

Come and See 2022

campaign evaluation

“At start of Covid-19 we were guided to wash hands for 20 seconds; singing Happy Birthday gives you that. But instead, I said the Lord's Prayer "each time" I washed my hands; it gives a little more! But I found I was just saying it. Come and See took me beyond the words to deeper meaning and understanding; a closer relationship with God.”

1. Introduction

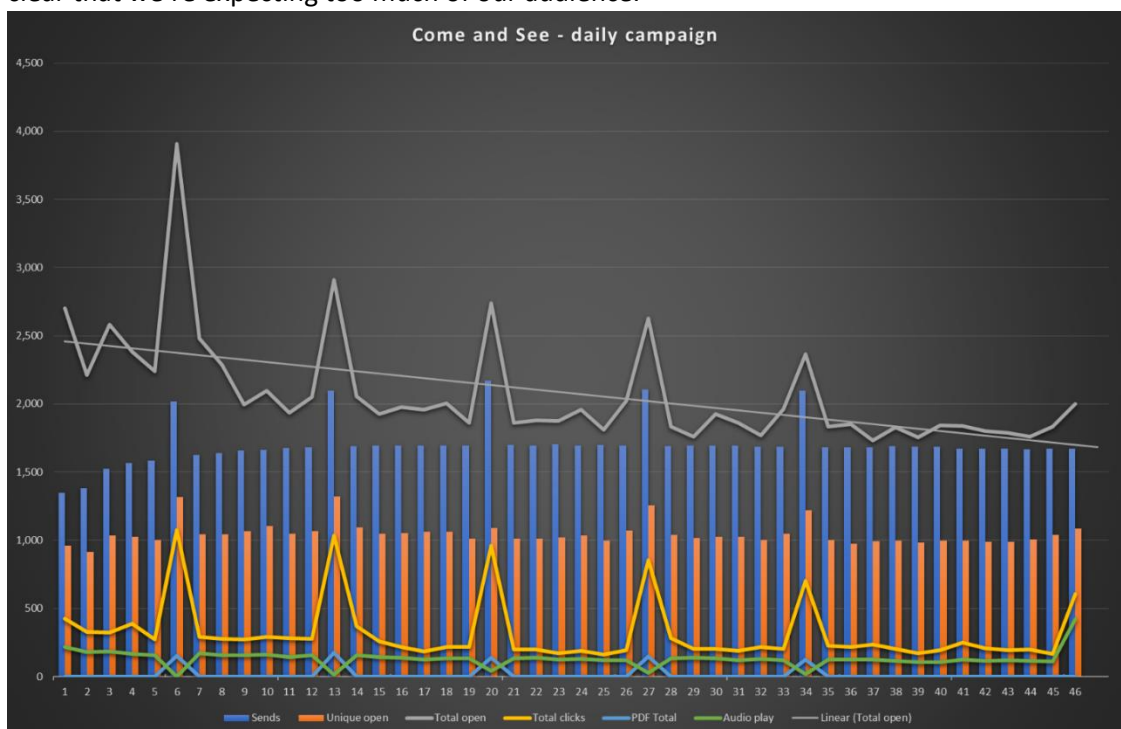
- 1.1. Many people are asking deep questions of faith. Come and See was developed by the Diocese of Oxford in 2021 as a free online experience to explore spirituality and help people find out more about the Christian faith.
- 1.2. Come and See 2022 took place over 40 days, starting in March. Those who registered received short daily emails to reflect on, a weekly short film and contemplative exercises to try out each week. The theme for 2022 was the Lord's Prayer.
- 1.3. We undertook an evaluation to understand a little more about those who joined us with Come and See, and to understand better what appealed to them and what was less successful. One third of those who participated in Come and See participated in a survey conducted after Easter.
- 1.4. The evaluation consisted of a desktop review of data captured from YouTube and our mailing software, undertaken by Steven Buckley, and an analysis of survey data, undertaken by Dr Bev Botting.

2. Executive summary

- 2.1. Despite challenges elsewhere in the organisation that impacted the project team, Come and See 2022 was demonstrably a success that built on firm foundations laid in 2021. It's clear that Come and See is now valued and established as part of the diocesan calendar.
- 2.2. We held the attention of c. 1,000 people per day throughout Lent. Once people sign up, they stay. The challenge for 2023 has to be increasing promotional activity to encourage further sign ups.
- 2.3. It's clear that we overload people at times. We need to learn from 2021/2 and not 'force-fit' contemplative exercises. We also need to work harder on small group prompt questions, though the improved leaders' guide for 2022 was much appreciated.
- 2.4. Improved multimedia production standards in 2022 paid off. Efforts on 'Sunday school' content did not.
- 2.5. Our audience is mainly church goers in their 60's and above. We should consider additional channels (WhatsApp, Messenger etc) and different promotion routes to attract a younger group in 2023.

