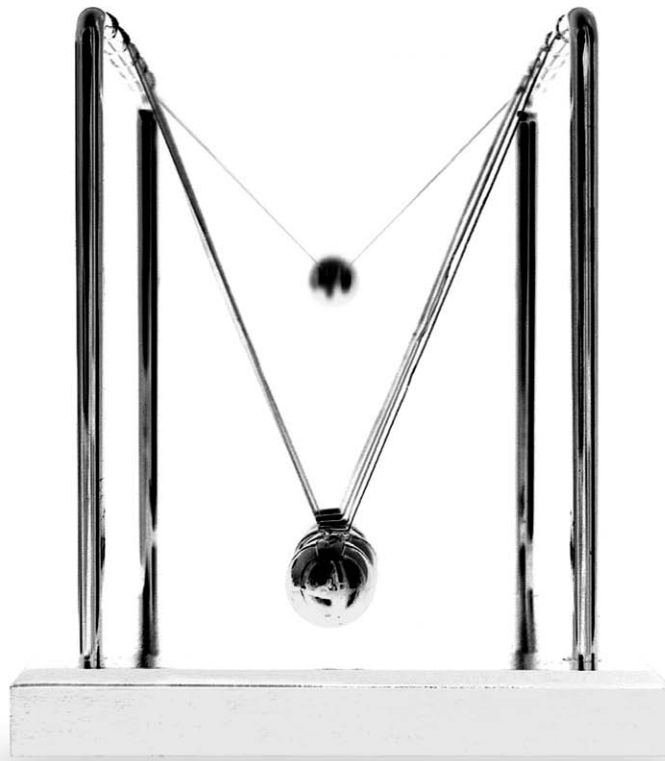


The London Institute
for Contemporary Christianity

Summary of Vision & Activities



“One of the major reasons why people reject the Gospel today is not because they perceive it to be false but because they perceive it to be trivial.”

Revd Dr John RW Stott



Envisioning and equipping Christians and churches to make all the difference in the world

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Principal Officers

President: Revd Dr John R W Stott CBE

Chairman: Mark Ralf, Group Purchasing, Property and e-Commerce Director, *BUPA*

Vice-Chairman: The Honourable Mr Justice Cooke

Treasurer: Alison Grieve, Finance Director, *Business in the Community*

Executive Director: Mark Greene

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Jeremy Bentham, Vice President, Global Business Environment, *Shell*

Ann Holt OBE, Director, *The Bible Society*

Revd Dave Richards, Rector, *St Paul's & St George's Church, Edinburgh*

Prof John Wyatt, Professor of Ethics and Perinatology, *UCL*

A Season of Opportunity

The London Institute for Contemporary Christianity finds itself at an extraordinary point in its history – opportunity abounds, demand soars, partner organisations increase and, above all, the core ideas that LICC was founded to champion and disseminate seem to be finding increasingly fruitful soil in the national Church.

Can the Institute find the strategies and resources to maximise its impact on the Church and her mission in the UK and beyond, and see a whole new generation of churches, leaders and 'ordinary' Christian men and women envisioned, equipped and released for, transforming, missionary engagement in the real world?

Could you be a part of that?

1. The Core Question: How can we reach the West?

It's a crucial question for Western nations.

And it's a crucial question for non-Western nations.

In the West, church leaders are, on the whole, wrestling with the issues presented by a significant decline in church attendance. And although there is evidence of stabilisation in some countries, there is little evidence of any vigorous recovery.

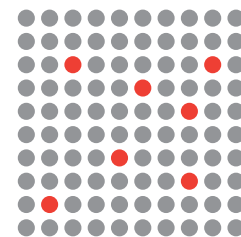
Conversely, Christianity is growing in many non-Western nations but appears, in many instances, to be making little material difference to the overall well-being of those nations. Furthermore, there is a persistent call from such countries for help from the West in training Christian leaders so that new Christians can be helped to grow in Christ. However, given the evidence of decline in many Western churches, does the West actually have Gospel wisdom to offer its brothers and sisters that can help them resist the secularising forces of consumerism?

As George Barna put it after extensive US research in 2004:

“The primary reason that people do not act like Jesus is because they do not think like Jesus... Although most people own a Bible and know some of its content, our research found that most Americans have little idea how to integrate core principles to form a unified and meaningful response to the challenges and opportunities of life. We're often more concerned about survival amidst chaos than with experiencing truth and significance.”

