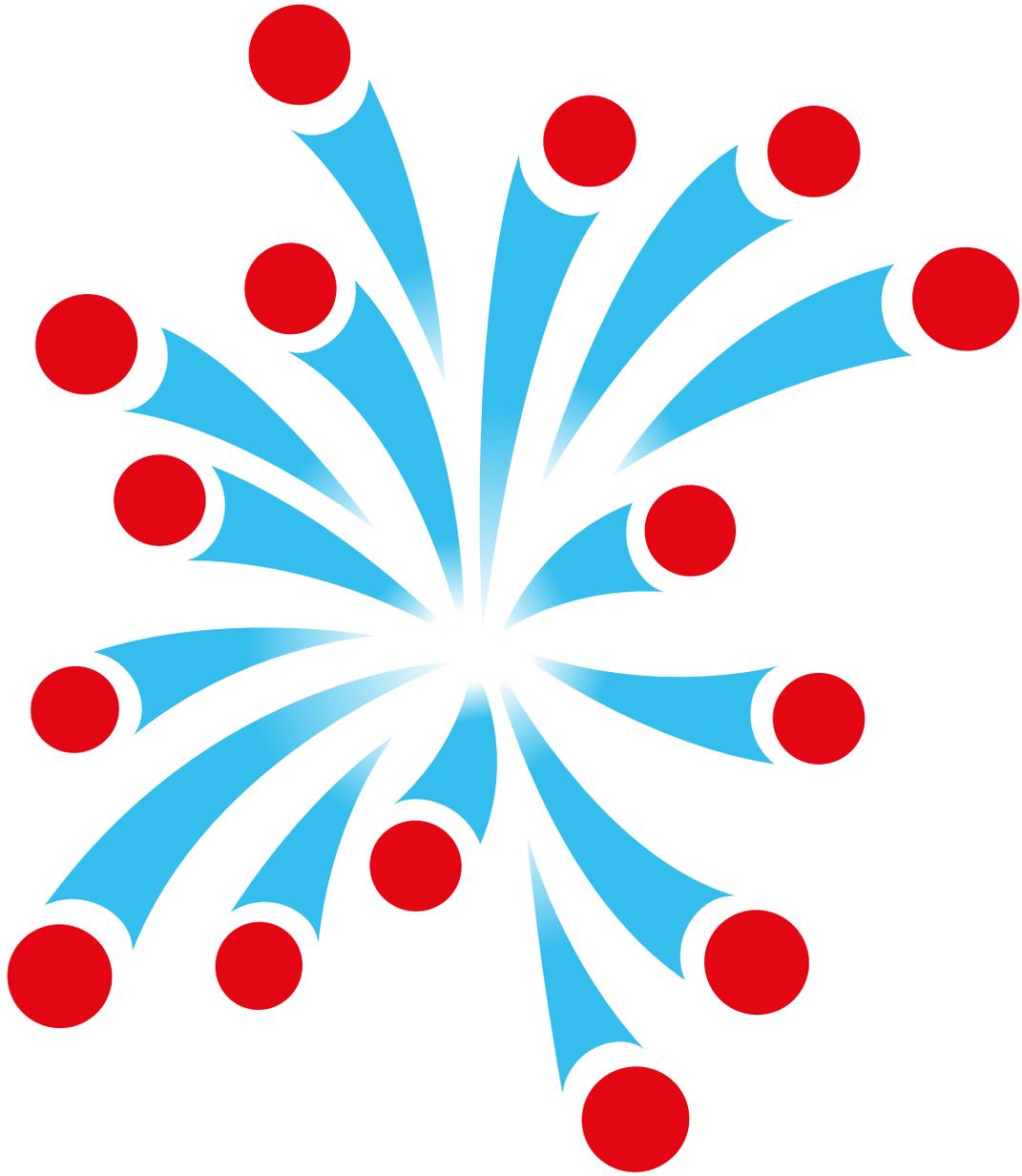


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**Investing in LICC's
Sustaining Transformative
Disciples Project**

Establishing fruitfulness for the long term

Remember 2004, Imagine 2034

Anniversaries can help clarify things. This was how it was back then; look where we are now.