3. What does the sign up and usage data tell us?

- 3.1. 234 people registered as church organisers for 2022. Sign ups happened in three waves: following the November and January webinars, and again in late February following multiple reminders in eNews.
- 3.2. Average conversion rate for individuals (the percentage of people signing up after clicking a web link) dipped slightly to 54.7 percent compared to 2021, though this remains a high figure
- 3.3. There is a clear peak in sign up activity in the few days prior to Lent, although sign up forms were available from the start of the year
- 3.4. Total opens for the campaign were 95,659, compared with 74,236 in 2021
- 3.5. As we saw in 2021, it took around two weeks before audience numbers stabilised, people continue to sign up for emails during this time.
- 3.6. 60 people unsubscribed during the course of the campaign, compared to 49 in 2021. Taken as a proportion of the total Come and See audience, unsubscribes fell from 4.5% in 2021 to 3.6%.
- 3.7. Average open rate across the 2022 campaign was 61%, 0.9% higher than 2021 and much higher than an average diocesan campaign. Industry average open rates for religion/non-profit campaigns is 25-27%
- 3.8. Clicks and open rates (orange bar and yellow line) were constant throughout the campaign, only tailing off in the final week. See chart below.
- 3.9. While clicks to contemplative toolkit resources are not insubstantial, the click data are clear that we're expecting too much of our audience.



4. Video and audio performance

- 4.1. Soundcloud audio was listened to more times than the clicks show (average 222 listens vs. Circa 120 click links). It could be that people listened more than once, not all clicks were recorded (due to Apple device privacy), or some people simply discovered the files on the Soundcloud channel.
- 4.2. YouTube views of Bishop Steven’s films dipped very slightly year on year to 2,899 average views. Impressions and, more importantly, average percent viewed was higher than in 2021, perhaps reflecting improved production standards this year.
- 4.3. It was a similar story for the testimony films, but with a greater year on year improvement in percent viewed. Total average views reached 1,055. Footage for the first testimony film was supplied on iPhone. On reflection, this was a mistake and may have led to subsequent films not being downloaded or streamed (see 4.4).
- 4.4. Films were also available for preview, then download and local use in churches. It is not possible to estimate total views of downloaded films (one download may be shown to a small group, or even the congregation).
- 4.5. The chart below shows an expected drop in video downloads. In 2021 many churches were using Come and See video content as part of their Church at Home services during the pandemic.

Downloads (excludes previews)	2022	2021
+Steven film 1	45	94
+Steven film 2	35	92
+Steven film 3	30	93
+Steven film 4	44	96
+Steven film 5	33	92
Testimony 1	10	91
Testimony 2	4	94
Testimony 3	6	91

5. Device usage

- 5.1. 56% of email recipients still open email on a desktop device, we’re some way off our audience being mobile first. This reflects the age profile of our audience and the need to continue to prioritise desktop experience.
- 5.2. People streaming the films did so mainly from a desktop computer (51%). Mobile phone and tablet computers accounted for 31.5% and 15% respectively.
- 5.3. Interestingly, most viewers watched +Steven’s films at the time of premier, rather than on catch up later in the day/week.

6. Summary of 2022 findings from individuals

- 6.1. Four in every five respondents (80%) said they had signed up to Come and See as they wanted to go deeper with their faith. Just three percent said their faith had lapsed and they were exploring returning to faith, and no respondents said they were exploring faith for the first time or gave another reason.
- 6.2. Nearly everyone (93.5%) of respondents found the daily nature of the emails to be helpful, and three quarters of respondents said that the daily resources was one of the features they best liked about Come and See.
- 6.3. Most respondents (87%) found Bishop Steven's videos to be helpful or very helpful, and two thirds of respondents said that these videos were one of the features they best liked about Come and See.
- 6.4. Most respondents (90%) of respondents found the reflections to be helpful or very helpful. Two thirds of respondents (66.6%) found the Bible readings to be helpful or very helpful. However, only 11% of respondents found the pause to be helpful or very helpful.
- 6.5. One third (32.2%) of respondents had attended attend a Come and See small group or discussion group or had had direct contact with their local church about Come and See. If the respondent had attended such a group or discussion group, almost everyone said they found it helpful, citing lively, engaging and thought-provoking discussions
- 6.6. Overall, 10% of respondents (one third of those who had attended a small group) were offered a one-to-one conversation with someone to encourage them or invite them to embark upon a Personal Discipleship Plan (PDP). This is lower than in 2021.
- 6.7. Over two thirds of respondents (68%) agreed (giving scores 7-10) that Come and See had encouraged them to find out more or to go deeper into their faith, and one quarter of respondents (25%) gave the highest scores of 9 and 10.
- 6.8. Respondents were asked whether they would recommend Come and See to others. Three in four of all respondents (75%) answered positively (scale 7-10) with almost half (45%) giving the highest scores of 9 or 10.
- 6.9. Three quarters (75%) of the respondents were female and almost one quarter (23%) male. Male respondents were on average older than the females, with 83% of the men being aged 65 and over, compared with 64% of the women. Very few respondents of either gender were aged 44 or under. These demographics are very similar to those in 2021.

