

WHO IS MY NEIGHBOUR?

A USER'S GUIDE TO STATISTICS FOR MISSION



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CONTENTS

An Introduction to Statistics for Mission.....4

SECTION 1

Accessing Statistics for Mission.....25

SECTION 2

Understanding Statistics for Mission.....36

SECTION 3

Using Statistics for Mission.....54

SECTION 4

Digging Deeper.....96

Reflection and Action.....131



AN INTRODUCTION TO STATISTICS FOR MISSION

“*In every community there is work to be done. In every nation there are wounds to heal. In every heart there is the power to do it*”

– Marianne Williamson

Statistics for Mission and this companion book, *Who is my neighbour? A user's guide to Statistics for Mission*, have been produced to help your Church understand your own community better. Sometimes we don't know as much about our own communities as we think we do and sometimes what we once knew just is not the case anymore. Our perceptions of our surroundings are often based on those things that are the most visible in communities, and whilst this is important, some of the real needs remain hidden. It has not been uncommon for Churches to have planned local projects such as a youth club or other children's projects based on a perceived need only to discover later that the real needs in the community are related to an elderly population for example.

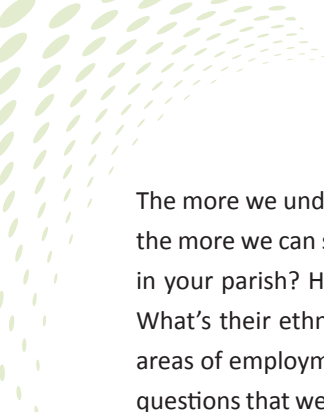
Sometimes Churches cannot understand why services and facilities they offer are not utilised. A Church in Glasgow recently questioned why only half a dozen young people were attending their youth club on a Friday evening. Thinking that they were addressing the real needs in the community the project continued, albeit with a slightly disheartened group of volunteers, only later to

discover that in the immediate area next to the Church only 12 young people between the ages of 12 and 17 lived there. You could argue that 50% of these young people were attending the youth club but through a process of statistical research the church later discovered the most pressing need in the area was around the elderly population and issues of poverty and isolation within that age group. It just goes to show that a distinction can be made between perception and reality.

Community research is a necessary part of the foundation upon which good effective church activities are built. All agencies, service providers and providers of care are encouraged to carry out research in relation to their local community. Churches are not any different to this. If you consider many kinds of church activities; evangelism, ministry, church planting, new buildings, youth work, local campaigns and social action, ask yourself: “what activities would not benefit from having a greater idea of who is in your community?”

Statistics for Mission is not just about statistics for your parish but for the first time ever there is a complete set of digitised parish boundaries in a consistent format for the whole of Scotland. Already early feedback reveals that sometimes there is a group of houses that no-one realised fell within their parish. For those who respond to images rather than numbers, being able to see where the population is gathered can also be a real stimulus for missional conversations.





The more we understand our parishes, those that live in them and their needs, the more we can serve God in being effective in mission. How many people live in your parish? How old are they, what are their most pressing social needs? What's their ethnic, faith or education background? What's their health like, areas of employment or lack of it and the resultant deprivation? These are the questions that we should ask ourselves if we really want to understand who our neighbours are.

“*The numbers, maps and graphs aren't the whole story. They are not a substitute for going out and meeting the people who actually live and work in our parishes. Nor are they a substitute for prayer and reflection on God's calling for a congregation in its mission and ministry. They do play a significant part though in helping us understand and reconnect with a society that we have largely lost touch with.*”

Lesley Hamilton-Messer,
Mission and Discipleship Council

HOW TO USE THIS BOOK

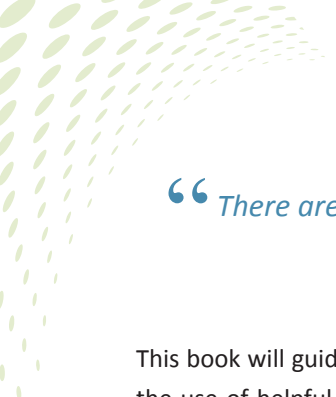
In order for you to be able to make best use of Statistics for Mission, this book has been developed to be each of these four things:

A **guide** for accessing the relevant statistical information for your Parish

An **information pack** for finding out what to use the Statistics for Mission for

A **resource** for developing action oriented reflection

A **tool** for increased community engagement



“There are two kinds of statistics: the kind you look up
and the kind you make up.”

– Rex Stout

This book will guide you through the processes of accessing the statistics with the use of helpful step by step guides that not only show you how to access the Statistics for Mission but also what that information means for your Parish. Although it might at first seem daunting, it is a very simple process to gather together a lot of information about your area. What really counts, however, is making sense of this data – comparing different bits of data and finding out what is relevant for you.

A frequently asked questions section is provided to help you understand further some of the content you will come across. As you dig deeper into accessing statistics some of the information you might come across will be around

- Population
- Income
- Housing
- Health
- Providers of care
- Schools
- Faith
- Ethnicity

After consultation with numerous Presbyteries and Ministers it was decided that these would be the key statistics required. However for those of you who want to dig even deeper this book contains additional information on how you might do this.

“Statistics are human beings with the tears wiped off.”

– Paul Brodeur

Stories and comments on what statistics have been used for are provided throughout this book, the purpose of which is to show what has been carried out previously to help address any concerns that you might have on using statistics or how to understand them. The key thing to remember with everything in this book is that for every statistic there is a face behind them. The stories, comments and suggestions you will read in this book are all written with that in mind. So for every ‘hard’ data or fact about population, housing, crime or income there will also be ‘soft’ data that is not so evident in the statistics such as local views, opinions, attitudes, perspectives and feelings. Throughout this book it will become clear that statistics are only one of three key areas for gathering information about your community. With that in mind, whilst using this book, consider the three sources of information available for your parish or community:

**Information from people
in the community**

Community groups, young people,
lone parents, elderly

**Sources of
Information**

**Information from local
organisations**

Clergy, social workers, Agency
workers, community leaders,
Health professionals

Information from statistics

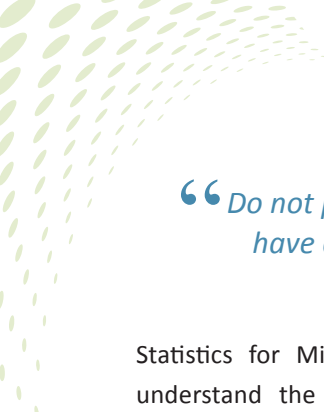
Population figures, demographics,
deprivation levels

“The greatest happiness is to transform one’s feelings into action”

– Madame De Stael

Reflection is an everyday process. We reflect on a range of everyday problems and situations all the time: What went well? What didn’t? Why? How do I feel about it? Throughout this book you will find areas for note-taking to help identify reasons, hopes and ideas about how you can use Statistics for Mission. Similarly, space is made available for you to identify what mission means to you and how you as an individual or as a Parish can act on the information you discover to ultimately impact the lives of others. Data gathering is important, but so too is reflecting on that information and what action can be made. Using Statistics for Mission and your own knowledge allows you to look closely at what is currently going on and look for ‘clues’ as to where to focus your attention. It has been said that reflection is the process that we consciously undertake to gain further understanding and add meaning to our daily lives. Reflection therefore is a means of assisting us to think, to explore our thoughts and feelings and to work through an experience, in an attempt to gain new understandings, fresh insights and self-awareness. By studying statistics about our communities this offers an opportunity to reflect on what is important to us, our community and individuals. By doing so, reflection can lead to action.

Reflection is a purposeful thoughtful activity to:	Reflection helps us to:
<ul style="list-style-type: none">• Gain new insight.• Gain new ideas.• Acquire new understanding.• Increase self-awareness.• Challenge existing thought.	<ul style="list-style-type: none">• Stand back and think of a situation.• Gain a new perspective.• Make sense of newly discovered information.• Construct meaning and knowledge that guides actions in practice.



“Do not put your faith in what statistics say until you have carefully considered what they do not say.”

– William W. Watt

Statistics for Mission is about building the capacity of the Church to understand the nature of the needs it has and how they might be addressed. It can be used as a starting point to build positive relationships with the community, which is an effective starting point for community development. Many funders look for a robust understanding of the problem that a community group is trying to address. If you decide to address some of the issues you come across in your own parish, having access to these hard facts and statistics along with local knowledge and stories provides you with excellent opportunities to source funding from a variety of organisations.

As important as statistics are in providing us with a glimpse of our communities, what is more important is what you do next. Having statistics just to look at will not create change, but using them as a starting point for community development or for building a mission strategy as a Church is the very reason for Statistics for Mission existing. Facts and figures go some way towards describing local life, but to grasp a more detailed and accurate picture you will need to talk to the community and include their stories, opinions, viewpoints and outlooks. Building positive relationships with the community around your Church is crucial for growth. This book will look at simple methods of community research that can help your Church look further into the community and discover information and make relationships that statistics cannot do.

THINGS TO CONSIDER BEFORE YOU START USING THIS BOOK


- Why do we want to gather information about our community?
- What things can we do for the community?
- What will we do if we find something challenging?
- What will we do if the community needs are beyond our capacity?
- How will we manage unrealistic expectations from the community?

HOW WE GOT HERE – A LITTLE BIT OF BACKGROUND

by Fiona Tweedie

“Who is my neighbour?” – a gospel question with a 21st century answer for a Kirk which seeks to serve the whole nation. Scotland’s Census 2011 gives us an opportunity to see a snapshot of our parishes, if we are able to access it easily and understand what it illustrates.

Technology has moved on so quickly since the last Census – Google Earth, freely-available OS Maps online, Geographic Information Systems, GPS coordinates, Bing maps etc etc. The Statistics for Mission Group were faced with a bewildering range of options for helping congregations understand what Scotland’s Census 2011 revealed about their whole community. We knew people wanted to learn more about their communities from




speaking to hundreds of people every year during the General Assembly at Heart and Soul. Accessibility was a key feature that governed what we wanted to do, so web-based PDF profiles for each congregation seemed the way forward.

To be able to offer such profiles to everyone, and take advantage of the developments in technology, we began a process of digitising all of the parish boundaries. A team from the Statistics for Mission Group – Norman Jamieson, David Lewis, Fiona Tweedie and Douglas Vallance – worked with each Presbytery to confirm where the boundaries were. Then came the grand jigsaw puzzle of fitting the Presbyteries together! We are very grateful to Presbytery Clerks and others who worked with us on this task, and to Kirk Sessions who bemusedly agreed to the addition or subtraction of parts of fields, roads, hillsides or roundabouts, to ensure that all of Scotland was covered by a Church of Scotland parish. Without their assistance we would not be able to offer this resource to the whole Kirk.

There remained a small number of uncertainties, but the full map was able to be passed to National Records of Scotland in June 2013. In their turn, NRS supplied us with a table mapping Census Output Areas (areas of around 50 households) to parishes. Now all we needed was some data!

Work began with Craig Hawkins in the IT Department at “121” to develop the profile templates which included each parish map as well as figures for the first data release – population and the number of households in a parish. With the assistance of Alan Murray in the web team, we were able to link to the profiles through the Church Finder on the main website.



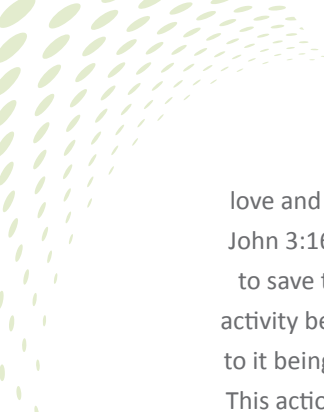
The initial profiles were uploaded to the website on 4 September 2013, and were followed by extended profiles as further data was released by NRS. As parish boundaries change, and further data becomes available, the profiles will be updated.

The digitised boundaries remain as a resource for the Church, allowing other statistics to be mapped on to parishes and presbyteries across Scotland. The Statistics for Mission Group offers these, and the profiles, for congregations, Presbyteries and Councils of the Church as they move from the question “Who is my neighbour?” to “What is good news to them?”.

UNDERSTANDING MISSION

by David Plews, Congregational Learning
Development Worker
(Mission & Discipleship Council)

The Christian understanding of mission is a rich and diverse conversation within and across different denominations. The discussion on mission probes and questions the role of the church in the world – but more than this, it seeks to understand God’s action in the world. For some, mission is understood to be an activity of the church, while others are concerned that mission is primarily understood as a vocation and call. Either way, mission involves intentional action that is directed towards the world, and through Christ and the Holy Spirit takes place within the world. There are some common threads that broadly sketch mission. First and foremost mission is an activity of God – it is the action of God in the world. This action displays God’s

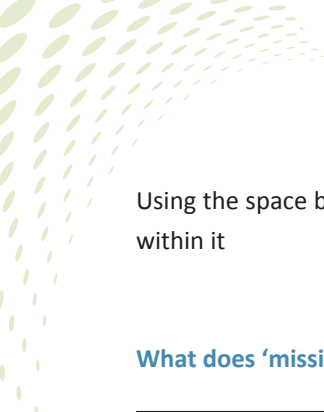


love and commitment to the world. The much-quoted text of John 3:16 says that God so loved the world that he sent Jesus to save the world. An initial observation recognises that the activity being discussed is firstly God's action in the world prior to it being an action of the church – it is God's idea, as it were. This action in the world, initiated by God, demonstrates God's active love for the world.

God's action to humanity is always missional action – action that seeks to determine humanity as God intended: to be in covenantal relationship with God. This missional activity can take many forms: evangelism for personal spiritual renewal, peace-building initiatives, community projects, environmental enterprises, political engagement, justice, healing and wholeness. The General Assembly in 2009 received the report from the Mission and Evangelism Task Group which affirmed that mission was concerned with God's redemptive activity in the world. The redemptive activity of mission is God's action directed toward restoring the world to what God intended for the world, as Christ taught in the Lord's prayer: Your kingdom come, Your will be done, on earth as it is in heaven.

MISSION AND YOU

With mission and what it means to be missional perhaps the one thing that can be agreed on is that mission means different things to different people and our understanding of mission, as with our understanding of many things, is shaped by many different factors. What we believe and understand is central to how we live our lives and why we do what we do.



Using the space below take time to think about mission and your involvement within it

What does 'mission' mean to you?

How do you see your Church involved in mission?

STATISTICS FOR MISSION – GETTING BEYOND OUR ASSUMPTIONS

“*Most of our assumptions have outlived their usefulness.*”

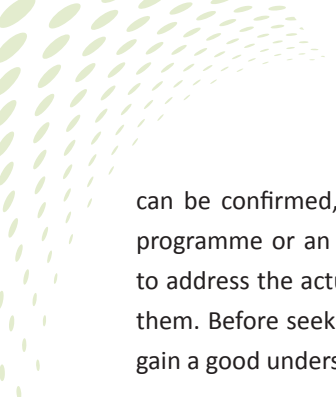
– Marshall McLuhan

Like people and communities no two Churches are the same. Everyone and every church is unique. Communities might share similarities such as poverty, isolation or ill health but no two are the same. In fact what makes communities exciting is the uniqueness that exists there. Only by searching for that does a clearer picture of your community emerge. Just think what having knowledge about so many of society’s concerns such as low income, unemployment, educational attainment and ill health can do for your Church as you look to meeting the needs of your community.

“*Change is the law of life, and those who look only to the past or present are certain to miss the future.*”

– John F Kennedy

Quite often we all bring assumptions to what we do. These assumptions are often unexamined, they are the facts of beliefs that we do not question because we “know” they are correct, even though they may well not be. Or perhaps they were at one time “true” but communities change and these assumptions may not be relevant any longer. That is why it is important to check these assumptions. You may find that you were right all along but similarly you may also discover new information that challenges existing ideas. This is where Statistics for Mission comes in handy. By accessing statistics for your community and building up a community profile, any existing assumptions



can be confirmed, questioned or challenged. For a community engagement programme or an outreach programme to be effective and credible it needs to address the actual needs of the community, not the needs as you perceive them. Before seeking to affect the lives of your local community, you need to gain a good understanding of how those people see their lives.

STARTING WITH STATISTICS

The things that can be counted are likely to be an important part of any profile you are trying to build of your parish and the chances are that much of the information you need has already been collected. Collecting new information takes a lot of time and effort, so it makes sense to use what is already there when you can. Statistics for Mission is one of numerous providers of information giving you the opportunity to access the most up to date and thought provoking statistics available. With so much information available at your fingertips it can sometimes feel a bit overwhelming but these websites below are ideal for beginning to look at your community statistics and with some step by step guides available later on in this book it makes it a simple but very effective process:

Statistics for Mission – www.churchofscotland.org.uk

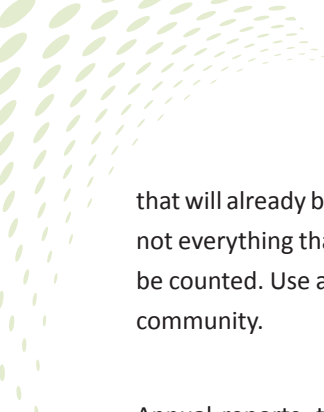
Scotland's Census Results Online – <http://www.scotlandscensus.gov.uk>

Scottish Neighbourhood statistics – www.sns.gov.uk

Scottish Public Health Observatory – www.scotpho.org

Education Scotland – <http://www.educationscotland.gov.uk/scottishschoolsonline>

Statistics alone are simply just numbers and measures, it is how you interpret and understand them in relation to your community that makes them useful. However, don't forget statistics are by no means the only sort of information



that will already be available and they are certainly not all you need. Remember: not everything that can be counted, counts, and not everything that counts can be counted. Use all sorts of local knowledge to build a complete picture of your community.

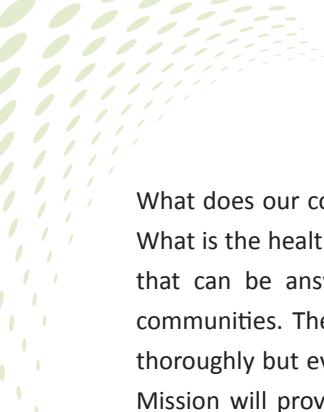
Annual reports, the minutes of meetings, local newspapers, school projects, photographs, videos – all sorts of things will tell you a lot about what matters to people locally. It is worth using all your local knowledge and contacts to seek out information.

Remember the local library, housing office and community planning department of the council are agencies to contact for further information.

WHY SHOULD WE DO COMMUNITY RESEARCH?