The year is 2004. The Evangelical Alliance (EA) had just dedicated their whole magazine to our essay *Imagine How We Can Reach the UK*. Our thesis was simple:

‘The UK will never be reached until we create open, authentic, learning and praying communities that are focused on making whole-life disciples who take the opportunities to show and share the gospel wherever they relate to people in their daily lives.’

It wasn't an original thesis: discipling is a biblical, pastoral, and missional imperative. But it was revolutionary in its implications for a church that wasn't doing it. Our hope – LICC's and the EA's – was that it would trigger a conversation about mission in the UK.

And that's exactly what it did. Today we can look back at impactful partnerships with many denominations, dioceses, conferences, and mission organisations. Thousands of individuals and churches have engaged with our resources. The language of 'frontline', 'whole-life discipleship', and 'everyday faith' seems to be everywhere.

Since 2004, we've learned a lot about helping God's people grow in confidence and fruitfulness in their everyday ministries. We know now how to help them have four important 'aha!' moments:

- that moment they realise that they already have a frontline – a gym, a book group, a workplace – somewhere God has called them to be.
- that moment they realise they have already been fruitful for Jesus: the woodturner modelling integrity in timekeeping, the teacher changing how others see a 'problem' child...
- that moment they see a richer range of ways they might be fruitful: 'I could have a ministry at this school gate, I could stand up against bullies on the Tube, I could...'
- that moment they first embrace the call to evangelism free of guilt or shame: the retired couple supplying homegrown roses to a café owner, the businessman obeying the nudge to share Jesus with his formidable boss...

But there's more to learn about helping Christians share the adventure, the awe, the authenticity, and the richness of daily life lived secure in the love and presence of Christ – and our nation needs to hear it.

Fifteen years on from that essay, we're in a different place. Opportunities abound. We're committed to serving this cause and the three groups critical to it: God's people called to live out their faith fruitfully; church leaders called to disciple Christians into mission and maturity; and theological educators called to teach and train church leaders. We're working with each group to develop research and resources to make a practical difference, and we're investing in communications to reach new audiences.

But there's a critical need to embed whole-life discipleship more deeply for the long term. So, as you'll see in this brochure, we are launching a three-year, multi-pronged project designed to:

- identify how to sustain a discipling culture in a local church
- develop new resources for 'frontliners' that will enrich and sustain their impact for Christ.

It's vital work. And it will, we pray, help move the mission of the UK church forward so that, fifteen years from now, we will look back in wonder at what the Lord has done.

Thank you for supporting us on the journey.

Grace and joy to you in all.



A handwritten signature in black ink that reads "Mark Greene". The signature is fluid and cursive, with a long horizontal stroke at the end.

Mark Greene
Executive Director

‘He is the one we proclaim,
admonishing and teaching everyone
with all wisdom, so that we may
present everyone fully mature in Christ.’

Colossians 1:28

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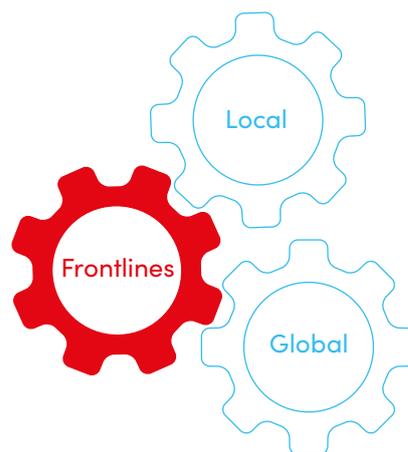


LICC's Mission and Impact

Our Mission

LICC exists to help all God's people make a difference wherever they are, inspiring and enabling them to live out their faith with impact in the places where they engage with the world.

LICC has a unique part to play. In recent years, there's been growing investment in community initiatives through local churches and there are scores of outstanding overseas mission agencies. However, overall there has been underinvestment in equipping Christians for their everyday frontlines – the places where they spend significant time with people who aren't Christians. LICC is almost alone in having this as our primary focus.