7. Who Responded?

- 7.1. We received responses from 323 people who had engaged with Come and See during Lent 2022. By day 18 1695 people received the daily emails ('subscribers') and 1063 opened them. This represents a response rate of 30% of those who had opened the emails, and 19% of all subscribers, a good response for this type of evaluation survey. By comparison, in 2021 there had been 884 subscribers and 137 people (15%) responded to the evaluation survey. So, in 2022 we had double the number of subscribers and received more than double the number of respondents.
- 7.2. Three quarters (75%) of the respondents were female and almost one quarter (23%) male. These proportions are much the same as in 2020. This varied by Archdeaconry, with almost one third (31%) of the respondents from Buckinghamshire being male, compared with fewer than one in five (18%) in Oxfordshire.
- 7.3. Male respondents were on average older than the females, with 83% of the men being aged 65 and over, compared with 64% of the women. Very few respondents of either gender were aged 44 or under. The age distribution of respondents also varied by Archdeaconry, from 88% of male respondents from Berkshire being aged 65 and over, compared with 81% of male respondents from Buckinghamshire and 75 per cent of male respondents from Oxfordshire.

County	Berkshire	Bucks	Outside the Diocese	Oxfordshire	blank	Total
Gender x age						
Female	75%	68%	76%	83%	64%	75%
25-34	1%	0%	0%	2%	0%	1%
35-44	2%	2%	0%	1%	0%	2%
45-54	8%	8%	0%	4%	8%	7%
55-64	14%	17%	0%	18%	12%	15%
65-74	23%	26%	41%	29%	4%	25%
75-84	24%	13%	24%	22%	12%	20%
85	3%	1%	12%	3%	8%	3%
blank	1%	0%	0%	3%	20%	3%
Male	25%	31%	18%	16%	20%	23%
45-54	1%	1%	0%	1%	0%	1%
55-64	2%	5%	0%	2%	0%	2%
65-74	9%	11%	0%	6%	4%	8%
75-84	9%	10%	6%	5%	12%	8%
85	4%	4%	12%	1%	0%	3%
Total	100%	100%	100%	100%	100%	100%

8. Why they engaged

8.1. People were asked 'Which statement best describes how you were feeling about faith at the start of this Come and See journey'

- I was exploring faith for first time
- My faith had lapsed / I was exploring returning to faith
- I was wanting to go deeper with my faith
- Other

I was looking to reinforce my faith through the Come and see inputs. I expected some of it to be new, some to be already known to me and some to surprise me.

8.2. Four in every five respondents (80%) said they were wanting to go deeper with their faith. Just three percent said their faith had lapsed and they were exploring returning to faith, and no respondents said they were exploring faith for the first time or gave another reason.

This is similar to 2021, when 83% of respondents said they wanted to go deeper with their faith, and 5% were exploring returning to faith. In 2021, 2 people said they were exploring faith for the first time and several people gave other reasons for signing up to Come and See – including filling a gap while church was closed.

Reason for signing up

Gender by Archdeaconry	I was wanting to go deeper with my faith	My faith had lapsed / I was exploring returning to faith	blank	Total
Female	79.3%	3.3%	17.4%	100.0%
Berkshire	81.6%	2.6%	15.8%	100.0%
Buckinghamshire / Milton Keynes	84.2%	3.5%	12.3%	100.0%
I live outside the Diocese of Oxford	92.3%	7.7%	0.0%	100.0%
Oxfordshire	72.2%	3.8%	24.1%	100.0%
(blank)	75.0%	0.0%	25.0%	100.0%
Male	82.4%	1.4%	16.2%	100.0%
Berkshire	80.0%	0.0%	20.0%	100.0%
Buckinghamshire / Milton Keynes	76.9%	0.0%	23.1%	100.0%
I live outside the Diocese of Oxford	100.0%	0.0%	0.0%	100.0%
Oxfordshire	93.3%	6.7%	0.0%	100.0%
blank	80.0%	0.0%	20.0%	100.0%
Total	79.6%	2.8%	17.6%	100.0%

9. Reaction to different elements of Come and See

Respondents were asked to think about the different elements of the Come and See journey and assess how much each element appealed to them (Where 1 is Not at all helpful and 4 is Very helpful). They were asked to tick up to four elements that most appealed to them.