Knowing the needs of your local community and what other agencies are already operating in your area is an essential part of clarifying your vision. There should be a direct link between a need that you have identified and the change you intend to make. It is very important to invest time and effort in finding evidence of the need for your project through many different methods. Through doing that, identifying need will:

- Increase your understanding of your community.
- Ensure that you are trying to meet the real needs.
- Increase church and community engagement.
- Create a sense of local ownership and increased participation.
- Remove the chances of unnecessary duplication of provision.
- Give local people a say in the future of their community.



What does our community look like? What are the needs in our community? What is the health status of our community? These are some of the questions that can be answered by looking at the statistics of who makes up our communities. The meaning of the word *research* is to search or to examine thoroughly but even a quick look at the information provided by Statistics for Mission will provide you with invaluable information about people that live close to you. Every Church is different and your reasons for using Statistics for Mission may differ from your neighbouring Parish. Whether it is to carry out a needs analysis or simply to develop a parish profile, the information provided by Statistics for Mission aims to meet a variety of needs.

The purpose of community research is to discover more of the truth about a particular area, the people, their needs, their feelings, their attitudes, their relationships, the environment the people inhabit; the housing, the public space, the facilities and so on.

Here are some of the reasons your Church might use Statistics for Mission. More on this can be found in section 3 of this book.

Needs Analysis

Identify the needs in your community to support or challenge existing ideas or perceptions. Use a needs assessment to develop new ideas and initiatives. Help plan for the future with a greater understanding of the present.

Funding Applications

Many funders look for a robust understanding of the problem that an organisation is trying to address. Enhance your funding applications with hard facts and figures to support your qualitative approach.

Managing change

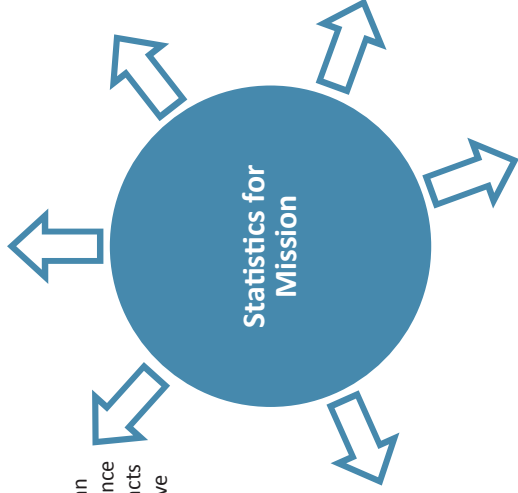
It is not just communities that have to face changes. Churches and Presbyteries also experience change over time. Statistical analysis has and will continue to be used within Presbytery planning but also when changes to churches such as unions, linkages or readjustment to parish boundaries are proposed, the ability to access information about the community becomes increasingly important.

Community Profile

By putting together a community profile of your parish area you are gathering that information that can be used again and again for wide ranging purposes. Having that information helps to develop plans for the future, understand the now and enhance funding applications that can make a difference in your community. Community profiles are not just about the problems in the community but about the strengths and potential for the future.

Mission Plan

The more we understand our parishes, those that live in them and their needs, the more we can be effective in mission. How many people live in your parish? How old are they, what are their most pressing social needs? What's their ethnic, faith or education background? What's their health like, areas of employment or lack of it and the resultant deprivation? These are the questions that we should ask ourselves if we really want to understand who our neighbours are.



Local Church Review

By developing thoughts, opinions, concerns, hopes and aspirations within a local Church this enables a report to be prepared which considers the past, the present and also looks forward. Having evidence in the form of statistics is a useful tool in developing plans to meet the demands of your communities whilst also having an impact on the mission and vision of your church.

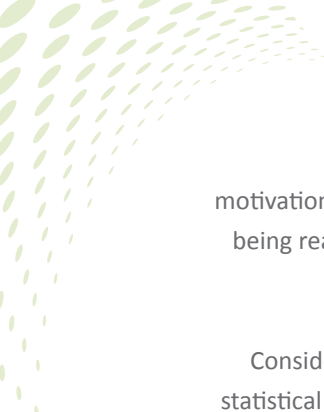
STATISTICS IN ACTION

by Rev. John Paterson, Convener of the Statistics for
Mission Group

“
*Mission, to be effective, should be intentional
and not intuitive*”

When statistics are mentioned there can be an inherent fear as one may not know exactly how to interpret, manipulate, use or exploit them. Some may perceive that statistics are used to place particular spin on situations or circumstances. However statistics, properly collated, can be viewed as facts that can be trusted, useful as well as time and energy savers. The collated statistics for mission can be considered as such.

Mission, to be effective, should be intentional and not intuitive. So often intuition can be the basis of mission in that perceptions begin to be believed; information gathered from what one sees, hears or imagines to be the case. However hidden trends, demography, population spreads, age distribution gender ratios and available facilities as well as absent needs are extremely difficult to assess accurately without sound resources and dependable statistical facts. Statistics for Mission takes much of the pain, hard work, time and energy out of the collection and collation of necessary factual information permitting mission to be intentional and directed. From the available statistics for a parish a mission statement can be formed and a planned, phased mission can be exercised with a greater degree of success. Further, required human resources are reduced,

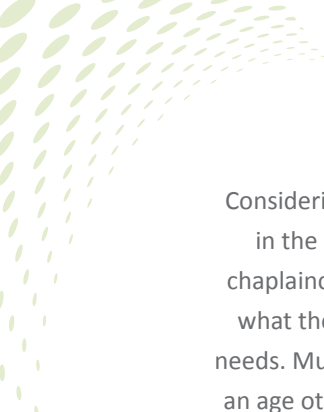


motivation and morale can be maintained with achievable goals being reached. Particular target groups can be identified and appropriate responses made.

Considering the geographical parish, overlapped with the statistical facts about it, places the parish in context and so the missional response can be contextual too. What is appropriate in one place may not be in another.

In my own parish we had to collate our own 'statistics for mission' before the central church took up the challenge. Rather more basic than what is now available, what was drawn together enabled us as a congregation to identify the need for a retail outlet for religious material, a smoke free coffee shop, a place for fellowship where the hurting could come and be listened to without prejudice and where all would be accepted for who they are, not on a Sunday but every day of the week. The perception at the time, 18 years ago, was that shops were closing down and a new one would not succeed. The facts indicated need. Armed with the facts and faith, a shop was purchased and a Christian bookshop and coffee shop was established. Ten years later the shop next door had to be purchased to accommodate the growing need.

The statistics further indicated that adult male full time unemployment was one of the highest in Scotland as was the growing addiction problem. With the statistical facts a family support unit was established to support the addicted and the families of such individuals. Abstinence was key to the project and many came forward of their own freewill and later there were referrals from statutory agencies; a Christian response to a secular problem.



Considering the facts concerning the number of young people in the parish a need to reach out to them beyond school chaplaincy was identified. But how? Again one had to identify what the youth considered their strengths, weaknesses and needs. Music was identified and through music young people of an age otherwise not interested in this parish, formed a praise group that participates in worship every Sunday morning and organises concerts to raise money for charities at home and overseas. Many of these young people now in their twenties are on committees of the church and are taking leading roles in decision making. They have become the bridge between the church and the schools.

For the courageous congregation Statistics for Mission can, if properly interpreted, provide permission to let go that which is beyond its sell by date due to demographic change.

**Let there be no fear of statistics.
Consider them an essential tool in preparation
for mission.**

SECTION 1





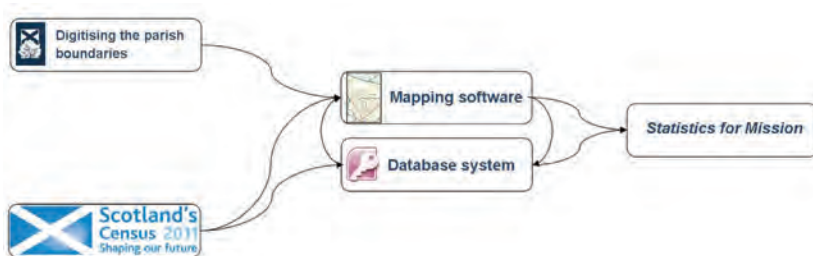
SECTION 1

ACCESSING STATISTICS FOR MISSION

Statistics for Mission has been developed using statistics gained from Scotland's Census 2011. As a result it allows for quite a detailed analysis and comparison of areas across Scotland. Information gathered under the census has been attributed to each Church of Scotland parish and Statistics for Mission is the result of this process. These census figures can be accessed through Scotland's Census 2011 online at <http://www.scotlandscensus.gov.uk/en/> and at Statistics for Mission through the Church of Scotland at <http://www.churchofscotland.org.uk/> Use the statistics available to you to discover many things about your community, such as:

- What percentage of people live alone?
- How many are aged under 16?
- What is your elderly population?
- How many own their own house?
- What is the unemployment/employment count?
- What is the health like of your community?
- How does your parish compare with others?
- Do the statistics match my own view of the parish?

Each profile is based on the data currently available from the 2011 Census. As more data is released, this profile will be extended with further information. The statistics in each profile are based on information about the areas that make up the parish. This has been worked out through using mapping software to digitise all parish boundaries whilst working with the National Records of Scotland to list the Census Output Areas within each parish. These have all been combined to produce Statistics for Mission.



GETTING STARTED

All you need to get started is access to a computer with internet access. You can access the information on your own but why not consider doing it as a Church or as a group to allow discussions and questions to be raised? That way you can really discover new information together and share experiences and ideas about what the statistics mean for your local community.

Everybody learns in different ways and some people will be more comfortable using computers than others. What follows are a set of simple step by step guides to help you access the information relevant for your parish or the parish you are searching for. In just a few clicks of the mouse you will have access to information that can support your Church's plans for the future.

STEP BY STEP GUIDE

Step 1:

Access a computer with access to the internet. Navigate your way to the Church of Scotland homepage by typing into your search box www.churchofscotland.org.uk

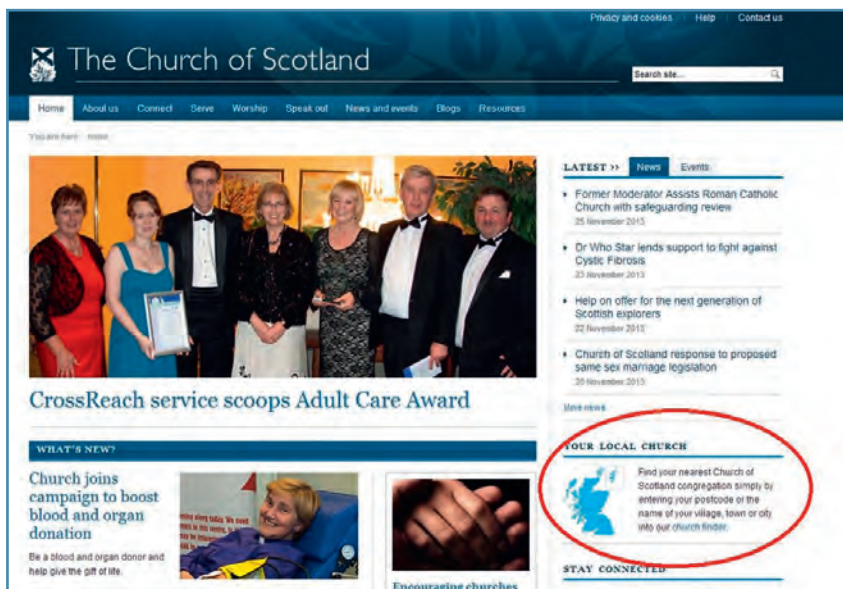
You will see a page similar to this. Note there will be differences due to the fact that the website is regularly updated to reflect recent activities, concerns and information.

To make sure you are on the right page click on *Home* (circled)



Step 2:

The Statistics for Mission is located within the Church Finder search on the Church of Scotland website. This is accessed easily by clicking on the area under Your Local Church on the homepage. This is the area circled below.



The screenshot shows the Church of Scotland website homepage. At the top, there is a navigation bar with links for Home, About us, Connect, Serve, Worship, Speak out, News and events, Blogs, and Resources. Below this is a search bar and a 'Search site' button. The main content area features a large photograph of a group of people, with the headline 'CrossReach service scoops Adult Care Award'. To the right, there is a 'LATEST' news section with several articles. Below the news section, there is a 'YOUR LOCAL CHURCH' section, which is circled in red. This section contains a map of Scotland and text that reads: 'Find your nearest Church of Scotland congregation simply by entering your postcode or the name of your village, town or city into our church finder.' Below this is a 'STAY CONNECTED' section.

You will be directed to the Church Finder section of the website which will look like this

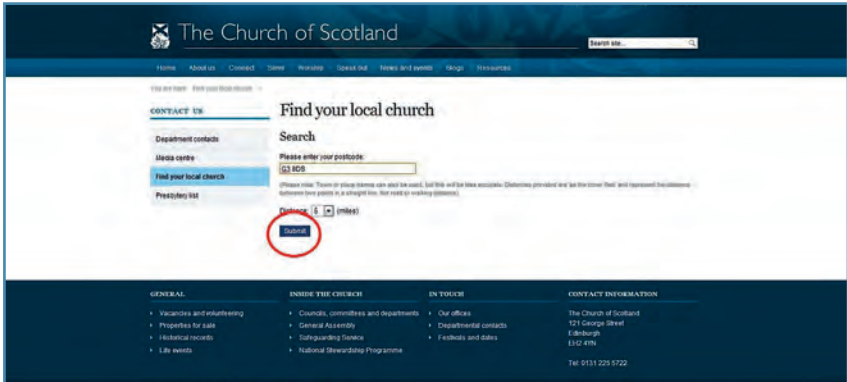


Step 3:

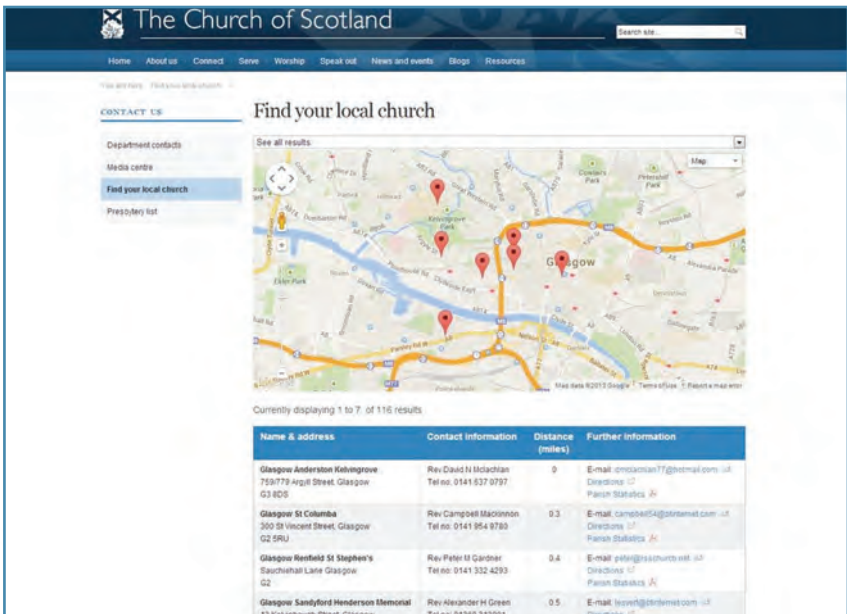
You are now only a couple of clicks away from accessing the information for your parish. The next step is to enter the details of the area you want to search for. You can enter the postcode, town or place name.

Tip – One thing to be aware of: The church-finder uses Google’s mapping. As such, Google Maps are “World-wide”. Therefore, when entering a place-name, it is useful to be clear about what is being entered. Thus, if you enter “Barr” you will get no results, as there is also a “Barr” in England, and Google does not know which one to display. But if you enter “Barr, Ayrshire” you will get the desired results (Another tip would be simply to put “Scotland” after the town name).

Once you have entered your details (e.g. G3 8DS) click on *Submit* (circled)



You will be directed to a page like this that shows a map of the local area and the various Churches within the local area.



Step 4:


The final step is to simply find the Church from the table below the map that you are looking for. Once you have found it click on the option for *Parish Statistics* (circled below). This will take you to the information gather by Statistics for Mission for your Parish.

CONTACT US






- Department contacts
- Media centre
- Find your local church**
- Presbytery list

Find your local church

See all results:



Currently displaying 1 to 7, of 117 results

Church & address	Contact information	Distance (miles)	Further information
Glasgow Anderston Kelvingrove 759/770 Argyll Street, Glasgow G3 8DS	Rev David H McLachlan Tel no: 0141 637 0797	0	E-mail: dmclachlan77@hotmail.com Directions  Parish Statistics 
Glasgow St Columba 300 St Vincent Street, Glasgow G2 5RU	Rev Campbell MacKinnon Tel no: 0141 954 9780	0.3	E-mail: campbell54@btinternet.com Directions  Parish Statistics 
Glasgow Renfield St Stephen's Sauchiehall Lane Glasgow	Rev Peter M Gardner Tel no: 0141 332 4293	0.4	E-mail: peter@rschurch.net Directions 

You will be directed to a page looking like this with the parish boundary displayed and the statistics for that parish available for you to interpret what they mean for your Parish.

The screenshot shows a webpage for 'The Church of Scotland' with the following details:

- Parish of:** GLASGOW ANDERSTON KELVINGROVE
- Presbytery:** Glasgow
- Parish:** GLASGOW ANDERSTON KELVINGROVE
- CongNo:** 160893
- Tel No:** 0141 637 0797
- Website:** (link not visible)
- Statistics for Mission:**
 - Population: 7,974
 - Households: 4,442
 - Parish Area (sq km): 1.43
- Text:** 'This data is based on the output areas that fall within the parish boundaries.'
- Text:** 'Data prepared by the Statistics for Mission Group of the Church of Scotland for use by congregations and Presbyteries of the Church. This profile is based on the data currently available from the 2011 Census. As more data is released, this profile will be updated with further information.'
- Text:** 'Church of Scotland parish and presbytery boundaries are based on data provided to the Statistics for Mission team to September 2013. Any errors or omissions should be reported to the Presbytery Clerk for onward transmission to Ministries Council.'
- Text:** 'Population, Household and Area counts are based on output area data from the 2011 Census as released on 15 August 2013 by National Records of Scotland. An output area is associated with a parish if its population weighted centroid falls within the parish boundary.'
- Text:** 'To understand God's thoughts we must study statistics. For these are the measure of his purpose.' - Florence Nightingale
- Logo:** SDG

Step 5:

Take time to think what the statistics mean for you and your Church as you think about Mission and how to use these Statistics for Mission.

