



‘For the ups and the downs,
and everything in between’

Changed viewpoint:



Just imagine:

- ▶ Engaging in people's lives
- ▶ Reaching every generation
- ▶ Talking about things that matter
- ▶ Giving an opportunity to meet church
- ▶ Giving an opportunity to hear hope and joy

Times of joy, times of sorrow
Life Events



All the people...



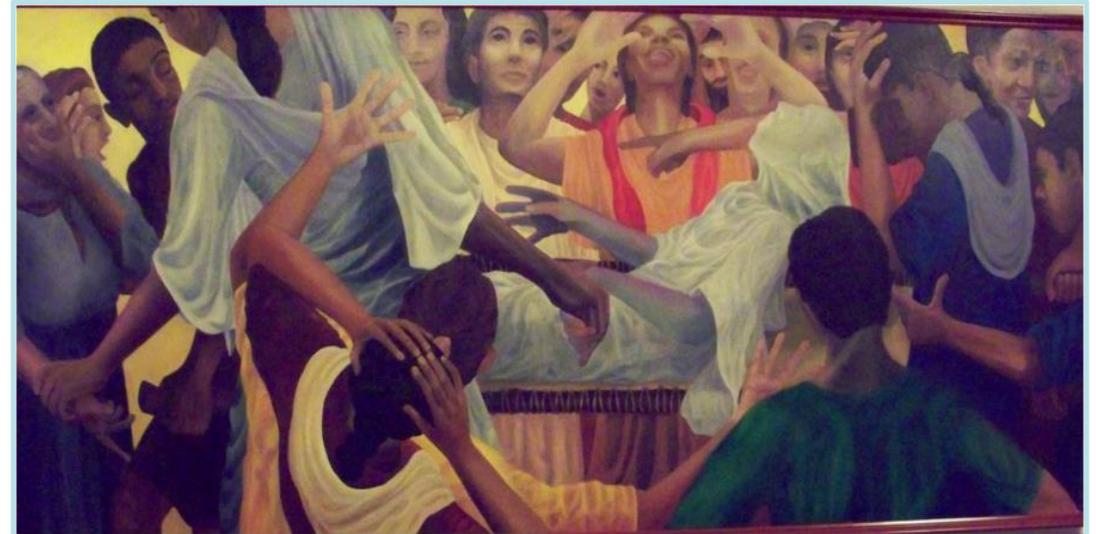
Who do we want to minister to:
Those who ask?
All those on life's journey?



Rooted in [1]:



- ▶ The Gospel – seeds and needs
 - ▶ Jesus was present
 - ▶ Jesus engaged
 - ▶ Jesus transformed the moment

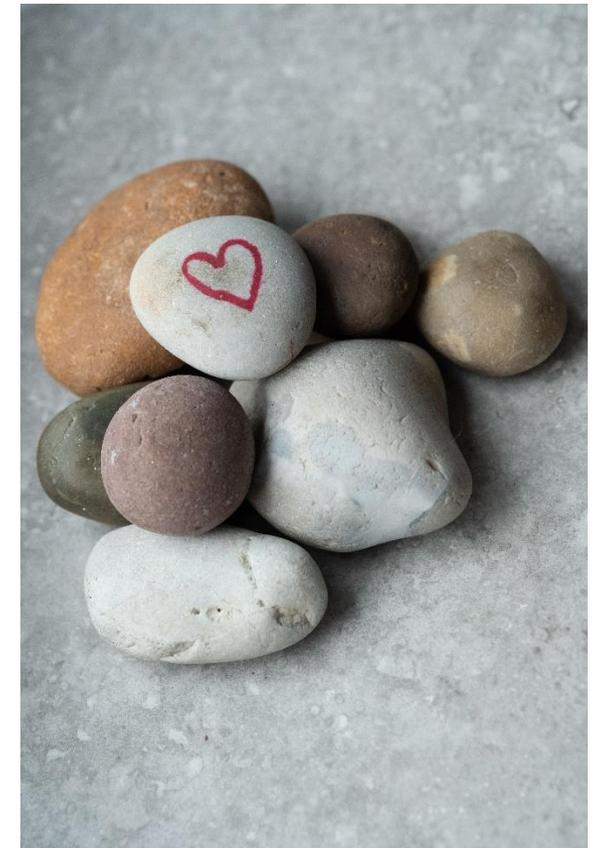


Rooted in [2]:



- ▶ The life of the church – common good, family life
- ▶ The Church of England last decade
research
insight
resources
engagement

The former Archbishop of York, John Sentamu
“Christ is the host, we are his friends, his guests... It isn't your church they are getting married in, it's the church of Jesus Christ, where all of us are guests.”



