011, plus services of remembrance for the victims of the terrorist attacks on September 11th 2001, and the London Tube bombings of July 7th 2005.

Memorials and burial sites
There are memorials to famous people in the Cathedral. The Crypt is traditionally a place of burial/memorial. Families of American service personnel who were killed in WW2 often visit the American Memorial Chapel at the East end of the building. In the Crypt are the burial places of England’s Admiral Lord Nelson, the Duke of Wellington, Alexander Fleming, discoverer of penicillin, Arthur Sullivan of Gilbert and Sullivan, to name but a few. There are also memorial plaques to remember those who died in both World Wars 1&2 and other conflicts. Florence Nightingale, pioneer of modern nursing has a memorial.
How does the Cathedral attract visitors?

In recent years the Cathedral has developed strategies for attracting more tourist visitors. It employs a Director of Visitor Services, a Trade, Travel and Marketing Manager, a Press and Communications Officer and Corporate Events staff. At present, the majority of visitors are from overseas. The Cathedral uses a variety of methods to attract visitors. These include:

**Leaflets and brochures** - produced in many languages and available in hotels, tourist information offices, and given out on the street/in the building. Staff attend travel trade fairs and other large scale events hosted by travel companies.

**The Website** - offers information about opening times, services, music, debates, seminars, films of sermons, educational visits, online shopping, special events publicity and an interactive tour of the Cathedral. There is a Facebook and Twitter facility that is widely used by the public.

**Public Relations Activities** - to advertise special events. For example, regular press releases, magazine articles, exposure to TV and radio coverage. The Press Officer works hard to promote St Paul’s.

**Temporary Art Exhibitions** - designed to attract visitors for further visits. Artists are invited to exhibit their paintings/sculptures. These aim to inspire and challenge visitors.

**The Friends of St. Paul’s** - People are invited to pay an annual membership fee to become a Friend of St Paul’s. This generates income.

**Conference Facilities** - a conference suite is available for hire by outside agencies. The Crypt may be hired out for Corporate dinners/functions. These generate income for the Cathedral.
What can a visitor experience?

**Special Events**
Each year the Cathedral hosts special events such as concerts and music recitals. The Forum and St Paul’s Institute host public debates and seminars led by famous authors/speakers/politicians. During Advent, productions of Handel’s Messiah and special concerts are staged. There is drama/dance/music on Lord Mayor’s show day each year. There are special events for families and schools. (See website).

**Filming**
Film & TV companies approach the Cathedral for permission to film documentaries and movies.

**The Café and Restaurant**
These venues offer refreshments and meals to visitors at reasonable prices. Harbour & Jones, a catering company over see management of them. They also cater for conferences.

**The Shop and ‘Oculus’ in the Crypt**
The shop sells high quality merchandise, including postcards, souvenirs, china, books, etc. It is open to all members of the public, free of charge, as is the café. Lavatories are also in the Crypt. *Oculus opened in 2010.* It offers ‘wall to wall’ films that explain the life of St Paul’s today and its history. There is a ‘virtual climb up the dome’ film for disabled visitors. There is also an attractive timeline outside.

**IPOD Audio Tours for Adults and Children & Guided Tours (human guides!)).** These are offered to all visitors who have purchased an entry ticket. See website for current entry fees. The tours are entertaining and enable visitors to learn about the purpose, daily life and history of St Paul’s.
Triforium Tours are available to specialist groups and include a visit to areas not normally open to the public such as the Library and the Great Model room. This area above the Cathedral floor will be converted into an exhibition when funds are available. Fund raising is taking place.

The Schools & Families Department offers a broad range of themed guided visits and workshops to UK school groups for a small charge (see website).

Main Areas of Interest in the Cathedral

Cathedral Floor
- Monuments to Wellington and Nelson
- The Doors of Death
- Statue of John Donne
- ‘Mother & Child’ Sculpture by Henry Moore
- The Light of the World painting by William Holman Hunt
- The Quire ceiling Mosaics
- The East End American Memorial Chapel

Crypt
- Burial sites and sarcophagi of Nelson and Wellington
- Memorial to Florence Nightingale
- OBE chapel with tombs of Wren, and a number of famous painters and musicians.
- Memorials which survived the Great Fire
- Shop & Café/ Oculus film room & Timeline

Foreign Language Facilities
Audio tours are available in: English, French, German, Italian, Spanish, Russian, Chinese and Japanese. There is a special family/children friendly audio tour too.

Guided tours are available in English, and German (at certain times of year).

Guidebooks and leaflets are available in: English, French, German, Spanish, Italian, Japanese, Russian, Chinese.
Blue Badge Guides are permitted to give tours in various languages but are not employed by the Cathedral. Most work for travel agents or tour companies and take their groups on a tour of several London sites, including St. Paul’s.

A year in the life of St Paul’s
Different Types of Visitors

*St. Paul’s attracts a wide range of visitors.* Many visit on their own or as part of a tour group. Families and church groups also visit. St. Paul’s is very popular with international visitors, although most come from North America which caused problems following 9/11. The downturn in the US economy has reduced tourist numbers also.

