

# Opening prayer

"This is a time of great dying and the church should be right in the thick of it helping all who need help – in any way they can"

Research respondent 2021

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# Everyone's ministry

- Our vocation
- Our experience
- Our heritage
- Our Gospel
- Do what you can..





#### What we will cover:

- Focus on new research: Benita Hewitt
- Impact of bereavement
- Connections and action
- ChallengesQuestions -enter any time during the chat







# All the people...

Who do we want to minister to:

Those for whom we take funerals?

All those who are bereaved?







# Why this research?

- Impact of the pandemic
- Insights into opportunities
- Confidence
- Support with decisions
- Understanding about grief





#### What did we do?

- Survey with 2008 people aged 18-75
- Nationally representative
- On-line in January 2021
- 15 minute questionnaire
- CofE not revealed as sponsor







#### Numbers:

- Total deaths in 2020: 570,000 [2019: 512]
- In 2019: the CofE conducted 115,550 funerals [-22%]
- -35% decline in crematoria funerals
- Over 91% have experienced the death of someone in the past 5 years





# Impact of the pandemic

#### On grief:

- 62% (over 25 million people) have experienced the death of someone
- 27% (over 11 million people) have experienced the death of more than one person.
- On Funerals:
- Over 600,000 have had restricted funerals





#### Restricted funerals:

- □ 7 in 10 of those who experienced someone's death were not able to attend funerals
- More than 8 in 10 agreed people haven't been able to say goodbye properly or fulfil funeral wishes
- 4 in 10 said funerals were live-streamed

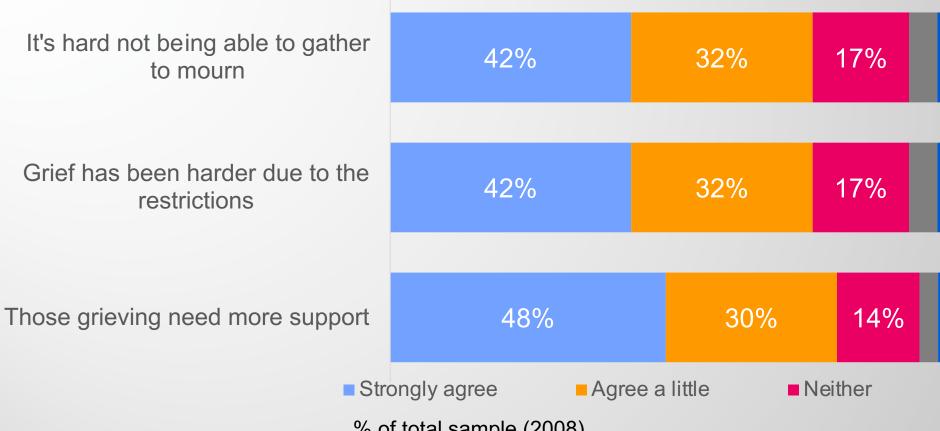
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■ In past 12 months around 600,000 restricted funerals





# Impact of grief in isolation







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# Impact on young adults

- **5 in 10** 18-29s lost someone close to them, compared with 3 in 10 of those 60+
- More than half helped someone cope with bereavement, compared with 1 in 4 of those 60+
- 1 in 4 were involved in arranging funerals, compared with less than 1 in 10 of those 60+

It has been hard thanks to Covid, I almost felt like covid hanged over the death of my grandfather. It was not a death caused by Covid but covid ruined the day - having to wear a mask, feeling guilty about cuddling people, the wake. This has impacted on my mental health immensely



#### Pause to reflect

- A minute to reflect and a moment to connect
- Reflect, support, hope
- Prayers
- National involvement
- Bell tolling
- Ideas



