

Understanding our Church Planting Context

FOR CHRIST



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Overview

1. What are we talking about?
2. Why should we bother?
3. How do we go about it?
4. What do we do with it?

What are we talking about?

1. We're trying to understand it **geographically**
2. We're trying to understand it **demographically**
3. We're trying to understand it **historically**

Understanding Context Geographically

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- What zone is it in?
- What are its transport links?
- Is it on the tube or on the train?
- What are the buses like?
- How long does it take to get into the centre?
- Is it a destination or a dormitory?
- Is it easy to get in and out of the city and to the city?
- Is it where the action is at?
- Are there development plans that will change the area?

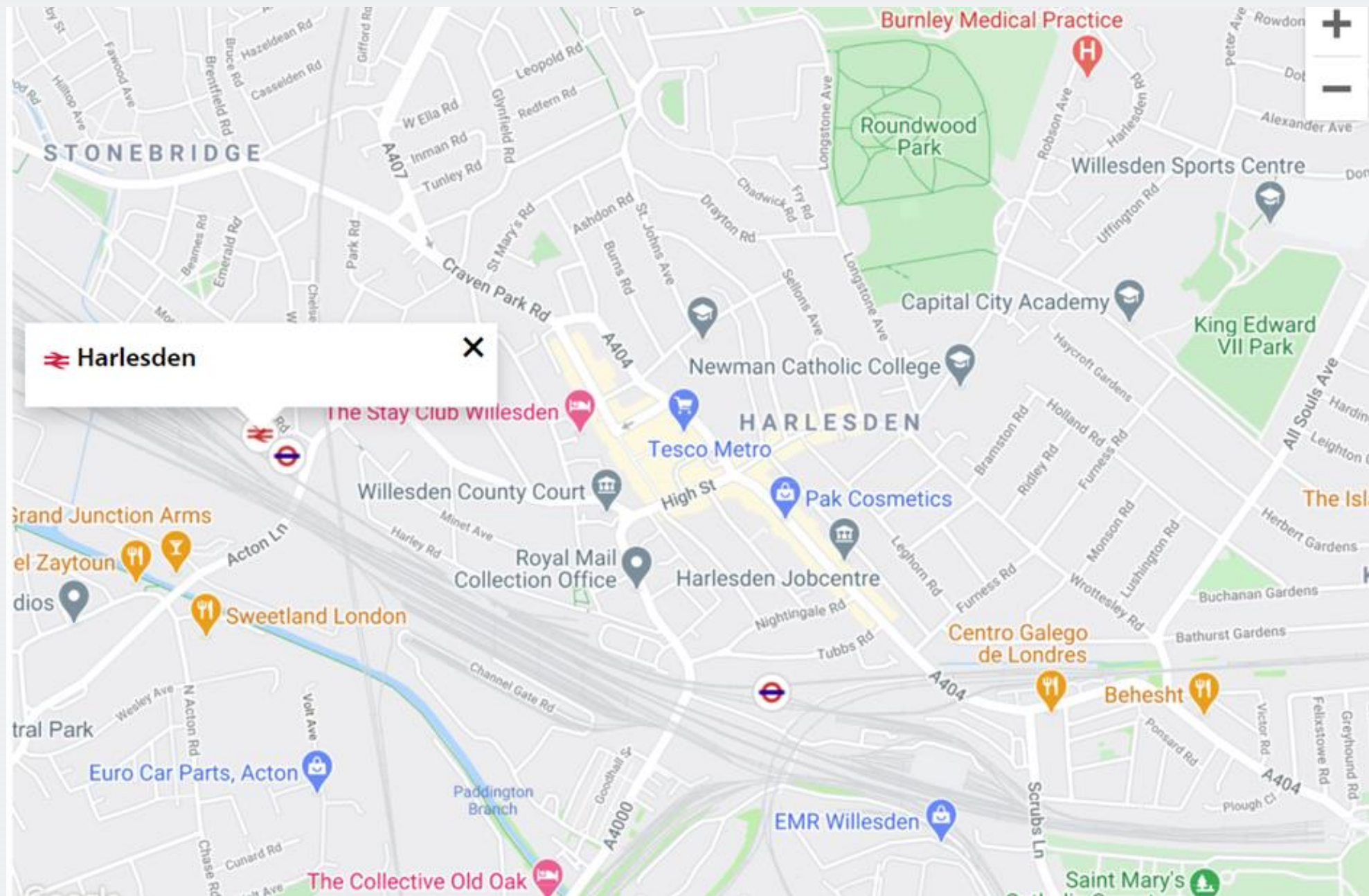




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Transport Profile

Transport

There are two Tube station in Harlesden: Harlesden and Willesden Junction. Both are on the Bakerloo line and you can get to Oxford Circus in just 22 minutes. If you require the Overground service, you'll need to use Willesden Junction. From here, you can get to Clapham Junction, Richmond and Stratford. Euston is only an 18-minute train ride away too.