*Educational visits are also a major feature.* Schools bring groups ranging from Key Stage 1 up to Key Stage 5. They study a huge range of topics. Staff in the schools dept. lead visits and workshops. Universities and Colleges also bring groups studying topics such as art, architecture and conservation techniques for specialist tours. Teachers take part in training sessions and student teachers come on placements.

*Special interest groups,* such as arts & craft associations, women’s groups, and church groups often book a Supertour or Triforium tour. The Museum of London also takes groups round areas of the Cathedral talking about the archaeology of the site.

*St. Paul’s also aims to attract businesses.* Many of the Cathedral clergy are chaplains to the livery companies, and a series of lectures and Business Breakfasts have recently been launched. Conference facilities and the restaurant are used to host events that encourage companies to learn more about the varied areas of the Cathedral’s work and ministry.

*St. Paul’s Cathedral is legally obliged to cater for people with special needs.*

There is disabled access to the building and the Cathedral floor and crypt may be accessed via a lift. Due to Health and Safety/fire regulations, it is not possible to allow wheelchairs up to the Dome and Galleries. A virtual climb film is accessible in Oculus. There is an induction loop system for visitors with hearing difficulties. All public lavatories in the Cathedral include special facilities for the disabled and baby changing areas. Special needs schools are catered for by the Schools Dept.
Visitor Management

Security
The Cathedral does not search visitors on entry but stewards are on duty throughout the building and are in constant radio contact. Visitors are not allowed to leave bags or packages anywhere. All contractors etc are required to enter via the security box in the undercroft. There is an electronic swipe card system in operation for all staff, delivery persons and contractors. Police make regular patrols around the building. For special services, the police will be informed if a VIP is due to attend and the necessary searches and added security are put into operation.

Safety
The Cathedral employs a Health and Safety Officer and a Child Protection Officer. There are policies in place. Training in these areas is given to all staff and volunteers. Numbers of daily visitors are monitored. Stewards and other staff receive Fire Training and evacuation training. First Aiders are available. Access to the Galleries is monitored carefully. There are strict rules about ‘adults to children’ ratios on school visits and climbs up to the galleries. Risk assessments are done regularly. Teachers are required to do their own risk assessments.

The Visits Department
The Head Steward and Admissions Manager oversee the work of the Visits Department. There are also two senior stewards, about 20 full time stewards, and a number of part-time, Saturday, and casual stewards. They work on a rota basis to ensure that the Cathedral is fully staffed at all times when it is open. In addition, ‘Working Friends’ help on a voluntary basis. All Tour Guides receive intensive training.

Customer Records
The Visits, Schools Dept and Forum keep databases of all visiting groups. Computerised booking systems and ticketing/online booking systems are essential in order to ensure a professional, efficient service.

By using databases departments can target specific groups/areas and notify them of any new exhibitions or events that may be on offer. In the case of school groups, for example, the Cathedral is developing a range of trails and resources, to encourage new all age ranges.
Areas of Potential Conflict

St. Paul’s is a place of worship, but often, due to the high numbers of visitors it can feel like a museum/tourist attraction! This can cause tension. Areas of potential conflict include:

**Financial versus Spiritual** - the Cathedral is a place of worship, but needs income from tourists to finance the running and upkeep of the building.

Some people object to paying an entry fee to enter a place of worship. There is no charge for those wishing to attend services. There is also an area set aside for private prayer, to which people can request admission. Every hour of the day, a member of the clergy team asks everyone on the Cathedral floor to be still whilst prayers are said for the people of Britain and the world. They are invited to join in the Lord’s Prayer and are given a blessing. The priests are also available to discuss spiritual matters/problems with visitors.

**Noise** - maintenance of the Cathedral fabric is noisy, making it difficult to hear tour guides. Work cannot be done during services. Much of the work is done during the night. Cleaning (dusting/sweeping etc) has to be carried out throughout the day.

Organ practices and tuning of the organs, concert and choir rehearsals etc take place during the day and can make it hard to hear tour guides.

It is necessary for patience and understanding in a place like St Paul’s. It is a busy and hectic place with so much going on at any one time! Staff try as much as possible to work around all that is going on so that the experience is not spoiled for visitors.
Restricted Opening Times - The Cathedral is not open to the public on a number of occasions during the year because it is being used for special services. Daily services take place and so visits are restricted at those times. Sometimes, services have to be arranged at short notice and the Cathedral will have to be closed with only a few days warning. Sunday is the main day of worship, with five services, so no sight-seeing is allowed. This can annoy tourists, but underlies the necessity of remembering that the Cathedral is primarily a place of worship and prayer.

Business Ethics - It is important that all businesses operating here such as the café, shop etc operate ethically, charging fair prices, paying fair wages, and using appropriate suppliers.