What it's about:



- ▶ Meeting people in the reality of their lives
- ▶ Helping them know what we do and who we are
- ▶ Understanding what helps them
- ▶ Doing things well
- ▶ Discovering they are loved by God and have a place with God's people

So who *did* we meet?



Meeting people: engagement



People we get to talk to–

- ▶ Weddings – at least a couple!
Coventry : 500 [1000]
- ▶ Funerals [3]: spouse, adult children
Coventry: 1930 [5,790]
- ▶ Baptisms [6]: parents, godparents, child
Coventry : 1060 [6,360]



13,150 people per year in Coventry
directly involved in the event

Meeting people: memories



Friends and family: wide contacts

| | |
|----------------------|---------------|
| Weddings[70] | 47,150 |
| Baptisms [70] | 74,200 |
| Funerals [50] | 91,500 |

212, 850 per year
[36000 Christmas; 43,200 Advent]



The on-going impact:



- ▶ Reach– 51% been to a ‘life event’ service
- ▶ Link – 19% feel connected to church
- ▶ Expectations – 65% ‘expect’ church to be there



Cultural constants:



- Increase in choice
- Celebration, gathering, belonging
- Memorable, personal, experiential
- Post-church
- Pandemic impact

- **People are born, love, die**
- **... we are there for them**
- **God is there with them**



The 'Slimming world' challenge



Just ask

FOR THE DAY. AND ALL THE DAYS TO COME. **JUST ASK.**



A CHILD ARRIVES

A MARRIAGE BEGINS

A LIFE ENDS

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AND ALL THE DAYS TO COME.**



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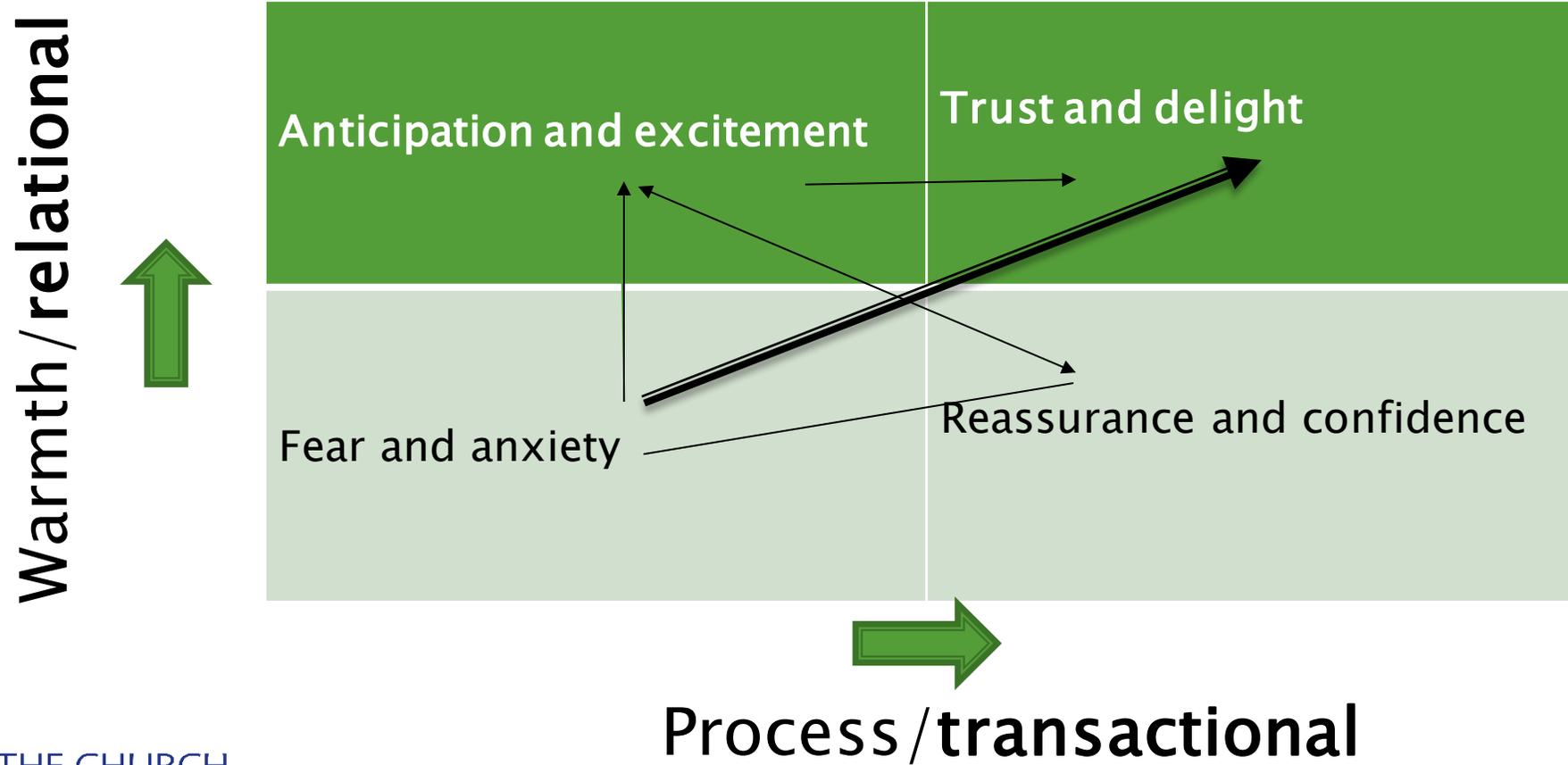