Harlesden Station is in Zone 3 and Willesden in Zone 2, so if you need to travel to Zone 1 every day for work, you'll save yourself some money by departing from Willesden instead of Harlesden.

A new Crossrail interchange station with links onto the HS2 rail network is due to open in Old Oak by 2026. This is set to become a major transport hub and may also provide local residents with additional Tube and Overground links.



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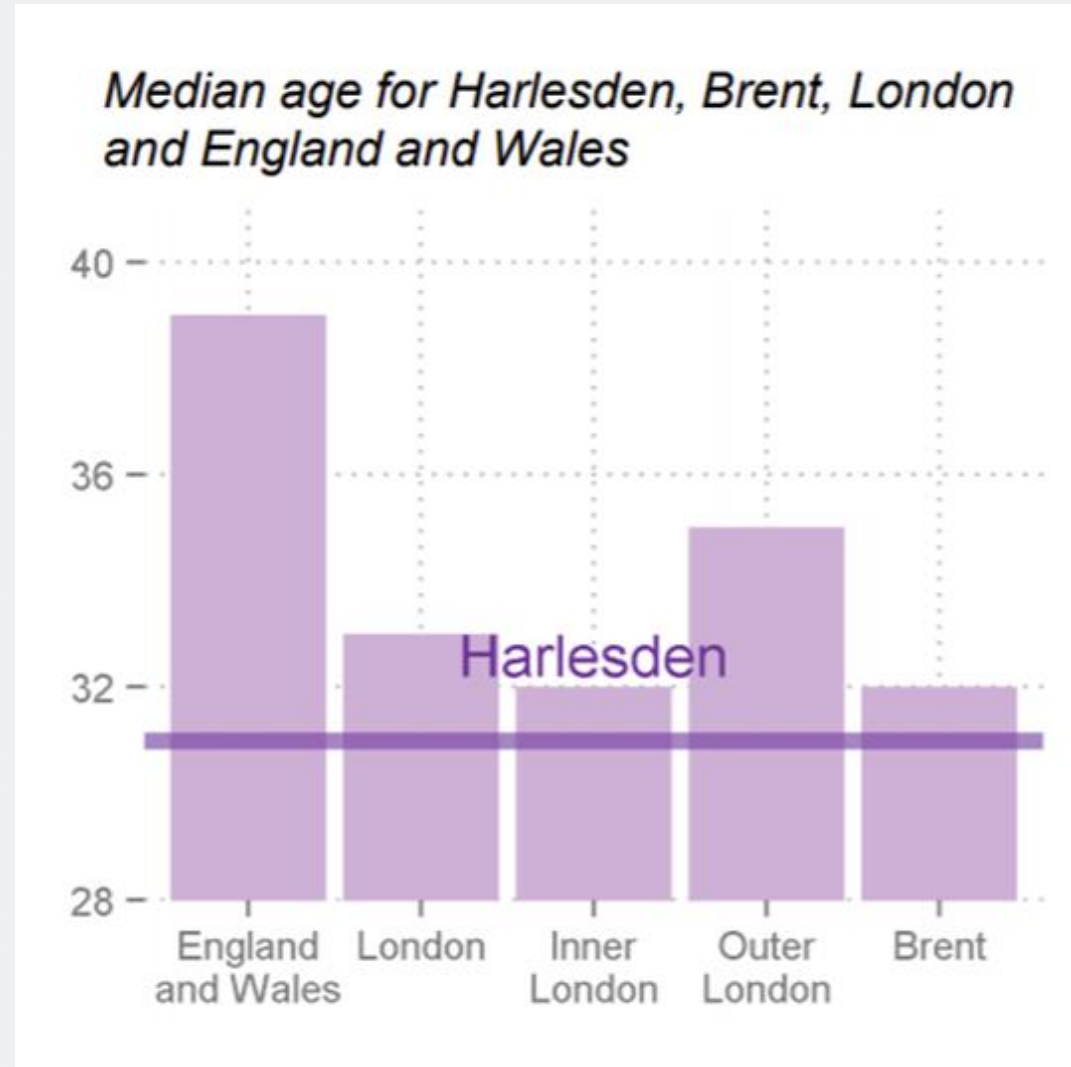
Understanding Context Demographically

