St George's Church

Vision Workshop

Casa Diocesana Malaga

Saturday 17 January

St George's Mission Action Plan 2025-2030

- 1000 Start, Welcome, Opening Prayer – Fr Louis
- 1015 Input from Holy Cow assessment – Fr Hilary
- 1100 Inputs from Working Groups and Clergy Group
- 1215 Coffee & Breakout groups – Fr Hilary
- 1245 Breakout group feedback – Fr Hilary
- 1315 Strategic Objectives for next 5 years – Fr Louis
- 1400 Review of Mission Statement – Fr Louis
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Holy Cow Attitude Survey - Overview

- Measured satisfaction, energy, success factors, change readiness, things we're good and bad at
- Integral to MAP process – know where we are
- Benchmark to 2800 church congregations
- Respondents – Malaga, Salinas congregants, Council, Clergy, visitors. Target 50, Actual 68
- So who responded:
  64% over 65; 84% live in 1 or 2 person household
  55% graduates, 5% postgraduate
  38% going to church for >10 years, but 11% < a year
  54% live >10 miles from their church
  75% St George's, 25% Salinas
  76% full time residents, 12% part time, 12% visitors

Holy Cow Attitude Survey – Key Indicators

	Agree	Fence	Disagree	Rating
Overall Satisfaction	55%	34%	10%	Average
On the whole, I am satisfied with how things are in our church				
Overall Energy	2%	54%	44%	High
It seems to me that we are just going through the motions of church activity. There isn't much excitement about it among our members				
Value of Activity Beyond Worship	61%	31%	7%	Average
On the whole, participation in church activities is very meaningful to me…				

	Less	Same	More	Annual Ave
Attendance Trend	8%	62%	30%	8%, so High
Compared with 3 years ago, I attend worship…				

Holy Cow Attitude Survey – Our Priorities

Where would you like additional energy placed to expand or improve our ministries?

Top 8/17

out of 5, >3 key

Rank	Question #	Priority	Mean
First Average	Question #59	Develop and implement a comprehensive strategy to reach new people and incorporate them into the life of the church.	3.38
Second Very high	Question #66	Expand outreach ministries that provide direct services to those living on the margins of society.	3.37
Third Average	Question #57	Make necessary changes to attract families with children and youth to our church.	3.33
Fourth High	Question #52	Develop the spiritual generosity of the people to financially support the ministry of the church.	3.20
Fifth Very high	Question #53	Enlarge or improve the physical facilities of the church to expand or enhance our ministries.	3.18
Sixth Average	Question #65	Develop ministries that work toward healing those broken by life circumstances.	3.16
Seventh Average	Question #64	Work to renew and revitalize the community around the church by building coalitions with partners.	3.02
Eighth Very high	Question #55	Strengthen the pastoral response of the church in serving people in times of need.	3.00