9.1. Daily nature of emails

“I really enjoyed doing the course. I found the daily emails with the reading and meditations engaging. Each session was short and to the point. I looked forward to opening up my emails each day”

Nearly everyone (93.5%) respondents found the daily nature of the emails to be helpful, and three quarters of respondents said that the daily nature was one of the features they best liked about Come and See.

	Rating 1-4 where 1=low and 4 is high					
Gender	1	2	3	4	blank	Total
Female	0.8%	5.4%	23.7%	69.7%	0.4%	100.0%
Male	1.4%	4.1%	32.4%	60.8%	1.4%	100.0%
Total	0.9%	5.0%	26.0%	67.5%	0.6%	100.0%

	What did you like about <i>Come and See</i>		
Gender	The daily nature of the emails/audio	blank	Total
Female	74.7%	25.3%	100.0%
Male	71.6%	28.4%	100.0%
Total	74.0%	26.0%	100.0%

9.2. Audio

Over one half (56%) of respondents found the audios to be helpful. This is similar to the response in 2021.

	Rating 1-4 where 1=low and 4 is high					
Gender	1	2	3	4	blank	Total
Female	7.1%	14.5%	16.6%	39.4%	22.4%	100.0%
Male	2.7%	16.2%	29.7%	24.3%	27.0%	100.0%
Total	6.2%	14.6%	20.1%	35.9%	23.2%	100.0%

Participants were asked why they gave 'audio' the score they did. Those who commented were largely those who did not listen to the audios. Most often they commented that they preferred reading or did not have the time to listen to the audio. Those who preferred reading spoke about being able to read in quiet, or at their own speed. One person mentioned hearing loss.

9.3. Bishop Steven video

	Rating 1-4 where 1=low and 4 is high					
Gender	1	2	3	4	blank	Total
Female	1.2%	7.9%	16.6%	69.3%	5.0%	100.0%
Male	1.4%	5.4%	27.0%	63.5%	2.7%	100.0%
Total	1.2%	7.1%	18.9%	68.1%	4.6%	100.0%

Gender	Bishop Steven's videos	blank	Total
Female	65.6%	34.4%	100.0%
Male	64.9%	35.1%	100.0%
Total	65.3%	34.7%	100.0%

Most respondents (87%) found Bishop Steven’s videos to be helpful or very helpful, and two thirds of respondents said that these videos were one of the features they best liked about Come and See.

9.4. Contemplative exercises

	Rating 1-4 where 1=low and 4 is high					
Gender	1	2	3	4	blank	Total
Female	5.0%	10.0%	24.9%	26.1%	34.0%	100.0%
Male	2.7%	16.2%	27.0%	13.5%	40.5%	100.0%
Total	4.3%	12.4%	25.1%	23.2%	35.0%	100.0%

Gender	The contemplative exercises	blank	Total
Female	19.9%	80.1%	100.0%
Male	9.5%	90.5%	100.0%
Total	17.0%	83.0%	100.0%

Over one third of respondents did not give a rating to the contemplative exercises. Of those who did, one half (48.3%) found them to be helpful or very helpful, and fewer than one in five (17%) said they were one of the features they liked best in Come and See.

This is lower than the response in 2021. Reasons given for not enjoying the contemplative exercises included not trying them due to lack of time, lack of appeal of the exercises, already having a time for quiet reflection as part of their daily prayer time. One person did say that they did not really enjoy them.

9.5. Faith journey videos

	Rating 1-4 where 1=low and 4 is high					
Gender	1	2	3	4	blank	Total
Female	8.3%	22.0%	31.1%	22.8%	15.8%	100.0%
Male	4.1%	33.8%	28.4%	24.3%	9.5%	100.0%
Total	7.4%	24.8%	30.7%	22.9%	14.2%	100.0%

Just over one half (53.6%) of respondents found the faith journey videos to be helpful or very helpful.

9.6. Bible readings

Gender	The Bible Readings	blank	Total
Female	68.9%	31.1%	100.0%
Male	56.8%	43.2%	100.0%
Total	66.6%	33.4%	100.0%

Two thirds of respondents (66.6%) found the Bible readings to be helpful or very helpful.

9.7. Reflections

Gender	The reflections	blank	Total
Female	90.0%	10.0%	100.0%
Male	87.8%	12.2%	100.0%
Total	89.5%	10.5%	100.0%

Most respondents (90%) of respondents found the reflections to be helpful or very helpful.