AFTER ACCESSING THE STATISTICS FOR MISSION

It can take a while to get through the statistics and think about what they are trying to say. After a couple of times reading through the information gathered by Statistics for Mission alongside thinking about your own parish or community you can begin to make judgements and decisions through this increased understanding of the statistics. You may find information that you want to investigate further. You may also find information that challenges your

perceptions of your Parish. Or you may find information that you suspected all along. Whatever you discover, use the space below to note down your findings.

Parish: _____

Key findings from Statistics for Mission:

Indicator	Measure
<i>e.g. Elderly Population</i>	27%
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

What do I/we find surprising?

What did I/we already suspect?



How are we as a Church engaged with some of the statistics?

SECTION 2





SECTION 2

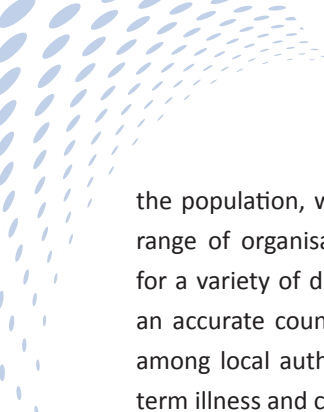
UNDERSTANDING STATISTICS FOR MISSION

*“Knowledge is power. Information is liberating.
Education is the premise of progress, in every society,
in every family”*

– Kofi Annan

Having the statistics is one thing, but understanding them in relation to your own community or parish is another thing altogether. What does it mean if 25% of the population in our community are out of work? What happens if we find we have an elderly population rather than a young population? How does knowing these things now impact our sense of mission? These might be some of the questions arising from a look at the statistics for your parish. Breaking down the jargon and highlighting how statistics can be relevant and helpful to your situation, no matter what community or parish you are from, is very much the next stage in the process of using Statistics for Mission.

The aim of this section is to highlight the census and Statistics for Mission as an important secondary data source that helps us understand population characteristics and informs decision making processes. The census gives us a unique geographical insight through providing data that helps us understand



the population, which is always changing. Information gathered is used by a range of organisations; government, businesses, academics and NGOs, and for a variety of different functions such as large-scale planning. For example, an accurate count of population allows the Government to distribute funds among local authorities. Likewise, an understanding of general health, long-term illness and carers enables the planning of health and social services.

WHY DOES THE UK HAVE A CENSUS?

The UK population is constantly changing. The census is a way of measuring and then describing the characteristics of that population. The data produced from the census helps us understand the population of the UK according to a variety of factors, including: household accommodation, demographic characteristics (such as sex, age and marital status), migration, health and employment.

WHAT IS THE DATA USED FOR?

The data collected helps us understand how we, as a nation, live. The statistics help us understand how the characteristics of the UK population vary over time, which helps in planning a range of services.

Consider those organisations that use this information: a wide variety of government departments and agencies, regional and local authorities, non-Governmental organisations, academics, researchers, students, businesses and local groups. Therefore adding the Church and individual parishes to this list seems essential. Like the other organisations mentioned, Churches have decisions to make, resources to allocate, funding to seek and a desire to make a difference.



STATISTICS IN ACTION

To understand how and why you might consider using statistics for your own parish to develop your own mission programme, it might be useful to consider how other organisations use the information gathered from the census.

Central and Local Government

At national level census information is used to plan the provision of health care, education, employment, transport, etc. It is used to help determine where to build new schools, roads, health care facilities, child-care and senior centres.

One of the greatest strengths of the census is the provision of detailed population figures at local level. It counts the number of people in each city, town and local area and this helps local authorities to make better decisions about the whole range of their activities including the provision of utilities, transport, healthcare requirements and education facilities.

Information on general health will help predict the GP and other health services needed in your community in the future. Similarly, information on the amount of home carers will help to assess the contribution and needs of carers in society and to provide better support.

Interest and representative groups

Census data is extensively used by interest and representative groups who have power to influence the authorities in campaigning for the interests of those whom they represent. The use of Census data in the reports and submissions of these groups is a convincing and powerful tool in influencing political and social leaders.



Business

Census statistics can help bring new businesses to your community. When a company is looking for new locations in which to set up operations and conduct business, one of the first things they consider is people. Who lives in the area? Businesses who want to know who their customers are can look to the census to ask “Who are our customers?” “Who might be potential customers?” “Who needs our services and where are they?” “Which would be the best place to set up a new shopping centre, a sporting facility or a kid’s playcentre?”

Using the census statistics can help organisations to make better business decisions.

Community and Voluntary Groups

Voluntary organisations can use the Census to help determine the requirements for services in local areas – it can also help estimate the number of potential volunteers in the community. It can be used to plan services for people who do not speak English, for people who need to be cared for or for planning education requirements.

FREQUENTLY ASKED QUESTIONS

The reason for using statistics is the desire to see something new about your community or to find out something interesting you did not know before. Statistics for Mission gathers information from the 2011 Census to help you identify information relevant for your parish. Below are some questions that may arise as you seek to discover more about your community or parish.



What is the Census?

The census counts everyone in Scotland once every ten years. It is the country's biggest statistics gathering exercise. Anonymous (with all personal details removed) census results are a snapshot of the number and characteristics of people on census day. The figures are the only reliable measure of the entire population and they help shape everyone's future as the basis for effective public services for the next decade.

Who carried out the Census?

The census is organised by the National Records of Scotland (NRS), formally the General Register Office for Scotland (GROS), headed by the Registrar General, and overseen by professional statisticians. NRS works with the census offices for England, Wales and Northern Ireland to conduct the census on the same day and to provide comparable census results.

The census is held every 10 years and 2011 marks 150 years of NRS's responsibility for it.

When was Census Day?

Census Day – 27 March 2011 – is the date everyone was asked to use for completing their Census form. Our circumstances on that day form the Census data.

How reliable are the Census results?

National Records of Scotland are very confident that the estimates are accurate, and they've been through a careful process of quality assurance and review by a series of panels.



How does the Church of Scotland use Census data?

In lots of different ways! Local congregations use the information to help understand their communities, planning whether a youth worker or a parish nurse would be more appropriate, for example. Presbyteries make use of the profiles in Local Church Review, or in deciding where to focus training events and the like. Councils of the General Assembly use the data to help understand national issues and resource planning.

Is this an exact match to my parish?

No. Census data is available down to Output Areas – areas of around 50 households. The Statistics for Mission Group worked with National Records of Scotland to match up output areas and parishes. Each output area is given a “population weighted centroid” – the average location of all of the people in the area. A parish is allocated output areas whose centroid is within the parish boundary.

What is an Output Area?

An output area is the smallest unit that Census data is available for. It contains on average 50 households, the smallest output areas have 20 households or 50 individuals. All other larger Census areas are produced by combining Output Areas.

How do I find out more?

Church of Scotland Resources for Mission are available at resourcingmission.org.uk. There is also an additional resources section at the end of this book.

INTRODUCING AYR ST QUIVOX PARISH CHURCH

Each parish in Scotland is represented in the Statistics for Mission project. For each parish you will be able to access information and use this to compare and contrast any parish you wish. As an example of the type of information you can access and the layout available here is the information available for Ayr St Quivox Parish Church.

The Church of Scotland

Parish of: **AYR ST QUIVOX**

Presbytery: **Ayr**
Parish: **AYR ST QUIVOX**

Data prepared by the Statistics for Mission Group of the Church of Scotland for use by congregations and Presbyteries of the Church. This profile is based on the data currently available from the 2011 Census. As more data is released, this profile will be updated with further information.

Church of Scotland parish and presbytery boundaries are based on data provided to the Statistics for Mission team to November 2013. Any errors or omissions should be reported to the Presbytery Clerk for onward transmission to Ministries Council.

All Census data is based on output areas from the 2011 Census as released by 14th November 2013 by National Records of Scotland. An output area is associated with a parish if its population weighted centroid falls within the parish boundary.

SDG

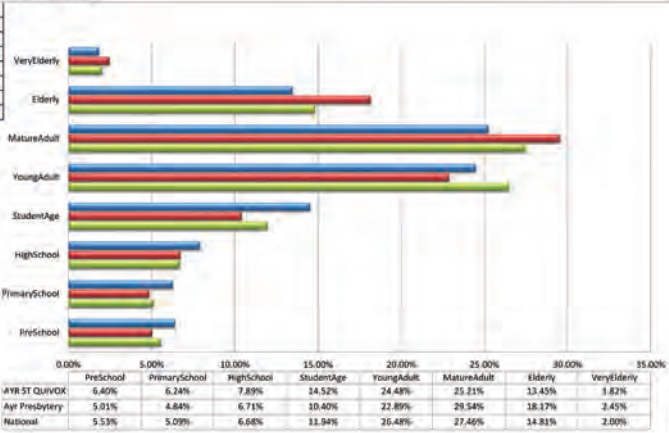
To understand God's thoughts we must study statistics, for these are the measure of His purpose.
Florence Nightingale

If AYR ST QUIVOX were a village of 100 people...

- > 15 would claim their pension
- > 6 would be in primary school; 8 would be in high school
- > 24 would be aged between 25 and 44
- > 56 of 100 households would be in rented accommodation
- > 3 households would speak a language other than English in the home
- > 94 would describe themselves as 'White - Scottish'
- > 10 would be providing unpaid care for more than an hour a week
- > 8 would describe their health as bad or very bad
- > 34 would say they belonged to the Church of Scotland

Population Breakdown by Age-group

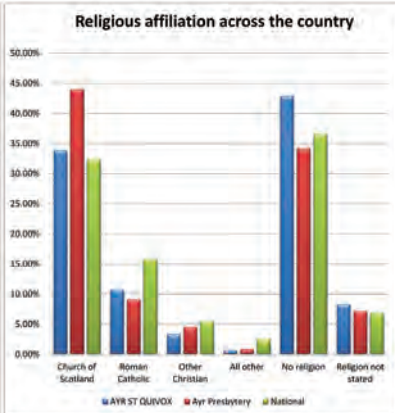
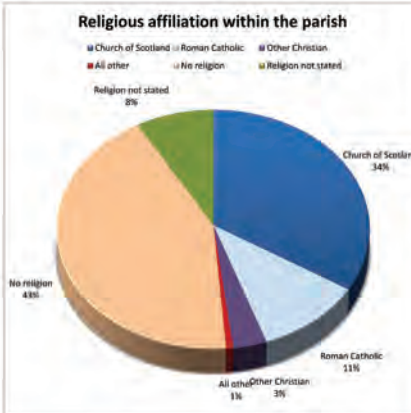
Very Elderly:	85+
Elderly:	65 to 79
Mature Adult:	45 to 64
Young Adult:	25 to 44
Student Age:	16 to 24
High School:	16 to 19
Primary School:	5 to 9
Pre School:	0 to 4 years



Name	PreSchool	PrimarySchool	HighSchool	StudentAge	YoungAdult	MatureAdult	Elderly	VeryElderly	Total
AYR ST QUIVOX	330	322	407	749	1,263	1,301	694	94	5,160
AYR Presbytery	7,702	7,435	10,313	15,984	35,383	45,421	27,928	3,772	153,738
National	292,821	269,617	353,893	632,488	1,402,081	1,454,169	784,431	105,903	5,295,403

Denon Table K3102C

Population Breakdown by Religion



Name	Church of Scotland	Roman Catholic	Other Christian	All Other	No religion	Not Stated	Total
AYR ST QUIVOX	1,748	558	174	36	2,215	429	5,160
AYR Presbytery	67,688	14,032	7,021	1,312	52,668	11,017	153,738
National	1,717,871	841,053	291,275	136,049	1,941,116	368,039	5,295,403

Denon Table K3209C

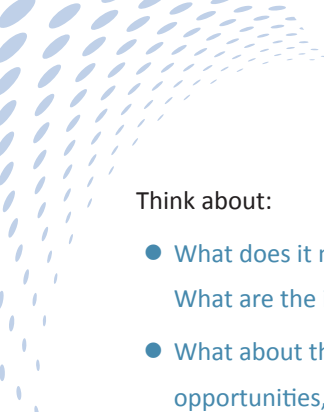


REMEMBER – STATS HAVE FACES

Many of you will remember the companion book to the 2001 Statistics for Mission project, *Stats have Faces*, and whilst much has changed both in communities and in relation to how Statistics for Mission is presented this book still offers much in the way of practical support to you and your church as you search for the face behind each of the statistics. At the time of writing the book's authors stated that "they will have succeeded in their purpose if we can see not just figures but faces". How true this is today as we are bombarded from every angle about the rise and fall in unemployment, told crime figures are increasing only to be told they are then on the decrease and assured we are living longer whilst people in our poorest communities have life expectancies way below that of acceptability. Through all of this it is sometimes easy to get confused and distracted from the real usefulness of statistics – that being the face behind the statistics. The person who is, has, or will be one of those statistics.

WHAT DOES IT MEAN IF.....?

Take a statistic. Now think what are the symptoms, causes, effects or challenges of that statistic on the person. Think about the impact that statistic has, not just on the person but on their family, friends and community. Doing this is an important starting point to putting a face behind the statistic. You may have heard it said that "actions have consequences" and this is similar for statistic. Statistics are not just information to be used in isolation to support or disagree with a view point or situation. They are people with thoughts, feelings, concerns, families and relationships. Like actions, statistics have symptoms and consequences.



Think about:

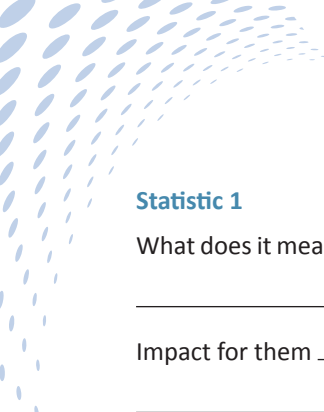
- What does it mean if 25% of your community is out of work?
What are the implications for your community then?
- What about the impact on children in the community, their opportunities, pressures on parents to provide for them?
- What impact does this have on food poverty – we always hear prices are increasing so what does this mean in reality?
- What is the impact on income for the family?
- What is the impact on health, both physical and mental?

Or

- What does it mean if we have a high proportion of elderly people in our community?
- What is the impact on unpaid carers – who cares for them, how often, do they get a break?
- Is there an issue of isolation and loneliness?
- Is health an issue?
- What services and facilities are there in the community for elderly people and is access to services an issue?

These are only some considerations, there are many more that can be thought about and acted upon.

Taking some findings from your own area think about what the impact the statistic has. You can use the space below to note down your thoughts.



Statistic 1

What does it mean if _____

Impact for them _____

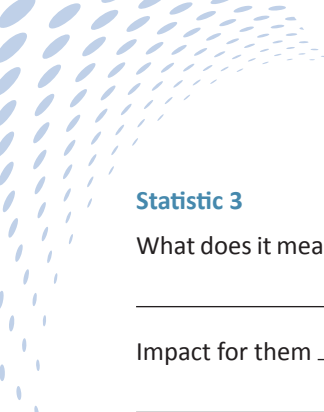
Impact for others _____

Statistic 2

What does it mean if _____

Impact for them _____

Impact for others _____



Statistic 3

What does it mean if _____

Impact for them _____

Impact for others _____

Statistic 4

What does it mean if _____

Impact for them _____

Impact for others _____

LIVING STATISTICS

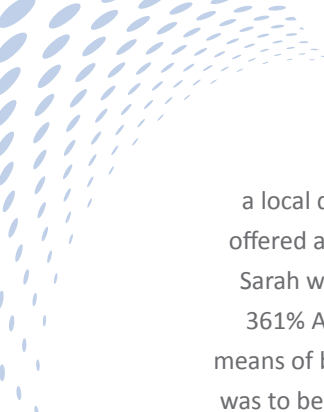
By using the statistics you can build up a picture of your community by adding faces of those you know and those you do not yet know to these statistics. A useful exercise in planning for mission or developing plans for the future is to build case studies around your community. Using local knowledge of people, issues and concerns and balancing this with statistics you have researched is a useful way to identify priorities for your community or parish. The stories that follow are built using statistics from a wide variety of sources not just the census. More on this can be found in Section 4 of this book. They are fictional but are intended to show how statistics can be used to highlight the situation for many people in our communities.

DEBT CASE STUDY

Sarah is aged 35 and her income derives solely from benefits. In the community where she lives this is not uncommon as 80% of the population of the neighbourhood are dependent on out of work benefits or tax credit. She is not alone as over one third (35%) of the community struggle with income deprivation.

Like 12% of her neighbourhood Sarah suffers from depression and has not worked for the last six years. She lives in a one bedroom council flat which she moved into nine months ago. Sarah's debt problems started six months ago when her washing machine broke down. Sarah applied to the Department for Work and Pensions (DWP) for an interest free Social Fund loan but was turned down as she had already borrowed from them to cover the cost of moving.

Sarah applied to various high street banks for a small loan of £500.00 but was refused. She was then visited by an agent for




a local door step lender operating on her estate. Sarah was offered a loan of £500.00 with a high interest rate. As a result Sarah would have to pay back the loan and interest rates of 361% APR with Provident Financial. As Sarah had no other means of borrowing the money she accepted the offer. The loan was to be paid back at £50.00 per week. Sarah missed a couple of payments on her loan because her electricity bill was bigger than she expected. The lender increased the rate of interest and added on late payments fees of £50.00 in total for two missed weeks of payment. When the lender realised she was having problems, they visited the house and offered Sarah a 'Top-up' loan which would be added to her existing loan. They added interest and charges to the total amount and deducted her first payment from the money due to her.

ALCOHOL AND DRUGS CASE STUDY

Mary Ann had been brought up around alcohol, in fact her father, who was a heavy drinker, gave her her first drink aged 10. In the community where Mary Ann grew up, alcohol is a concerning social problem. Hospitalisations due to alcohol related conditions are over double the national average with on average 100 people hospitalised each year.

When Mary Ann went to the 'big school' she found the pressure to 'fit in' too much to cope with, she began to drink more and more. She drank whatever was available, beer, cider or vodka. She drank till she couldn't remember what she had done. During this time she experimented with both skunk and



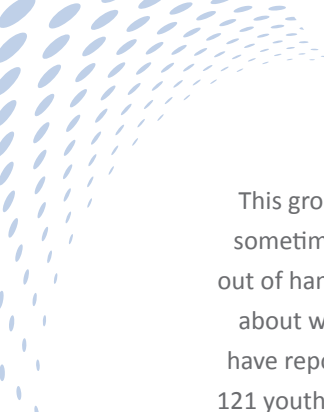
mephedrone but didn't like the effect that either had on her. This affected her attendance at school where her local high school reports an overall much lower attendance rate than Scotland's average – approximately 10% less.