Holy Cow Attitude Survey – Key Drivers

The areas that are most important to people's satisfaction and excitement

Strength of correlation

Satisfaction Drivers

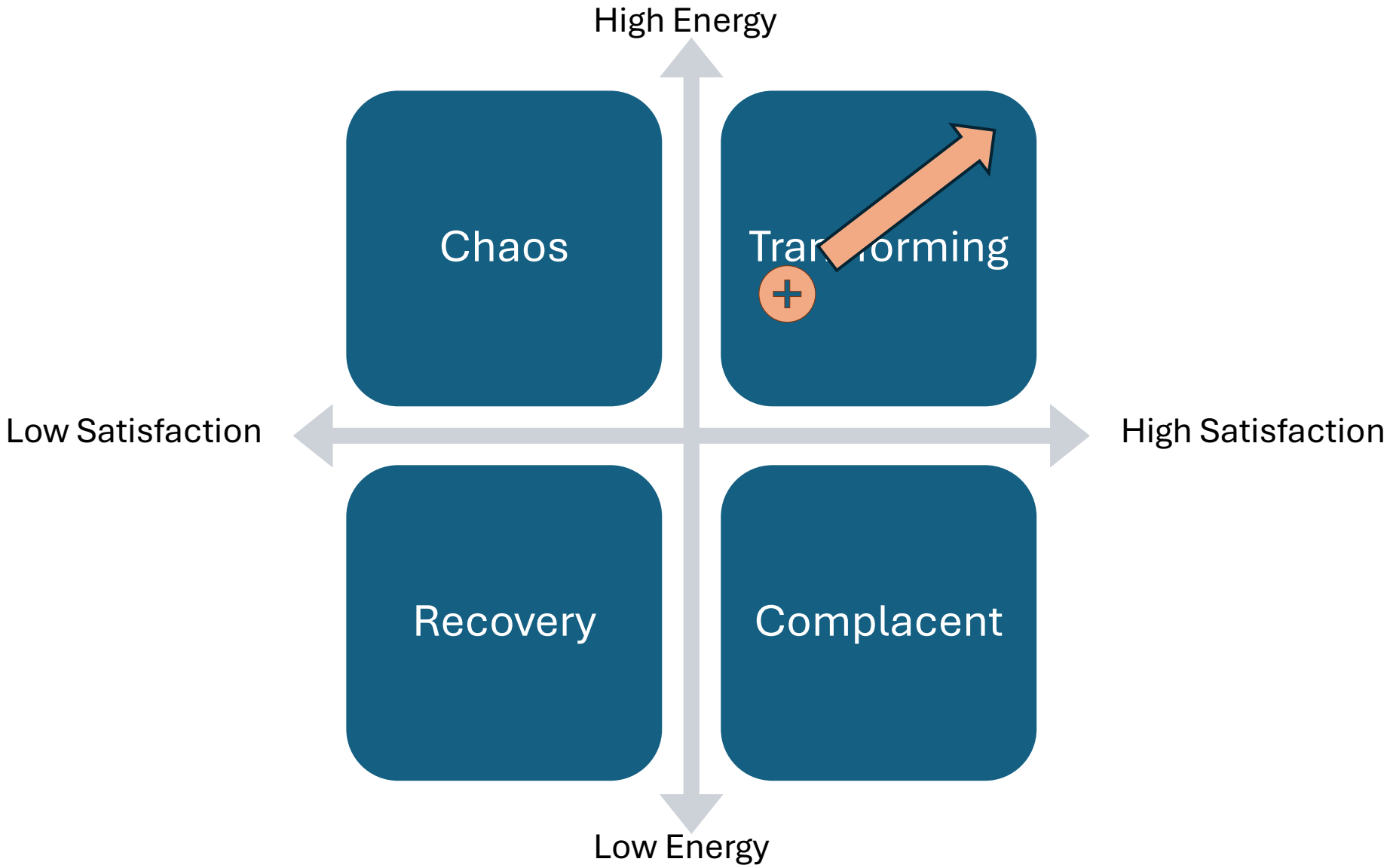
		Degree of Focus
Driver #1	Our church prepares our members for ministry by helping them discern their gifts.	**High**
Driver #2	Our church provides opportunities for education and formation in a variety of ways so that I can find one that fits my complex lifestyle.	**High**
Driver #3	The worship services at our church are exceptional in both quality and spiritual content.	**High**
Driver #4	When conversing with a person, our Parish Priest listens for feelings, as well as words, and treats feelings as important.	**High**
Driver #5	Our Parish Priest has ensured the development of a plan to care for members in times of need (emotional, mental, physical, spiritual, etc.).	**High**

Energy Drivers

		Degree of Focus
Driver #1	Our church provides opportunities for members to engage in active ministry within the church and to the world.	**Moderate**
Driver #2	The worship services at our church are exceptional in both quality and spiritual content.	**Moderate**
Driver #3	Our members welcome changes in worship.	**Moderate**

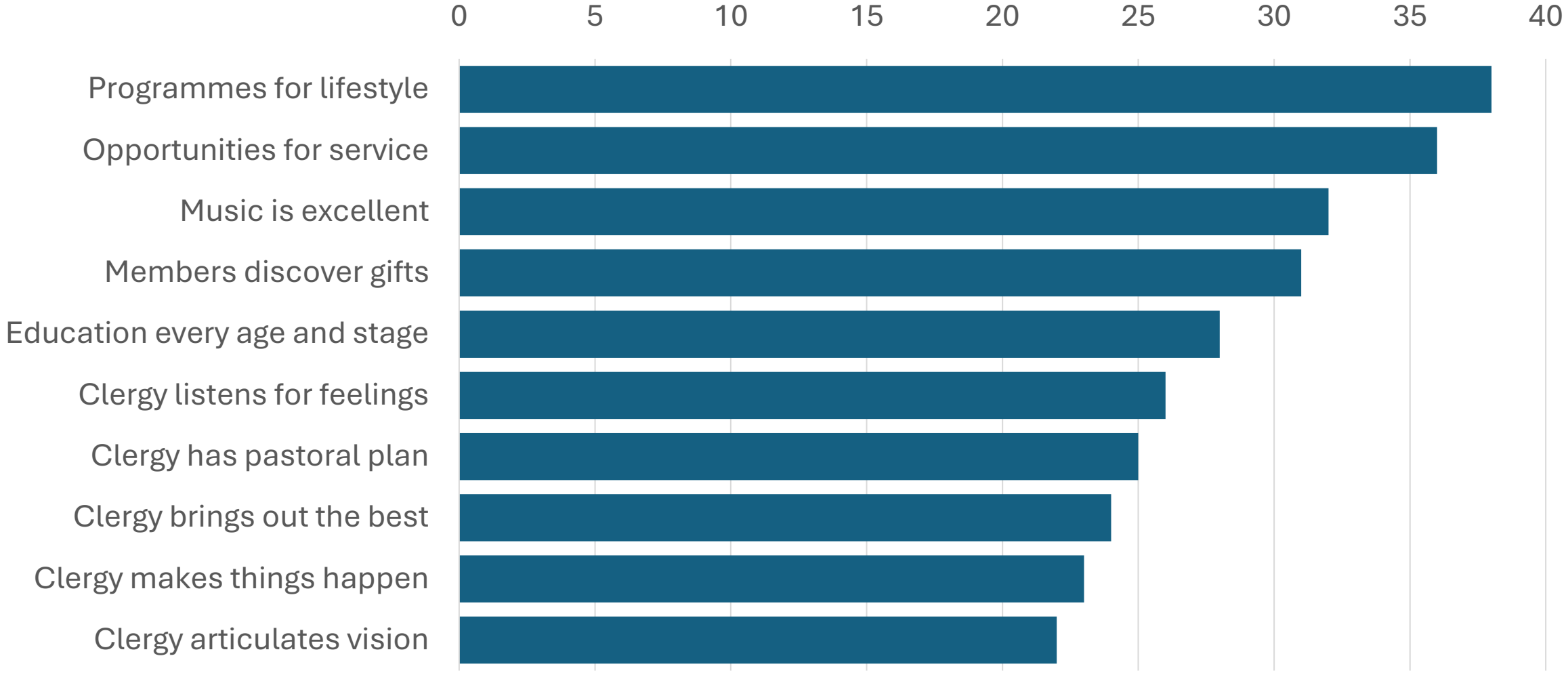
Holy Cow Attitude Survey – Church Climate