LICC believes that the answer to the challenge of mission in the West and beyond can only begin to be met by radically rethinking the way the Church envisions and equips the people we already have so that they can make a difference where they already are.

In the UK, for example, only 7.5% of the population go to church once a month or more. However, that 7.5% represents 4.5 million people. On average, each one of those people will know a hundred others. We have the people to reach the UK. Tragically however Christians have simply not been envisioned, resourced and supported to see and to take the opportunities they have to make a significant difference for Christ at work, at school, in clubs and colleges and neighbourhoods.



At LICC, we believe that every part of our lives comes under the Lordship of Christ, that all of life is a context for worship, mission, ministry and active Christian engagement – twenty-four hours a day, seven days a week. Every Christian is a fulltime Christian worker – not just pastors and youth workers and overseas missionaries.

Our strategy therefore focuses on making whole-life discipleship a central, operational component of UK Church culture, thereby equipping 'ordinary' Christians to live and share the Gospel in the world.

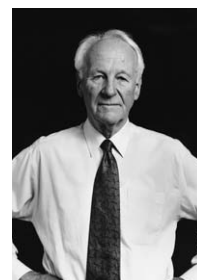
And this central, distinctive focus has attracted high calibre Christians from all over the world for over 25 years.

2. LICC – Then and Now

In 1982, the Revd Dr John Stott founded The London Institute. John himself was already a hugely influential figure in the global evangelical church and this influence was set to continue and grow. Indeed, in 2005 he was cited by *Time* as one of the 100 most influential people in the world today. He shared a page with Bill Gates.

LICC was established to address the tragic dearth of adequate teaching and training for whole-life mission and discipleship that marked the international Church. Today, our overall role is to:

- Envision and equip Christians, and the leaders, churches and organisations that serve them, with the biblical framework, practical resources and models to engage biblically, relevantly and vigorously with the issues they face in today's world.



John Stott

- Develop and disseminate expertise in specific areas of contemporary life.

For much of the first two decades of LICC's existence we sought to fulfil this role primarily through teaching and writing, pioneering the internationally acclaimed Christian in the Modern World Course and offering a range of seminars and courses for lay people and church leaders, focused on applying biblical thinking to key areas of contemporary concern.

Indeed, as a result of exposure to LICC's focus on whole-life Christianity, there are people all over the world who are living more fruitful and liberated lives, people who have, for example, built businesses or street ministries, or refashioned their pastoral ministry or their discipling of students, or founded institutes like LICC in their own countries, taught their children differently or boldly reached out to work colleagues.

In the last seven years, since the Board's appointment of Mark Greene as Executive Director, the Institute has continued to maintain its historic commitment to teaching but has also sought to make LICC an 'influencing' institution with a much more intentional strategy of bringing whole-life Christian discipleship and mission to the centre of Church thinking and strategy across the denominations.

Our Mission Statement now reads as follows:

To contribute to the evangelisation and transformation of the UK by making whole-life discipleship an unavoidable, central, operationally active component of the culture of the leaders and people of the UK Church.

Whilst the focus of the statement is in the UK, the distinctive LICC perspectives apply internationally. Indeed our focus has led to the development of a number of strategic partnerships with major national and international organisations and to much more innovative ways of 'getting the message out', not only in new media but also through a more entrepreneurial, partnership approach to more traditional media like books and booklets.



Mark Greene

LICC is a small organisation. However, there are actually very few comparable institutions either in the UK or in Europe, and the theological colleges are generally too small to sustain research and development in the applied areas in which LICC specialises. This crisis is made all the more acute by the very deep changes in culture that have swept through Europe in the last twenty years. Christians, like most of the general population, have been bewildered by the pace of change and have found themselves struggling to live authentically in a post-Christian society.

The people are looking for Gospel wisdom for life.

Church leaders are looking for Gospel wisdom for their lives and they are looking for ways to 'do church' in this new culture that lead to sustainable numerical and spiritual growth.

3. Our Work

Overall the work has been founded on the principle of what John Stott called 'double-listening', listening to the word and listening to the world.

With this in mind, our multi-disciplinary team seeks to engage both with macro issues – broad social trends, globalisation, the influence of mass media – and with micro issues – how can we live as radical, whole-life disciples in today's world?

We make our material and training available through a variety of channels including speaking, training seminars, weekly emails, website material, radio broadcasts, magazine articles, resource development, tape and CD provision.