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- Who is here?
- How long are they here for?
- How do they feel about being here?
- Where are they from?
- What's the ethnic profile?
- What is the age profile?
- What's the religious mix?
- What do they do for a living?

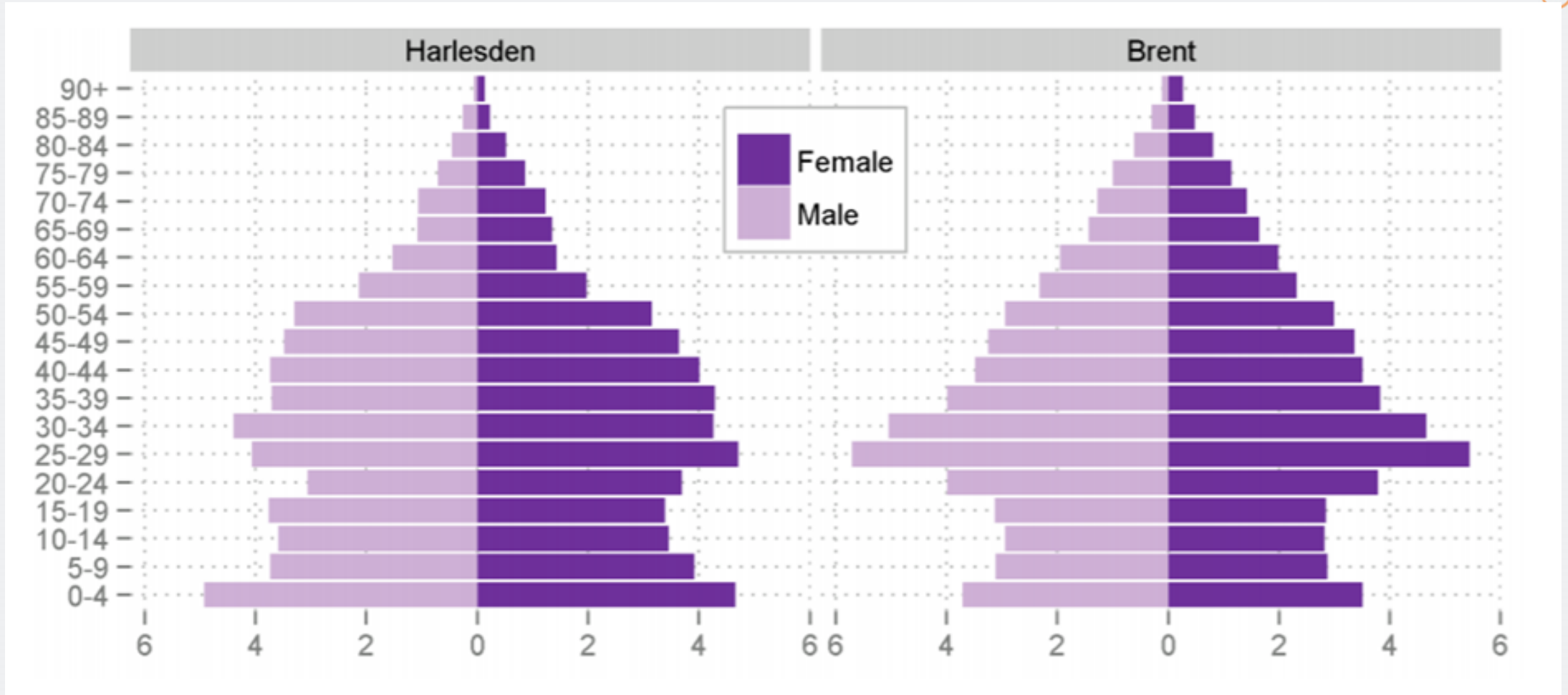


Median Age



Age Profiles

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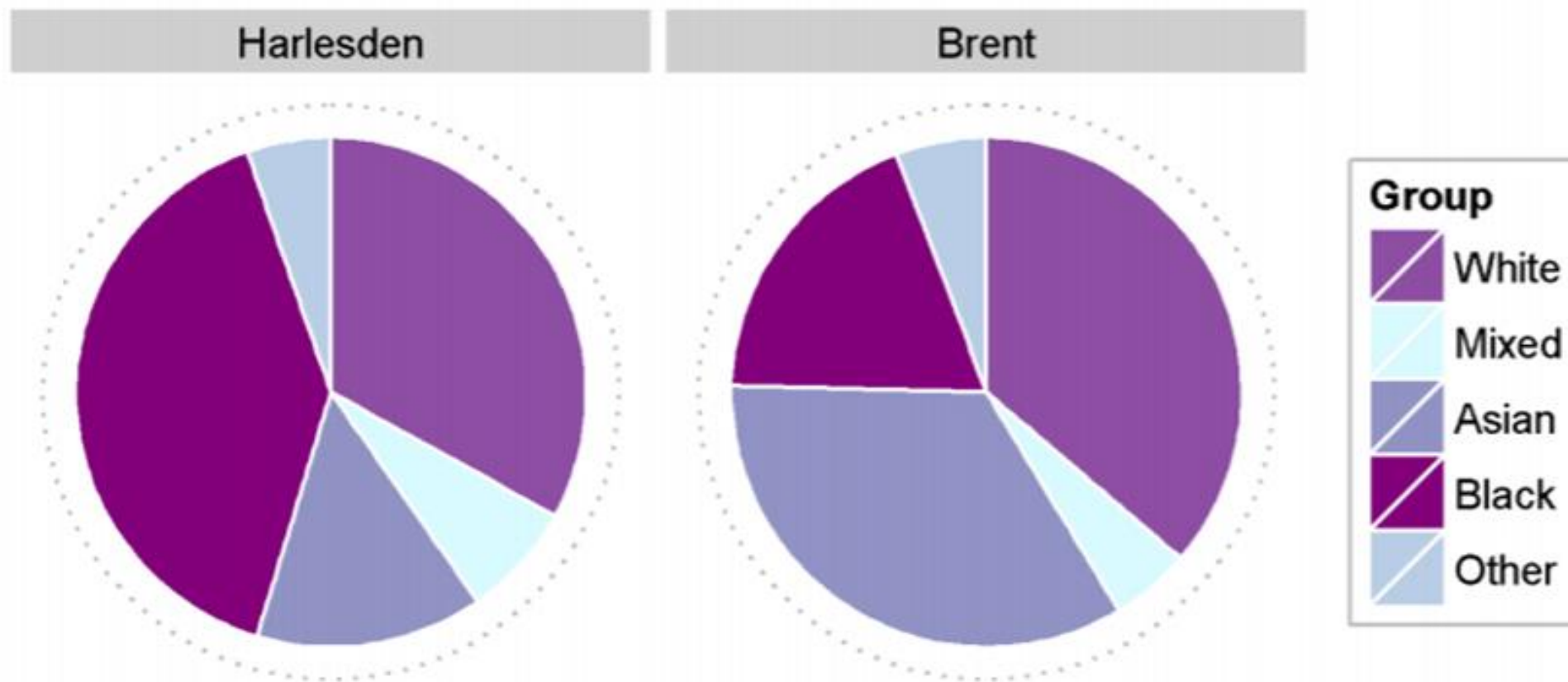