When she was 15 she met her boyfriend and he introduced her to cocaine and she began to use both cocaine and alcohol at weekends. Sadly, this is not an uncommon situation in Mary Ann's community where drug related hospitalisation is almost four times higher than Scotland's average. Recent statistics show the number of drug offences reported by police was 75 – the third highest is South Ayrshire's neighbourhoods. This doesn't tell the full story of drugs in the area, where local knowledge sees what the statistics do not always present.

She had managed to get a job which helped to fund her lifestyle. Her boyfriend was sent to prison like so many others from the local community that has a prison population almost five times higher than the national average. After this she couldn't cope and increasingly turned to coke and drink to help her get through this. Eventually she lost her job because she was so unreliable, sadly adding her name to the list of the 17% of young people aged 16-24 in her community claiming JSA.

YOUNG PEOPLE CASE STUDY

Harry lives with his mum in an estate in town. He goes to the local secondary school where, like 30% of the pupils, he receives a free school meal. Things at home are not so good. He doesn't get on with this mum's new partner and starts hanging around with a large group of his peers at night to escape.



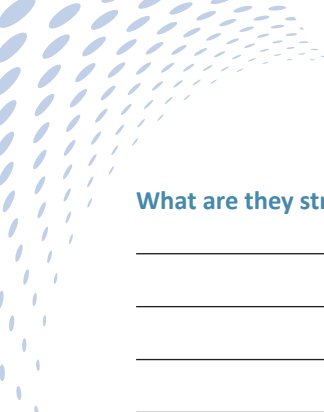
This group hang around the area outside your Church. They sometime have money for alcohol and things sometimes get out of hand with their behaviour but in the main they just hang about with nothing to do. In the last year Strathclyde police have reported 15 youth incidents of anti-social behaviour and 121 youth incidents of disorder. These statistics are put into the shade however when non youth anti-social behaviour incidents and disorder are concerned – accounting for 250 and 1577 incidents respectively.

There is not much to do in the estate and they don't have much money to go into town to the cinema or bowling or other activities.

PUTTING FACES TO YOUR STATISTICS?

From reading the case studies above, which were developed as part of a series of community development programmes with a Church in Ayrshire, the intention is to provide you with ideas about how it is possible to use both hard data and knowledge of local issues together to give statistics a face. It is not about pigeonholing everyone as every person is different but it is about identifying one or two issues that may be recurring themes for a lot of people in your community (e.g. child care, access to services, employment).

Who (can be anonymous or fictional)



What are they struggling with?

Do any of the statistics support this?

What can I/we do to improve the life of _____?

SECTION 3



SECTION 3

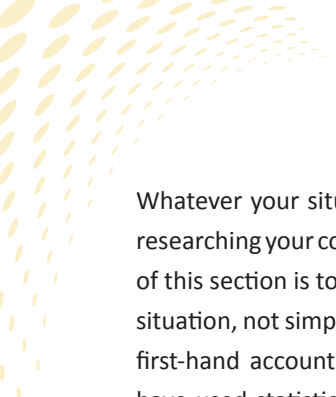
USING STATISTICS FOR MISSION?

WHERE YOU ARE WITH STATISTICS FOR MISSION

“*To understand God’s thoughts we must study statistics, for these are the measure of his purpose*”

– Florence Nightingale

If you are thinking “*this is all very interesting but what do I do with it?*” you should not be concerned as you will not be alone. In many ways this is a positive thought and one that this section seeks to build on. The fact that every church is different has already been acknowledged; some will be looking to the future and accessing the statistics to help them in the direction they take. Others may have recently formed unions or linkages and may use the statistics to get to know their ‘new’ area. Some will be developing new plans for what it means to be a missional church in the community whilst others will be seeking that funding to support their plans for the future. Existing projects may be looking to monitor and evaluate the situation in the community whilst thinking up new projects to serve the needs of the community, whether that is working with elderly people or supporting youth work.



Whatever your situation, Statistics for Mission and the process of thoroughly researching your community will offer huge support to your Church. The purpose of this section is to highlight options for using Statistics for Mission within your situation, not simply by providing a list of suggestions but by providing you with first-hand accounts of what a variety of people, organisations and Churches have used statistics for and their experiences in doing so. It is through these shared experiences that ideas, visions and plans can be formed for how you can use Statistics for Mission in your own way and for your own purpose.

Although the information generated by Statistics for Mission is specifically related to Church of Scotland parishes it is clear that this information is of immense value to all councils, departments and Presbyteries of the Church of Scotland, not to mention other Churches of varying denominations within your community with whom partnerships may be made or strengthened.

RESPONDING TO CHANGE

“Change is inevitable, except from vending machines”

– Anonymous

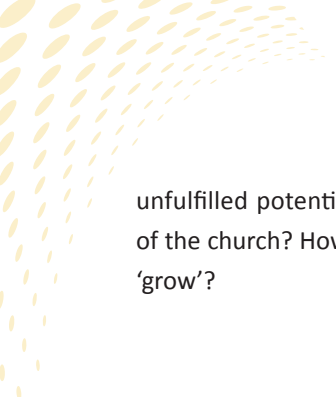
Communities change. Change is often described as the act or instance of making or becoming different. We can make change ourselves but we also have to respond to change. Parishes too have the power to make change in communities, whether that is by setting up projects to meet needs or creating new posts to work in the area. Parishes, however, are also affected by change and using Statistics for Mission can be a helpful way of adjusting to these changes. What happens to a parish when there is a linkage or a union? How do you find out information about your ‘new’ parish when there is an adjustment to parish boundaries? How does change impact your Local Church Review? What happens when you become part of a parish grouping? All these questions are covered in this section.

SOME USES FOR STATISTICS FOR MISSION



PARISH PROFILE

In many ways a parish profile is about whom you are and where you are, both in a spiritual sense but also in a physical sense. It is about setting out the aims and the goals of your church. It is an opportunity to outline the vision and the mission of the church. By using Statistics for Mission this can offer detailed information to be included within your parish profile. This is not just to be considered in the event of a vacancy but to be considered in relation to the vision and values of the church. It can allow you to think about and answer questions such as: What are the strengths, weaknesses, opportunities and challenges you face? Where is there



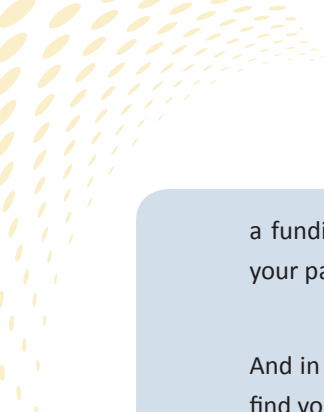
unfulfilled potential that could make a substantial difference to the mission of the church? How is your church hoping to grow? And what do you mean by 'grow'?

STATISTICS FOR A PARISH PROFILE

Statistics for Mission and having access to statistics can support you in developing a parish profile; for example, in understanding the age demographics of your parish. If you are in a community of predominantly older people and the congregation is older, the census figures show that there is an increase in over 65's, that gives a guide to how you might want to be thinking as a way forward.

They can help to identify areas or groups of people that may need supported. For example if there is a high ratio of carers within the community. How does that affect the life of the congregation? If people have a caring responsibility amongst the many other things they do, coming to church regularly may be difficult to continue.

Statistics could also be helpful in considering mission as you may want to focus on issues that affect your community and surrounding areas: poverty, fuel poverty, domestic abuse or drug and alcohol issues. As such having these statistics can be useful for planning or supporting



a funding application. They help in creating a picture of your parish and surrounding community.

And in some cases the statistics can be helpful when you find yourself asking that question: *why are we doing this?*

MANDY HICKMAN, PRESBYTERY OF AYR

MISSION PLANNING

Clearly 'mission' means different things to different people and to different Churches. One of the recurring themes of this book is the idea of how no Churches or communities are the same. The same is true of mission. It is not the purpose of this book to tell you what mission is but rather to support you in what you consider it to be. An increased knowledge of your community through gathering statistics and community information can support you in so many ways in relation to the mission of your Church whatever that mission is. If your mission plan involves the community around your Church then it is essential that you get to know that area through using statistics and community research instead of relying on perceptions or ideas of what you think is the situation.

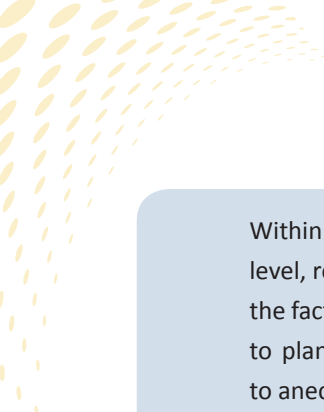
PLANNING FOR MISSION

If you're not a 'numbers' person, the very thought of statistics can be off-putting. It seems impersonal, business-y, rather than spiritual, and often impenetrable. Understood properly, even a little statistical data can help clarify and reveal what's important.

Mission and Discipleship Council are often asked to support congregations to understand the missional challenges they face and how best to meet them. If we could only ask two questions, then these two might be among the most important for mission.

- 1 Who is my neighbour?
- 2 What would be 'good news' to them?

Communities change and for those who have been part of a church for a long time slow change over time can almost go unnoticed, until one day we find ourselves living in an unfamiliar place. Statistics for Mission helps us understand exactly who our neighbours are – the increasing elderly population, the growing community who don't speak English, the number of people who live on their own, the shift workers who are around at odd times. Once we understand who our neighbours are, it is easier to understand what good news might be for them – day care for older people, social events for those on their own, worship that makes you feel included even if you can't speak English, etc.



Within Mission and Discipleship Council, and at the local level, resources are often constrained, and understanding the facts can help decision making, and give a sound basis to planning, resourcing and budgets. Often we respond to anecdotal evidence; Statistics for Mission is one way of checking if our assumptions are correct. The Council will be training its Future Focus Facilitators to access and use the information from Statistics for Mission when working with congregations.

Mission and Discipleship has been pleased to be part of this project for the 2001 Census, and again in bringing the 2011 Census data to the church. The numbers, maps and graphs though aren't the whole story. They are not a substitute for going out and meeting the people who actually live and work in our parishes. Nor are they a substitute for prayer and reflection on God's calling for a congregation in its mission and ministry. They do play a significant part though in helping us understand and reconnect with a society that we have largely lost touch with.

LESLEY HAMILTON-MESSER, MISSION AND DISCIPLESHIP

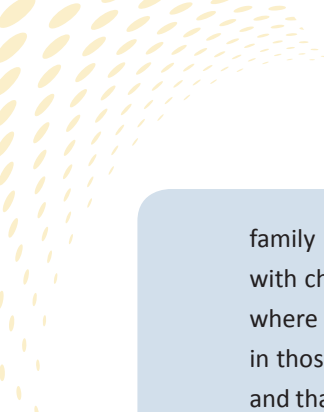
GOVAN AND LINTHOUSE: USING STATISTICS FOR OUR MISSION AND MINISTRY

Govan and Linthouse is a union of three former parishes which took place in 2007. The parish is extensive, linear, and comprises several urban villages, with the distinctions between them having become blurred through decades of under-investment and social deprivation after the collapse of shipbuilding.

In the period post the union, the congregation were attempting to gather information and assess where our ministry would lie, recognising that we couldn't address all the problems within our community.

In order to help us make the decision, we put together a community profile of the parish. The advantage of this approach was that it gave us not simply bald statistics, but a breakdown area by area of the numbers of families, the population of children and the age range – a mapping process, by which we could see where the concentrations of poor housing and social difficulty were.

The community profile helped the church to look at strategic roles within the staffing structure when we came to create job descriptions for the team to work in the parish. We were able to identify areas of stable



family housing and make a long-term provision for work with children in those areas. Equally we were able to see where there was less stability, and recognise that work in those areas would require a different kind of initiative, and that we could not expect what we were doing to have a long-term lifespan but would need to be continually remodelling our approaches.

Looking at the analysis of the community profile enabled us to be flexible in our response to the community around us, and to consider that community as the main voice in our planning.

MOYNA MCGLYNN, GOVAN AND LINTHOUSE PARISH CHURCH

COMMUNITY PROFILING

Using a variety of sources and methods to build a community profile of your local area is crucial to developing plans for the future. Knowing who and what makes up your community enables planning and the forming of visions for how to tackle issues within our local areas. A community profile is not just about numbers and about the problems that exist, it is also about what organisations exist there already and what assets are available in our communities. Developing a community profile does not have to be a tricky and long process and the benefits it creates are huge for your Church, whether that is to support a funding application, mission plan or ideas for developing the church community programme.

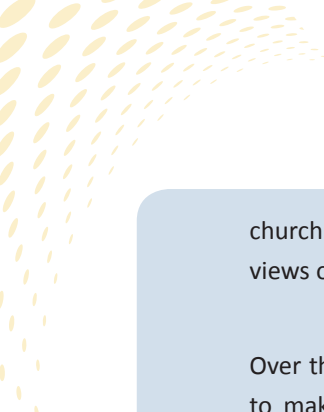
BEARSDEN KILLERMONT: THE USE OF A COMMUNITY PROFILE

Kessington is an area of Bearsden, a suburb to the north of Glasgow. Bearsden is perceived as being a prosperous area with few social problems. Killermont Parish Church has grown up with the area, serving the people of Kessington for 77 years. The original church hall was built in 1936 and the sanctuary in 1957.

Over the last 17 years in particular our church has been reassessing its mission. We have sought to be more welcoming and more aware of the needs of our neighbours and in that context some four years ago we arranged for a community profile to be put together.

We wished a factual external check on the perceptions we held about the people in our community; information that contained no bias. We also wanted the ability to monitor changes which were taking place within our community. To that end an updated report has been produced since then.

Initially we made the detailed report available to members of our Mission Strategy Team and latterly the conclusions were made available to the whole congregation and

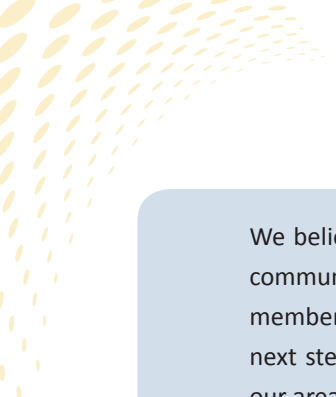


church organisations as part of a document used to seek views on the Church's Vision.

Over the last four years we have been developing a plan to make our buildings more welcoming and accessible and this plan has been informed by the information in our Community Profile Report. The Report has also informed the work of our Family and Youth Pastors and the ministry of the congregation as a whole.

The Community Profile Report told us about the people who live in our Parish which comprises around 1,500 houses and 4,500 people. We know we live in a relatively affluent area with a higher than average number of people of pensionable age, a higher than average number of people providing unpaid respite care and a higher than average number of people dealing with cancer, and we expect numbers in each of these categories to continue to rise. We also expect the number of single occupancy households to increase with a potential rise in the number of people who are really lonely, in need of people to speak to and in need of quality friendship.

We believe the next stage in the development of our witness to the community is to provide a safe place where people can meet, where they can get some respite and where they can develop relationships which will determine real needs which we will seek to meet – this could include addiction services, parenting, debt counselling, healthy eating education.



We believe the creation of a café available to the whole community and staffed by volunteers who are church members, part of the fellowship of faith, will be a crucial next step in the work we believe God wants us to do in our area.

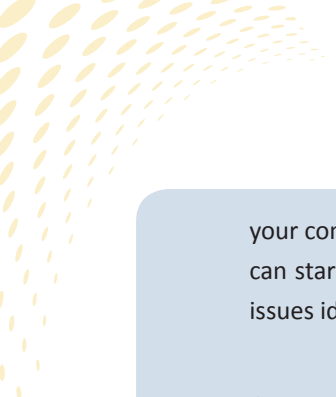
We are currently at the implementation stage of a building project and we are using the Community Profile Report in making applications for grants from charitable bodies.

One other outcome from the report has been the factual recognition of the needs of our neighbouring less affluent communities and this has encouraged us to do something about providing assistance where this is possible and acceptable.

IAN STEVEN, MISSION STRATEGY TEAM LEADER
(BEARSDEN KILLERMONT CHURCH)

CREATING AND USING COMMUNITY PROFILES

Using the wide range of information that is freely available to build up a statistical profile of your community is an excellent starting point to create conversations about what you see as the priorities for your community. Information about the population, demographics, social issues, education and health help to identify who and what is in



your community. By having access to this information you can start to develop plans for how to tackle some of the issues identified.

Community profiling is something that many organisations in all sectors carry out. Whether it is market research for private companies or developing regeneration plans within the public sector, having a community profile is crucial to success and sustainability. The same is also true within the voluntary sector and within Churches. Community profiles have been used for a variety of different reasons within many faith groups. Some have used them to support funding applications whilst others have used them to support plans for building redevelopment. Some have used them to develop partnerships with other agencies such as housing associations and community planning. And in the case of one Church in Glasgow a community profile was successfully used in their campaign for improved transport links. By having the facts and figures available they were able to challenge the existing situation and gather support from politicians and local people alike.

Over the last few years Faith in Community Scotland has gathered information on the uses of community profiles that have been developed by local faith groups which show some of the wide and varied reasons for Churches to use community profiles and statistics similar to those gathered by Statistics for Mission. Here are some of the comments received:

“ the Community Health Care Partnership asked for information relating to a health audit. The detail of the information we gave them in the profile helped influence their decision to make our community a pilot of community focussed health initiatives ”

“ It made us more aware of some of the issues in their community ”

“ It made us think of poverty in a different way ”

“ The statistics allowed us to better understand the needs of the community and to plan ahead for the future ”

“ We used statistics and information to support funding applications that were ultimately successful ”

ANDY WHITTET, COMMUNITY RESEARCHER
(FAITH IN COMMUNITY SCOTLAND)

FUNDING APPLICATIONS

Many funders are increasingly looking for an evidence based approach to funding applications. It is not just enough to tell them of an issue you are trying to address but you have to provide evidence through local stories and hard facts. In a lot of cases, applications are rejected because funders do not believe that there is a need for the project, or because they are not persuaded that your idea will solve a particular problem or is what people want. Ask yourself the following questions:

- What needs do your target group have?
- How do you know that they have such needs?
- Why is it important that these needs are met?
- How will your proposed project fulfil those needs?

Having evidence that can be measured is a great way of enhancing any funding application. Data, facts and statistics gathered are hard to dispute and if they are backed up by qualitative information it makes for a very strong funding application. The fact that you are showing that you are responding to a recognised need rather than going with instinct or a perceived problem will count heavily in your favour. Below are some examples of not only how local Churches have used statistics in their funding applications but also what funders look for when it comes to making decisions about applications.

USING STATISTICS FOR FISCAF APPLICATIONS

FISCAF would like to see that the area in which the project intends to operate does indeed have a significant population who are 'in need'. This could be supported by qualitative evidence—personal testimonies, evidence from professionals that work in the area – but these are subjective.