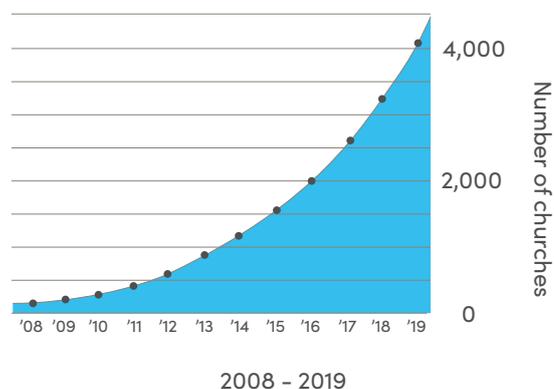


Current Reach and Impact

LICC's reach and impact have grown following an original pilot in 16 churches to the point where:

- Over 4,400 churches have used one or more of our transformational resources
- Over 2,300 church leaders have gone through our training
- Over 200,000 individuals have engaged with our frontline resources
- We've seen a clear shift in the missional conversation of the UK church
- We have development partnerships with a wide range of denominations
- We have learning partnerships in the USA, South Africa, the Netherlands, and Australia

Church Engagement



LICC's Five-Year Strategic Priorities

The Context for this Project

The Sustaining Transformative Disciples Project will help fuel the achievement of our five-year priorities to establish whole-life discipleship in the culture of the UK church.

Reaching 10% of the UK Church

Scientists at the Social Cognitive Networks Academic Research Center identify the tipping point at which minority beliefs are adopted by the majority as 10%.

We want whole-life discipleship to reach that tipping point in the UK church. For 10% meaningful engagement, we must reach:

- 5,000 churches with two or more transformational resources/interventions
- 3,000 paid church leaders who go on to make changes in their churches
- 200,000 'working age' Christians, since equipping Christians for the workplace is a mark of a whole-life discipling church

Depth and Sustainability

Many churches and individuals who have already used our resources are asking 'Where do we go from here? How do we sustain this?'

We are committed to providing them with support to embed and sustain whole-life discipleship as a central imperative, through discovering, building, and sharing:

- Best practice for sustainable, long-term culture shift in local churches
- Deeper resources on the Bible, culture, and contextual discipleship for individuals

Influencing Theological Education

To effect culture change across the whole of the UK church, we need to address the training of church leaders and to embed the 'whole-life gene' within their ministerial training.

We are therefore working to enrich ministerial curricula, partnering with Langham Partnership, the International Council for Evangelical Theological Education (ICETE), and engaging with several UK Bible colleges with a view to establishing intentional partnerships for the long term.

An Unprecedented Opportunity

There is a growing openness to whole-life discipling across the UK church.

In the past two years:

- The UK's largest denomination, the Church of England, has been implementing the Setting God's People Free initiative across 33 dioceses. LICC works as a 'preferred partner' to the initiative, which aims to 'enable the whole people of God to live out the Good News of Jesus confidently in all of life'.
- Ken Benjamin, a long-term associate of LICC and the senior minister of a thriving, discipling Baptist church, became the 2019–20 President of Baptists Together and has made championing whole-life discipling central to his presidency.
- The Elim denomination has invited LICC to help it evaluate the discipling practices and culture of its thriving churches.

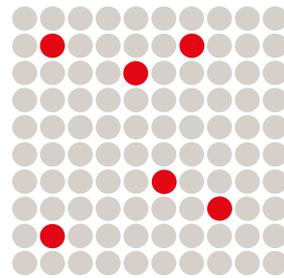
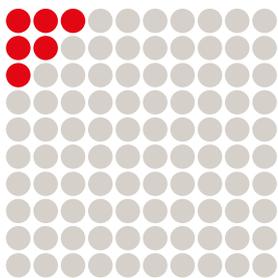
Many thousands of local churches, small groups, and individuals have used our materials and begun this journey. With these opportunities we are looking to see many more join them.



