

Development Action Plan St Botolph's, Cambridge 24 April 2018

Our vision

To grow our congregation and to strengthen the place of St Botolph's as a Prayer Book Parish Church, and a place of prayer and witness to Christian life in Cambridge that is especially welcoming to all.

Our key attributes

There are a few things that we feel are both important to us as a congregation and which represent our key attributes:

- ⇒ That we are a predominantly Prayer Book church
- ⇒ Our wonderful ancient building and its location at the entrance to historic Cambridge
- ⇒ That we receive at least 30,000 visitors every year
- ⇒ The natural link between our Patron Saint and this constant stream of people who visit our church every day, and those who visit Cambridge more generally, whether for the day or for extended periods, eg visiting academics and students.
- ⇒ The friendliness and sense of community, and continuity, amongst our congregation

We are helped by the very good condition of our building and an income that presently exceeds our outgoings, with a reasonably healthy balance of funds.

Our approach to the DAP

In drawing up our action plan we have tried to balance a sensible ambition and our current resources so that we have a plan that is achievable with what we have available and which we expect will enable us to show measurable change over the coming months and years. In doing so we have chosen to focus initially on two of the three Strategic Imperatives and on three of the five Levers of Change.

This plan is aimed at the next 12 months: to the APCM in 2019. It will be a living document and we will keep the DAP process going with meetings during the year to check progress and to continue to identify and address new opportunities to Engage and Grow.

We have had three meetings of the DAP group, which includes members outside the PCC, as well as many exchanges and side discussions. The PCC discussed the plan on 24 April 2018 and this was presented to the Annual Parochial Church Meeting on 29 April 2018.

Strategic imperatives

The two imperatives on which we will first focus are "Engage" and "Grow". We see the two as intertwined and achieving greater engagement with our community will help us grow our congregation in Christ.

Develop healthy churches and leaders

1. Develop and project a social media profile for St Botolph's with a new website and across Twitter, Instagram and Facebook, Google, TripAdvisor and A Church Near You. Use this to make

ourselves more visible and more visibly active in the community and to engage more effectively with younger generations.

2. Improve the signage and literature outside and in the church to engage with visitors more effectively, both on the Christian life and on the fabric of the building, and in multiple languages.
3. Set up a prayer board to enable visitors to request prayers to be brought to the attention of the congregation each Sunday. As part of this, create an area to encourage and enable prayer and contemplation at the East end of the South Aisle with chairs and appropriate signage.
4. Seek to build on the solid foundations of the Wednesday morning communion.
5. Continue the invitations to visiting preachers with a view to developing a reputation for the quality and breadth of teaching. Build on this by leveraging our website and social media to circulate sermons and teaching more widely.
6. Focus more effort around the first Sunday of each month with a choir, refreshments and potentially a Sunday School.

Serve the community

1. Continue to keep the church open every day, and free of charge, as a place of quiet for prayer and contemplation, and as a refuge for those who need shelter and somewhere to rest.
2. Seek out ways of connecting more directly with visiting academics and with students out of term-time (especially in the six colleges in our Parish) to encourage them to join us when college chapels are closed. Plan a series of events around the start of the academic year in September, for example lunch for new families in Cambridge.
3. Offer to host an event at St Botolph's for ordinands along lines similar to the Old Wine event at Oxford in 2016, to provide them with guidance on the practicalities of using the Book of Common Prayer in services.
4. Continue to seek an appropriate opportunity to develop a greater role in our immediate community.

Reimagine our buildings

1. Improve the heating of the church: we need to be warmer during services for congregation and clergy, but this is also essential to us increasing the wider usage of the building. We have consulted the architect and a heating engineer and are awaiting indications of approach and cost.
2. Cosmetic (or more) refurbishment of the Church Room, the loo and kitchen facilities to enable us to more confidently host a wider range of events.
3. Explore using our North and South Aisles as exhibition space for appropriate material, for example around mission, visitors and journeying. Both to provide spaces for would-be exhibitors and to encourage visitors to spend more time in the church.
4. Build on the strong reputation of our six Visitors' Days each year, all with second-hand book sales, usually with refreshments and often an organ recital.
5. Offer the building as a space for talks and events related to our focus on mission, visitors and journeying. For example to language societies and the faculties on the Sidgwick site within our Parish.