Evidence from statistics is independent and without a personal bias. Statistical information should be quantitative and impersonal, and so less subject to individual interpretation.

Evidence in applications should demonstrate need in the community which then could be developed into areas of work to be explored and hence the work of the project would be built on real need. Opinions from the community of what is important to them should result in a bottom-up approach and be sympathetic to an approach of 'nothing about us, without us, is for us'. This could hopefully result in the people of the area displaying ownership of the activities.

With Statistics for Mission churches have information about the state of their communities – the deprivation, the needs, the concerns that are important to those who live there. Churches then could be more precise in the action they might take doing what is truly needed not what is thought that they need.

KENNETH BELL, FISCAF

MISSION AND FUNDING

For me, it is hard to differentiate mission from funding applications. If your mission is about being good news to the poor and supporting the modern day ‘blind, captive and oppressed’ then identifying who they are and what resources are available to work to bring recovery of sight, liberty and support to the poor is an essential part of our work. Money is needed so funding applications have to be sought.

The mission statement of our church is:

“To listen to God,
through praying, learning and worshipping together
and in unity with others,
offering what we have and what we are,
to build a loving, caring, forgiving, healing fellowship,
sharing in and rejoicing in the life of the community”.

That community and fellowship building happens through action. For me, mission is about action and community development is central to that – at least in this community. That means identifying need and working with others to address it both by treating the symptoms (e.g. befriending asylum seekers) and address the causes (e.g. providing food for hungry families).

EILDON DYER, RUCHAZIE PARISH CHURCH

GO FOR IT FUND

Why use statistics?

1 To strengthen your funding application

In Go For It, as with all funders, the criteria are central to the success of an application, for both Small and Main Grant project proposals. It's not sufficient to simply list the criteria you feel your project is meeting in your application. Applicants must offer strong examples, which demonstrate they have thought about how their project is working to at least two of Go For Its' five criteria.

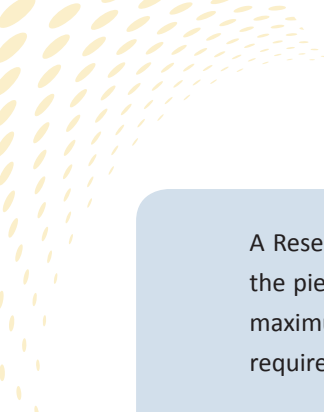
A good answer to the question: "How are you meeting the Go For It criteria?" will provide statistical evidence, backed up by your own local knowledge and practical examples from the community. Statistics, together with community consultation, can assist you in identifying the needs in your local area, and help you to frame those needs from the point of view of the people you are working with, rather than from what you see as a solution. A good application will focus on the six questions: who, what, where, when, why, and how, in relation to your project; using your own research, together with statistics, to illustrate and substantiate your points.

2 To better understand your community

Before establishing a project, whether you will be applying for grants or already have the funds you need, setting aside time to plan is essential. A key part of project planning is researching your community, to find out more about your local area. Statistics can be used as part of your research, to help identify whether there is a gap in provision, or something additional your project could do. Using the statistics developed from other people's research can also be a useful short cut to get up to date information and will save you time, energy and money! The research process will help your project to be very clear about your outcomes, or, in other words, the difference you want to make, and who for.

3 To increase the sustainability of your project

To supplement the statistical evidence, Go For It can help projects fund their own local research, via our Small Grants programme. Our Research Grants are awarded to help you find out more about some aspect of your project, including the context, beneficiaries and methodology. However, it is crucial that you have thought through what you want to find out, and why it is important. You might be carrying out the research yourselves, or you could use the Grant to employ someone else to do the research for you.



A Research Grant can be used to lay the foundations for the piece of work that you are intending to do next. The maximum award is £1,500, and no matched funding is required.

For more information about Go For It Research Grants, please visit our website http://www.churchofscotland.org.uk/serve/go_for_it

CATHERINE MCINTOSH, GO FOR IT FUND

LINKAGES

“Linkage” of churches in the sense that the churches involved share a minister but each church maintains its own Kirk Session and uniqueness in spirituality and in policy can be a challenging time for congregations and clergy alike. It is never easy getting to know one parish let alone two or three. Whilst it would not be right to say that having access to Statistics for Mission will automatically let ministers and congregations completely understand their new situation and new ‘partners’ it will of course provide an insight into new areas. It will not replace the stories and conversations that will be required but will be able to set the scene of their new area well, allowing for a greater understanding of the mission and challenges ahead for all involved.

LINKAGES: THE USE OF STATISTICS

Our linkage was decided quite a while before I became a member of my present church. It was in fact a deferred linkage which we all thought would not come into being for a long time and most certainly not in “our” time. Oh how wrong we were!

As with everything else that was sent our way both churches concerned embraced the linkage and now share a very successful relationship. It wasn't until a few years down the line that we asked the Transformation Team to help us by doing a community profile for us and giving some real statistics about our area.

To say that we were surprised and shocked when we read the profile is an understatement. We knew that things were not good in some parts and excellent in others but we didn't know the extent of the “good and not so good”. The profile gave both churches a good in depth knowledge of the statistics which abounded in our area. It helped to clarify and strengthen our thoughts and actions. We knew we needed to take action but where that action should be concentrated and what that action should be just jumped out at us when we saw the statistics. Even if no action had been necessary it still gave us a good solid understanding of any future work we may have to do and where we could take God's word out to the people who were both

marginalised and in need. It also gave us a realization of the kind of areas that were being joined together.

Although our linkage was and still is an excellent joining together we would have had a much better understanding of each other and of each of the two parishes had we had the benefit of a community profile before the linkage was decided on. I feel that all Presbyteries should consider having a profile done before they decide on unions or linkages. There is so much to be gained for the Churches involved and would make the transition to union or linkage much easier.

SANDRA PALMER, STEVENSTON ARDEER PARISH CHURCH

UNIONS

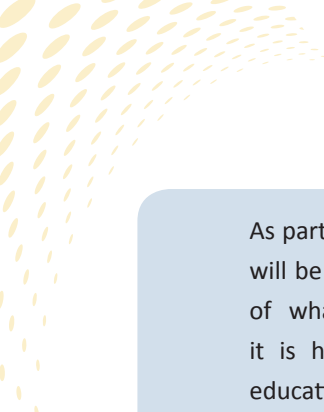
Similarly with a linkage there can be much pressure on getting to know not just one but two parishes in such a short time. Parishes involved in a Union might share some similarities in terms of community but in many situations there may be very different circumstances. Unions that are developed over a large geographical area will inevitably have wider social issues. Informing decision making and planning for change can be a huge part of dealing with the issues that forming a Union produces. Having information readily available for both parishes can act as a starting point for tackling this. Congregations may discover they have more in common than they thought or they might uncover some differences. Looking at statistics and the ensuing conversations that will no doubt take place can help to encourage and foster a sense of community and a shared sense of human being.

PRAY FOR THE STREETS: STATISTICS FOR A UNION

As a new minister in a parish there is much to get to know. As a recent union there is much to get to know about one another and the pockets of the parish that are strange and unknown to members of the church. As a person living or working in the parish there is much to get to know about us as a church. So the question was how do we do this, when there is so much ground to cover?

One of the things I enjoy is walking or driving around the parish, praying as I go. Praying for people I visit when I know their circumstances and praying for those behind closed doors that I might not have had any opportunity to encounter. I wondered if there was a way to bring that practice and all the unknowns into one way of life that we could all participate in.

The proposal is that we pray for every street in the parish for a month at a time launching in January 2014. This will take around 7.5 years to complete, and in the process hopefully find a way of engaging with people and place through going to the streets, bringing the streets to us in the way we worship and welcome — allowing elders, members, residents and employees to tell their experiences of life in the streets of our parish.



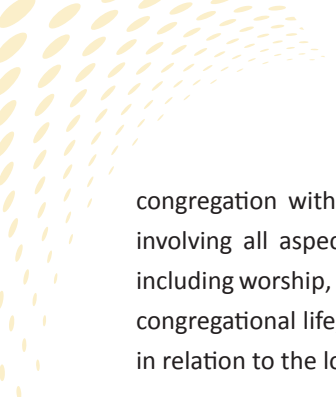
As part of this, learning about the statistics of the streets will be a helpful way to bring the issues to the forefront of what affects people in our community, whether it is health, income, crime, housing, employment or education. These unlock for us some of the facts behind life in our streets. The stories we hear from those who live there add the colour to these black and white facts of life on the streets of Castlemilk. The people tell of their lives and resilience, the facts speak of how society supports or fails a community.

Statistics help us to uncover hidden secrets about injustice. They help us to become more compassionate people. They show us where Christ would knock on a door loudest until the people who live there know that God has not abandoned them.

REV SARAH BROWN, CASTLEMILK PARISH CHURCH

LOCAL CHURCH REVIEW

As presbyteries carry out the newly formed Local Church Reviews of each and every church within its boundaries, once every five years, the use of Statistics For Mission can support this process. By carrying out these reviews it is believed that Presbytery can then provide support and encouragement to the congregations and to help them set out their priorities and plans for the next five years. The review will include a study of the work of the congregation plus an exploration of the future direction of the mission of the parish. The review has been introduced for a number of reasons including the desire to help the

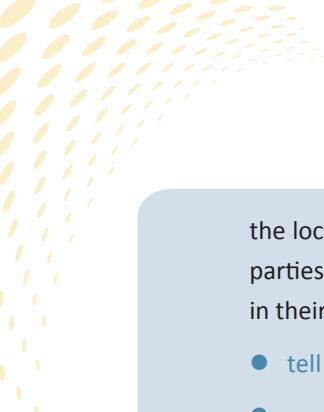


congregation with their own analysis of purpose and vision for the future: involving all aspects of the church's work as defined by that congregation, including worship, service, fellowship, discipleship, evangelism, social outreach, congregational life, Christian education, finance, fabric, and ministries support in relation to the local, national and international mission of the Church.

The process of review involves the production of an action plan for the congregation expressing a vision of the local church for its mission over at least the next five years, taking account of the resources available and the current Presbytery Plan.

In 2008 the Presbytery of Edinburgh became sharply aware that its review processes – superintendence quinquennials and parish appraisal – were conducted on different bases and by teams varying in their make-up, preparation, aptitude and commitment to the task. This led, not surprisingly, to marked variations between the conclusions gained.

Accordingly, after much thought the Presbytery decided to create a “Year Zero” where every congregation would be visited on the same basis in a single year (2010). All these visits would be “quinquennials” but the teams would be chosen for their gifts and interest in the task and they would each do several visits to gain experience and develop good practice. This programme was given the title “Unless the Lord Builds the House”; from Psalm 127 whose opening verse (in Latin) is the motto of the City of Edinburgh. The approach chosen was to look at the health of parish churches by seeking to gain an understanding of



the local community so that we could consider with local parties whether the parish church's activities made sense in their context. Congregations were invited to

- tell their story with a time line,
- comment on the parish information (statistics, graphs and text) provided by the Presbytery,
- tell us about what they were currently doing, and
- look ahead to how they might behave differently.

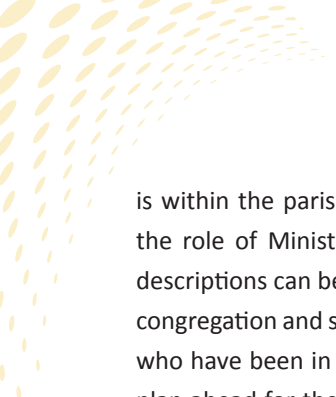
A pilot series of visits was carried out at the end of 2009 when team leaders both visited and were visited, the paper work was tidied and at the start of 2010 the programme was rolled out.

All 78 congregations were visited by December of that year and this work set the scene for the production of a Plan for Presbytery 17 months later.

REV DR. GEORGE J WHYTE, PRESBYTERY CLERK,
PRESBYTERY OF EDINBURGH

MINISTRIES DEVELOPMENT STAFF

Time spent in a parish should be no barrier to discovering information about the local area. You could be there for many years but the statistics may still show up something new. Sometimes the parish really is new territory, and for ministers, Ministries Development Staff, or others coming fresh to a new congregation, the statistical profiles available can help give an overview of who




is within the parish. Using statistics can allow for ideas and planning around the role of Ministries Development Staff prior to positions being filled. Job descriptions can be developed on a combination of local knowledge within the congregation and statistical information. Similarly Ministries Development Staff who have been in their role for some time can also access the information to plan ahead for the future and to enhance their knowledge of whom and how to support the community and church.

THE USE OF STATISTICAL INFORMATION IN PARISH WORK

There are two main ways in which I have tended to use statistical information.

The first is mainly internal. Whether you have just arrived in a new parish or are continuing to work somewhere that you've been for some time, the primary way you engage with the work you do is through what you encounter – so if you encounter a lot of parents looking for toddler groups you may respond to that need. If you encounter a lot of young people complaining that they have nothing to do – then you might respond to that need. Often when you arrive in a parish these kinds of observations will have influenced the way that your post has been designed and drawn up. Congregations will have gone through a similar process of observing what is around them. However the things which are most prominent are not always the greatest needs in an area. Young people for example can make themselves very visible – but they may make up only

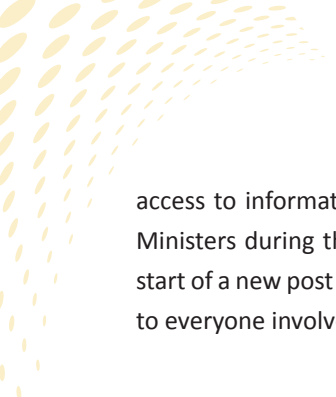


a small part of the local population. To use a very crude example, it is entirely possible that for every one young person out on the street and visible there are 10 older people in their homes feeling cut off and bored. It's only when you combine the information you gain speaking to local people and observing the local area, with the kind of statistical information that you gain from looking at SIMD or the Neighbourhood statistics that you are able to build a true picture of the community you have been asked to work in and serve, and only then that you are able to begin planning your activities and where you invest your resources in the most appropriate way. And when you begin to do that – and begin to apply for funding to do that – you encounter the second way of using statistics, and that is mainly about bolstering your observations with factual evidence to demonstrate to funders that there are watertight reasons for having chosen to provide the activities and services that you are asking them to fund.

JOHN FINCH, GORBALS PARISH CHURCH

MINISTERIAL TRAINING

Photographer David Bailey once wrote that the best advice he was ever given was that, “knowledge is power and to keep reading”. Using such knowledge gives you the ability to make better decisions, come up with more evolved and well thought through ideas and improve the lives of those around you. Having the statistics and information can open up our eyes to who is out there and who we have to serve. Communities change as do parish Ministers; having



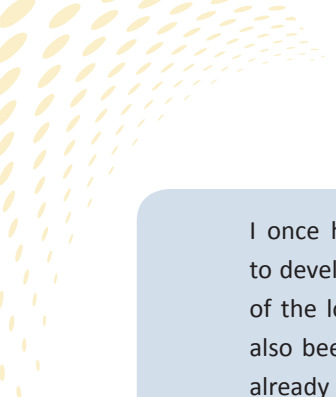
access to information for each parish can help to support congregations and Ministers during these changes. Knowing such information is available at the start of a new post or for filling a vacancy can prove to be a tremendous support to everyone involved.

INFORMATION IS KNOWLEDGE

Our churches don't exist simply – or even primarily – for our members. We are rooted in the midst of communities that we are called upon to care for, love and share the Gospel with.

Sometimes, however, we don't actually know very much about the community on our doorstep or what we do know is based primarily on anecdote or myth. “That's the really posh bit of the town.” “It's all single parents up there.” That can be particularly the case if people don't live locally or are not particularly linked into what else is going on.

This lack of knowledge can easily lead to all sorts of mistakes and wasted energy. I used to be a parish minister in a town where each of the three congregations claimed to have a parish population which was actually bigger than the number of people who lived in the town! It was such a relief when we began to realise that the task, whilst still impossible, wasn't as impossible as we had been imagining.



I once heard of a congregation which was determined to develop its youth work despite the fact that over 80% of the local population were over 50! The opposite has also been the case – focusing on old people (who were already in the church) in a community with a very young demographic profile. And I also heard of a Church which, to their great credit, developed an alcohol counselling service only to discover that five others already existed.

The opportunity now exists for every congregation to be able to burst through this half knowledge and misinformation and all the wasted energy that is associated with it. With accurate and up to date figures at our disposal, we can get a real picture of the sort of communities that we live in and that helps us to actually be much smarter in working out where we put our energy.

Of course numbers aren't everything. Behind these figures lie real people. And the simple use of statistics doesn't give us the knowledge about what else is going on, where the gifts and skills of our congregations lie or what we consider prayerfully God is calling us to focus on.

They are, however, a pretty critical part of the picture. Over the last twenty years I have seen churches develop some pretty amazing pieces of work – work which has grown out of the knowledge that comes from actually knowing about their neighbourhoods.

MARTIN JOHNSTONE, PRIORITY AREAS SECRETARY

PRESBYTERY PLANNING


Planning and prioritising tend to go hand in hand. To effectively meet the demands of changing communities and formal structures, plans have to be made. The planning process is as important as the plan itself and using a variety of information available to you is key to successful planning. By using Statistics for Mission and other relevant information you can begin to see how plans can be shaped around facts. Decision making and prioritising become well informed and intentional. Presbytery plans have moved away from a sole consideration on population. The Presbytery of Glasgow used the method whereby every congregation is studied on 5 criteria:

- Parish population
- Parish need
- Congregational size and strength
- Financial contributions
- Congregation engagement in mission to its community.

Taken together these give us a fairer picture of each congregation.

IMPORTANCE OF STATISTICS IN PRESBYTERY PLANNING AND PARISH DEVELOPMENT

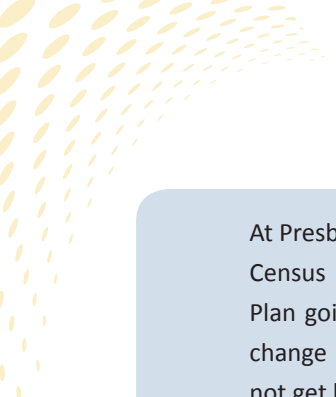
Before commencing on the latest round of Presbytery Planning in Glasgow Presbytery, it was felt that before we could justify allocating ministry resources throughout



the city, it was necessary to find out to whom our congregations were going to be ministering. We used data from the 2001 Census along with more up to date information from the Scottish Neighbourhood Statistics to generate accurate population information as well as a demographic breakdown of other factors such as age, ethnicity, religion and deprivation. This provided key base information to then be able to weight the importance of such factors when allocating ministry resources.