The Whole-Life Discipleship Journey

We want to help churches and individuals not just begin the journey but sustain it.

The work of the Sustaining Transformative Disciples Project will help equip churches and frontliners for the next stage of the whole-life discipleship journey.



Envisioning

Individuals and church leaders get an 'aha!' moment, an inspiring insight into whole-life discipleship and church as an equipping community.

Understanding and growing

Individuals begin to practically live as whole-life disciples, and church leaders begin to deliberately reshape all aspects of church life to support discipling.

Sustaining

Whole-life discipleship becomes central in someone's life and unavoidable in a church's culture, embedded and sustained in rhythms, practices, and community.

The Sustaining Transformative Disciples Project seeks answers to these important questions:

- How do we help the UK church sustain a focus on whole-life discipling **over the long haul?**
- How do we **deeply embed** this focus into the core of church culture?

INTRODUCING

The Sustaining Transformative Disciples Project

We're launching the project to provide insights and practical tools to make a step-change in discipleship training and support at national level. It's both timely and vital.

Project vision

We want to see Christians flourish over the long term, growing into maturity and mission in their everyday contexts.

Project overview

A three-year research and development programme, working collaboratively across church streams, to enable churches to embed, deepen, and sustain discipling for the frontline.

Project aims

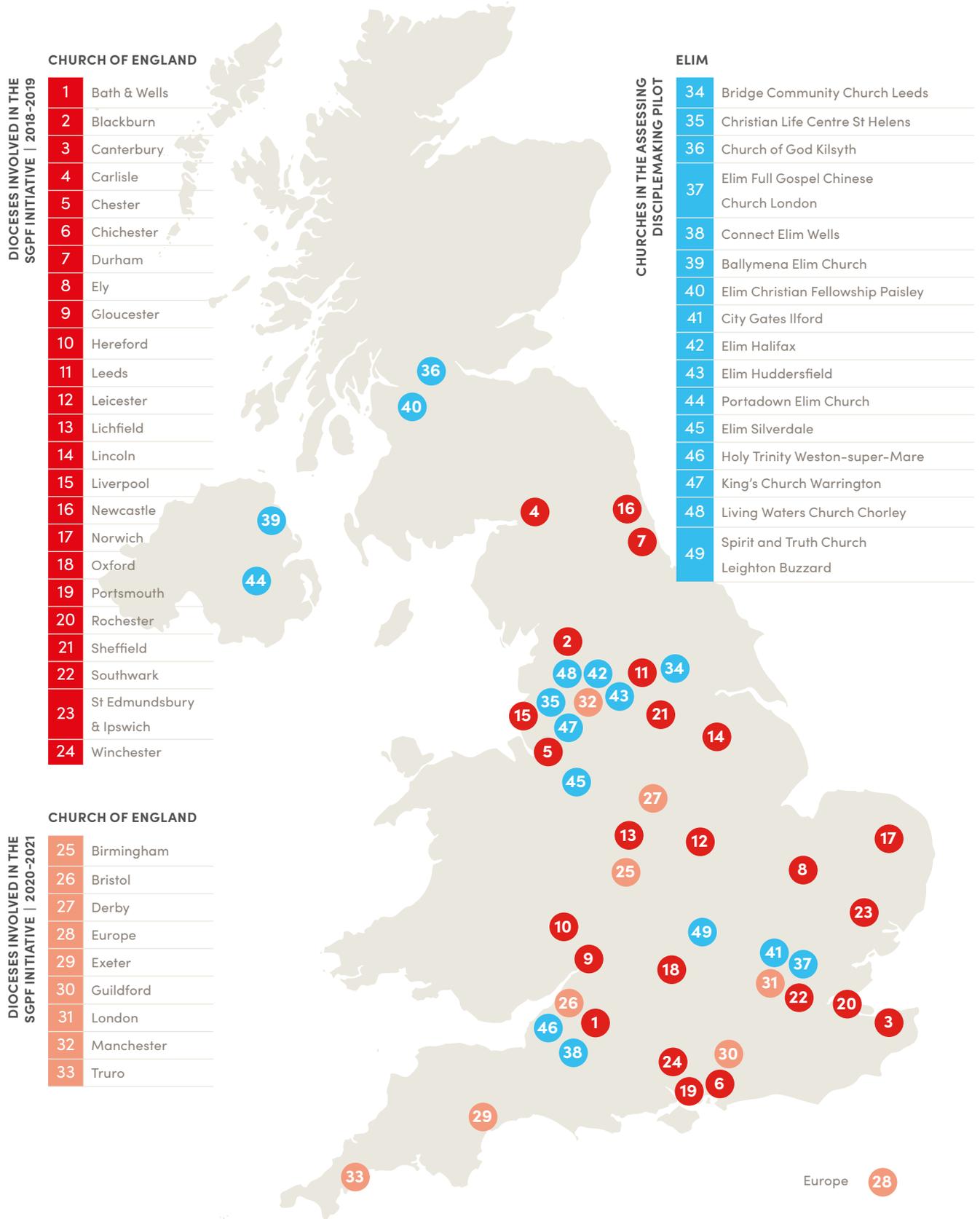
The project has two tracks of activity: Research and Resourcing. It also embraces strategic opportunities with two denominations: Elim and the Church of England, particularly the Setting God's People Free initiative (SGPF).

