

# Churches Community Value Toolkit

for Church of England parishes

Version 1, June 2006

This Toolkit has arisen from an initiative of the Commission on Urban Life and Faith. It has also been made possible by research and consultation kindly and generously facilitated by the Churches Regional Commission for Yorkshire & the Humber.

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# Churches Community Value Toolkit

## for Church of England Parishes

The Churches Community Value Toolkit is a way of highlighting the ways in which churches contribute to their community. More and more organisations are asked to give an account of their work in terms of outcomes and outputs. Churches also have outcomes and outputs, but very often they go unnoticed and can easily be undervalued. This is particularly the case for churches in areas of multiple deprivation.

The calculations that are part of the Toolkit enable you to estimate the financial value of your contribution to the wider community - as this is the way things get valued in wider society. The Toolkit also enables you to note some of the ways in which your contribution to your neighbourhood might be distinctive, for there are unique contributions that faith can make to the well-being of a community.

### Ways of using the Toolkit

The Toolkit can be used by individual churches, especially in support of grant applications and when negotiating with local - and even church authorities. By using the Toolkit as a 'base line', you will be able to identify and compare changes over time. This may be helpful in relation to requests made by funders for outputs and outcomes to be measured.

The Toolkit can also be used by a group of churches, perhaps within a single town or neighbourhood. Please note that specific versions of the toolkit for Baptist, Roman Catholic and Methodist churches are in development. The reason for this is that each denomination has different financial arrangements that need to be taken into account. The CULF website [www.culf.org.uk](http://www.culf.org.uk) gives information about how to get a toolkit that is specific to these denominations.

It is possible to add up the contributions made by each church within a city centre, or in a town to inform discussions with strategic players such as the Primary Care Trust, the Local Strategic Partnership or the Local Authority.

### Some tips about completing the questions

Don't feel you have to achieve absolute accuracy when you are asked to give numbers. A 'best guesstimate' will do. As you are in charge of the process there is no advantage in exaggerating and presenting a favourable impression.

You may find that it is more fun to do the exercise as a group, and this way, assumptions and guesses also get refined - as well as tasks shared.

It will also be helpful to have your annual accounts to hand so you can just lift the figures you need from these. Also, you may have already provided your Archdeacon or Diocese with some of the information asked for in the Toolkit.

We suggest that you read through the Toolkit before you start completing it. This will give you a better idea of where to include different activities, and... **DON'T FORGET TO READ THE FOOTNOTES!** This is where you find advice about what to include - and why the information is important.

When you have worked your way through the toolkit, identify who you feel could benefit from having this information. The people and agencies that you list will give you an idea of how best to present the information.

### Only a beginning

As you use the Toolkit you will find things that could be improved, as well as added. We should be most grateful if you would take the trouble to tell us of ways in which you think the Toolkit could be improved. Please do this by contacting Billy Dann at [billy.dann@cuf.org.uk](mailto:billy.dann@cuf.org.uk)

## Some health warnings!

The Toolkit only deals in approximations!

The assumption is made that every aspect of church life in some way or other is of benefit to the local community - and those of us who are involved in church life would say this - but many outside the church would seek to disagree. However, increasingly policy makers and opinion formers are alert to the contribution church and faith-based projects make to the well-being of local communities.

## Additional material

- The Grove Booklet P92 **Counting Sheep** (price £2.75)
- The resource pack **Vital Statistics** (price £5) by Steven Cottrell and Tim Sledge provides guidance for such an exercise.  
  
Both can be obtained from: Church House Mail Order, Church House, Great Smith Street, London SW1P 3BN tel: 020 7898 1300 web: [www.chbookshop.co.uk](http://www.chbookshop.co.uk)
- The Research and Statistics Division of the Archbishops' Council produces an occasional email newsletter. This provides up-to-date information about a wide range of church life. To go on the mailing list contact [statistics.unit@c-of-e.org.uk](mailto:statistics.unit@c-of-e.org.uk)
- Visit [www.neighbourhood.statistics.gov.uk](http://www.neighbourhood.statistics.gov.uk) enter your postcode and you will be absorbed... for hours!
- Putting your postcode in an internet search engine also turns up a host of interesting data.