.....so, what is your experience when you come to a church like this?



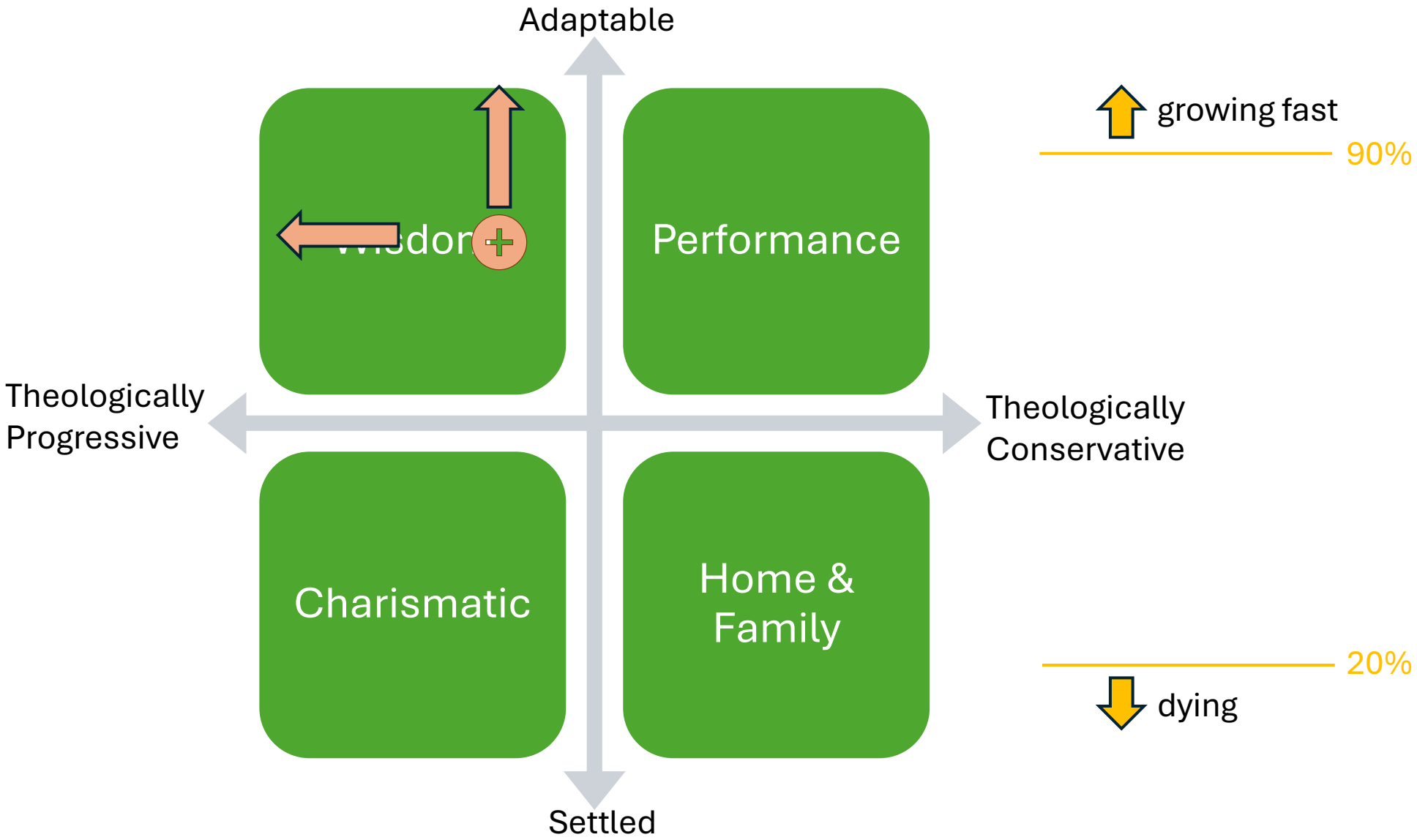
Holy Cow Attitude Survey – Critical Success Factors

The improvements most likely to increase satisfaction and energy, along the arrow



Holy Cow Attitude Survey – Church Culture

.....so, what is the way we do things in a church like this?