Specific aims:

- To identify best practice amongst churches that have sustained a shift in culture for at least three years
- To test the reproducibility of effective principles and practices that support whole-life disciples in churches that have not yet sustained change
- To test the hypothesis that four specific, integrating dynamics of church life will lead to more sustained, courageous, and transformative frontline disciples
- To support the Elim denomination in assessing effectiveness and identifying best practice in discipling amongst healthy, growing Elim churches
- To share research findings through appropriate reports, presentations, and publications
- To integrate findings into LICC resources, training, and consultancy
- To develop at least one new resource to encourage and sustain individual 'frontliners'
- To support the Church of England's Setting God's People Free initiative through consultancy, training, writing, and resource development

Project Reach

The project will optimise current opportunities within specific denominations
 – Elim and the Church of England – expanding LICC’s reach.



The Research Track

LICC has a 20-year record of undertaking research projects leading to real change on the ground, including helping to inspire and shape both the Diocese of London's Capital Vision 2020 and the Setting God's People Free initiative.

The need now is to undertake fresh research to enable whole-life discipleship to be embedded and sustained. The project's Research Track consists of three related programmes:

1. Best Practice for Sustainable Change (2019–2022)

Year 1: We will seek to identify successful practices amongst churches who have sustained progress towards becoming a whole-life discipling church over three years or more.

Years 2–3: We will test the Year 1 best practice findings with a pilot cohort of churches in the beginning stages of this culture change, looking for reproducibility in their contexts.

2. Assessing Discipling in the Elim Denomination (2019–2020)

At the invitation of Elim, we will seek to evaluate whether Elim churches that self-identify as intentionally discipling churches are effectively discipling for frontline contexts, and look to understand the relevant core principles of discipling. We will also support the denomination in implementing the findings.

3. Transforming Discipleship for the Frontline (2020–2022)

Working with a pilot cohort of churches who have sustained change, we will test the significance of the following four dynamics for creating more sustained, courageous, and transformative discipleship on the frontline:

- A culture that connects the gathered and scattered life of the church
- Operationally effective theology of vocation for the whole community
- Spiritual disciplines in which context is central
- Clearer missional pathways for evangelism in frontline relationships

The Resourcing Track

LICC has produced a broad range of innovative resources and training, including *Fruitfulness on the Frontline* and *Frontline Sundays*, that have helped thousands of Christians and churches begin the journey of whole-life discipleship.

The Resourcing Track has three important elements:

1. Reporting and Embedding our Research Findings (2020-2021)

We will aim to publish our research findings to the widest possible UK audience through:

- Our communications, church relationships, media partnerships, and speaking engagements
- Aligning our existing and new resources, consultancy, and training to the key findings

2. A New Resource for Sustaining Whole-life Disciples (2020-2021)

We aim to produce a major new resource for Christians on the frontline to help Christians sustain a life of everyday frontline mission.