Following the Presbytery Planning process, it was felt that there was a need to then support congregations in their mission, by offering the opportunity to be trained to investigate how to gather statistical data relevant to their parish and then how to use that data as a tool to advance their mission. We worked to provide training for a number of congregations in Community Research which has allowed congregations to develop their thinking around establishing projects in their area, or simply to give a better understanding of who is living in their mission field.

Quite often congregations have great ideas about projects and initiatives to start in their parish, without first of all doing the necessary research to find out what types of project or initiative the people living in their parish actually want or need. This is why taking time to properly research the statistics and carry out community surveys is vital to helping create relevant and worthwhile missional initiatives in a parish that tie in with the needs of the people living there.



At Presbytery level, we will also be further using the 2011 Census statistics to review and develop the Presbytery Plan going forward as communities and their needs can change rapidly and it is important that the Church does not get left behind.

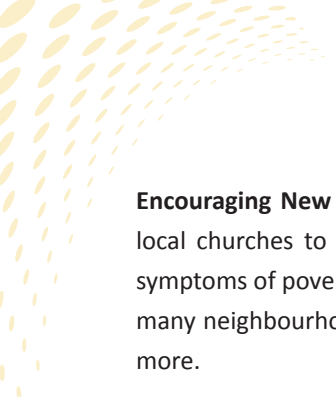
CHRIS MACRAE, STRATEGY OFFICER GLASGOW PRESBYTERY

PRIORITY AREAS

For the last seven years the work within priority areas has been focused around three inter-linking spheres of activity. These are:

Engaging with Wider Church & Society where the primary focus is about challenging the injustice of poverty in Scotland. People in Scotland continue to die young – and to live damaged lives because of poverty. The Church cannot remain silent (or ignorant) for as long as this situation continues to exist. This is about more than advocacy or campaigning. It is about living out the demand for change – being prepared to take on the flesh of the Gospel message.

Enabling New Models of Church where we are primarily concerned to find and develop ways which will enable the Church (and more importantly, the Gospel) to be attractive in our poorest neighbourhoods – the very places where official Church membership is often at its weakest. At the same time many of these are the areas where the Church is carrying out some of its most inspirational work. What is emerging is often fragile, innovative, dynamic and challenging. Increasingly we have been learning – and sharing – not just locally but also globally.

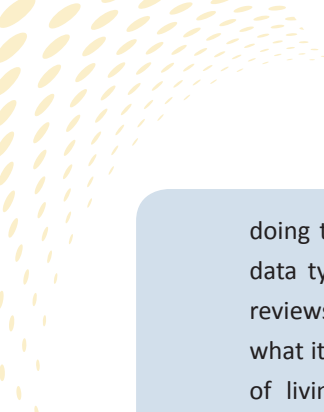


Encouraging New Models of Community where we are concerned to equip local churches to be as effective as they can be in tackling the causes and symptoms of poverty. Our churches are already making a massive difference in many neighbourhoods and our desire is always to see how we could do even more.

STATISTICS AND STORIES IN PRIORITY AREAS

Both statistics and stories play mutually complementary roles for a priority area congregation living its Christian calling within a community with many needs and an equal, if not greater, number of aspirations. Knowledge of statistics (and facts), in particular, has a powerful way of affecting public perceptions of the community and shaping up an effective project or programme of community development work.

For some of our priority area congregations, members come from within the local community and for others their members worship at the Church but don't live within the community around. For the latter, especially, it's a challenge to appropriate their Church's mission in the local community without an adequate knowledge of the life and struggles of the people who live within it. Statistics – and the way they are gathered, for instance through a community survey – help our congregations to engage in some hands-on information about their community and



doing this in a precise and objective way. The gathered data typically finds its use for funding applications and reviews but importantly it gives an appetite for doing what it can as a Church to respond to its gospel mandate of living and working alongside those struggling and striving against poverty.

Finally, statistics by themselves are not important. It is what one does with them that mark a congregation's commitment for its local community and it is only then that statistics come to life and spark a vision of well-being around.

NOEL MATHIAS, PRIORITY AREAS COMMITTEE


YOUTH WORK

Perhaps unsurprisingly, given the importance of youth work in our society, a recent research project by the Cinnamon Network found that youth work topped the list of the top 10 social action initiatives of the Churches involved. Youth work helps young people learn about themselves, others and society, through non-formal educational activities which combine enjoyment, challenge and learning. As Churches and individuals we too can learn about young people and the issues they encounter, both by looking at the statistics available such as age groups, school attendance and exam results, and by more importantly engaging with them to support them in those issues identified.

YOUNG PEOPLE ARE MORE THAN STATISTICS

As a Youth Worker in a parish setting, the use of statistics may seem on the face of it an unlikely passion, or relevant tool for our work. For someone who spends much of their time drinking tea and hanging out with young people, what relevancy do a bunch of numbers have?

After 17 years in such roles, I am a convert to the usefulness, dare I say invaluable resource that statistics have become. The provision of clearly explained and targeted statistics that relate to the community in which you are operating are clearly a sure fire way of obtaining an accurate and detailed picture of the specific, nuanced issues facing a community. They give insight into historical trends and current realities, and are particularly powerful when layered with qualitative information and real stories of the people who you would work with day by day in the parish. They allow you to compare your Church's desires for change and development in a community which are often 'felt' and 'discovered' by experiencing that place and its people with hard facts and evidence of need. Often, this is a reassuring process as it confirms that what you have discovered is backed up by the statistics, but also it allows basis for discussion and reflection if the two do not marry up.



Clearly there is also a rationale for the value of statistics based upon their ability to reinforce applications for funding and evidencing need. However, more importantly, when developing pieces of work, the use of stats at an earlier stage to inform consultation and research into needs in a community can help steer thinking effectively and with focus.

ALEX BAUER, THEGKEXPERIENCE

EMERGING CHURCH

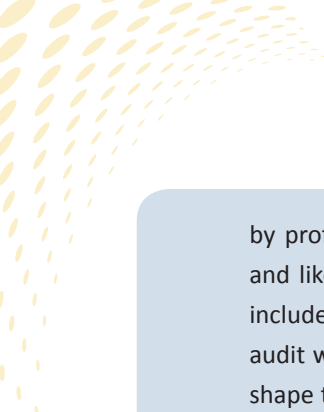
Emerging church explores a more incarnational model of church – going to people in their different neighbourhoods and networks, building friendships and community, and seeing if some of these communities have the potential for being church, rather than waiting until those outside the church come to us. This is a joint venture between the Ministries Council and Mission and Discipleship Council who are collaborating in an innovative way to enable the Church of Scotland to face the challenges of ministry and mission in today’s world. One of the themes you may have picked up on as you have read this resource is that of ‘change’ and responding to that change. Identifying that change and challenging perceptions is where Statistics for Mission has a huge contribution to make. By understanding the current situation in our communities only then can networks, friendships and new models of church be established with confidence that is can be sustainable.

STATISTICS AND EMERGING MINISTRIES

Most Emerging Ministries are mission driven responses to the disconnect between conventional expressions of church life and the surrounding culture. In their germination a variety of factors prompt this missional engagement — one of which has been the collection of empirical data about the community they serve. Two examples are included below:

Points North, Cumbernauld: In 2010 churches in Cumbernauld began to establish a fresh expression of church life operating across parish boundaries but with a particular focus on the communities north of the A80. The prompt for this new work was a survey of the mission and ministry challenges across the town of Cumbernauld — including statistical information on parish population, church membership and attendance. The focus of the new work initiated was informed by the survey work.

Inverness St Columba NCD: In 2009 Inverness Presbytery moved to transplant St Columba's church from the town centre to the newly developing housing area on the southern perimeter of the town, forming the charge as an NCD (New Charge Development). Towards the end of 2009 and in the early part of 2010 the new charge commission and a small core of volunteers produced a community audit whose purpose was "To state what the Parish is like



by profiling certain aspects of the people already there and likely to be living there in the next five years.” This included the collection of both hard and soft data. The audit was completed in April 2010 and has been used to shape the engagement of the NCD with its community in the subsequent three years.

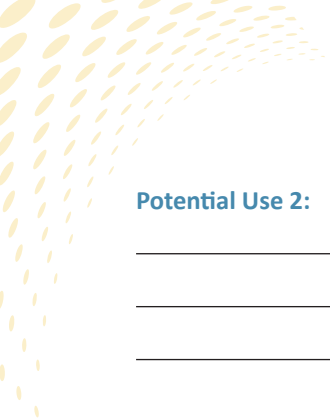
COLIN BROUGH, JOINT EMERGING CHURCH GROUP

HOW WILL YOU USE THE STATISTICS?

From reading how other people have and/or intend to use statistics whilst thinking about your own Church, projects or activities, use the space below to identify potential ways in which you, your Church or community can use the statistics.

Potential Use 1:

Reason

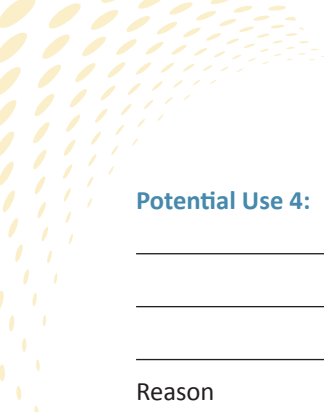


Potential Use 2:

Reason

Potential Use 3:

Reason



Potential Use 4:

Reason

SECTION 4





SECTION 4

DIGGING DEEPER

ADDICTED TO STATISTICS?

If using Statistics for Mission for accessing statistics for your community and reading the experiences of others who have used statistics in their parish has whetted your appetite to find out more then there is a whole lot more information available to you. The best and easiest starting point with regards to accessing information about your community is the internet. Most of the basic statistics and background you need can be obtained in just a few minutes and by a few keystrokes.

Statistics for Mission provides a wealth of information about your parish but there are many agencies, organisations and websites available that can help you dig a little deeper to uncover some interesting and perhaps challenging information about your community.

What if Statistics for Mission suggests employment is an issue in your community? Or what if ill health is the most pressing need? Where do you go to find out more? Below sets out the first steps you need to take to access information about some or all of:



WHERE TO GO NEXT AND WHY

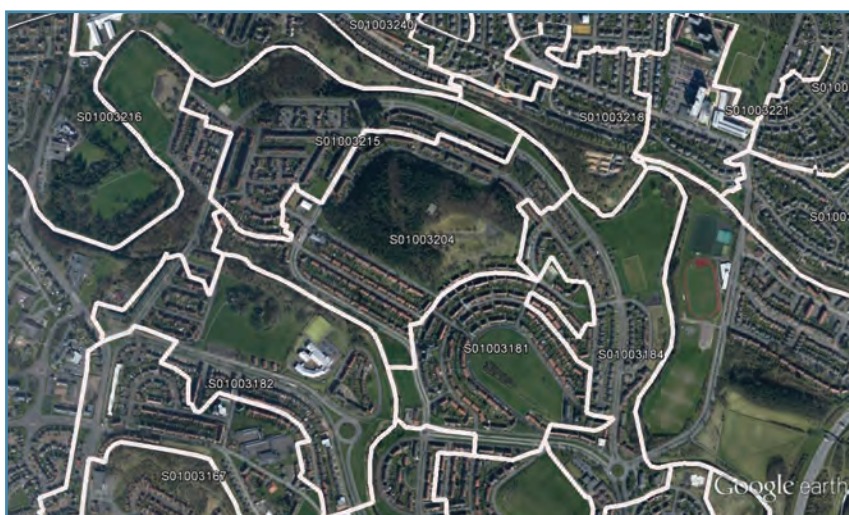
With so much information available at your fingertips it can sometimes feel a bit overwhelming but the websites provided in this section are ideal for beginning to look at your community statistics and with step by step guides available later on in this section it makes it a simple but very effective process.

BEFORE YOU START

If you have accessed Statistics for Mission you will have found that the information provided is by parish area. This is not the case with numerous other information providers but nevertheless some very useful information can still be discovered. So what geographical areas are used? Here we divide them into themes of: Small; Medium and Large

Small

The smallest geographical area is a *Data Zone* which are small geographical areas that can be found all over Scotland. There are 6,505 in total with an average population of around 800-900 people. They are a method used by the Scottish government to measure deprivation. Each Data Zone has a unique number which makes the area identifiable when accessing statistics and information.



Medium

Next up is the Intermediate Geography area or zone. It is better to think of this as your 'neighbourhood' rather than 'intermediate geography'. This was introduced as it was clear that not all statistics are suitable for release at the data zone level because of the sensitive nature of the statistics or for reasons of reliability and it was apparent that a statistical geography between data zone and local authority level was required, which resulted in the Intermediate Geography area. Each Intermediate Geography area is made up of Data Zones

that fit perfectly within the Intermediate Geography area boundaries which allows you to see the overall picture of statistics for your neighbourhood but also look deeper to find information in smaller area Data Zones.



Large

Various information and statistics are also available at council ward, local authority and national level to help you draw comparisons between your community and other areas. This enables you to discover how much better or worse your area is in comparison to Scotland or other comparative area. Many of the websites listed in this section have the ability to compare your area with others.

WHERE DO I GO FOR MORE?

Scottish Neighbourhood Statistics

One of the useful features is the ability to compare one area with another.

Look up www.sns.gov.uk (Scottish Neighbourhood Statistics) and put the post code in the quick profile box and click *Go*. Information will be provided for the Data Zone your postcode is found in. For those of you who want to dig a little deeper, Scottish Neighbourhood Statistics also offer a Data Download service which offers detailed information including population age breakdown and types of crimes amongst others.

The main statistics offered by Scottish Neighbourhood Statistics are:

- Population – detailing the make-up of the local population including ages.
- Economic activity – recipients of benefits, income deprivation and unemployment
- Health – including information on hospitalisations
- Education – local attainment levels and number of young people in schools
- Housing – including details of dwellings by tenure and housing conditions
- Crime – a breakdown of recorded crime
- Scottish Index of Multiple Deprivation – includes information on where the area lies in relation to deprivation in Scotland
- Access to services – including how far you have to travel to access various services such as a GP, supermarket or shopping facilities

The same information can be provided at an Intermediate Geography level – or neighbourhood or community! Some step by step guides are provided below.

STEP BY STEP GUIDE 1

Using Scottish Neighbourhood Statistics: For Data Zone (small area) info

- 1 Open Scottish Neighbourhood Statistics website – www.sns.gov.uk
- 2 Enter postcode into Quick Profile search box. And click Go!



The screenshot shows the homepage of the Scottish Neighbourhood Statistics website. The header includes the site name and navigation links. The main content area features a 'Quick Profile' section with a search box for a postcode, a 'Welcome' message, and four main service tiles: 'Standard Reporter', 'Advanced Reporter', 'Interactive Mapping' (SIMD), and 'Data Download'. A 'Latest News' sidebar is also visible on the right.

- 3 You are provided with a table like this! Have a look at the information supplied for the data zone that your postcode is found in! Data zones can include a number of different post codes!

Scottish Neighbourhood Statistics

Home | Standard Reports | Quick Profile | Report

Quick Profile report for Data Zone S01003382 which contains postcode G3 8DS

Table | Maps

	Data Zone: 2011 Scottish Parliamentary Constituency: Glasgow	Local Authority: Glasgow	Scotland
	S01003382	Kirkcaldy	City
Population			
Total Population - 2011	1527	83145	508830
Total Population Aged 16-19 - 2011	28	4984	258454
Total Population - Children (0-15) - 2011	3339	9631	16306
Total Population - Working Age (16-24) - 2011	6961	7979	6814
Total Population - Retirement Age (65+) - 2011	1729	1039	1548
Total Population - Working Age (25-64) - 2011	344	34134	209995
Female Population - Working Age (25-64) - 2011	319	32211	199523
Unemployment Rate (%) - 2011			42.49
Economic Activity, Benefits and Tax Credits			
Percentage of total population who are income deprived - 2011	11		21
Percentage of population aged 16-24 claiming Jobseekers Allowance - 2012Q4	5.8		6.8
Percentage of population aged 25-49 claiming Jobseekers Allowance - 2012Q4	2.2		3.7
Percentage of population aged 50 to 64 claiming Job Seekers Allowance - 2012Q4	1.9		3.9
Percentage of working age population who are employment deprived - 2011	15		19
Total Income Support claimants - 2012Q4	75	1462	21772
Percentage of population aged 60 and over claiming guaranteed pension credits - 2012Q4	17.8		30.6
Percentage of population aged 16 to 24 claiming Key Benefits - 2012Q4	8.8		14.2
Percentage of population aged 16 to 49 claiming Key Benefits - 2012Q4	10.3		22.0
Percentage of population aged 50-64 claiming Key Benefits - 2012Q4	21.2		34.1
Health			
Estimated percentage of population prescribed drugs for anxiety, depression or dysthymia - 2007	9		

4 To view the area that the information corresponds to, click on the Maps tab! You will see a map like this...

Quick Profile report for data zone S01003382 which contains postcode G3 8DS

Table | Maps

Choose Area Type

Data Zone (S01003382)

Show/Hide Background

Additional Layers

None

Map Help

The purpose of this screen is let you see the area that you have included in your report. The screen provides some basic functionality to enable you to navigate round the map.

If you wish to go to the Results table, you can press the 'Table' button.

The functions available to you are:

- Zooming - This can be done by using
 - the scroll wheel on your mouse;
 - double clicking on the area you want to zoom;
 - the zoom tools found on the left of the map;
 - holding down the Shift key and then drawing a box around the area you wish to zoom into;

STEP BY STEP GUIDE 2

Using Scottish Neighbourhood Statistics: For Intermediate Geography ('neighbourhood') info

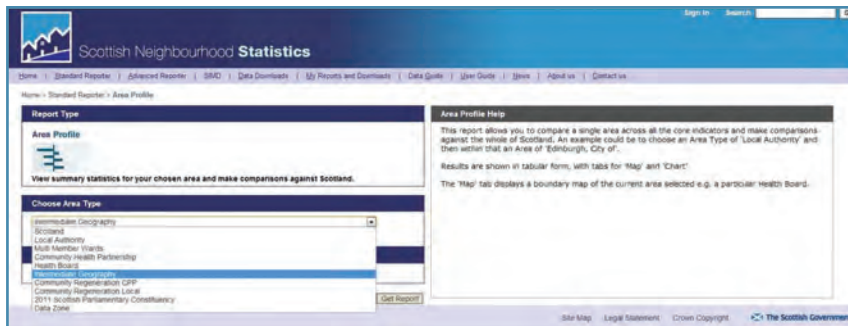
- 1 Open Scottish Neighbourhood Statistics website – www.sns.gov.uk
- 2 Click on **Standard Reporter!**

The screenshot shows the homepage of the Scottish Neighbourhood Statistics website. At the top, there is a navigation menu with links for Home, Standard Reporter, Advanced Reporter, SIMD, Data Downloads, My Reports and Downloads, Data Guide, User Guide, Help, About us, and Contact us. The main content area is divided into several sections: 'Quick Profile' with a search box, 'Welcome' with a brief overview and a feedback request, 'Latest News' with a recent update, and four main service tiles: 'Standard Reporter', 'Advanced Reporter', 'Interactive Mapping' (SIMD), and 'Data Download'. Each tile includes a brief description of the service and a 'View Report' link.