# Community Value Toolkit Part 1

## for Church of England Parishes

### Section A *People*

**Q1** Roughly, how many regular attendees to church services do you have in an average week?

Insert numbers

A) adults

B) children (aged up to 16 years)

**Q2** Roughly, how many regular contacts from the wider community do you have through projects/activities in an average week? (You may find it helpful to complete this question after you have completed questions 8 and 9)

A) adults

B) children (aged up to 16 years)

**Q3** Roughly, how many people (both adults and children) belonging to minority ethnic groups:

A) attend your church services regularly?

B) make use of your projects/activities?

**Q4** The total number of paid full-time and part-time staff (include stipendiary clergy) working on behalf of your church:

A) number of FT staff

B) number of PT staff

**Q5a** How many people on a voluntary basis<sup>1</sup> would you say are significantly involved in the running of your church?

**Q5b** Over an average week how many hours do you think these volunteers give to your church?

**Q6a** How many regular pastoral/social action volunteers do you have at present, either through your church or with a wider project linked to the church?

**Q6b** Over an average week how many hours do you think these volunteers give to supporting pastoral work or social action associated with your church?

**Q7** What is the total number of volunteer hours per week (ie add your answers to questions 5b and 6b together)

<sup>1</sup> For example Sunday school teachers, choir members, on the flower rota, OLMs, NSMs etc

## Section B Activities

**Q8** Complete the columns for each of the types of initiative/activity in which you are involved at the moment.

(Please refer to the attached prompt sheet which lists examples of initiatives/activities to be included under each heading. These activities will be those which involve the staff and volunteers in questions 4, 5 and 6.)

Initiative/activity	<b>A</b> Church's own project (tick to show activity)	<b>B</b> Together with wider community or agency (tick to show activity)	<b>C</b> Estimate of total number of direct beneficiaries per week	<b>D</b> Of which children under 16
8.1 Children, families and young people				
8.2 Education and training				
8.3 Activities for older people				
8.4 Cafes and Pop-ins				
8.5 Homelessness				
8.6 Advice and counselling				
8.7 Relieving poverty and social exclusion				
8.8 Women				
8.9 Men				
8.10 Health and disability				
8.11 Economic/shops/sales				
8.12 Social activities				
8.13 Mobility/community transport/car-share				
8.14 Summer camps/activities				
8.15 Tourism/visitor facilities/information				
8.16 Cultural activities				
8.17 Sport				
8.18 Asylum seekers/refugees				
8.19 Publications/newsletters/pamphlets				
8.20 Informal spiritual guidance				
8.21 Interfaith contacts/activities				
8.22 Other (please specify):				

**Q9** Add up the number of 'direct beneficiaries' in column (c) above. This is the number of people who directly benefit as a result of your church's community involvement.

**Q10** On which management/partnership bodies is your church represented?

Please tick relevant boxes

- A) School governing
- B) Community boards and partnerships
- C) Residents groups
- D) Others, please specify

**Q11** You also need to take into account your contribution to other aspects of local civil society<sup>2</sup>. Do you or your church have membership of any networks or supportive groupings that are relevant to your local area? (eg a rural community council, peace or anti-poverty networks)

Yes  No

What sort of networks are these?

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**Q12** Estimate over a year, the number of children you have regular contact with through schools

**Q13** Separate to the above, does your church run any special events or activities (for example an annual or bi-annual activity such as a garden party; a spring or summer fair; a music festival; a christmas fair; a harvest supper), that have not already been considered?

Yes  No

You might find it helpful to list these:

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**Q14** Give an estimate of the total number that come to these events during the year

<sup>2</sup> Civil society refers to 'The arena of uncoerced collective action around shared interests, purposes and values. In theory, its institutional forms are distinct from those of the state, family and market, though in practice, the boundaries between state, civil society, family and market are often complex, blurred and negotiated' - so says the Department of Politics at the London School of Economics.

## Section C Money

The aim of this section is to get an estimate of the money that your church 'gathers' to maintain its presence in the community, and in some instances, brings into your local area, for example through grants etc. We suggest that you use the figures for your last financial year.

**Q15** The annual financial value of the stipendiary clergy attached to your church<sup>3</sup>: £

**Q16** Your annual income from all sources<sup>4</sup>: £

**Q17** Your annual mission and charitable giving ie money which you collect locally to give to causes further afield: £

**Q18** Your contribution to the diocesan quota/parish share last year: £

**Q19** Your annual grants/awards you receive towards community projects<sup>5</sup> that you run but which have separate accounts from the pcc: £

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<sup>3</sup> It is estimated that in 2006 the cost of full-time clergy, including house, pension, training etc. is £35,000. If you share your clergy with another church then give a proportionate figure.

