

Minutes of Special PCC meeting 15th January 2019

Present: Fr. Mark Crowther-Alwyn (Chair), Alison Grindrod, Angela Neale, Brian Legood, Carol Sanderson, Claire Drabble, Jackie Steele, Jane Pomphrey, Jason Knighton, Joan Link, Martin Smith, Michael Amos, Peter Steele, Sarah Higgs.

1/19 Apologies. Apologies had been received from Emily Brailsford, Gill Briggs and Jean Haines

2/19 Welcome. Fr Mark welcomed everyone to the special meeting of the PCC and the Mission & Social Committee, which had been called to consider the Strategy Committee's report and proposals. He asked that the meeting be kept informal and that there should be a good discussion about the various issues involved. He began by a reading from the 1st letter of St. John, followed by a prayer. He then asked Angela to outline the proposals and issues.

3/19 Strategy discussion. Angela outlined the background to the strategy and circulated the papers that had arisen from the Strategy Committee's meetings. (A copy of these papers and minute 115/18 of the PCC form appendices A & B to these minutes). The basic message was the need to get more people into church. This need is set against a background of falling clergy numbers over the next few years and where the various parishes in the diocese are being examined to see if there can be further redistribution of clergy numbers. The mission statement contained in the Strategy Committee papers should be the foundation of our future actions. Angela suggested that we should concentrate first of all on 'soft' events where there is already evidence of 'new' participants. The Christmas and Mothering Sunday services were cases in point. There is an obvious need to improve our means of communication to the 'outside' world and to plan for key events/services months in advance. It had been suggested that the existing Mission and Social Committee should be split into two separate groups with differing functions, as follows:

Mission Committee	Social Committee
Identify 'soft' events	Bring the proposed enhancements to fruition
Identify good aspects (and not so good)	Organise refreshments/flowers/gifts
What can we do extra to improve attendance	Implement new advertising methods (banners, social media etc)
How can we make services more attractive	Ensure consistency of approach for each event
What inspires attendees/enhances the experience.	Assist Fr. Mark to keep our Facebook profile and information up to date and interesting.
Devise new advertising	Ensure that our whole approach is welcoming
Increase liaison with the schools in the parish	Ensure that the various proposed actions are thoroughly costed and that expenditure is controlled
Consider how to measure success (target?)	
Enhance the welcome people receive on entering the church	

Angela concluded by saying that there should be no surprises and no last minute ideas that have to be handled in a rush (and thereby probably inadequately prepared and implemented). We should aim for a three month preparation period before any event/service enhancement. Thus the overriding question is 'How do we go about achieving this?'

A wide ranging discussion then took place, in which the following ideas/suggestions were put forward:

- Re-useable banners (e.g. like those used by Matlock Methodist church)
- Extend use of banners, e.g. for Open days, key services etc.
- A noticeboard by the lych gate
- Simple, low tech publicity, e.g. flyers issued with hymn books/service books, word of mouth.
- Make sure posters etc are taken down after the event and not put up too far in advance. People switch off if information is either out of date or put up far too early.
- Magazine publication, include on the website?
- More visual images on the website showing what the services are all about.
- Put posters into shops selling Mothering Sunday articles, cards etc.
- Targeting promotion towards areas where statistics are required by the diocese, e.g. Christmas, Easter and October.
- Promote our 'Fresh Expressions' more forcefully.
- Using the electoral roll members more proactively.
- Could we devise a promotional title for the church c.f. Tideswell as the Cathedral of the Peak.
- Capitalise on the increased enthusiasm of the bell ringers, advertising for fresh volunteers (for all our activities) *NB Matlock Freegle Community Event Roundup never has anything about St. Giles events.*
- Lighting in the church. Consider installing sensors so that the lights come on when anyone enters. (Good idea, but what happens if the lights go off after a certain time and the people are left in the dark?)
- Blessing of toys (June on the Feast day of St. Anthony of Padua; patron saint of toys (and toymakers?))