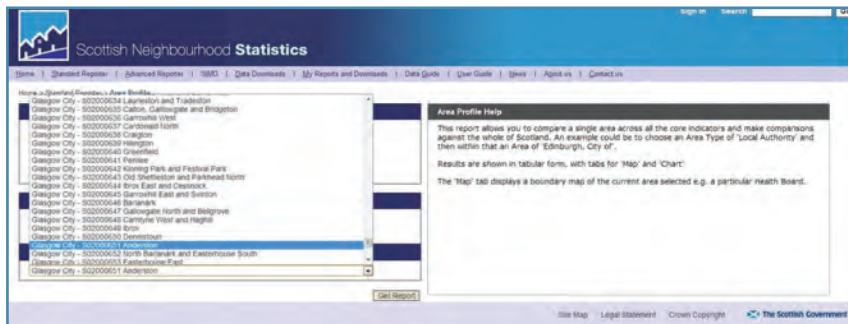
- 3 Click on **Area Profile!**

The screenshot shows the 'Standard Reporter' page on the Scottish Neighbourhood Statistics website. The page title is 'Standard Reporter' and it includes a sub-header: 'The Standard Reporter gives access to a set of pre-defined reports. Each report requires slightly different input from you and each guides you through providing these inputs until the final report is produced. Each report is in tabular format, most have maps and some provide chart information.' The page features eight report categories, each with a small icon and a 'View Report' link: 'Area Profile', 'Compare 2 Areas', 'Variation Across an Area', 'Performance Framework Report', 'Change Over Time', 'Change Over Time Across an Area', 'Specialist Report', and 'Theme Report'. A 'Quick Profile' search box is also visible on the right side of the page.

- Select **Choose Area Type** drop down menu and in the list provided, click on **Intermediate Geography**



- In **Choose Specific Area** drop down menu, scroll down to your desired neighbourhood area. The list is in alphabetical order according to local authority and then you just have to find the neighbourhood you want. (remember the neighbourhood may have a different name to what you know it as)



- You will then be provided with a table of information about YOUR neighbourhood like this...

Scottish Neighbourhood Statistics

Home | Standard Reporter | Advanced Reporter | SASC | Data Downloads | My Reports and Downloads | Data Guide | User Guide | News | About us | Contact us

Area Profile report for Intermediate Geography 52200061 Anderson

Area Profile

	Intermediate Geography: 52200061 Anderson	Community Regeneration Local Parts & West / Hillside / Anderson & City Centre	Community Regeneration CP2: Glasgow City BUA	Multi Member Wards: Anderson / City	2011 Scottish Parliamentary Constituency: Glasgow Kelvin	Community Health Partnership: West Glasgow Community Health & Care Partnership	Local Authority: Glasgow City	Health Board: Greater Glasgow & Clyde
Population								
Total Population 2011	4035	20921	211587	29112	82145	147964	698830	1210294
Total Population aged 16-19 2011	96	1472	15679	2403	8984	2267	29549	50841
Total Population - Children (0-15) 2011	1240	1120	1779	814	941	1374	1638	1724
Total Population - Working Age (16-64) 2011	7583	7544	8544	8272	7979	7262	6614	6476
Total Population - Pensionable Age (65+) 2011	1168	1534	1876	914	1039	1365	1548	1738
Male Population - Working Age 2011	1864	8405	10467	12813	34134	53195	209990	400139
Female Population - Working Age 2011	1415	7914	99832	11267	32211	52292	288824	1801785
Dependency Ratio (0-15) 2011							42.47	48.63
Economic Activity, Benefits and Tax Credits								
Percentage of total population who receive benefits - 2005	21	22	26	26	16		21	20
Rate of population aged 16-64 on Jobseekers Allowance - 2004	5.0	3.8	9.5	1.9			4.4	6.8

SCOTTISH PUBLIC HEALTH OBSERVATORY

Go to www.scotpho.org.uk and navigate your way to the section on Health Profiles. The profiles give a snapshot overview of health for each area using charts (which show how the area compares to the Scottish average), and allow further understanding of the results via charts and graphs. Information is supplied for every Intermediate Geography area (neighbourhood) in Scotland and includes:

- Health – including life expectancy rates, hospitalisations, mental and physical health
- Economic activity – income and employment deprived, benefits recipients
- Behaviours – including information on alcohol and drug hospitalisations
- Education – local attainment levels and school attendance

- Crime – crime rate and prisoner population stats
- Environment – including percentage of population living near a derelict site
- Young People’s Health – including teenage pregnancies

EDUCATION SCOTLAND – SCOTTISH SCHOOLS ONLINE

Go to www.educationscotland.gov.uk/scottishschoolsonline for information about any school in Scotland both primary and secondary, denominational and non-denominational. You can access anything from in-depth performance reviews to information on school attendance and pupils receiving free school meals. If you do not know the name of your local school(s) there is an option to find your nearest school. By clicking on search for a specific secondary school you will be able to access all of the following information:

- Number of pupils
- Address and contact details of the school
- Inspection report
- Fourth year exam results
- Fifth year staying on rates and exam results
- Sixth year staying on rates and exam results
- Attendance and absence
- School leaver destinations
- Pupils receiving free school meals

THE SCOTTISH INDEX OF MULTIPLE DEPRIVATION (SIMD)

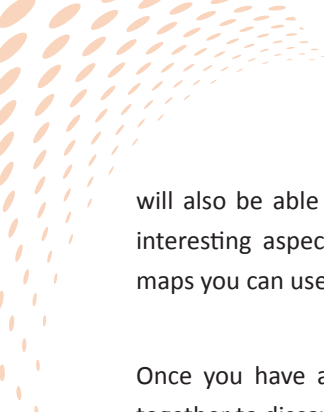
The Scottish Index of Multiple Deprivation identifies small area concentrations of multiple deprivation across all of Scotland in a consistent way. It allows effective targeting of policies and funding where the aim is to wholly or partly tackle or take account of area concentrations of multiple deprivation. The SIMD ranks small areas (data zones) from most deprived – ranked 1 – to least deprived – ranked 6,505. People using the SIMD will often focus on the data zones below a certain rank. For example, the 5%, 10%, 15% or 20% most deprived data zones in Scotland.

To find out where your Data Zone ranks in the SIMD go to www.scotland.gov.uk/Topics/Statistics/SIMD. Here you can access an interactive map which highlights where your Data Zone is ranked in the SIMD through using the postcode search option. It is also good to note that the SIMD does not only provide an overall rank of an area but also ranks the 7 individual domains of:

Income	Geographic Access to service
Employment	Housing
Health	Crime
Education	

SCOTLAND'S CENSUS

The information gathered and presented by Statistics for Mission is taken from the 2011 census. To find out more about the census findings either for local, regional or national geographies you can access the census results online at www.scotlandscensus.gov.uk. Here you will find information relating to population, gender, households, ages and other demographic information. You



will also be able to access information about ethnicity, migration and other interesting aspects that shape our communities. There are also interactive maps you can use to discover more about your community.

Once you have all the information gathered it is then a case of piecing it together to discover what it says about your community.



WHAT CAN YOU DO?

We would love to be able to fix all problems in our communities and to support everyone in whatever struggles they are experiencing. We realise this is just not possible and we have to make priorities based on what we can offer and the support that can be provided. The Church of Scotland has a unique opportunity by having parishes present in so many different communities throughout the country to contribute to supporting people in those areas.

In November 2010, the Cinnamon Network was invited to ask Church Leader contacts to share via survey how churches are currently involved in social action in their communities.

THE FINDINGS

Volunteer Hours:

The Churches in the sample estimated they delivered 439,000 hours of volunteer service in the last 12 months. That is an average of 1925 hours per Church.

Unsurprisingly, the larger the church, the more hours and pounds are spent on social initiatives. However, this goes up markedly for large churches of over 500 adults.

Projecting these statistics against population and church going for the UK gives an estimate of 72M hours of volunteering for social initiatives by the Church in the UK. Please note this figure only covers Church initiatives. It does not include voluntary work by Christians in the community that is not initiated by a Church e.g. work by local charities.

Finance:

The Churches in the sample estimated they contributed £1,234,000 to finance social action initiatives. That is an average of £7,568 per Church spent on an average of 3.3 initiatives.

Projecting the direct finance against the England base of churches by size gives a figure for England of £224M per annum.

If we were to fully cost volunteer time (some of which is quite specialist), proportion of paid staff time, building 'hire' and direct financial contribution, one can see that the contribution to social initiatives is well over £1Bn per annum and probably between £1.5Bn – £2Bn per annum.

Other:

68% of the Churches plan to increase social initiatives in the next 12 months. Only 3% plan to reduce.

81% of Churches think it Essential or Very Important that Churches can maintain their Christian distinction in social initiatives.

Church and Community By Numbers

72M hours per annum of volunteering for social initiatives by the Church in the UK

Fully costed contribution to social initiatives is well over £1Bn per annum.

Average of 1925 volunteer hours per annum per Church.

Average of £7,568 per Church spent on an average of 3.3 initiatives.

Youth work stands out as the top initiative for hours (31.5%) and money (40.2%).

68% of the Churches plan to increase social initiatives in the next 12 months.

81% of Churches think it Essential or Very Important that Churches can maintain their Christian distinctions in social initiatives.

Biggest Hindrances to doing more are; Manpower/time, Funding, Vision/Leadership, Red Tape/Laws, Info/Assessment, Buildings

Biggest Encouragements from social initiatives are; Appreciation/Trust built, Making diff./Impact, Changing us, Community cohesion, Meeting needs/serving, Churches working together

Top 10 Social Action initiatives of the Churches:

- 1 Youth work (apart from Church children's ministry)
- 2 Mothers and Toddlers
- 3 Caring for Elderly
- 4 Community Improvement e.g. clean up
- 5 Marriage Counselling/Courses
- 6 Debt Counselling
- 7 Parenting Help/Courses
- 8 Helping Homeless
- 9 Street Patrols
- 10 Helping with Addiction

Initiatives using most 'franchised' materials:

- Debt Counselling
- Street Patrols
- Marriage Counselling/Courses
- Parenting Help/Courses
- Helping with Addiction
- Prison Ministry



THE £10,000 CHALLENGE

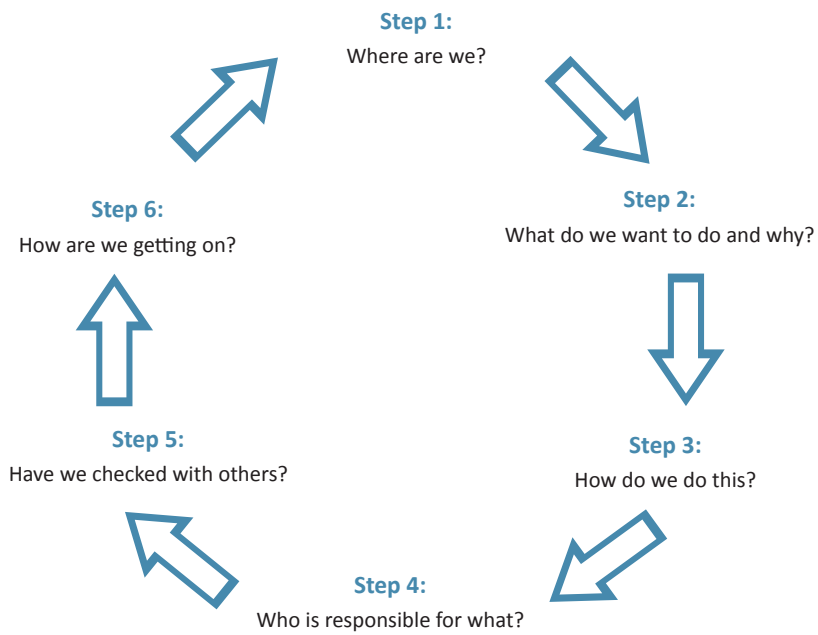
If Churches were given £10,000, 80% would be spent on:

- Youth work
- Debt Counselling
- Other
- Caring for Elderly
- Parenting Help/Courses
- Mothers and Toddlers
- Helping Homeless
- Community Improvement (e.g. clean up)

YOUR CHURCH AND COMMUNITY

Without doubt Churches are vital to the development, support and sustainability of our communities. The various skills, care and knowledge provided by volunteers, workers and Ministry cannot be underestimated. Whether support is spiritual, emotional or practical they go a long way to building and maintaining relationships with the church and non-church going people in our communities.

Before partaking in new ideas or visions for your Church or the community around you based on using either Statistics for Mission or any other methods of research it is often useful to take a step back and think about what your Church can realistically offer as a service. Promising everything without delivering can damage relationships which can take a long time to mend. Some simple processes can be put in place to build on already existing knowledge of the church congregation prior to consulting the community around you. It might be helpful to consider these 6 stages when embarking on a new mission direction.



WHAT'S SWOT

SWOT analysis is a tool that has been proven to be a highly effective way of identifying an organisation's Strengths and Weaknesses and of examining the Opportunities and Threats that it faces. SWOT is designed to be used in the preliminary stages of the decision-making process, as a pre-cursor to drafting a strategic plan and is therefore an ideal tool for assessing your church's ability to rise to the challenge of community engagement. Through a focused process it provides you with the opportunity to explore the way that your church or project functions. There is nothing academic about the process and it can be a very rewarding tool to discover the potential your Church has in tackling some of the issues in your community using Statistics for Mission has identified.

To carry out a SWOT analysis of your church, you will need to put together a working group.

Some questions that you might ask as you look at your church...

Strengths	Weaknesses
<ul style="list-style-type: none"> • What do we do well as a church? • What is growing? • Where do people seem particularly fulfilled? • Which community needs are we meeting? • What are the resources within our church and our community? • What / Who do we thank God for here? 	<ul style="list-style-type: none"> • What do we do less well? • What appears to be declining? • Which areas of church seem tired? Or too busy? • Which community needs are we not meeting? • What are the needs within our church and our community? • What / Who most needs our prayers?
Opportunities	Threats
<ul style="list-style-type: none"> • What gifts / people / resources are underused? • Do we have strengths that can be built upon? • Are there people / situations in the community where we could make a difference? • Do we have partners in the community? • Do we have potential partners in the community? 	<ul style="list-style-type: none"> • Are any of our weaknesses becoming serious? • What changes in society are affecting us? • Are changes in the community affecting us? • Is a lack of resources jeopardising our future? • As we look at church life, does anything cause us to be afraid?

GOING INTO THE COMMUNITY

“*Maybe stories are just data with a soul*”

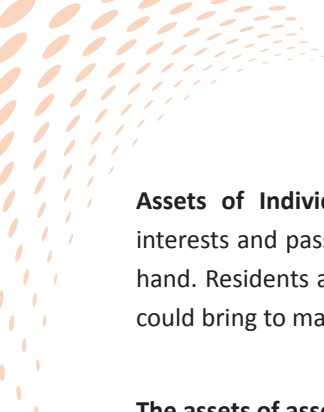
– Brene Brown

Gathering statistics through a variety of methods and using Statistics for Mission is one thing but starting to consider what to do in your community is something entirely different. It can be daunting but the processes in this section are designed to enable you to identify the strengths and issues within the local area through a process of:

- Highlighting community assets
- Mapping your community
- Identifying needs in your local area

Community research is not simply about finding out what is wrong with your community. It is also about identifying strengths and what is unique about where you live. Creating an inventory about whom and what is out there is more than just gathering data and information. It is a development and empowerment tool. The process of discovering the hidden and potential assets in a community creates new relationships and new possibilities.

A community mapping exercise can be immensely useful to help your Church reflect on the resources, needs and issues in their community. This activity is a useful way to identify key areas to follow up in more detail. As you are doing this it is important to think of the assets that are out there in your community. Assets can include individuals, associations or organisations.



Assets of Individuals: these are their skills, knowledge, networks, time, interests and passions. They can be described as skills of the heart, head and hand. Residents are asked what is good about where they live and what they could bring to make life better for their community.

The assets of associations: this is not just the formal community organisations or voluntary groups. It includes all the informal networks and ways that people come together: football teams, babysitting circles, pub quiz teams, allotment associations, workplaces and so on. For example, the pub quiz team has members and interest but it could also offer fundraising, networks and people power.

The assets of organisations: this is not just the services that organisations deliver locally, but also the other assets they control, for example, parks, community centres, and faith buildings. In fact, it covers anything that could be put to the use of a community to improve its well-being. It includes staff and their influence and expertise, which they can use to support new ideas.

CREATING YOUR OWN MAP OF YOUR COMMUNITY:

Decide the area you want to map and decide on the centre point of the map.

Draw the main roads, rivers, railways or parks.

Draw in the key buildings in the area

Discuss and mark the key areas of **concern** in the area.

Remember to keep in mind information discovered by using Statistics for Mission

Ask yourself:

Where are some of these statistics found in my area?

What statistics do I want to think about from Statistics for Mission?

Discuss and mark on the map positive areas in your community



From this exercise, what do you feel are:

The best things about your community and why?

The key areas of concern and why?

Does your local knowledge support the findings from using Statistics for Mission?

IDEAS:

One way of strengthening the information from the mapping is to get different groups to do their own maps and then look at the common themes and differences between each of them. These groups could include the elderly, young mums and young people.

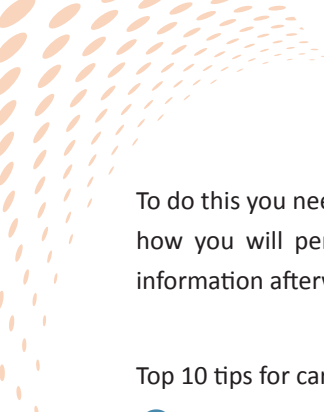
Another thing that can be done from the mapping exercise is to make a list of different organisations and institutions and against each of them, describe what help and support they give to the community. This will give you an idea of where the gaps are in provisions.