<sup>4</sup> Gross annual income from all sources can include grants from English Heritage, charitable trusts, benefactors, weekly giving, rents etc. No need to separate revenue and capital for this purpose. If you run a project with a separate legal identity then note grants received for this project in Q19.

<sup>5</sup> Include grants which come from local sources as well as those from outside the area, on the grounds that the work you do as a result of these grant adds value.



## Section D Buildings

**Q20** An estimate of the hours that the doors of your buildings are open (D should equal A + B + C)

Type of building <sup>6</sup>	<b>A</b> Hours used per week by church for faith activities/events	<b>B</b> Hours used per week by church projects	<b>C</b> Hours used per week by external organisations (outside bookings)	<b>D</b> Total hours that doors are open per week
Church				
Church hall/rooms/ community buildings				
Other (if you have more than one church then list others here)				

**Q21** Estimate the total number of people visiting your church/church buildings in a normal year - for example, occasional tourists/those visiting the church, those attending funerals and weddings, extra visitors at christmas etc. But excluding regular congregation and regular contacts identified in q1 and q2 and attending special events q14.

You might find it helpful to list these:

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Number of people

<sup>6</sup> The Toolkit doesn't take account of the value of your buildings - you could add in a notional annual rental for the church building and hall - this would be perfectly legitimate but too demanding to make a standard feature of this Toolkit.

## Calculations for part one of the toolkit

A spread sheet is provided which will do these calculations for you. All you need to do is to insert your answers to each of the questions. Alternatively you can do the calculations using a pocket calculator.

The calculations are based on the numbers you have given in response to the questions in part one of the toolkit:

- A** Your answers to Q1a and b + Q2 a and b = the total number of people in more general contact with your church (adults and children).  
*You can also work out some percentages or proportions - such as the percentage of the congregation compared to people from the wider community.*
- B** Your answers to Q1b + Q2b = the total number of children and young people in regular contact with your church.  
*Besides schools, is there any other agency in your locality that has such extensive contact with children and young people?*
- C** Q1b + Q2b + Q12 = the number of children and young people with whom you have more general contact.
- D** Your answers to Q3a divided by Q1a and b multiplied by 100 gives you the percentage of people from minority ethnic groups who attend your church services.
- E** Your answers to Q3b divided by Q2a and b multiplied by 100 gives you the percentage of people from minority ethnic groups with whom you have regular contact through your involvement in the wider community.  
*How do your percentages compare with the percentage of people from minority ethnic groups who live in your neighbourhood? To check this visit [www.neighbourhood.statistics.gov.uk](http://www.neighbourhood.statistics.gov.uk) enter your postcode and look under 'people and society' for the ethnicity of residents in your area.*
- F** Your answers to Q4a and b + Q5a + Q6a = the sum total of human resources harnessed for the benefit of the local community.
- G** Estimate the salary and employment costs in your answer to Q4a and b  
Your answer = the financial value of the contribution made by people employed (paid) to support the ministry of your church.
- H** Your answer to G (above) + (Q7 x £5<sup>7</sup> x 52) = the overall financial value of the human contribution to the local area made by your church.
- I** Your answers to Q16 - Q17 - Q18+ Q15 + Q19 = the monetary contribution your church makes towards the wellbeing of your local area.
- J** Calculation I (above) + (Q7 x £5<sup>8</sup> x 52) = estimated total financial value of your church's contribution to its local area (based on your most recent year).
- K** (Q1 a and b + Q2 a and b) x 52 = ... and then add Q14 and add Q21 = your annual footfall<sup>9</sup>.

<sup>7</sup> The minimum wage in 2005 is £5.05 per hour plus holiday pay. It is quite legitimate to cost the hours your volunteers contribute at a higher rate. You could use the hourly rate associated with the average national wage. Use an internet search engine to look up 'Value of Volunteer Hours' for some interesting commentaries on this.

<sup>8</sup> The minimum wage in 2005 is £5.05 per hour plus holiday pay.

<sup>9</sup> 'Footfall' is a term from commerce. It refers to the number of people visiting a shop or a chain of shops in a period of time. Footfall is an important indicator of how successfully a company's marketing and brand are in bringing people into its shops... Likewise to your church! You may be surprised how high your footfall is compared to say leisure centres, and even cinemas or theatres.