Other Religions - People from all religious and cultural backgrounds are welcomed to the Cathedral. Religious leaders from other world faiths may sometimes take part in National events/services. Many believers from other world faiths feel able to enjoy the prayerful environment and often light candles and be still for a moment. School visits are fully inclusive to all world faiths.

Photography - photography is not permitted within the Cathedral. This encourages people to remember that the Cathedral is a place of worship and promotes a more spiritual atmosphere. People are also asked to switch off their mobile phones in the building.
The Cathedral is a member of the Association of Leading Visitor Attractions—ALVA.

“Members of the Association of Leading Visitor Attractions (ALVA) comprise the majority of Britain's biggest and best known attractions. Between them they welcome over 85 million domestic and overseas visitors each year - some 25% of the visits made annually in the United Kingdom. Current members include many of the UK’s most famous museums, galleries and heritage sites whose international standing makes them a magnet for overseas visitors, as well as mass-market commercial leisure attractions which are renowned throughout the world. They seek to provide people with the highest quality in terms of visitor experience.”

From the ALVA website www.alva.org.uk

This organisation represents the interests of major visitor attractions. It advises the Government and meets regularly to discuss the current UK tourist market and issues.
Travelling to St. Paul’s Cathedral

St. Paul’s is in central London, so it is easily accessible via a variety of routes. Private cars are discouraged from driving through central London and must pay the Congestion Charge, but coaches can park on the South side of the Cathedral. However, groups who have booked for tours can often be late due to the traffic conditions. This means the guides must be flexible.

**Bus Routes:**
No. 4 Waterloo to Archway, every 20 minutes.

No. 11 Liverpool Street to Fulham Broadway, every 10 minutes.

No. 15 East Ham to Paddington, every 8-10 minutes.

No. 23 Liverpool St to Ladbroke Grove, every 15-20 minutes.

No. 26 Waterloo to Ilford, every 8-10 minutes.

No. 100 Elephant and Castle to Shadwell, every 15 minutes.

No. 242 Tottenham Court Road to Homerton Hospital, every 10 minutes.

No. 25 Oxford Circus to Ilford, every 7-15 minutes.

**London Underground**

The nearest Underground station is St Paul's on the Central Line (within Zone 1) which is a five minute walk from the Cathedral. Mansion House, Cannon Street and Blackfriars stations on the District and Circle Line are a slightly longer walk. Blackfriars will be closed until 2012. Bank station is also nearby.
The number of visitors coming to St. Paul’s can add to congestion in central London and the immediate vicinity of the Cathedral. Since the City is primarily a business district, large numbers of tourists inevitably causes difficulties. Congestion at peak commuting times is noticeable. Since the Cathedral regularly attracts VIPs, it is sometimes necessary to close off surrounding streets for security reasons. This can cause disruption and congestion in near by areas.

The large numbers of restaurants, shops and cafés in the streets around St. Paul’s means that the area is thriving. Tourists and workers alike can enjoy a wide range of places to eat, from pubs and coffee shops, to restaurants and takeaway sandwich bars. Both Cathedral and businesses benefit from one another.

There are also a number of other major attractions near St. Paul’s. The Museum of London at the Barbican, and Tate Modern across the Millennium Bridge also bring in many thousands of visitors to the area. We all share each other’s visitors.

St. Paul’s sees itself as important to the life of the City, both as a tourist attraction, venue for events and a place of worship. Emphasis is placed on working with City businesses in partnership to promote ethical working and to highlight spiritual and moral aspects of international business and finance.

A major cleaning and restoration project has just been completed at the Cathedral costing £40 million. This was made possible due to fund raising.

The gardens around St. Paul’s provide a welcome oasis of green in the City. They are maintained to a very high standard by the Corporation of London. Visitors and locals can picnic and sit out in these areas. This is a social facility for everyone.
St. Paul’s Cathedral is a famous, iconic visitor attraction for a number of reasons. This booklet has hopefully offered students an insight into some of the factors which must be taken into account when studying how travel and tourism affect the Cathedral. Although there are virtual guides via the website, to appreciate St. Paul’s, it is a good idea to bring students on a visit to the Cathedral. It is also a site that warrants more than one trip as there is so much to see!

**WHY NOT TRY THESE VISITS:**
‘WHOSE BUSINESS IS IT?’
OR ‘ST. PAUL’S IN A DIVERSE AND CHANGING SOCIETY’. These are great guided visits that get students debating all the issues raised in this booklet. (See KS3-5 brochure on the school visits section of the website www.stpauls.co.uk).

*For those who want to read more about St. Paul’s*, the guidebook, available in the shop, or online at www.stpaulsshop.co.uk contains useful information about the Cathedral. A readable and comprehensive book about St. Paul’s, both it’s history and today, by Ann Saunders is also available.

*There is loads on the website. Look at resources in the Learning & Education/school visits section.*

*Please contact the Schools office on 0207 246 8353 for more information on visits and resources. See our online visits brochures for the range of visits on offer.*

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