3. Supporting the Setting God's People Free Initiative (2019-2022)

We will continue to develop our work with the Church of England, and particularly the Setting God's People Free (SGPF) initiative. This will include:

- Mark Greene's continuing role on the SGPF National Advisory Group and the appointment of Revd. Lyn Weston to lead our work with the Church of England
- Working with Diocesan Learning Communities (DLCs) as a preferred partner, e.g. a two-year project with the Diocese of Gloucester and CPAS to develop an enhanced learning community format to grow confident disciples for daily life
- Working directly with dioceses in and beyond the SGPF initiative, offering conference input, consultancy, training, and Learning Hubs, helping make whole-life discipling central to their church culture
- Supporting campaigns e.g. the 2020 national Everyday Faith campaign which includes a 21-day 'reflective journey', encouraging everyday faith
- Supporting the three-year 'Readers' Project' aiming to shape training for the Church of England's 7,000 Readers, who help influence, lead, and support Anglican congregations across the nation

Project Outcomes

We want to impact the national church by helping embed transformative discipleship.

Transforming the Nation

Over the ten years to 2024, LICC is aiming to reach 10% of the UK church.

We don't want to only reach Christians in the UK; we want them to become transformative, whole-life disciples. While we have already reached over 4,400 churches and 200,000 individuals with at least one of our resources, this project will provide the knowledge and new resources they need to go deeper and sustain their journey for the long term.

Measuring Impact

LICC has protocols in place to track progress towards the 10% tipping point goal and to assess impact.

The research track itself will contribute towards more detailed measurement. Depth of discipleship is notoriously challenging to measure; this track will help identify the proxy measures which are most likely to indicate depth and sustainable change. Our protocols include the gathering of quantitative and qualitative data:

Quantitative:

- Direct church and church leader engagement through training, consultancy, and bulk resource purchase
- Numbers of Christians reached through resources, including on digital platforms such as YouVersion
- Indirect reach via denominational partnerships with data supplied from their tracking processes

Qualitative:

- Findings from churches in the research track will be analysed and shared with national leaders
- Training and resource user feedback will be gathered through follow-up surveys and contact
- Stories of transformation will be collected and shared, demonstrating the change that is happening

The Project Team



Revd Steve Rouse, Church Team Director

Steve will manage our Church Team and lead the Best Practice for Sustainable Change project.



Revd Dr Neil Hudson, Director of Church Relationships

Neil will work with the Elim denomination on the Assessing Disciplemaking project.



Tracy Cotterell, Managing Director – Mission and Mark Greene, Executive Director

Tracy (pictured) will hold responsibility for strategic alignment and integration of the tracks and wider LICC mission and activities. Mark will offer expertise at national level to SGPF and contribute through his writing and speaking.



Joe Warton, Research and Development, and Benita Hewitt, Director of 9dot-research

Benita brings professional, external research expertise to the project. She will focus on research design, fieldwork, and reporting. Joe (pictured) will support the research track, particularly around the Best Practice project.



The Church Team

The Church Team, including Revd Lyn Weston (pictured), Andrew Belfield, and Revd Lindsay Caplen, will be crucial in delivering our findings in training, resources, and consultation. Lyn, who joined LICC in September 2019, will lead our work with the Church of England.



The Creative Services Team

The Creative Services Team, including David Leeds, Grete Bauder, and new Marketing Lead Josh Hinton (pictured), will provide communications expertise for design and wide distribution of resources, research findings, and stories of impact.

The Project's Significance

FROM
**The Church
of England**

'LICC's work has been at the forefront of church culture change for many years and I'm delighted that they are undertaking a three-year project to address the important issue of sustained transformation which will be of great significance for the Church of England and the wider church.'