Brian Draper, for many years LICC's Lecturer in Contemporary Culture and still an Associate Lecturer, regularly speaks to 2,000,000 listeners on BBC Radio 4's *Thought for the Day*, and a number of organisations regularly use our materials or pass on our *Word for the Week* and *Connecting with Culture* emails through their intranet, eg Christians@Barclays.

We also run a regular programme of events and seminars at our London base and, since the launch of a partnership with leaders in the North West, now also in Manchester. Indeed, our work increasingly involves engaging with partner organisations, including the denominations, in order to facilitate and resource the shift in church culture which is so crucial for the UK Church in the 21st century.

The Team

LICC has a teaching team of nine, most of whom are part-time:

- Antony Billington, *Head of Faculty* (100%)
- Ben Care, *Imagine Project Facilitator* (100%)
- Tracy Cotterell, *Director, The Imagine Project* (55%)
- Jason Gardner, *Youth Researcher* (80%)
- Mark Greene, *Executive Director* (100%)
- Nigel Hopper, *Lecturer in Contemporary Culture* (60%)
- Neil Hudson, *Imagine Church Life Consultant* (80%)
- Margaret Killingray, *Lecturer in Ethics* (30%)
- Helen Parry, *Lecturer in Christian Lifestyle* (30%)

This teaching team is supported by an administrative team that resources them for events and courses, manages the website, and the distribution of materials and communications with friends and supporters.

4. Key Areas of Engagement

LICC's team works in a number of key applied areas, vitally complementing and supplementing the work of theological colleges and other parachurch agencies. Our current major areas of focus are:

Mission & Discipleship

Jesus made disciples and told us to do the same. The Church in the UK and beyond, however, is focused on 'making converts'. Indeed, there is a crisis in disciple-making in the Church. Most of the major initiatives of the past few years have focused on evangelism in the narrow sense of conversion and whilst there are still many fine teachers and preachers, good teaching on its own (LICC national research has shown) rarely leads to the whole-life discipleship that is envisaged by Christ.

LICC's *Imagine Project* is designed to address this crisis. Now widely supported by a variety of church leaders and organisations, it began in 2003 with a robust analysis of the state of UK culture and of the Church and it identified two major blocks to achieving the Church's mission:

1. The theological failure to recognise that all of life and every context is important to God. This failure inhibited the training, release and support of so-called 'ordinary' Christians to pursue their God-ordained ministry in their everyday contexts beyond the church.
2. The methodological failure to follow Jesus' command to make disciples, not merely converts. This has left most Christians ill-equipped to live and share the Gospel in our rapidly changing culture.

“Imagine is an exciting blend of the visionary and the practical, and the prize is a radical change in church culture that places the nurturing of whole-life disciples at the centre of our efforts to win the lost.”

DEREK ALLAN, FORMER HEAD OF MISSION AND TRAINING, BAPTIST UNION OF GREAT BRITAIN

These core blocks are, broadly speaking, common to the evangelical Church globally. As such, *Imagine* learning has the potential to be applied globally. Indeed, even at this early stage this is happening in Spain and the Republic of Ireland. *Imagine* is now in Phase 4 and has already provided the church with a range of resources to help envision and equip local churches to begin the process of cultural change required to create sustainable whole-life, disciple-making communities. These resources include a DVD, small group study resources, and a series of CD talks, books and magazines.

The local church is God's primary tool for mission and the *Imagine Project* gives LICC the opportunity to offer local churches a sustainable process and flexible set of resources to help them create the whole-life disciple-making culture that is critical to sustainable mission.

In 2007, a pilot scheme was launched to seek to develop and disseminate wisdom on how to create these kind of churches in different contexts. This currently embraces 16 churches of different sizes, locations, denominations, churchmanship and social background. Our learning is identifying some key dynamics for change, core competencies for leadership development, and the further resources that are needed.

The *Imagine Project* is the most obvious expression of LICC's desire to resource whole-life mission & discipleship in the world but all our output points in that direction. For example, LICC lecturers Margaret Killingray and Helen Parry both explore how the Bible can be used to help people engage with contemporary issues. Margaret's focus is on ethical issues, particularly as it relates to everyday decisions, whilst Helen focuses on questions of lifestyle in a consumer culture in a hungry world.

“Imagine is simply one of the most exciting developments in disciple-making I've seen. The vision is big. The task is huge. But the possibilities are endlessly exciting. Let's unite behind this crucial initiative and change the church.”