# **Opportunities:**

- Connection
- Communication
- Awareness
- Activity

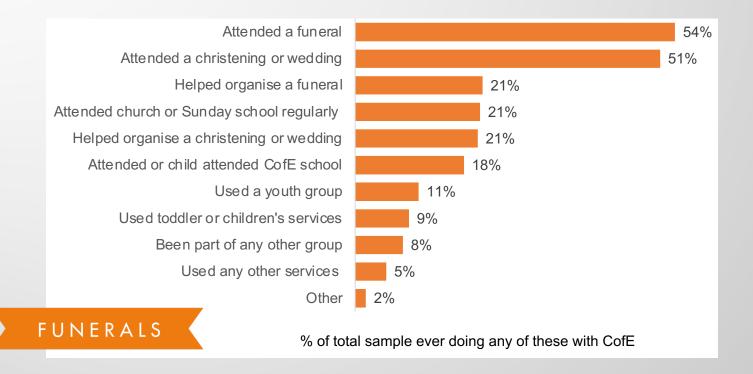




#### Connections?:

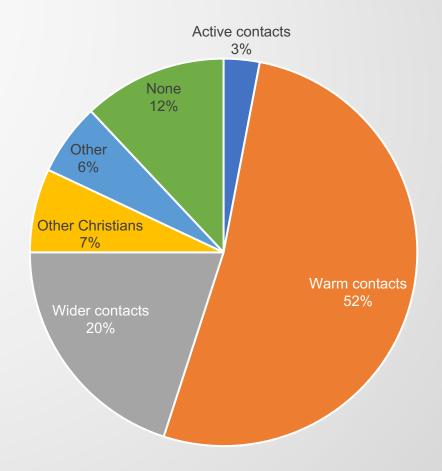
**EVANGELISM & DISCIPLESHIP** 

- Over 30 million people have had contact with the CofE
- 52% can be described as having 'warm contact'
- 19% [8 million] say they feel close to the Church of England



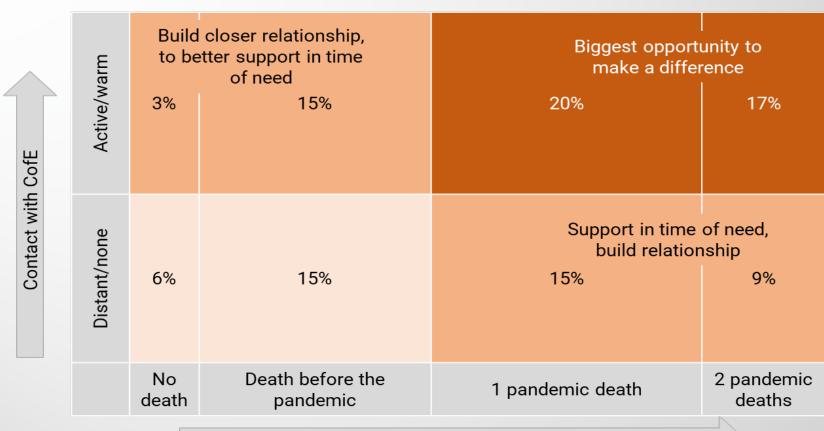
#### **Contacts?**

Six segments:





# Focused possibilities:



Impacted by death in past 5 years



# Valuing connections:

- 3 in 4 people have had contact with CofE
- 55% have had regular or focused contact
- Life Events still a huge opportunity to connect with people
- People expect to find and connect with CofE online

8 million people who are not regular churchgoers have arranged a funeral at some point

"Just be there, my greatest friend was C of E and when she passed I was so happy with the way the Vicar conducted her service and the comfort he gave me, as well as all the other mourners."





# Recognising connection:

- Listen to stories
- Value contact
- Talk about next moments
- Inform, invite, connect

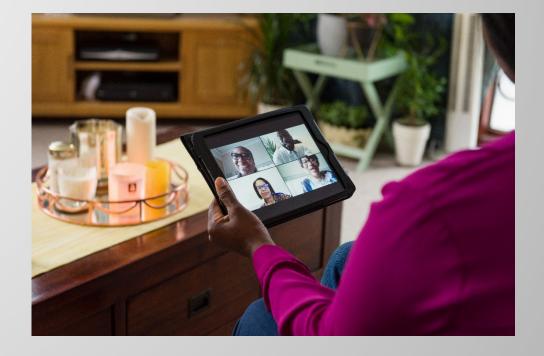




#### Communication

- 1. About funerals
- 2. About grief and support

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### Awareness and decision making

- Fewer than half know who can have a CofE funeral
- Only 2/3<sup>rd</sup> of active churchgoers know this
- Lots of confusion about what qualifies
- Opportunity for clear communication

"If they helped more with funeral advice I think they would engage more people in their church"





#### Grief and bereavement

Expectations of church

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- People need to know
- Everyone's ministry www.lossandhope.org

It would be amazing if there were support groups and more help when dealing with grief. I also feel this would encourage more people to join their church later down the line. We don't forget those who help us at our darkest times.

I have to admit I am not very religious. I do like the idea though of the Church of England working in local communities to encourage people in being able to share and cope with grief.