Re-connecting:

- ▶ Using media – all sorts
 - ▶ Community events
 - ▶ New housing
 - ▶ Wedding fairs
 - ▶ Local businesses
 - ▶ Tell stories – make connections
-
- ▶ ‘.. It’s a people thing’ [A God thing...]



Connect and relate:



First contacts:



- ▶ Presence –
websites, noticeboards
- ▶ Language
words and welcome
- ▶ Meetings
warmth and process



Preparing and building:



- ▶ Planning – being part
- ▶ Contact – keeping in touch
- ▶ Prayers – involving everyone



On the day :



- ▶ Significant
- ▶ Special
- ▶ Memorable
- ▶ Warmth
- ▶ Words – home/site
- ▶ Live streaming



All the days to come:



- ▶ Information – events and lifestyle
- ▶ Invitation – specific and targeted
- ▶ Interest – conversations and friendship
- ▶ Involvement – helping out



It's a whole church thing:



Prayer
Welcome
Support
Stories
Neighbourhood



Key insights: baptisms



- ▶ Speaking their language
- ▶ **Responding to serious motives**
- ▶ Valuing special people
- ▶ Making the service memorable
- ▶ Welcoming everyone
- ▶ Supporting into the future



Core messages: weddings



- ▶ Couples take it seriously
- ▶ We do it well
- ▶ They self exclude
- ▶ **The vicar/church really matters**
- ▶ It's personal and special
- ▶ Follow up is wanted and welcome

YOUR CHURCH
WEDDING



Key insights: funerals



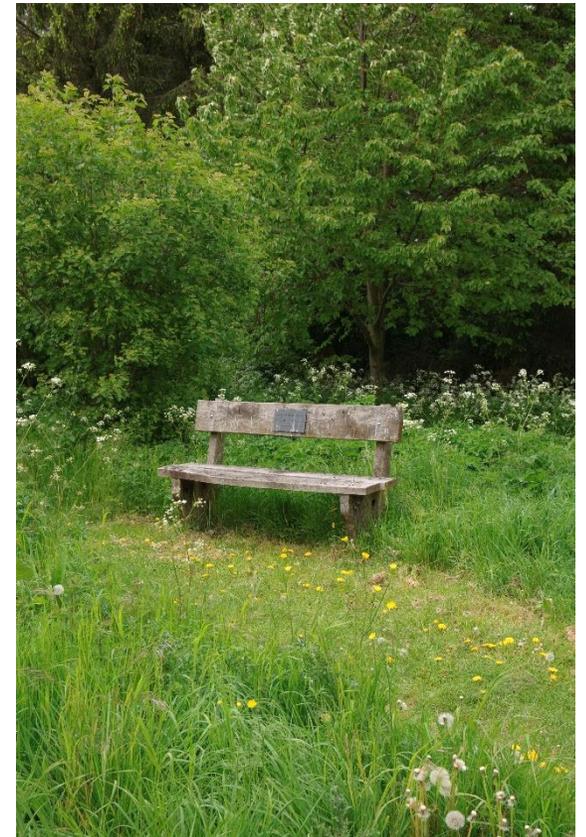
- ▶ We're not afraid to talk
 - ▶ We listen, we pray, we care
 - ▶ We co-create a personal, unique service
 - ▶ **We offer hope**
 - ▶ We're in the community
 - ▶ Wherever, whenever needed
- And we have to build good professional relationships*