QUESTION THINGS

You often hear people say something along the lines of, “the statistics speak for themselves”, when in actual fact they do not. When you consider that each statistic has a face and a story it is important to hear those stories without making judgements using statistics alone. Questionnaires are a good way to build on the information you have gathered through the statistical research and the mapping exercise. By asking the community what they think about specific issues or proposed ideas you are sharing your concerns with the community but also not making assumptions. Questionnaires don’t have to be difficult or scientific and if used well can be an excellent opportunity to promote potential plans for the church’s work in the community.

To be effective questionnaires should:

- be easy to fill in
- give you clear information that you will be able to understand and use
- give respondents enough choice to express their views and opinions



To do this you need to think carefully about the content of your questionnaire, how you will persuade people to fill it in, and what you will do with the information afterwards

Top 10 tips for carrying out a questionnaire

1 Define the survey's purpose

Figure out exactly who the questionnaire is for and what you want to discover. Do not gather any extra data if you aren't sure exactly what you are going to do with the results.

2 Start with a Title (e.g., Leisure Activities Survey)

Always include a short introduction – who you are and why you are doing the survey. Explain the purpose to the person filling in the questionnaire and reassure them that anything they say will be will be confidential.

3 Keep it short and sweet

It shouldn't take a respondent more than 10 minutes to complete a questionnaire. Make it five or even two minutes or less, if you can manage. Also, tell people up front how long the survey might take. Try not to make it longer than two sides of A4. Only ask questions that you really need to know about!

4 Keep it simple

Make sure that respondents will understand the questions. Don't use jargon and don't make the questions too complex. Put straightforward questions at the beginning of the questionnaire, and more sensitive or complex questions towards the end.

Only include one topic per question: For example do not ask if people would like a new zebra crossing AND traffic calming measures in the same question. They may want one OR the other.

5 Keep it specific

If you are conducting surveys of large audiences, don't ask open-ended questions that will give you a wide range of answers. That will make it difficult to analyse the results. Questions should be either yes/no or multiple choice.

6 Follow logic

Make sure that one question leads naturally into another. Usually, the first questions will be broad and the follow-up ones will be more specific. You would not start out asking, "Why don't you like using our services?" This is too specific, and it's a leading question.

You first need to find out whether the survey respondent has positive or negative feelings about the facilities or service, and then ask why it might not be liked.

7 Do a test

Give the survey to a group of friends or congregation members. Doing so will tell you how long it takes to complete and whether any questions are confusing. Other people can bring fresh insight and ideas and catch mistakes before they go out to the community.

8 Entice

Give your respondents a good reason to answer your survey. Invite them to an open day with lunch provided or entertainment or simply inform them that it is a community focused questionnaire to help improve facilities or benefit the local community.

9 Avoid raising expectations

Be clear about what you are trying to achieve but avoid raising expectations in people which cannot be met.

10 Share

Last, but not least, share the results with your respondents and let them know what action you will take.



If you need more information, do follow-up surveys.

QUESTIONNAIRES – SOME THINGS TO CONSIDER

The appearance of the questionnaire will affect how many people take the time to complete it. Consider how you can achieve the following:

- Explain clearly and briefly the purpose of the questionnaire
- Give clear instructions on how to complete it
- Space out the questions – dense print is off putting and will affect the response rate
- Make sure there is enough space for people to write their answers
- Remember to include the name of your organisation or group and contact details
- Test your questionnaire on a few people and ask them:
 - how easy it was to fill in
 - if all the questions were clear
 - if they think you have included anything that is not necessary or missed out anything important

Types of questions:

Consider the types of questions you ask – not just what it is you ask but how you ask them. There are two basic types of questionnaire questions: Open Questions and Closed Questions.

Closed Questions come with a series of boxes that respondents can tick. They:

- take less time to answer
- are much easier to analyse
- limit the responses that can be given

For example:

	Very satisfied	Satisfied	Not Satisfied
Refuse Collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks & recreational facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Open Questions give respondents space to answer in their own words. They

- take longer to answer
- are more complicated to analyse
- give people more freedom to say what they think or feel

For example:

What new skills have you learnt on this course?

Here is an example of a questionnaire developed after a process of statistical research in a community and a mapping session involving different age groups in the church. This may be something you can use within your own community.

Community Questionnaire

We are from your local Church and in the process of trying to find out if there is anything we can provide to improve our community. Please spare a couple of minutes to complete this questionnaire that will help us identify ideas of what we can be doing in our community.

1) What activities would you like to see available at the Church building?

- | | | |
|--|--|---|
| <input type="checkbox"/> Mothers and Toddlers | <input type="checkbox"/> Computer and IT Classes | <input type="checkbox"/> Fitness and Exercise Classes |
| <input type="checkbox"/> Youth Club | <input type="checkbox"/> Homework Club | <input type="checkbox"/> Arts & Crafts |
| <input type="checkbox"/> Parenting Classes | <input type="checkbox"/> Money/Budgeting Skills | <input type="checkbox"/> After School Club |
| <input type="checkbox"/> Healthy Cooking Classes | <input type="checkbox"/> Lunch Club for over 60s | <input type="checkbox"/> Food Bank |

If you have any **other** suggestions please provide details here: _____

2) Would you need childcare facilities to let you attend any of the activities?

- Yes No

3) What are the main things that concern you about this community?

- | | |
|--|--|
| <input type="checkbox"/> Not enough for teenagers to do | <input type="checkbox"/> Not enough opportunities to do training and improve or develop skills |
| <input type="checkbox"/> Not enough for children to do | <input type="checkbox"/> Debt |
| <input type="checkbox"/> Lack of activities for older people | <input type="checkbox"/> Not enough money to buy food |
| <input type="checkbox"/> Drugs and Alcohol Misuse | <input type="checkbox"/> High unemployment |
| <input type="checkbox"/> No access to affordable health or fitness classes | |

If you have any **other** concerns please provide details here: _____

4) What time of day would you be able to attend any of the activities mentioned in question 1? Please show below by ticking (✓) the appropriate boxes

	Mon	Tues	Weds	Thurs	Fri	Sat	Sun
Morning							
Afternoon							
Evening							

5) Would you be interested in volunteering with us to run any activities?

- Yes No

If YES, can you please provide contact details (including name and telephone number or email address): _____

6) Gender

- Male Female

7) What age group are you in?

- Under 11 11-17 18-25 26-40 41-59 60-79 80+

Thank you for your time

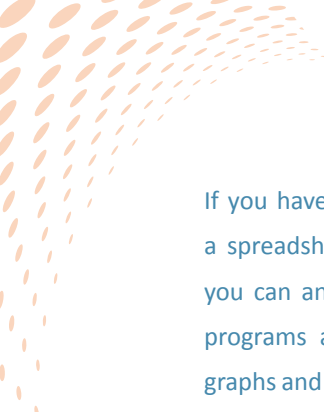
ANALYSING YOUR FINDINGS

Quite often people are reluctant to use questionnaires to find out information within the community through fear of having to analyse the findings. In actual fact the analysing of your findings can be the most valuable part of any community research or outreach programme and can be very simple to do.

The **4 stages** of analysis

Purpose: To provide the basic ideas of analysing your data from your research using both a manual hand written method and a computerised method.

- 1** If you are working with a group, distribute the completed questionnaires evenly among the members. One person in the group should read the results from the completed questionnaire while another records the data. The third person can also record as an extra check for accuracy. If you are working alone, you will have to do all three steps, reading, recording data, and checking for accuracy, yourself. You should use a blank questionnaire and add check marks next to the response on the completed questionnaire to tally the responses. You, or another person, should double-check that you have marked the appropriate response correctly.
- 2** Once you have completed recording your set of data, go through the entire questionnaire and compute the totals for each question. If someone in your group is good with computers then they may take on this responsibility.



If you have a computer, you will most likely have access to a spreadsheet program such as Microsoft Excel. Using this you can analyse the results of their survey. Some of these programs are simple to use and can produce interesting graphs and statistical percentages of the survey results. This is a good opportunity to explore beyond the basic requirements if you have a specific interest in research or computers.

- 3** You now have the total number of responses from everyone who responded to your survey. The other thing you know is how many people responded – the total number of completed questionnaires. You also know how many questionnaires were sent out originally (or how many people you talked to). So, you can calculate the response rate

- 4** You can also calculate the percentage for different response categories: $\text{Percentage} = \frac{\text{Total number who strongly agree...}}{\text{total number of respondents}}$. The survey may reveal, for example, that 40% of residents in a neighbourhood agree that they are interested in attending keep fit classes.

Putting these findings into a report is an excellent way of sharing your research with those involved along the process. It is also an excellent way to support funding applications and business plans for the future of your group.

BE READY TO BE CHALLENGED

As you are analysing the forms and writing up results try to avoid reading in your own ideas and hopes to the themes that are emerging. Keep asking yourself “Have people really said this?” and “What proof do we have to back up these conclusions?”

You may well be challenged on your data (by funders, for example) and a good way to be ready is to challenge yourselves. Doing this has the bonus of making you all the more certain about what you have found out. This should motivate you to act on the results and encourage others to join you.

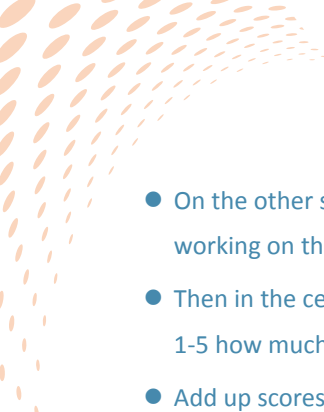
Once you have all the information from the different sources and listed them on flipcharts, work together as a group to identify common issues which occur in all the different sources of information.

Once you have identified five or six common issues, you can then select from them two or three priorities which can be addressed within the capacity of the group.

ADDITIONAL TIP – H-FORM

The H-form is a useful method for thinking about how to take a priority forward and helps assess the energy and interest in a group for being involved. Having analysed the information you have gathered you should now have a list of priorities that need to be addressed. Use the H-Form to discuss these issues one at a time.

- Write the priority to be discussed in the centre of the flipchart.
- Ask participants to write on post-its the positive side of addressing the issue and stick to one side of the flipchart.

- 
- On the other side they should put post-its with the barriers to working on this issue.
 - Then in the centre of the chart, ask them to score on a scale of 1-5 how much they want to take this forward.
 - Add up scores

FEEDING BACK YOUR DATA TO PEOPLE

Once your data is in some sort of order, it is a good idea to report it back widely to:

- Your Church
- Your local community groups
- The people you surveyed

This gives people the opportunity to respond to the findings, suggest some ways forward and identify areas they might want to find out more about.

It is also important for future surveys, as otherwise people might say: “We never heard anything. I don’t want to take part in another survey because nothing happened after the last one.”

Sharing local opinion with the people you surveyed can motivate individuals to join you in starting new initiatives. People like to build upon ‘their’ ideas and may be willing to get involved. You can go back to them and say: “You know you asked for a lunch club. Well, we want to set one up and need someone to advise us on what would be best. Could you help?”

It also helps if people know why their ideas are not followed up and what effort was made. You could send round a letter to every house you surveyed with a simple short report of the results, including explanations such as: "Lots of people wanted a play area. We asked the Council about providing one but they could not fund it. They said they would provide insurance if we could pay for it, so we are seeking grants from other sources and a suitable site." Such letters help to continue to build up your relationship with local people, which is a central part of what you are doing.

Hosting a public meeting is another way of initially sharing the results of the survey. However, they are often poorly attended and therefore less representative than questionnaires, so it is up to your group how much attention you give to what people say at such gatherings.

WHAT DO WE HAVE?

Once you have gathered information from the survey you will then have a wide range of information gathered from a variety of sources: statistics, local people, local agencies and members of your congregation. The variety of information out there can be summed up by three sources which, when used together, gives you a tremendous resource for future mission in your community.

Information from people in the community

Community groups, young people,
lone parents, elderly

Sources of Information

Information from local organisations

Clergy, social workers, Agency workers,
community leaders, Health professionals

Information from statistics

Statistics for Mission, Population figures,
demographics, deprivation levels



MOVING FORWARD

Your survey results may indicate a wide range of needs. This can seem overwhelming. It is important to be realistic about how much the group can do. You need to think about what resources you have in the group (i.e. people, time, money, skills, facilities).

Keep looking at and sharing your questionnaire results. You probably put a lot of work into getting them so treasure them. Share them with other people working in your community to plan ways forward together.

The next step is to explore ways in which the needs may be addressed. There are many models for community involvement, such as after school activities, debt counselling, local campaigns, food provision and supporting local clubs or organizations to name just a few. It is important to decide what you have the capacity to do, which response is the most appropriate for your area and whom you may be able to work with.

It is often a good idea to tackle some simple things first so you get some early success. This will encourage your volunteers and could attract more. It could also bring in people from your community who could help. Be realistic about yourselves and your time frame.

REFLECTION AND ACTION



REFLECTION AND ACTION

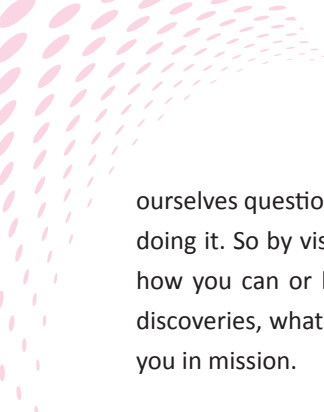
By now, you may have already accessed the Statistics for Mission information, or you may be thinking about the best ways in which to take this forward. You may recall at the start of this book there was an introduction to the ways in which it could be used:

- 1 A **guide** for accessing the relevant statistical information for your Parish
- 2 An **information pack** for finding out what to use the Statistics for Mission for
- 3 A **resource** for developing action oriented reflection
- 4 A **tool** for increased community engagement

The name Statistics for Mission implies action as well as reflection. As you use this book it is important to consider what you, as an individual, or as a parish want to achieve through the process of researching your community. By doing this it might be useful to take time to reflect on what you consider to be your part in God's mission and the mission of your church. As you continue to use this resource, consider that God may be bringing people, groups and issues to mind as you work through this, and perhaps hold them in prayer as you begin to reflect on the mission and ministry you are involved with. As you do this it could be useful for you to consider some questions that you can revisit again and again as you use Statistics for Mission.

- Can I set aside some time to carefully look over the statistical information for the Parish?
- Who else can I share this statistical information with?
- What are the relevant areas of my situation that could benefit from the Statistics for Mission information?
- Who in my church has come to mind in reading the statistical information?
- Who in my community has come to mind in reading the statistical information?
- What issues, people and groups have been overlooked in my community?
- What further information do I need to find out about different individuals' and groups' situations?
- What issues, people and groups do I want to commit to praying for?
- What is the good news that we have to share with these groups and people?
- How do I get involved in working alongside people in my community and do I want to?

For many of us statistics is something we might find off putting for many reasons; we might consider them boring, difficult to understand or 'academic'. Yet they offer an insight to information we might never have considered before. As we reflect, we consider deeply something which we might not otherwise have given much thought to. This helps us to learn and develop an increased understanding. Reflection is concerned with consciously looking at and thinking about our experiences, actions, feelings and responses and then ultimately learning from what we do about each of these. Typically we do this by asking



ourselves questions about what we did, how we did it and what we learnt from doing it. So by visiting and re-visiting Statistics for Mission and thinking about how you can or have engaged with it, the ability to reflect and act on your discoveries, whatever that action is, can become a more powerful tool to help you in mission.

Understanding our communities is more than knowing what is going on within our parish boundary – it is connecting with people in empathy and compassion. Understanding our mission goes beyond understanding where we think we can be ‘useful’ to others, but seeing where God is active in loving and redeeming the people and communities around us. As Jurgen Moltmann indicated; *“It is not the church that has a mission of salvation to fulfil in the world; it is the mission of the Son and the Spirit through the Father that includes the church. There is church because there is mission, not vice versa.”*

ADDITIONAL RESOURCES

The list of resources available to support you as you seek to discover more about your community is virtually limitless. This in itself can be quite daunting so here are some websites and resources that people have found useful over the years.

WEBSITES

www.jrf.org.uk The Joseph Rowntree Foundation
www.dsc.org.uk Directory of Social Change
www.scotland.gov.uk The Scottish Executive
www.scvo.org.uk Scottish Council for Voluntary Organisations
www.tearfund.org Tearfund
www.nrscotland.gov.uk National Records of Scotland
www.sns.gov.uk Scottish Neighbourhood Statistics
www.scotpho.org.uk Scottish Public Health Observatory
www.gcph.com Glasgow Centre for Population Health
www.educationscotland.gov.uk Education Scotland
simd.scotland.gov.uk Scottish Index of Multiple Deprivation
www.cpag.org.uk Child Poverty Action Group
www.faithincommunityscotland.org Faith in Community Scotland
www.transformationteam.org Transformation team
www.actsparl.org Scottish Churches parliamentary Office
www.scdc.org.uk Scottish Community Development Centre
www.g3sf.org Third Sector Forum
Passage India...
www.povertytruthcommission.org Poverty Truth Commission
www.churchofscotland.org.uk/serve/go_for_it Go For It Fund
www.povertyalliance.org The Poverty Alliance
www.resourcingmission.org.uk Resourcing Mission
www.oikoumene.org World Council of Churches

www.crossreach.org.uk Crossreach

www.acts-scotland.org Action of Churches Together in Scotland (ACTS)

www.churches-housing.org Scottish Churches Housing Action

www.fbrn.org.uk Faith-based Regeneration Network UK (FbRN)

www.faithinaction.net Faith in Action

RESOURCES

Community Research Training Toolkit by Faith in Community Scotland's Transformation Team

Discovery Toolkit by Tearfund

Community Audit by Faithworks Oasis

Church Audit by Faithworks Oasis

Best Practice Guide by Faithworks Oasis

Mission Files by Baptist Union of Great Britain

Fit For Funding Toolkit by Transformation Team

Building Stronger Communities by Scottish Community Development Centre

The Community Development Challenge by Department for Communities and Local Government's Community Empowerment Division

A glass half-full: how an asset approach can improve community health and well-being by Improvement and Development Agency (IDeA) Healthy Communities Team

Faithful Endeavours by Faith in Community Scotland's Transformation Team and the Scottish Community Development Centre as part of the Scottish Government Better Community Engagement Programme

Faith as Social Capital by Joseph Rowntree Foundation

Faith in the Community: the contribution of faith-based organisations to rural voluntary action by National Council for Voluntary Organisations

Faith Groups and Government: Faith-based organisations and government at local and regional levels by Community Development Foundation

The Salt of the Earth: a report on the contribution of the churches in Glasgow's renewal and regeneration by Glasgow Churches Action

Tools for Regeneration: Practical Advice for Faith Communities by Faith-based Regeneration Network YK

Future Focus: a way forward for congregations by Church of Scotland

Stats Have Faces by Church of Scotland and Action of Churches Together in Scotland