Committee structure and personnel.

Fr. Mark then drew this discussion to a close and suggested we consider who was going to be on the two committees. This then led to a brief discussion about the need for two committees. There was a clear view that only one committee was required for two reasons;

- The availability of sufficient people to staff two committees. There was likely to be overlap of personnel so why bother.
- If there were two committees the Social committee would tend to feel that they were doing the work and the Mission committee were simply coming up with ideas and then passing them over to others for action.

Carol reminded us of the original remit for the Mission committee, which went much further than was being suggested in the new arrangements but which shouldn't be forgotten. It was agreed that although there was to be a different focus, the remit of the Mission committee would remain as wide as before.

After further discussion it was agreed that;

- There should only be one committee.
- The committee should come up with a plan of action for the year, complete with costs and submit this to the PCC, noting that the first event to be targeted would be Mothering Sunday.
- The committee should focus initially on small wins, advertising, getting our message out to the community better and aiming to get 'more bums on seats'

- The committee would have a discretionary spending limit in the same way as the bell ringers and flower arrangers and that the sum involved would be set by the PCC following receipt of an approved costed plan.
- The following people would be on the committee; Fr. Mark, Alison Grindrod, Angela Neale (1st meeting only), Fr. Brian, Claire Drabble, Gill Briggs, Jane Pomphrey, Jason Knighton, Joan Link and Val Allcock.

Action: Fr. Mark to call an early meeting of the new committee.

4/19 Other business.

Alison pointed out that in Cynthia's absence, Diane had taken on the church cleaning role voluntarily. Alison felt that we should at least write and thank her for doing this so willingly. It was agreed that the PCC Secretary would write a suitable letter.

Action: Martin

The meeting closed with the Grace at 21:05.

APPENDIX A

(Extract from minutes of PCC meeting 4th December 2018

115/18. Strategy Committee Report.

It was reported that there have been 3 meetings which have been very useful. Angela outlined the results of the meetings. The focus had been on defining what we wanted to communicate and why we needed to communicate better. The committee felt that the target audience is the 11 to early 20's and there are significant barriers to getting this age group into church or even involved in anything vaguely of a religious nature. We need to improve what we offer to people when they do step through the church door and as a start we need to identify those services that appeal to the less committed church-goer and those services that might prove attractive to those who would not otherwise come to church at all. Christmas, Easter and Mothering Sunday services are cases in point. There is a view that people who do not go to church are fearful of stepping through the door, even if they would like to, so;

- a. Are we welcoming enough?
- b. Are we approachable?
- c. How do we entice people into church?

Is social media a way forward and if so how do we employ it and who will lead on it?

We need to identify an attractive way of talking to our target audience.

The committee suggested an early meeting of the PCC to discuss these matters further.

Fr Mark endorse the idea of a separate PCC meeting to discuss this issue in depth. The members of the Mission and Social Committees would also be invited. He acknowledged that some of the things suggested would cost, but it has got to be done.

In discussion the following suggestions were put forward:

Different services; the need for an implementation team; ensuring consistency of message; make the church itself more attractive, e.g. music, lighting, candle light. Noted that the recent Advent carol service had attracted a much larger congregation/audience than last year.

As far as the use of social media is concerned, it was noted that one of the items of correspondence had been to appraise PCC members of a social media course. Fr Mark and Joan are attending the course. **Action: Fr. Mark & Joan.**

Resolved: That the first PCC of 2019 would be devoted to discussion of the Strategy and that members of the Mission and Social Committee would be invited

APPENDIX B

Strategy Committee: Résumé of Discussions

What do we want to achieve? What is our overall objective?

