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**What is the church's offer to
an unchurched and almost
completely changed society?**

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introduction

This short presentation outlines some of the assumptions behind our rdp> programme. We now live in an unchurched society – how do we identify mission opportunities and begin to craft a meaningful offer to grow again?

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assumptions¹

- people do want something; it is just not us as we are
- what we have been doing does not work

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our culture?



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macro driven opportunities

- inequality
- legitimacy
- values
- demography

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micro driven opportunities

- something more than ourselves
- new household forms
- consumerism/debt
- technology

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vision/building the kingdom

- disruption of power + wealth relationships
- new idea of being human
- new idea of equality
- new idea of social relationships

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assumptions²

- majority unchurched
- the majority of anglicans have **rejected** our offer
- it's "not for people like me"

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assumptions³

- community (market) change
- deference (lack of)
- technologies (new ways of us)
- consumerist expectations
- our amazing values + fluidity

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community change

- new residential developments
- more complex households
- more living alone
- new groups e.g. students
- population churn

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growth assumptions⁴

- get noticed
- reach out to unchurched (risk)
- relevant language + messages
- get over ourselves (generosity)
- refresh our social capital
(open source)

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perceptions

- we believe... doctrine, hypocritical – “i’m not good enough to come in!”
- it’s not for people like me, boring, old, posh – “sad” “creepy”
- cold, uncomfortable and quiet – “am i allowed in?”
- cliquey and unwelcoming – “unfriendly”

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what we've got to build on

- everywhere for everyone
- we have a great message and alternative; meaning + values
- great locations and spaces
- residual goodwill
- connection

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growth groups

- young people (13-24)
- young families
- single dads/mums
- people living alone
- recently retired



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growth is a good thing?

- Are we really willing to take risks, get out of our comfort zone and engage meaningfully with our communities as they actually are?
- See our direction of travel questionnaire on our website:
www.rapiddevelopment.org.uk

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success?

- demonstrating values; love & justice
- inspiring – wonder, joy, creation...
- inclusive, creative, communication –
“people like me do go there...”
- relaxed + comfortable – warm & quality
- belonging - connected & involved

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offer

- experience of any encounter with us
- intangible as important as tangible
- accessibility, friendliness
- spaces and senses
- follow-up

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