9.8. Pause

Gender	The pause	blank	Total
Female	11.6%	88.4%	100.0%
Male	8.1%	91.9%	100.0%
Total	10.8%	89.2%	100.0%

Only 11% of respondents found the pause to be helpful or very helpful.

10. Small Groups

“The course was easy to access and not heavily theological. The way it was broken down provided lots of discussion opportunities, with members of the group able to recall their own personal experiences. In this format I would happily attend other courses if offered.”

- 10.1. One third (32.2%) of respondents had attended attend a Come and See small group or discussion group or had had direct contact with their local church about Come and See. This is a similar proportion to 2021.
- 10.2. If the respondent had attended such a group or discussion group, they were asked if they found it helpful. Almost all the respondents said they found it helpful, citing lively, engaging and thought-provoking discussions. Often, they had met in their existing Bible study groups, so found the materials helpful for study during Lent.

Only two issues were raised; firstly, that one respondent had found the questions repetitive, with limited guidance for developing the discussion, and secondly, another respondent said they found some of the questions difficult as did others in their group because after the leader asked a question there was silence.

‘It was good to discuss the readings and reflections in more detail. Often the discussion took us more deeply into the readings, sometimes in surprising directions! The fellowship of the discussions was good, once I’d mastered my initial reticence to talk about such deep issues’

	no	yes	blank	Total
Female	66.8%	32.4%	0.8%	100.0%
Berkshire	56.6%	42.1%	1.3%	100.0%
Buckinghamshire / Milton Keynes	66.7%	33.3%	0.0%	100.0%
Oxfordshire	70.9%	27.8%	1.3%	100.0%
Male	66.2%	33.8%	0.0%	100.0%
Berkshire	60.0%	40.0%	0.0%	100.0%
Buckinghamshire / Milton Keynes	73.1%	26.9%	0.0%	100.0%
Oxfordshire	53.3%	46.7%	0.0%	100.0%
Total	67.2%	32.2%	0.6%	100.0%

11. One to one

- 11.1. Those who had attended a small group or discussion group about the Come and See materials were also asked whether they had been offered the opportunity to have a one-to-one conversation with someone to encourage them or invite them to embark upon a Personal Discipleship Plan (PDP).

Overall, 10% of respondents (one third of those who had attended a small group) were offered a one-to-one conversation. This is a smaller proportion compared to 2021, when it was closer to 15%.

	No	Yes	blank	Total
Female	21.2%	9.1%	69.7%	100.0%
Berkshire	27.6%	11.8%	60.5%	100.0%
Buckinghamshire / Milton Keynes	24.6%	5.3%	70.2%	100.0%
Oxfordshire	15.2%	11.4%	73.4%	100.0%
Male	18.9%	12.2%	68.9%	100.0%
Berkshire	24.0%	12.0%	64.0%	100.0%
Buckinghamshire / Milton Keynes	11.5%	11.5%	76.9%	100.0%
Oxfordshire	33.3%	13.3%	53.3%	100.0%
Total	20.4%	9.6%	70.0%	100.0%

12. Impact

- 12.1. All respondents were asked whether Come and See had encouraged them to find out more or to go deeper into their faith. Three quarters of respondents agreed, giving scores 6-10, (a similar proportion to 2021) and one quarter of respondents (25%) gave the highest scores of 9 and 10. In 2021, 28% had given the highest scores of 9 and 10.

See table overleaf

	Scale 1-10 - I disagree, 1, I definitely agree, 10												
	0	1	2	3	4	5	6	7	8	9	10	blank	Total
Female	1%	2%	2%	3%	3%	10%	8%	15%	27%	7%	19%	2%	100%
Berkshire	0%	3%	1%	3%	4%	11%	5%	9%	28%	9%	26%	1%	100%
Bucks/MK	0%	0%	2%	2%	0%	14%	11%	18%	25%	9%	19%	2%	100%
Oxfordshire	4%	3%	4%	4%	4%	10%	8%	19%	28%	5%	10%	3%	100%
Male	1%	0%	4%	0%	1%	14%	11%	14%	34%	7%	15%	0%	100%
Berkshire	0%	0%	4%	0%	4%	16%	12%	20%	32%	8%	4%	0%	100%
Bucks/MK	0%	0%	4%	0%	0%	15%	8%	12%	35%	8%	19%	0%	100%
Oxfordshire	0%	0%	0%	0%	0%	7%	20%	13%	33%	7%	20%	0%	100%
Total	1%	1%	3%	2%	2%	11%	8%	15%	28%	7%	18%	2%	100%