REVD JAMES LAWRENCE, DIRECTOR, ARROW LEADERSHIP PROGRAMME, CPAS

Work

Work, paid and unpaid, matters to God and is a primary context for ministry, mission and witness. Yet patterns of work in the UK are having a hugely damaging impact on health – physical and mental – relationships and communities. Furthermore, it remains the case that the vast majority of Christians are not envisioned or equipped for their mission and ministry at – and through – work. In this context, LICC personnel have been pioneers in workplace ministry for over 20 years and have not only spoken and taught nationally and internationally but have been responsible for a number of ‘firsts’ in this vital area:

- The first workplace video resource – *A Vision for Workplace Ministry*
- The first guide to resource pastors for workplace ministry – *Supporting Christians at Work* – reprinted twice and translated into several languages
- The first small group video resource – *Christian Life & Work*
- The first resource for graduates and final year students – *Transition: the graduate’s guide to life after university* – reprinted and translated into several languages

In addition, LICC has significantly contributed to putting work on the agenda of the national church, not only through the work of Mark Greene and Tim Vickers who as an LICC employee pioneered the preparation of students for working life through the UCCF network, but also through the development of a team of Associate Workplace Speakers. This team of twelve are used not only in local church contexts but at national conferences like Spring Harvest, New Horizon and New Wine. Three of them have written for major publishers, most recently Paul Valler whose book *Get a Life* was published in 2008.

“It’s the contention of many people in Britain, that what Mark Greene is saying to the Church at the moment, is as prophetic as perhaps what John Stott said to the Church in the nineteen eighties about listening both to the word and the world. God is using Mark to speak to the Church, in Britain, about our attitude towards witness and lifestyle in the workplace.”

DAVE RICHARDS, RECTOR, ST PAUL’S & ST GEORGE’S CHURCH, EDINBURGH

Listening to the World: Attitudinal Research

“Be quick to listen” James tells us. Astute research is vital in developing effective strategies and relevant resources and in anticipating issues so that the Church can be proactive, not simply reactive. LICC has undertaken a disciplined programme of attitudinal research led by our former Director of Research, Nick Spencer. This has led to five major unduplicated projects:

- *Beyond Belief – Barriers and Bridges to Faith Today* which looked at the attitudes of agnostics to faith, church and Christianity today. *Beyond Belief* has been reprinted and some 8,000 copies already distributed. It has also led to two further publications *I’d like to believe but...* by Michael Green, and *The Responsive Church* by Nick Spencer and Graham Tomlin.
- *Beyond the Fringe* – commissioned by the Diocese of Coventry, this research examined the attitudes of people with little or no church contact. Again it led to two further publications: *Evangelism in a Spiritual Age* and a handbook for churches *Equipping your Church in a Spiritual Age*.
- *Imagine what the People Said* – questionnaire research among 800 evangelicals from across the denominations. This research identified the major issues they were facing and the extent to which the church resourced them for contemporary life. See the results at www.licc.org.uk/imagine.

- *Body Language* – this project is exploring different strategic approaches to communicating the Gospel through advertising. The goal is the development of a coherent, integrated advertising and communication strategy for the Church in the UK, involving the denominations and the major Christian agencies committed to public media communication. The first wave of concept research has now been completed.
- *Finding Faith in Scotland* – Revisiting John Finney’s work in England but a decade later in a different country. This in-depth research, exploring how and why people come to faith in Christ, is an important contribution to developing a ‘mission-shaped church’.

Engaging with the Bible

Prior to joining LICC, Antony Billington taught Hermeneutics and Biblical Theology at London School of Theology for sixteen years. As Head of Faculty, his role is to contribute to, and develop, the biblical and theological breadth and depth of the LICC faculty and our ongoing work with Christians, churches, and church leaders. He brings to this task a desire to see Scripture handled appropriately and applied wisely, in a way that will inspire and equip people to engage with the whole of life from the perspective of a biblical worldview.

2009 has seen the launch of Word for the Week: Whole Life, Whole Bible – a 50-week series of emails designed to move through the main contours of the biblical story, seeking to show how a whole-life perspective is woven through Scripture as a whole, from beginning to end.

“LICC’s Word for the Week and Connecting with Culture are always insightful, challenging and inspiring. They cause me to pause and reflect prayerfully on issues that might otherwise pass me by.”