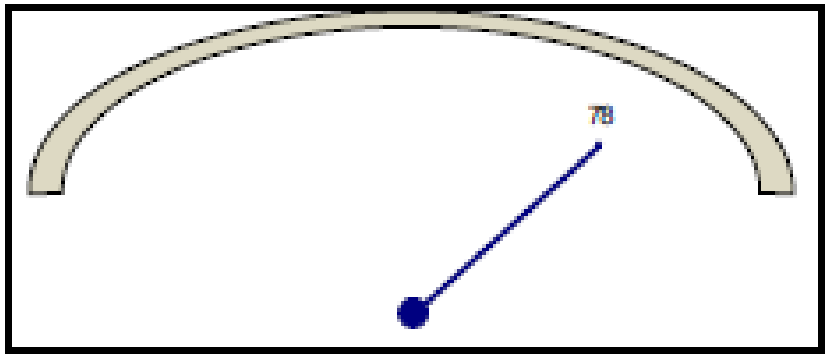
Holy Cow Attitude Survey – 8 Performance Indices

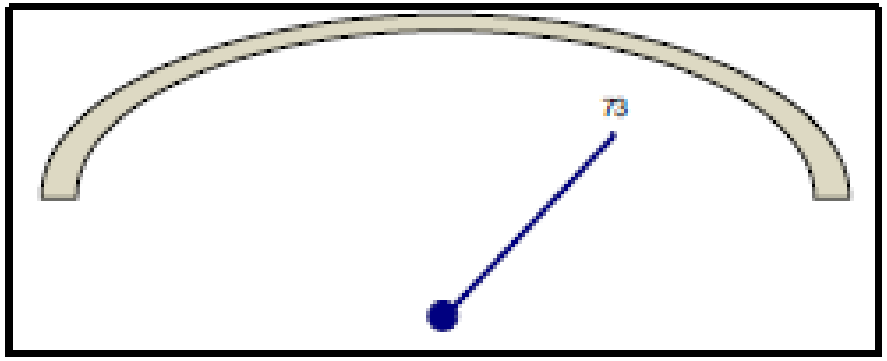
….to see how we benchmark against other churches

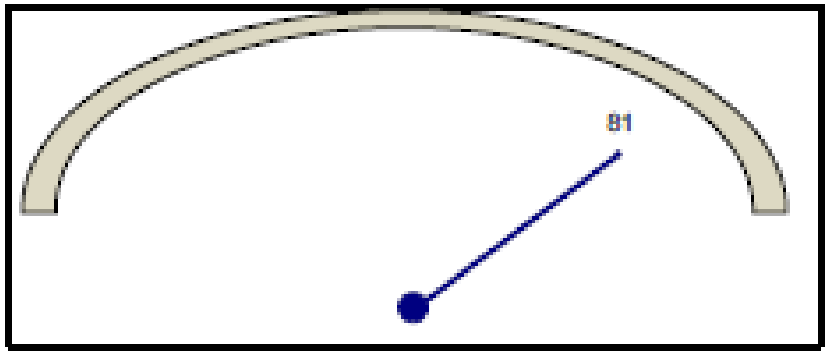
- Hospitality
- Morale
- Conflict Management
- Governance
- Spiritual Vitality
- Readiness for Ministry
- Engagement in Education
- Worship & Music

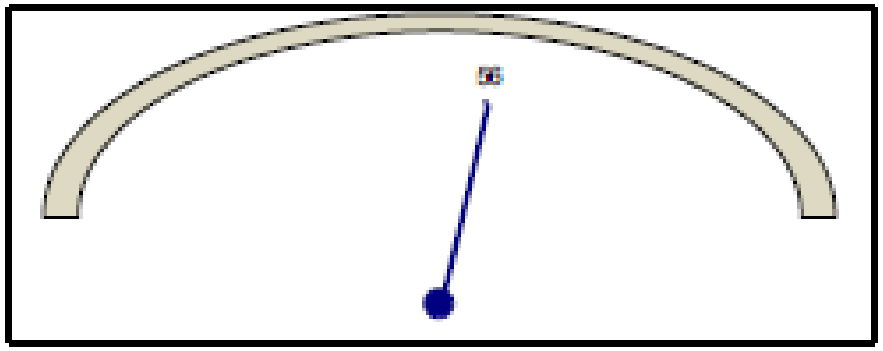
Holy Cow Attitude Survey – Things we're good at