12.2. Just over one half (56%) of respondents had saved the emails to be able to read and reflect on them again.

Save emails

	no	yes	blank	Total
Female	40.7%	57.3%	2.1%	100.0%
Berkshire	43.4%	55.3%	1.3%	100.0%
Buckinghamshire / Milton Keynes	36.8%	63.2%	0.0%	100.0%
Oxfordshire	45.6%	53.2%	1.3%	100.0%
Male	48.6%	51.4%	0.0%	100.0%
Berkshire	52.0%	48.0%	0.0%	100.0%
Buckinghamshire / Milton Keynes	42.3%	57.7%	0.0%	100.0%
Oxfordshire	46.7%	53.3%	0.0%	100.0%
Total	42.7%	55.7%	1.5%	100.0%

12.3. Just under one in five (18.3%) of respondents had forwarded one or more of the emails to others. One respondent said that they had not forwarded the emails as they were not sure whether they were allowed to or whether there were copyright issues.

Forward emails

	no	yes	blank	Total
Female	80.9%	17.8%	1.2%	100.0%
Berkshire	82.9%	15.8%	1.3%	100.0%
Buckinghamshire / Milton Keynes	75.4%	24.6%	0.0%	100.0%
Oxfordshire	84.8%	15.2%	0.0%	100.0%
Male	78.4%	18.9%	2.7%	100.0%
Berkshire	84.0%	16.0%	0.0%	100.0%
Buckinghamshire / Milton Keynes	69.2%	23.1%	7.7%	100.0%
Oxfordshire	86.7%	13.3%	0.0%	100.0%
Total	80.2%	18.3%	1.5%	100.0%

12.4. Respondents were asked whether they would recommend Come and See to others. More than four in five respondents (82%) answered positively (scale 6-10) with almost half (45%) giving the highest scores of 9 or 10.

Scale 1 – 10 - Would NOT recommend, 1, Definitely recommend, 10													
	0	1	2	3	4	5	6	7	8	9	10	blank	Total
Female	0.4%	0.8%	1.7%	2.5%	2.5%	7.9%	7.5%	10.4%	22.0%	11.6%	32.0%	0.8%	100.0%
Berkshire	1.3%	0.0%	2.6%	1.3%	2.6%	5.3%	9.2%	7.9%	22.4%	6.6%	39.5%	1.3%	100.0%
Bucks/MK	0.0%	1.8%	0.0%	0.0%	1.8%	10.5%	14.0%	7.0%	19.3%	15.8%	29.8%	0.0%	100.0%
Oxfordshire	0.0%	1.3%	2.5%	3.8%	2.5%	11.4%	2.5%	11.4%	25.3%	13.9%	24.1%	1.3%	100.0%
Male	0.0%	2.7%	0.0%	4.1%	0.0%	12.2%	6.8%	8.1%	16.2%	17.6%	32.4%	0.0%	100.0%
Berkshire	0.0%	0.0%	0.0%	4.0%	0.0%	8.0%	20.0%	8.0%	16.0%	12.0%	32.0%	0.0%	100.0%
Bucks/MK	0.0%	7.7%	0.0%	7.7%	0.0%	11.5%	0.0%	3.8%	19.2%	11.5%	38.5%	0.0%	100.0%
Oxfordshire	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.0%	13.3%	13.3%	33.3%	26.7%	0.0%	100.0%
Total	0.3%	1.2%	1.2%	3.1%	1.9%	9.3%	7.1%	9.6%	20.4%	12.7%	32.2%	0.9%	100.0%

13. What could we do differently?

Finally, respondents were asked whether there was anything we could do differently next time. Most comments affirmed the value of the resources produced, though some were critical:

- 13.1. *It would be helpful if the daily emails arrived earlier in the morning. I wanted to read them when alarm went off at 6.45am but they didn't come 'til 7am & so often I was already up & busy & didn't read it until the day next day*
- 13.2. *Found the emails very samey and stopped reading them about a third of the way through*
- 13.3. *I would like to suggest an interaction with readers as you go along, for example, asking what troubles readers most and maybe including that in the next mail or talk so it feels like a dialogue. Something like a question or two a day so you can deal with the deluge of responses and see what's going on in our minds and hearts.*
- 13.4. *Please give the version (NIV /NRSV etc) of the bible reading that is being used and when referring to the line of the Lord's Prayer e.g. line 6 make sure that it is line 6 because some of these didn't make any sense. The wrong line was given. It would also be better to quote the line, so we are clear.*
- 13.5. *I would have found a longer weekly reflection more doable. The emails kept accumulating and I was having to catch up with them like a box set, which made me feel like I was lagging behind and wouldn't have completed in time for Easter.*
- 13.6. *The last of Bishop Steven's videos was not subtitled, which excludes people with severe hearing loss [note – the video was subtitled, we're unsure what this refers to]*
- 13.7. *I would like permission to forward email/s to "Seekers" (Interested parties). I did not forward in case I breached copywrite.*
- 13.8. *I am not keen on the word 'journey' in this context. It is hugely overused in society. Faith is more special.*
- 13.9. *It would have been easier if the audio link had been at the top of the email, not buried in the middle!*
- 13.10. *I enjoyed the variety of readings but have been a Christian for years and know quite a lot about the types of writing and the contexts. I did wonder if non-Christians/ people with little knowledge of the Bible might be bemused by some of the passages*

14. Responses from small group leaders

“The leader’s guide was excellent and made it possible to include everyone, to encourage sharing of thoughts and experience and people were very open about their faith and about the impact Come and See was having on them.”