**Rt Revd Rachel Treweek,
Bishop of Gloucester,
Episcopal Champion for
Setting God's People Free**

'LICC already have a legacy of richly combining workshops rooting change in individual contexts with insight from experience across a range of churches to produce practical and accessible tools for churches and individuals. Just as we have drawn from the learning of LICC on the first steps we suggest, so we are keen to keep learning about the things that create change over the longer term.'

**Debbie Clinton, Director
of Renewal and Reform**

FROM
**Baptists
Together**

'LICC's pioneering emphasis on whole-life discipling combined with learning on how to begin and now, critically, to sustain such ministry, are vital keys for both the Baptist movement and the wider church.'

**Revd Ken Benjamin,
President, Baptists Together**

FROM
**Elim
Pentecostal
Church**

'Because Elim is committed to whole-life discipling, when the opportunity came for us to engage in research within our own denomination to discover examples of best practice, there was no other organisation that we would rather have partnered with than LICC. As a denomination, we have benefited greatly from their friendship and encouragement.'

**Revd Chris Cartwright, General Superintendent,
Elim Pentecostal Church**

FROM
**A Project
Funder**

'LICC has a long and outstanding track record in developing thinking and resources to really help Christians on their daily frontlines, and we're delighted to be able to financially invest in this project which is so strategically important for embedding and sustaining everyday discipleship across the church.'

**Revd Jeremy Noles, Grants & Relationships Manager
at Allchurches Trust**

An Opportunity to Invest

Project Costs

The project will span three years, from 2019 to 2022, and the full cost will be £720,000 – or £240,000 p.a.

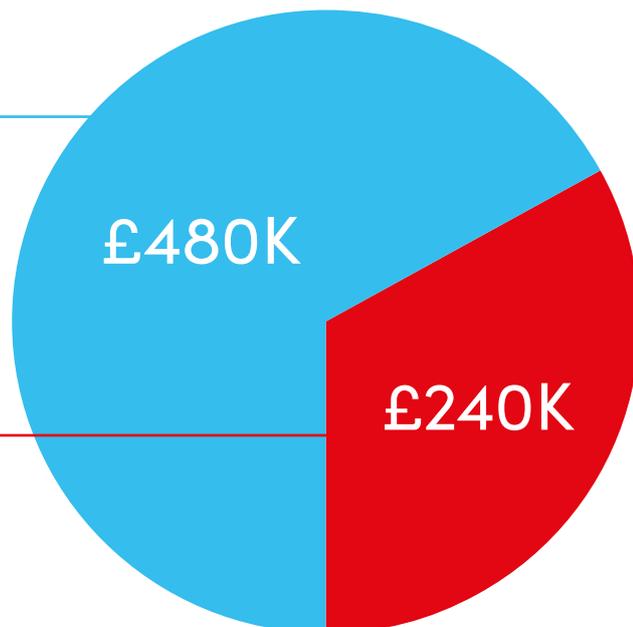
This covers developing much-needed new practical resources, together with the costs of the new Church Team Director, the new Church Team Consultant working with the Church of England, an external researcher, and a significant time allocation from the Church Team, Executive Director, and Managing Director – Mission. In addition, there will be the contribution from LICC's Creative Services Team and admin support, along with the cost of developing, presenting, and distributing the research learnings to key leaders.

Gifts Pledged

Through amazing grants from two major trusts, including Allchurches Trust, project fees from the Elim denomination, projected sales, and consultancy, £480,000 has already been pledged.

Gifts Needed

We are therefore seeking the final £240,000, spread across three years at an average of £80,000 p.a.



This project is critically important for sustaining transformative disciples, which is crucial for the long-term re-evangelisation of our nation.

Would you consider a one-off gift, or a pledge for two or three years to help us deliver it?



'LICC's work is amazing in supporting and encouraging the church in their God-given mission field from Monday to Saturday. I don't know of another organisation who have championed the cause of whole-life discipleship as effectively as LICC. It's now part of the vocabulary of the church, and now needs to become part of our DNA.'

Steve Clifford, General Director of Evangelical Alliance, 2009-2019

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