To grow in numbers and in quality and interest in God, to inspire regular communicants (Sunday service)

Our 'brand' position

For	All stages of life, whether local, further of field, or visiting, and an eclectic and vibrant community
St Giles Church	Is an approachable house of God
that	Offers a mystical experience and pathway to God
because it provides	Meaningful services, special events and social gatherings
so that	one can reflect on life itself, and find / begin the journey to peace and happiness

(REFINED)

Saint Giles church is an approachable & welcoming house of God for all, delivering a mystical experience and pathway to God through meaningful services, special events & social gatherings, allowing you to reflect on life itself & guiding you on a fascinating journey to your own peace & happiness.

Creatively thinking, broad ideas to drive this communication. What is available to us and appropriate - achievable?

Social Media – Facebook | Twitter | Instagram

School – *Can we engage parents and children?*

Website – *How can we optimize?*

Local Stores/Groups - e.g. *Vets for Animal, History Groups for St Giles Day*

Local Free Press: Peak Advertiser (bi-monthly - is key) Free with article.

Magazine - *How far is it travelling? Can we digitize?*

Notice Boards - *Can we make these more effective?*

Outdoor Banners – *'Event X' this Sunday at 4pm – 'Reason to come'. For handful of chosen events.*

e.g. Possible alternative to Christmas card

Outdoor Art - *lit star/cross*

Christmas Card - *delivering save the dates for future 'special' services*

Digital Screen for rolling presentations of years events and what they look like (demystify the events).

Considering the service and event year ahead as opportunities

Saint Giles Day | Animal | Harvest | All Saints | All Souls | Remembrance
| Sept | Oct | Nov

Advent Carol | Carol  | Crib  | Midnight Eucharist | Christmas Morn |
Dec

Chalking of the Door | Candlemass | Ash Wed | Mothering Sun | Palm Sun
| Jan | Mar | Mar/Apr

Maundy Thurs | Good Fri | Easter Vigil | Easter Sun  | Pentecost | Corpus Christi
| Mar/Apr | May

Blessing Toys | Garden Party  | Vehicles | Weddings | Baptisms | Funerals
| May | June | July | Periodically

 = Currently best attended by new visitors

(Remembrance - more complex)

What now – The analysis of each event.

- We need to look at each event individually, let's consider from start to finish what works very well, what could be improved?
- What ideas can we offer to enhance the event to make it even better?
- What message do we give to inspire new people to attend the service or event?
- How do we reach them? Which of our communication routes is most appropriate and therefore most likely to be effective.
- How do we stay in visitor's minds after the event is over?
- How do we encourage them back?
- *We agree a simple poster stating the time and date is no longer enough.*
- Analysis - What is our measure of success?

Final stage – Implementation.

- Who will plan and captain the events on the day,
- Who will communicate the events?
- Who will control consistency of message
- Who will brief all helpers on the key brand message?

MISSION TEAM

Need to look at each event/opportunity individually, let's consider from start to finish what works very well, what could be improved?

Brainstorm ideas to enhance the event to make it even better?

Define the marketing message to inspire new people to attend the service or event?

Plan how we best reach them.

Decide which of our communication routes is most appropriate and deemed most effective. *We agree a simple poster stating the time and date is no longer enough.*

Plan how we stay in visitor's minds after the event is over?

Consider how we encourage them back?

Analysis - What is our measure of success?

SOCIAL TEAM

Bring the enhancements to fruition.

Recruit and captain the teams to provide the new features e.g. refreshments / gifts / new lighting plan, whatever that may be.

Ensure each event team understands our brand position and are clear on the importance of what they are about to do, to achieve our objective.

CONSISTENCY OF MESSAGE

To have the most effect, we must be consistent with our message and it should sit well with our brand position.

Do we sound approachable? Is this welcoming? Does it sound meaningful and special? Does this event & social gathering sound worthwhile and not to be missed.

End with a welcoming 'call to action'.

E.g. Please join us. We look forward/ hope to see you there. Save this special date.

SOCIAL MEDIA

Feeding ideas to Mark. Board prepared on Trello. Please ask for an invite to the board if you can regularly add news ideas with images for Mark to post.