.....but, according to how we stack up against the 2800 other churches





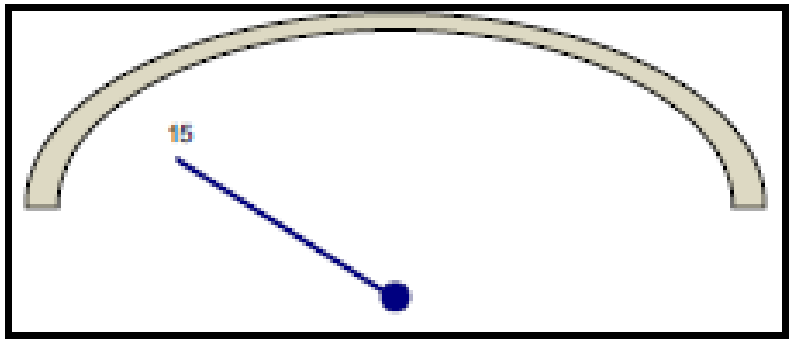




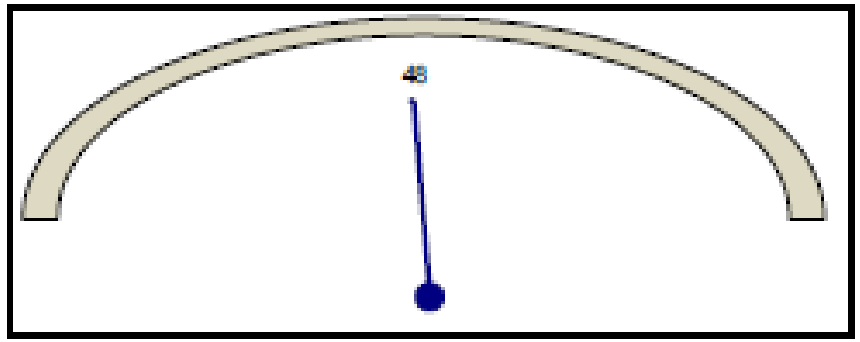
Holy Cow Attitude Survey – Things we're not so good at