## **Achievements... and work to do!**

These Questions are singled out because they may provide information that you can use to strengthen a grant application. Or they simply indicate the rootedness and commitment to those who often get missed out that characterises your church's ministry. However, your responses may also highlight some important priorities for the future.

### **Your response to Q3**

Is it typical for your neighbourhood? To what extent are people from minority ethnic groups not just attending your church but in leadership roles in the life of your church?

Although there may be some way to go before you have made as much progress as you would like to do in relation to this, what other organisation or group in your locality provides a focus where people from different ethnicity and cultures can come together?

### **Direct beneficiaries Q9**

How many of the direct beneficiaries would you say are at risk of social exclusion?

### **Q10 (a - d) and Q11**

These Questions are evidence of the commitment of your church to supporting civil society'.<sup>10</sup>

### **Q13**

These social events and gatherings are an important contribution to the sense of place and contribute to the social cohesion in a neighbourhood. As people 'come and go' ever more frequently this is an increasingly important contribution to the flourishing of a neighbourhood.

### **Q 20**

There is more and more pressure on space for community use. To what extent does your church help address this? Are there any other premises in the neighbourhood to match yours in terms of availability?

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<sup>10</sup> Civil society refers to 'The arena of uncoerced collective action around shared interests, purposes and values. In theory, its institutional forms are distinct from those of the state, family and market, though in practice, the boundaries between state, civil society, family and market are often complex, blurred and negotiated' - so says the Department of Politics at the London School of Economics.

# Community Value Toolkit Part 2 (section E)

## Identifying and valuing your distinctiveness

Indicate which of the responses best describes your situation:

**E1** Enabling people who have different life experiences to get to know each other

Not very much      A little      A fair bit      Quite a bit      A lot

Which local organisation do you feel does this better than your church?

**E2** Making welcome those who are often excluded (eg people with enduring mental illness, asylum seekers, homeless people)

Not very much      A little      A fair bit      Quite a bit      A lot

Which local organisation do you feel does this better than your church?

**E3** Helping people to make sense of the changes in society

Not very much      A little      A fair bit      Quite a bit      A lot

Which local organisation do you feel does this better than your church?

**E4** Helping people to identify ways in which the local neighbourhood could be improved

Not very much      A little      A fair bit      Quite a bit      A lot

Which local organisation do you feel does this better than your church?

**E5** From your experience, have you seen people take better control of their lives as a result of their involvement in the church and their exploration of faith?

Not very much      A little      A fair bit      Quite a bit      A lot

Which local organisation do you feel does this better than your church?

**E6** Supporting people in bereavement

Not very much      A little      A fair bit      Quite a bit      A lot

Which local organisation do you feel does this better than your church?

**E7** Encouraging or enabling others to take on commitments in the local community or through voluntary activity

Not very much      A little      A fair bit      Quite a bit      A lot

Which local organisation do you feel does this better than your church?

**E8** Helping people to become more confident in the early stage of marriage

Not very much            A little            A fair bit            Quite a bit            A lot

Which local organisation do you feel does this better than your church?

**E9** Offering a (physical) space which enables people to reflect quietly and express their spirituality

Not very much            A little            A fair bit            Quite a bit            A lot

Which local organisation do you feel does this better than your church?

**E10** Helping people to reflect on values to underpin their lives

Not very much            A little            A fair bit            Quite a bit            A lot

Which local organisation do you feel does this better than your church?

**E11** Helping people to have a sense of purpose in their lives

Not very much            A little            A fair bit            Quite a bit            A lot

Which local organisation do you feel does this better than your church?

**E12** Being alongside people in a personal crisis

Not very much            A little            A fair bit            Quite a bit            A lot

Which local organisation do you feel does this better than your church?

**E13** Helping people to forgive each other

Not very much            A little            A fair bit            Quite a bit            A lot

Which local organisation do you feel does this better than your church?

**E14** Helping people to have a wider experience of life (pilgrimage, visit to India etc.)

Not very much            A little            A fair bit            Quite a bit            A lot

Which local organisation do you feel does this better than your church?

**E15** Helping people to take account of others in the way in which they live their lives

Not very much            A little            A fair bit            Quite a bit            A lot

Which local organisation do you feel does this better than your church?

**E16** Making a helpful contribution in emotionally charged situations such as national or community crises or periods of intense media attention

Not very much      A little      A fair bit      Quite a bit      A lot

Which local organisation do you feel does this better than your church?