- 14.1. Eleven responses were received from leaders within churches. Seven had led small groups through Lent, of which two had led a Lent course (Alpha/Christianity Explored/Pilgrim etc) as their Come and See offer. A further four sent the daily emails to members of their community.
- 14.2. Of those who led a small group, six of the seven agreed that their group(s) engaged well with the daily emails, and they all agreed that their group(s) found the weekly films by Bishop Steven engaging and informative. The films were described as thought provoking, interesting, relevant, and enjoyable. One respondent felt the presentation was quite old-fashioned, but + Steven's kindness, sincerity and deep faith shone through’
- 14.3. Six of the seven respondents felt that engaging with Come & See had a positive impact in enabling them to invite people to explore faith. Those who commented felt that most of those participating were already committed in their faith, and that it did not attract seekers to faith. These respondents all felt that Come and See this year had encouraged people in their church to find out more or to go deeper in their faith, giving scores of 7 to 9 on a scale of 1 to 10. Only one respondent did not feel it was helpful and it had not encouraged those in their church.
- 14.4. None of the respondents thought it would result in baptisms immediately although three thought it was possible in the longer term. However, a subsequent email response gave the news that an outcome of 2021 and 2022’s ‘Come and See’ was that they had two confirmations.
- 14.5. Leaders were asked how we could make Come and See better next year. Generally, comments were positive, asking that we carry on with the 'Come and See' brand as it works well.
- 14.6. Several leaders mentioned older people not having access to the internet and wanting printed booklets with the materials. In the past booklets have been very well produced, less paper to print off and available to a wider number of people. A booklet can be given to someone interested to read. They asked for it to be easier to print the Leader's Guide as an A5 portrait booklet without acres of white space top and bottom.
- 14.7. There were also requests for plenty of notice about the course and the resources; for example, is it too early to have print invitation options at Christmas, for giving out to people at Carol Services. People change their house group pattern to fit into this course, which takes time to adjust. They would like more leadership material available earlier and more completely. The children’s materials were mentioned specifically as being required sooner.

- 14.8. Other comments related to the Bible passages, asking us to think carefully about scripture choices for those new to the bible. We were also asked to provide the Bible reference on the Sound Cloud screen as well as the title.
- 14.9. One respondent mentioned that the prayer practices did not link with the discussion topics. They would like pictures - although the diagrams with the prayer practices were delightful. We were asked to manage expectations in the webinars. - look back at what you promised; one respondent asked for materials to be shorter in every respect, pictures, short meditations on theme.

“The Diocese has done its part in being up front and personal and providing a template for us to follow if needed. We could feel presence of the Bishop; he led by example. It is up to us to reflect the same image and continue to lead but more importantly listen to how people feel and get a sense of the best way to lead them forward”

Leaders were also asked what support they would like from the diocese to enable and resource their work in leading Christian formation and discipleship. Specific comments were:

- 14.10. There is so much available to choose from for LENT with the National Church, and charities such as Tear Fund also providing resources, I find trying to choose which course to promote difficult.
- 14.11. I think the lent booklets provided by the National Church might be the way to go for rural parishes, if these could be made available across the diocese for those wanting to use them that would be helpful.
- 14.12. I think it would be helpful to have suggested themes, with passages of scripture and meditations/quotes from Christian writers to run during ordinary time as part of the Sunday service. It is hard to draw new people in when we only use the lectionary readings.
- 14.13. Diocese efforts are effective; resources are great. Have a look to see what works best situationally; it is not one size fits all. With the feedback you receive let us know what was done within groups and what worked well and what didn't work so well.
- 14.14. Knowing what is available from the diocese would be helpful a regular email newsletter (Of course we do have this!)