Core messages: bereavement/remembering



- ▶ We are there for everyone
- ▶ Use indoor and outdoor spaces
- ▶ **Provide times for reflection/remembering**
- ▶ Importance of ritual and symbol
- ▶ People are multiply remembered
- ▶ We never become 'unbereaved'



From mission to discipleship:



Memories – what do they leave with?

Information: who have they met?

what could they do?

where could they go?

Local experience – national church



Connecting and recovering

- ▶ Discover- who is affected
- ▶ Connect - build relationship
- ▶ Listen- to stories
- ▶ Offer - familiar and new moments
- ▶ Communicate - where you can
- ▶ Publicise - have confidence



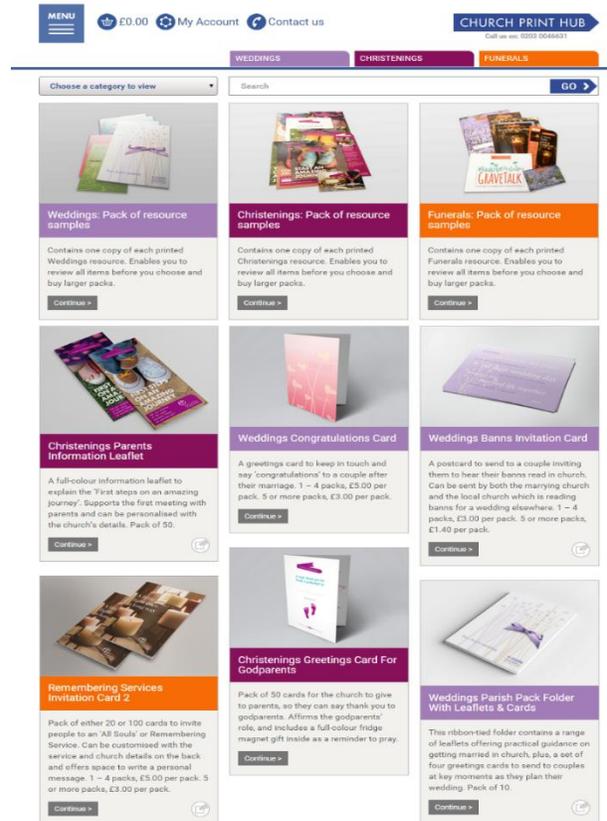
Six key areas of impact:

- ▶ Mission/evangelism
- ▶ Community presence
- ▶ Confidence
- ▶ Church life
- ▶ Discipleship
- ▶ Process and practicalities



ChurchPrintHub:

- An online shop
- Choose
- Order
- Customise
- Delivered



ChurchSupportHub

- Information
- Insights
- Ideas
- Liturgies
- Downloads

The screenshot displays the ChurchSupportHub website interface. At the top, there is a 'MENU' button on the left and a 'CHURCH SUPPORT HUB' header on the right. The main content area is titled 'BAPTISMS: IDEAS' and features a lightbulb icon. Below this, there are several article cards, each with a title, a small image, a brief description, and a 'Continue >' button. The articles include:

- Lavabo towel alternative**: A card with a photo of a towel and a starburst icon.
- Using words from Methodist baptism as extra**: A card with a photo of a baby.
- Personalised baptism candles**: A card with a photo of a family.
- Christening service sheet for children**: A card with a photo of a service sheet.
- Renewing baptism vows with rose petals**: A card with a photo of rose petals.
- A baptism show as a symbol**: A card with a photo of a baptismal font.
- Prayer board**: A card with a photo of a prayer board.
- Praying Together card for parent and baby**: A card with a photo of a card.
- Baptism Doves**: A card with a photo of white doves.
- Prayers for the journey**: A card with a photo of colorful socks.

Each card also includes a star rating and a 'Continue >' button. The website layout is clean and organized, with a clear navigation structure.



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