CHRIS STODDARD, RUN (REACHING THE UNCHURCHED NETWORK)

Engaging with Culture

Nigel Hopper is LICC’s Lecturer in Contemporary Culture. An accredited Baptist Minister, and former Editor with Scripture Union, Nigel is passionate about the potential for Christians to transform their culture through distinctively *biblical* engagement with it. To this end he will be seeking to develop teaching programmes on Christian cultural engagement that can be delivered primarily in the context of the local church. Nigel also edits our weekly *Connecting with Culture* email, as well as our quarterly mailing publications: *Highlights* and *EG* magazine.

Engaging with Youth

Jason Gardner, our youth researcher, has been exploring the generation gap in society and the church and his book *Mend the Gap: can the church reconnect the generations?* was published by IVP in 2008. This work which focuses on how churches can create multigenerational discipling communities is now honing in on the area of youth discipleship. In an age where many young people’s understanding of faith and spirituality is minimal or non-existent how do we successfully nurture whole life young disciples?

To this end the project seeks to practically engage with those at the cutting edge of mission to young people today – providing teaching and insight as well as aiming to discern best practice when it comes to making disciples. It also aims, by providing training and resources, to encourage Churches to raise the stakes when it comes to equipping young people for life and leadership within a predominantly secular society.

5. Innovative Partnerships and Operational Principles: Getting the Word Out

It's one thing to develop good thinking and resources, it's quite another to get the word out. There is wisdom development and wisdom distribution. So, as an influencing institution, partnerships are vital to our goals. If you want to be effective yeast, someone needs to put you in the dough. Indeed, over the last three years we have seen an increasing number of organisations wanting to work with us to achieve maximum quality and maximum impact at minimum cost. As such, our partnerships are governed by certain key principles:

Focus on influence – not organisational glory

LICC is committed to putting the kingdom goal before branding and organisational kudos, trusting that even if a partner gains more 'credit' for an initiative, this matters less than that the initiative is fruitful.

Focus on reach – not royalties

It is more important to get material out than to worry too much about royalties for authors. This has opened up radically different forms of publishing and print distribution in a number of successful cases:

- *Supporting Christians at Work* was distributed at a low price through bishops, denominational leaders, partner organisations, reaching over 34,000 leaders. Probably the most widely distributed major pastoral resource of the last 20 years.
- *Imagine how we can reach the UK* was offered to the Evangelical Alliance and they have given a whole issue of their magazine, *Idea*, to its publication. The result was that it reached 47,000 through their network and sparked a major national mission project. In 2009, LICC was able to distribute a specially commissioned copy of the *Imagine* essay to all 15,000 adults attending Spring Harvest.
- *Supporting Christians in Education* has been widely distributed to denominations, dioceses and Christian organisations in conjunction with the *Transforming Lives* DVD, produced by the Stapleford Centre.

Our partners include the *Evangelical Alliance*, the *Baptist Union of Great Britain*, *Spring Harvest*, *Alpha in the Workplace International* and *Reaching the Unchurched Network (RUN)*.

Similarly, we work with a large number of parachurch organisations, conference providers and churches from across the denominations – *CofE*, *The Methodist Connexion*, *Elim*, *Fresh Expressions*, *New Frontiers*, *Church of Scotland*, *Emergent* and *Salt and Light* – with a wide range of theological emphases – from *Keswick* to *New Wine*.

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|--------------------------------------|--------------------------------|
| ■ Alpha in the Workplace | ■ His Church at Work |
| ■ Bands | ■ Jubilee Centre |
| ■ The Baptist Union of Great Britain | ■ The Keswick Convention |
| ■ The Bible Society | ■ Lawyers Christian Fellowship |
| ■ The Business Studies Group | ■ The Methodist Connexion |
| ■ CARE | ■ Mainstream |
| ■ Christian Vision for Men | ■ Mission Scotland |
| ■ Christianity | ■ New Wine |
| ■ Christians at Work | ■ New Horizon |
| ■ Elim | ■ Pentecost Festival |
| ■ The Evangelical Alliance | ■ Premier Radio |
| ■ Fresh Expressions | ■ Regent Theological College |
| ■ Fusion | ■ RUN |
| ■ Graduate Impact | ■ Salvation Army |

- Soul Survivor
- Spring Harvest
- St Paul's Theological College
- Tearfund
- Transform Work UK
- UCB
- UCCF
- Urban Saints (formerly Crusaders)
- Vineyard
- Youthwork

6. Funding & Future Growth

Although there is enormous demand for our team, LICC is primarily dependent on donations from individuals and Trusts because churches, conferences and colleges are rarely able to pay anything approaching the full cost of developing and presenting our material. We have over 1,000 'Friends', and our funding base has increased over the last five years quite considerably. This has enabled us to expand our staff as well as to generate much higher levels of output. However, we do need new partners to consolidate our financial base and to help us realise the medium-term vision. Our current annual budget is £840,000.