Appendix 1

Suggestions of things we could do better from 'NPS detractors'

(score 0-6 on would they recommend Come and See)

Carefully composed but how I don't enjoy updating of the Bible language!
Found the emails very samey and stopped reading them about a third of the way through
I did not see the meditations
I felt abandoned by c of e during covid
I found it difficult to engage with properly because I had a number of other Lenten daily reflections which I found more meaningful/helpful. I am also not a beginner or a lapsed believer, so it may not have been aimed at my level
I'm sorry I didn't have time to engage with it this year due to work pressures
It would have been easier if the audio link had been at the top of the email, not buried in the middle!
Was very surprised that you suggested people should consider saying the Lord's Prayer each day during Lent. Surely it is already being prayed every day by Christians.
Wished to see how it was trying to help new Christians
Yes, I would like to know and understand more about the power available to us through the Holy Spirit

Appendix 2

Suggestions of things we could do better from 'NPS neutrals'

(score 7-8 on would they recommend Come and See)

<p>As I have already mentioned, the last of Bishop Steven's videos was not subtitled, which excludes people with severe hearing loss. [note – the video was subtitled]</p>
<p>Even though I have spoken The Lord's Prayer for many years I wasn't prepared for the revelation of how beautiful this prayer is which came across to me in the first sessions. Some of our congregation, who do not have internet access, missed having the little books like we had in the past for Live Lent.</p>
<p>Have a busy working life and a lot of emails to get through. I would have found a longer weekly reflection more doable. The emails kept accumulating and I was having to catch up with them like a box set, which made me feel like I was lagging behind and wouldn't have completed in time for Easter.</p>
<p>I am not keen on the word 'journey' in this context. It is hugely overused in society. Faith is more special. But generally I thoroughly enjoyed the course</p>
<p>I value that the Diocese offer this and think it has received wide appreciation. My lack of engagement was down to me and my time constraints, not in any way a reflection of what was offered. However, for me the passages and reflections were the most attractive part. I spend enough time on screen in my working life and even my church life (PCC and home group are still via Zoom), so I don't wish to do this for Bible study or reflection, which is why I didn't watch any of the films or listen to audio that I could choose to read; sorry....</p>
<p>I was away twice so I found the course a little disjointed but not through any fault of the course. I do not like missing any sessions. I particularly like the warmth of Bishop Steven's ease of manner.</p>
<p>I was quite irregular and did not read all of them (probably less than 20% actually). I plan to go back and read them when I feel like it.</p>
<p>I would like to suggest an interaction with readers as you go along, for example, asking what troubles readers most and maybe including that in the next mail or talk so it feels like a dialogue. Something like a question or two a day so you can deal with the deluge of responses and see what's going on in our minds and hearts. But with a war going on, my little scientific mind grabbed faith as the only answer to human wickedness. This was a real turning point. So sad to be far away (beyond the Channel...) otherwise I'd be there to get some light in these dark days. Reading the news carefully (from Russia) I realized that goodness is silent and acts without bangs and shouts. The opposite of weapons, really. Thanks for the help.</p>
<p>I'm not sure why I was reluctant to share something I found valuable. There have been on-line faith-deepening offerings I've passed on eagerly (Dean Robert's Morning Prayer from Canterbury; lectio by Zoom...) Maybe also Come and See went too readily to affirming Resurrection.</p>
<p>It would be helpful if the daily emails arrived earlier in the morning. I wanted to read them when alarm went off at 6.45am but they didn't come 'til 7am & so often I was already up & busy & didn't read it until the day next day.</p>
<p>The use of modern technology does help to make excellent material available to those who choose to access it. Maybe Joshua Townson should arrange a series of readings, teaching and contemplation on direct, regular, proportional and sacrificial giving?</p>

Appendix 3

Suggestions of things we could do better from 'NPS' promoters

(score 9-10 on would they recommend Come and See)

Excellent initiative. I would welcome a little more depth next time. Thank you.
Have to admit that in Holy Week it was a challenge to keep up with daily posts as we were so busy in the churchyard - we had Easter tableau that we set up and packed away, each day. Plus was in churchyard during the day to engage with both passers by and those who had come 'deliberately'. It was so fulfilling, but quite time consuming too. I loved following the posts for Advent, loved Lent so definitely looking forward to the next!!!
I enjoyed the variety of readings but have been a Christian for years and know quite a lot about the types of writing and the contexts. I did wonder if non-Christians/ people with little knowledge of the Bible might be bemused by some of the passages
I look forward to further sessions maybe be on a parable or two; or the Letters in the New Testament?
I think the daily nature was a little too frequent and sadly I missed a few
I would have like the daily emails to arrive earlier than they did to give me a chance to review before heading out to work.
I would like permission to forward email/s to "Seekers" (Interested parties). I did not forward in case I breached copywrite.
I'd like the opportunity to explore contemplative practice further.
It would be a real blessing if the Diocese offered something similar everyday of the year.
It would have been nice to have a different set of contemplative exercises to the ones you offered last year. They are so useful to use on Quiet Days
Thank you I appreciate the work that went into it. Please do one in Advent