**E17** Enabling people to develop their leadership potential

Not very much      A little      A fair bit      Quite a bit      A lot

Which local organisation do you feel does this better than your church?

**E18** helping people develop specific skills eg public speaking, committee membership

Not very much      A little      A fair bit      Quite a bit      A lot

Which local organisation do you feel does this better than your church?

**E19** Helping people to work on the things that they feel 'pull them down' eg unhelpful habits and behaviour

Not very much      A little      A fair bit      Quite a bit      A lot

Which local organisation do you feel does this better than your church?

**E20** Helping children and young people to explore and develop a personal faith

Not very much      A little      A fair bit      Quite a bit      A lot

Which local organisation do you feel does this better than your church?

**E21** Helping children and young people develop a sense of personal responsibility and attentiveness to the needs of others

Not very much      A little      A fair bit      Quite a bit      A lot

Which local organisation do you feel does this better than your church?

**E22** Being generous, joyous and hopeful in ways that have an impact on others

Not very much      A little      A fair bit      Quite a bit      A lot

Which local organisation do you feel does this better than your church?

Are there other areas which you feel could be explored similarly? Add them to your list.

## Your answers in Part 2 (section E)

**Make a list** of those areas where you have indicated 'quite a bit' or 'a lot'. Are there other agencies that also make a strong contribution in these areas - or is your church (and other churches / faiths) unique in relation to these contributions?

**Head your list:**

Ways in which... (name of church) makes a distinctive contribution to the well-being and flourishing of... (name of neighbourhood)

Are there areas where you are disappointed or concerned about your response? Which are these?

Do you have any stories that illustrate the distinctive contribution that your church makes to the neighbourhood?

Are there any agencies that do well in terms of the special contributions they make? What is your relationship to them? Is there scope to support or celebrate what they are doing?

## Community Value Toolkit Prompt sheet to help with Section B of the Toolkit

The following are examples of types of initiatives and activities you could include under the categories in Section B of the Toolkit:

### Children, families and young people:

Carer and toddler groups, play groups  
Uniformed groups  
Parenting skills, family centres, specialist projects  
Youth clubs, youth projects

### Education and training:

IT learning projects  
Educational support groups for children from minority groups, ie from BME communities young people  
Family education projects  
Adult literacy classes  
Literacy clubs for children  
Educational support groups for children from minority groups, ie BME communities  
Adult education classes and groups  
Alpha courses

### Activities for older people:

Luncheon clubs  
Craft sessions music and other clubs  
Day centres  
Drop-in centres

### Cafés and pop-ins:

Coffee mornings/pop-ins (and after service hospitality tea, coffee, biscuits)  
Community cafés

### Homelessness:

Night shelter facilities  
Emergency accommodation  
Services for the homeless  
Cafes/breakfast clubs/meal provision  
Dental and healthcare services  
Literacy and computing courses  
Furniture projects  
Help with personal development

### Advice and counselling:

Counselling services and offering advice, eg, legal advice, pregnancy counselling, drug counselling, bereavement counselling, family advice  
Support for young people  
Housing advice  
Debt advice  
Residency advice  
Citizen's advice bureau sessions

### Relieving poverty and social exclusion:

Recycled clothing projects  
Credit unions

### Women:

Women's fellowship groups  
Keep fit and aerobics  
Pregnancy advice  
Projects for women working in prostitution  
Breast-feeding clinics

### Men:

Men's groups  
Services for ex-prisoners

### Health and disability:

Hospital aftercare  
Groups offering social and spiritual support for specific needs, ie people with visual impairments, learning disabilities, mental health problems and other specific needs.

### Economic/shops/sales:

Bookstalls in the church  
Sales of pamphlets and publications  
Fair Trade

### Summer camps:

Summer holiday activity weeks  
Activity days

### Tourism/visitor facilities/information:

Victorian markets, food festivals  
Village events, community festivals/carnivals  
Annual street fairs, open gardens events/weekends  
Welcoming visitors /tourists

### Social and cultural activities:

Nativity plays  
Choir  
Concerts  
Lectures  
Arts festivals

### Publications/newsletters/pamphlets:

Church publications and newsletters, website

### Informal activities

Informal discussions in public houses

### Pastoral activities

Hospital/hospice visits  
Home visits  
Prayer ministry  
Healing ministry



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