Looking to the future, LICC's primary objective is to make whole-life Christianity unavoidable and central in the UK Church. This is an ambitious goal and a long-term goal that can only be achieved through a persistent strategy that combines inspirational Biblical teaching with the practical methods to make this a reality in the lives of individuals, churches, Christian agencies and, vitally, theological training colleges.

"I think whole-life discipleship is the most pressing issue facing the church today."

RT REVD GRAHAM CRAY,
BISHOP OF MAIDSTONE,
SPEAKING AT LICC

Looking to the future

With that in mind, LICC recognised that we needed to grow our capacity to address these issues both through our own staff and through the development and deployment of others who share the vision, as has been the case with our Associate Workplace Speakers.

As a result we have made three appointments:

- A full-time Head of Faculty, Antony Billington, to help meet the growing demand generated by LICC's general vision, address the needs of the theological colleges and develop the resources for church-based whole-life discipleship courses.
- A part-time web-editor, Nigel Hopper, to strategise, develop and manage LICC's online delivery.
- A full-time Project Facilitator, Ben Care, to enable the Imagine team to develop and deliver new products and resources, and further LICC's engagement with, and insight into, local church congregations at grass roots level.

We need to appoint a faculty person to build on LICC's substantial, though foundational, workplace resources and develop biblical responses to the range of complex issues and challenges Christians now face in living out their faith in the marketplace and in seeking to influence structures, systems and values as well as individuals.

We envisage that this will increase our budget to around £950,000 per annum by 2010.

Three projects are key to the next stage of LICC's development. All are strategic and have global traction. However in terms of LICC's strategy their order of priority and execution is:

- *The Imagine Project*
- Developing a whole-life Christianity church training resource
- Appointing a Director of Workplace Ministries

Can you help us envision and equip churches, leaders and 'ordinary' Christians for missionary engagement in the real world?



“Reflecting on how men and women become followers and then disciples of Jesus Christ in our post-Christian and post-Christendom society are among the most potentially significant issues facing Christianity in the west today. Support for Imagine, and its emphasis upon contemporary discipling is therefore not peripheral, but crucial.”

REVD DR MARTYN ATKINS, PRINCIPAL, CLIFF COLLEGE

“Imagine is simply one of the most exciting developments in disciple-making I’ve seen. The vision is big. The task is huge. But the possibilities are endlessly exciting.”

REVD JAMES LAWRENCE, DIRECTOR, ARROW LEADERSHIP PROGRAMME, CPAS

“LICC’s resources have been invaluable in helping us think through and articulate our mission approach as a church.”

MARK RALF, CHURCH LEADER & GROUP PURCHASING, PROPERTY AND E-COMMERCE DIRECTOR, BUPA

“Thank you so much for sending me Word for the Week and Connecting with Culture – they are really helpful in giving me ideas and tips on how to be more efficient in my ministry working among street gangs, church-planting in urban poor areas and campus ministry in the Philippines.”

PASTOR CHOY MAGDAONG, INSTITUTE FOR STUDIES IN ASIAN CHURCH AND CULTURE

“LICC is a very forward-looking organisation, and their research takes the trouble to interview and discover the views of agnostics, who actually represent the mainstream of our population.”

MICHAEL GREEN, SENIOR RESEARCH FELLOW, WYCLIFFE HALL, OXFORD

“Never a week goes by without me giving thanks for your ministry and never a week goes by without me finding something stimulating and interesting in what you write.”

MIKE PARKER, MIDDLE EAST DIRECTOR, MIDDLE EAST CHRISTIAN OUTREACH

“I find the articles and information which you freely post on the LICC’s site to be very helpful and thought provoking. I have long hoped for sites like yours and often searched in vain!”

PETER JORDAN

“LICC’s Toolbox Course was probably the best non-work course I have ever attended – practical, useful and thought-provoking. It has given me the tools and confidence to go and make a difference.”

KEVIN STREATER, PRACTICE MANAGER, SUN MICROSYSTEMS LTD



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