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Ethnic Profile

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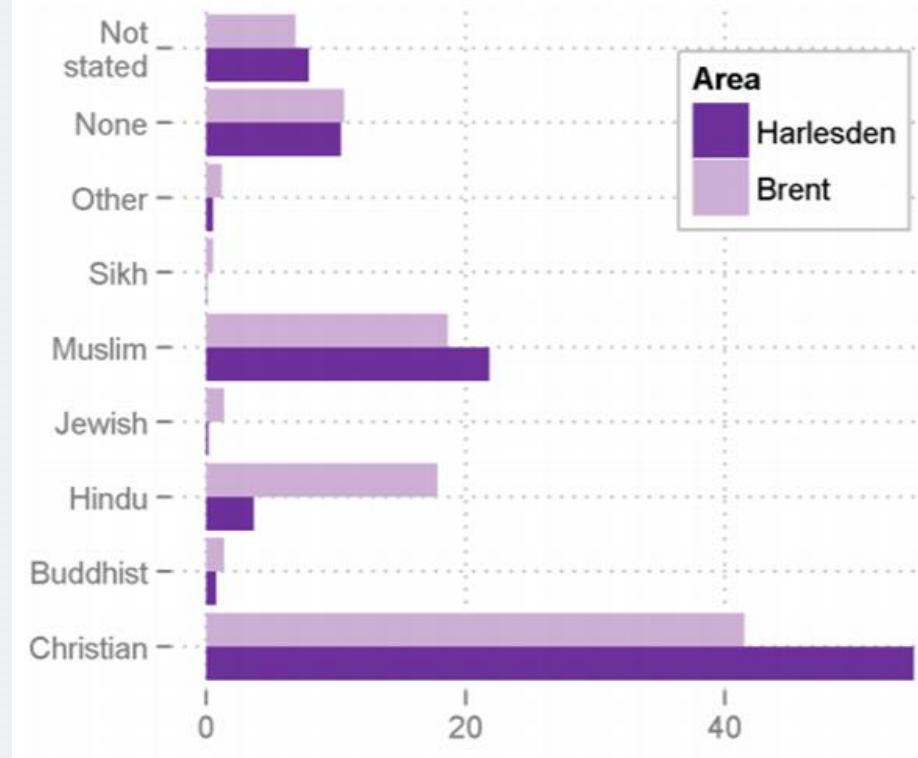


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Religious Profile

Percentage by religion in Harlesden and Brent



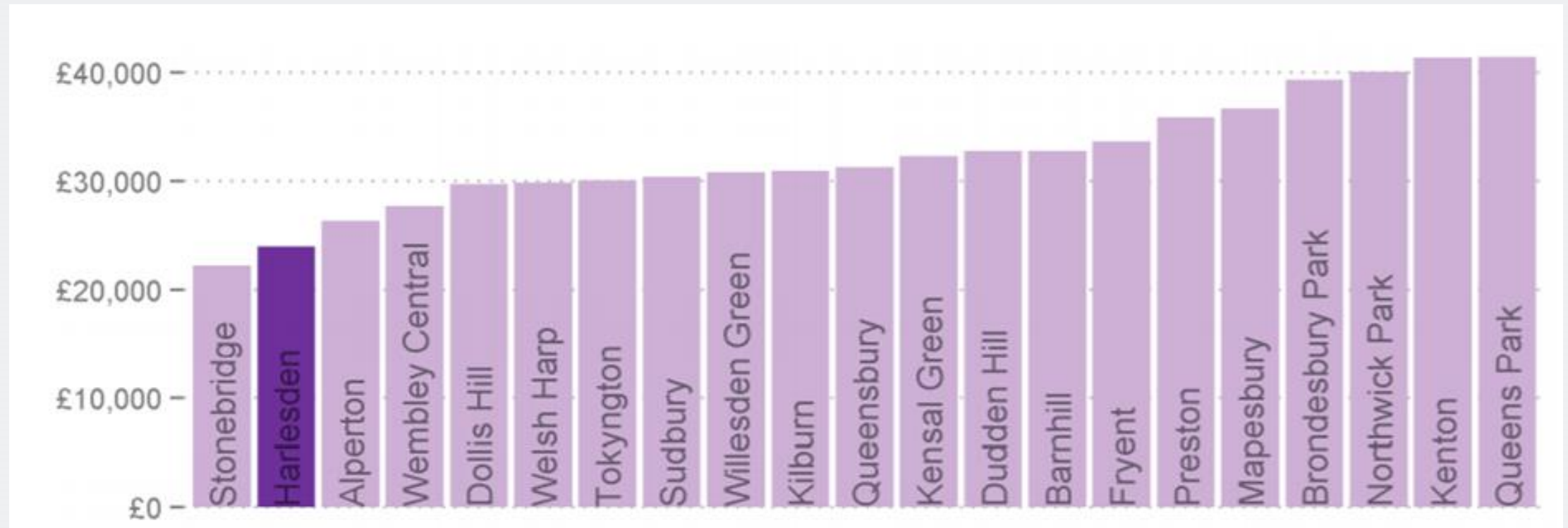
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Median Household Income

