



impacts

potential impact	description and impact issues
New additional resources identified	New useful alliances have been identified (e.g. local college arts course, environmental / gardening groups and local businesses) that will bring in extra resources and volunteers into a parish such as creativity/marketing, landscaping and profile etc.
Saved resources	Several parishes have abandoned their development plans altogether, others have changed them so that they will be more effective, cheaper, greener and involve more useful partners.
Resources and assets released for investment in engagement/growth	Several parishes have released property assets to invest in their engagement and growth plans. Others have decided to spend some of their reserves on initiating change or development plans.
Better ideas about how to manage their existing resources	Some parishes have established a parish development fund – utilising any bequests and one-off earnings for investment in growth rather than meeting daily expenditure. Where previously there were no funds for growth new investment in growth. This would in turn be likely to have a multiplier effect.
More sustainable business models	Most parishes were not actively looking for new sources of income (including within their development plans), but are constantly seeking to extract more value out of the existing sources. Our preferred model is making money out of doing good in order to do more good (a social enterprise model).
No longer accept decline as inevitable	Some parishes are in a state of collapsed morale and they had no plans for engagement or growth – they had accepted decline as inevitable. New confidence and plans and with it an animating vision – results in new activity, confidence, income and potentially growth.
Stronger vision for growth	Savings can be made from the more effective use of resources and greater impact can be had from a more focussed and coherent strategy for engagement, mission and growth (i.e. improved ‘matching’).
More systematic understanding about their context	Better knowledge of the geographical area can help define a more focused and effective means of communication, as well as show where to focus the engagement, salient messages and relevant activities and identify new alliances that will bring in new resources.
Better able to articulate and sell their local contribution	Being better able to sell their engagement and impact in their community can lead to exciting new alliances and access to new resources and potentially attract external funding.
Greater confidence and more outward looking approach	A more outward looking approach opens up both new engagement and new resourcing opportunities. It also inspires and energises commitment from existing parishioners (assisting in development and retention) and this could in turn attract new parishioners (a positive feedback loop).
Strengthened and retained change agents	In each parish there are key people trying to bring about change – rdp energises them and reinforces their role and voice in the parish. It gives them tools and helps to build a wider consensus for change, engagement and growth, keeping these vital people that are needed to survive & thrive.