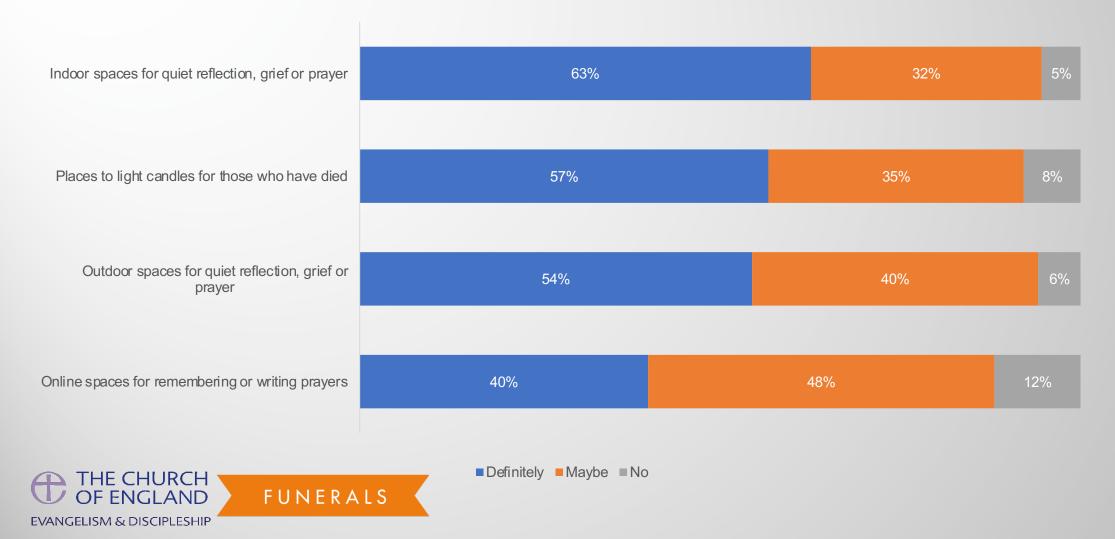
#### What we do:

- Physical spaces, indoor and outdoor
- Digital spaces
- Candles and prayers
- For remembering
- For talking
- For praying





# Spaces and places



# Contacting us:

#### How people would contact us:

- Online
- Church
- Vicar
- Service
- Friend





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#### Communicate:

- Web-site warmth
- Up-to-date information
- Create outdoor spaces
- Link to light a candle
- Build confidence







### Challenges: attitudes and awareness

- Attitudes and awareness
- Existing active churchgoers:
   only 60% say they are 'very likely to consider CofE funeral
- Over 60s have 'polarised' views

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Trends towards non-religious services





# **Challenges: direct cremation**

- 28% would consider direct cremation
- 29% of current CofE said they would consider it
- Need for theological thinking
- Need to address social concerns





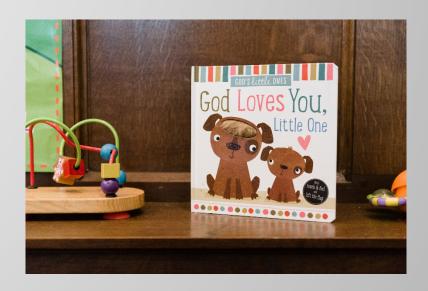
# Challenges: communication

- Where online, physical
- Who FDs, families
- What information
- How what can we offer you?

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# Just ask

A campaign to tell people:

In our communities
In our buildings

Banners, information and more.







# **Opportunities:**

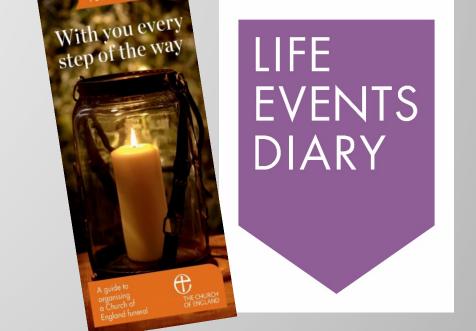
- Connection experience and memories
- Communication expectation
- Awareness death, funerals, grief
- Activity being there





#### National resources:

- Training
- Admin systems LED
- Resources
- Publicity
- Sandra.millar@churchofengland.org
- Lossandhope.org





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## Helpful web tools:

- Life Events Diary
- www.churchsupporthub.org
- www.churchprinthub.org







# Questions