.....but, according to how we stack up against the 2800 other churches

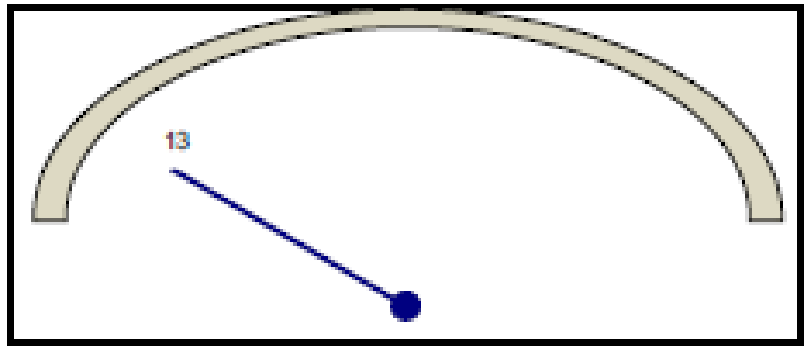
Spiritual Vitality



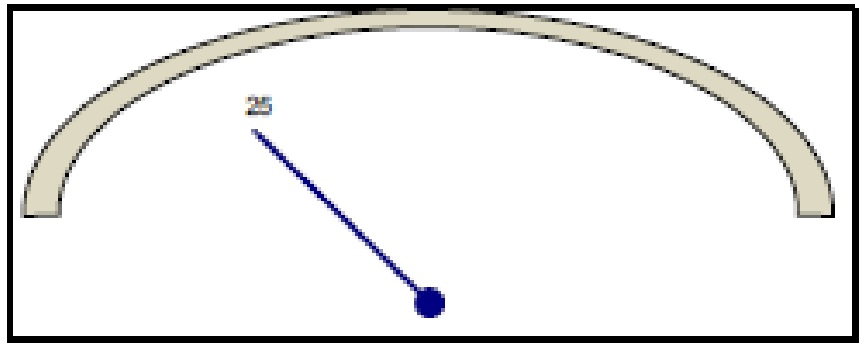
Readiness for Ministry



Engagement in Education



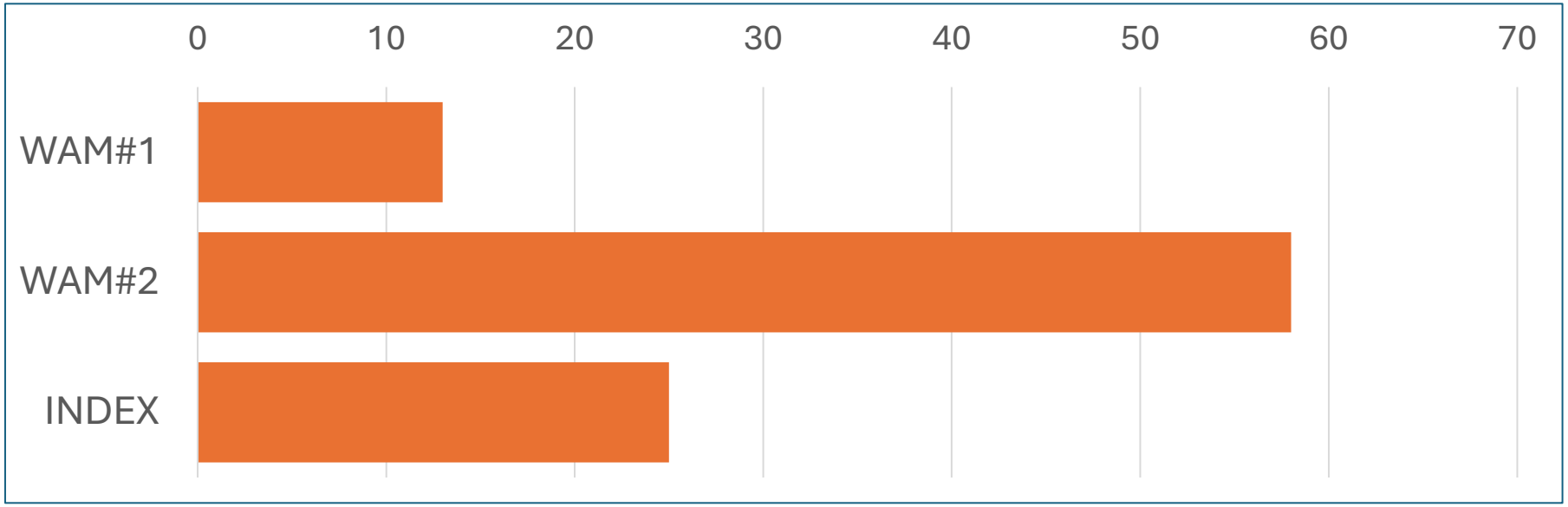
Worship and Music



Holy Cow Attitude Survey – But it's not quite what it seems…

Example : Worship and Music

		Agree
WAM#1	The music at our church is outstanding in quality and appropriate in style to our congregation	77.4%
WAM#2	The worship services at our church are exceptional in both quality and spiritual content	93.0%

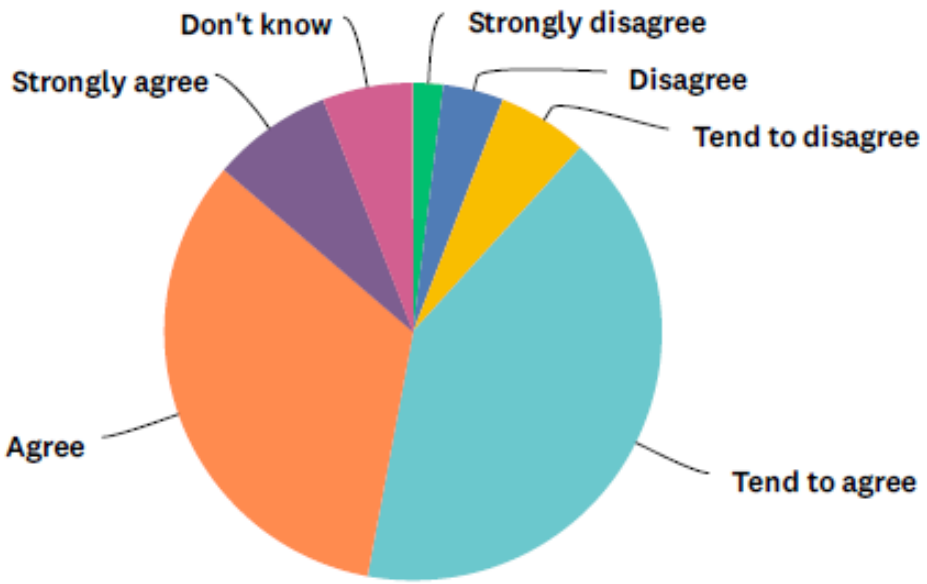


Holy Cow Attitude Survey – Additional Question 1: Mission

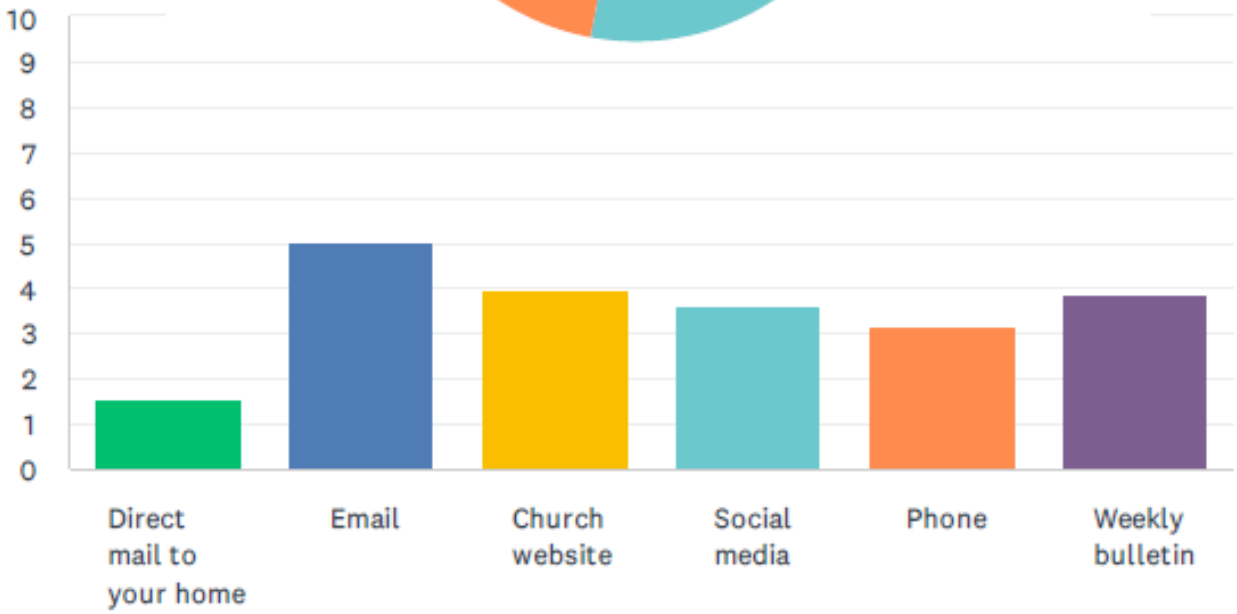
		Agree
MISS#1	Most members of our church would be comfortable sharing faith-stories with persons in the communities where they live and work	68.6%
MISS#2	Some small groups from our church intentionally meet out in the community rather than in the church building in an effort to reach others	49.9%
MISS#3	Our church has targeted specific groups within our community (e.g. businesses, schools, service clubs, health care workers) that we want to reach with the message of Christ's love	46.9%
MISS#4	Many different ministries within our church (education, fellowship, worship, missions) are taking steps to reach persons in our community rather than only serve our own members	73.5%
MISS#5	Our members spend time listening to the needs of people in our community so that they can respond to those needs as a Christian witness	80.6%

Holy Cow Attitude Survey – Additional Question 2: Comms

The church's comms system is effective



How do you want to receive information about the church?



Holy Cow Attitude Survey – Where to focus?

Holy Cow Attitude Survey – The REAL focus

.....so, this is where our opportunities really lie!

Readiness for Ministry	• 1st in satisfaction & energy, 2nd in CSF • Hit 48th %ile, so some room to improve
Education	• 2nd for satisfaction, 4th, 5th CSF • Hit 13th %ile, our lowest benchmark
Worship & Music	• 2nd and 3rd drivers for energy • Hit 25th %ile, so plenty room to improve
Mission	• Our first & third priorities • 53% said we didn't focus on target groups
Communications	• Typical profiles for elderly demographic • But attracting families is our 3rd priority

Questions??

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Working Groups and Clergy Team

FINANCE Lead: Hilary	FABRIC Lead: Aitana	MARKETING/EVENTS Lead: Michael	OUTREACH Lead: Caroline	LITURGY Lead: Louis
Finance and Governance	Maintaining our building	Engaging with the Community & events	Pastoral & social support	Worship & education
Accounts Budgets Planned Giving Forward Plans Governance	Refurbishments Outside space Cemetery liaison Planning consent Legal requirement	Marketing/segments Publicity Channels (web, SM, Corazón, etc) Events/concerts	Creation Pastoral care Welcome visitors Volunteers Safeguarding	Worship Music Prayer/devotion Vestments Education

Buildings Refurbishment – Aitana

Why we started

- To improve and repair the different areas of the church to better serve the community
- The church interior is in general need of maintenance

Why it is important

- To ensure a safe, welcoming and beautiful spiritual home for the English-speaking community of Malaga
- To protect, preserve and improve the building and facilities for the future

Buildings Refurbishment – Aitana

Why it got so complicated

- St. George's is a protected building. No work without permission
- The community decided to organise a full reform

Where are we now

- Architects working on the project to present to Cultura. Timeline Feb - April 2026
- This is the first step, and one of the most important
  - It's the first step to obtaining permission to proceed
  - It is necessary to be able to request public funding or to obtain quotes

Buildings Refurbishment – Aitana

Decisions

- The Fabric group discusses and decides on aspects of layout and design, guided by the architects and with help from people with experience, Fr Mark and James Bettley

Funding

- Grants: Local and European: We hope to receive at least 80% of the building / refurb cost
- Fundraising Dedicated events & Sponsoring / donations

Awareness Campaign

- Regular and accessible updates for the community
- Quality visuals and donation options for fundraising

Finance & Fundraising Working Group - Hilary

Major expenditures

- Paying for Ministry
- Charitable Giving
- Capital Spend, eg building

Key income sources

- Regular Giving
- Fundraising & Events

Financial Management

Discuss in Breakout Groups

- What have you learnt that you didn’t know before
- What really floated your boat and what really didn’t
- What has not been said?
- The 3 most important ideas for us to take forward

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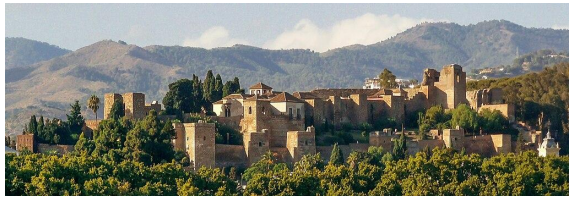
St George’s Mission Action Plan 2025-2030

“You are the light of the world. A city built on a hill cannot be hidden” (Matthew 5:14)

So why the Alcazaba?



- Jesus said, “You are the light of the world. A city built on a hill cannot be hidden” (Matthew 5:14)
- Being a “city on a hill” implies:
  - **Visibility:** The city stands out. Believers are public witnesses to God
  - **Influence:** A well-lit hilltop city radiates light and guides others towards what is valuable and true
  - **Responsibility:** A city on a hill is seen by everyone. It needs moral integrity, compassion, governance, accountability
  - **Transcendence**: A city on a hill is sometimes behind the clouds. Its presence reminds us that there are other dimensions to this life that cannot be ignored
  - **Unity:** A city consists of many parts which support one another and foster unity
  - **Engaged**: It’s hard to build and sustain a City on a Hill. Its inhabitants are proud of what they have and deeply engaged in developing & sharing it

Want to learn a bit more.....

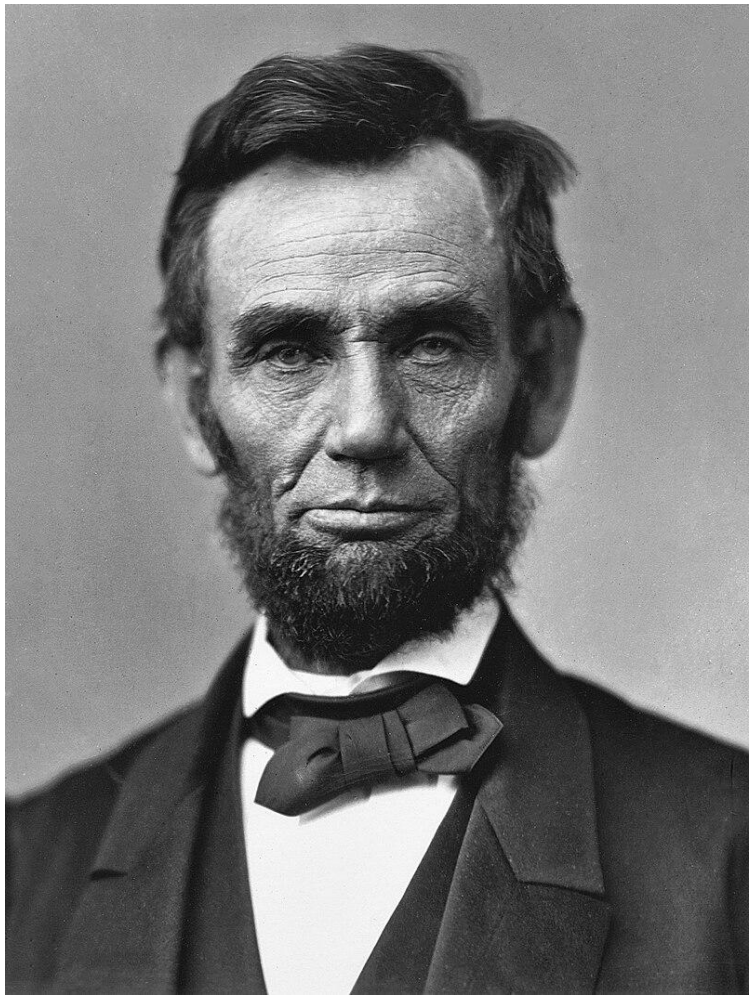
Find this presentation on the web.....

https://stgeorgesmalaga.com/MAP/#workshop

Want to see the video of feedback from the HolyCow interpreter (lasts 2½ hrs but well worth it)...

Contact Fr Hilary, https://wa.me/+447769648174

And a thought to end with.....



"Always bear in mind that your own resolution to succeed is more important than any other"

Abraham Lincoln

LUNCH TIME
LUNCH TIME
makeamsime.org