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Occupation Profile

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Occupation

	Persons	
	Harlesden Ward (as of 2011)	
	count	%
All usual residents aged 16 to 74 in employment the week before the census	6,867	100.0
1. Managers, directors and senior officials	451	6.6
2. Professional occupations	791	11.5
3. Associate professional and technical occupations	662	9.6
4. Administrative and secretarial occupations	691	10.1
5. Skilled trades occupations	805	11.7
6. Caring, leisure and other service occupations	778	11.3
7. Sales and customer service occupations	676	9.8
8. Process plant and machine operatives	600	8.7
9. Elementary occupations	1,413	20.6

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies

Source: ONS - 2011 Census (KS608EW)

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Other Gospel Ministries

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Understanding Context Historically

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- What's happened here?
- What's shaped this place?
- Where has it come from?
- Is it on the up or on the down?
- Do people leave it or move to it?
- Who moves to it and why?

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Schools (Primary)



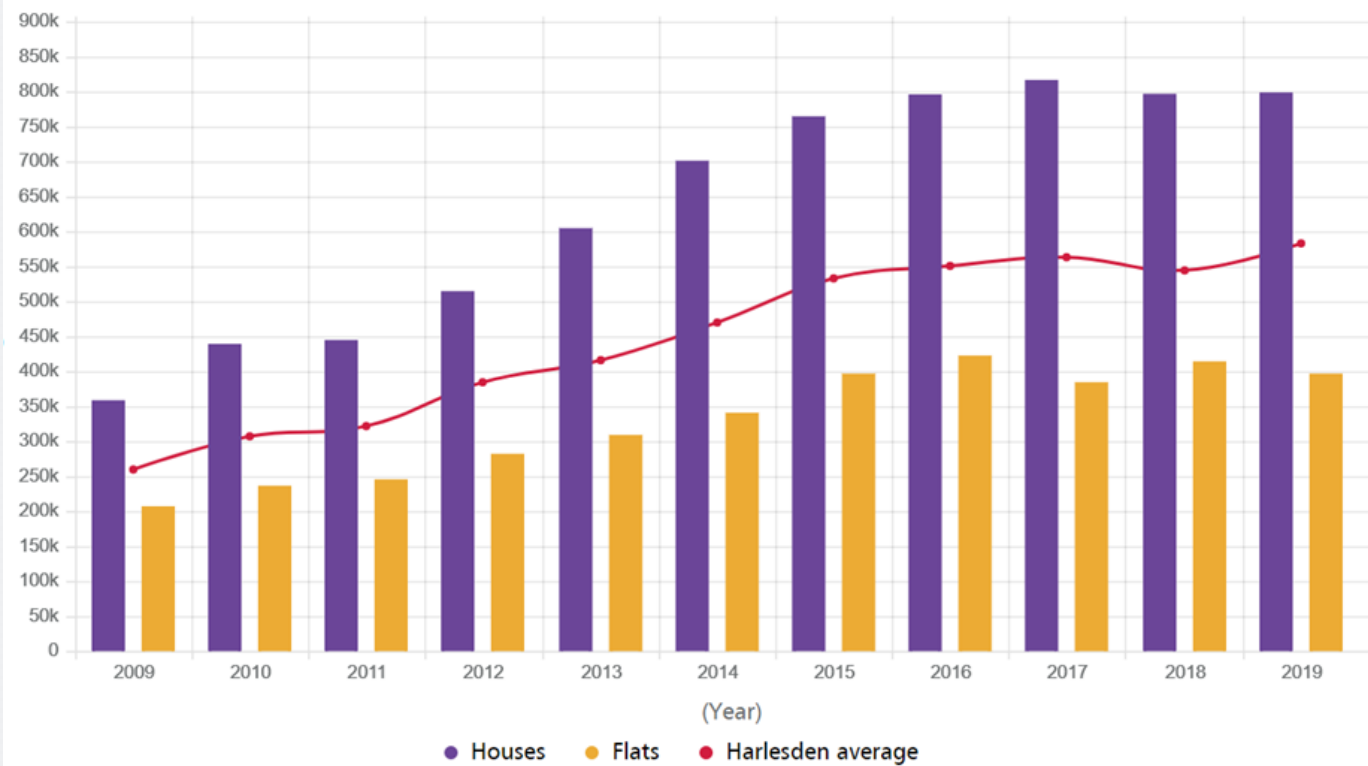
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Housing Profile

Historical sold prices in Harlesden from 2009 - 2019 – Land Registry



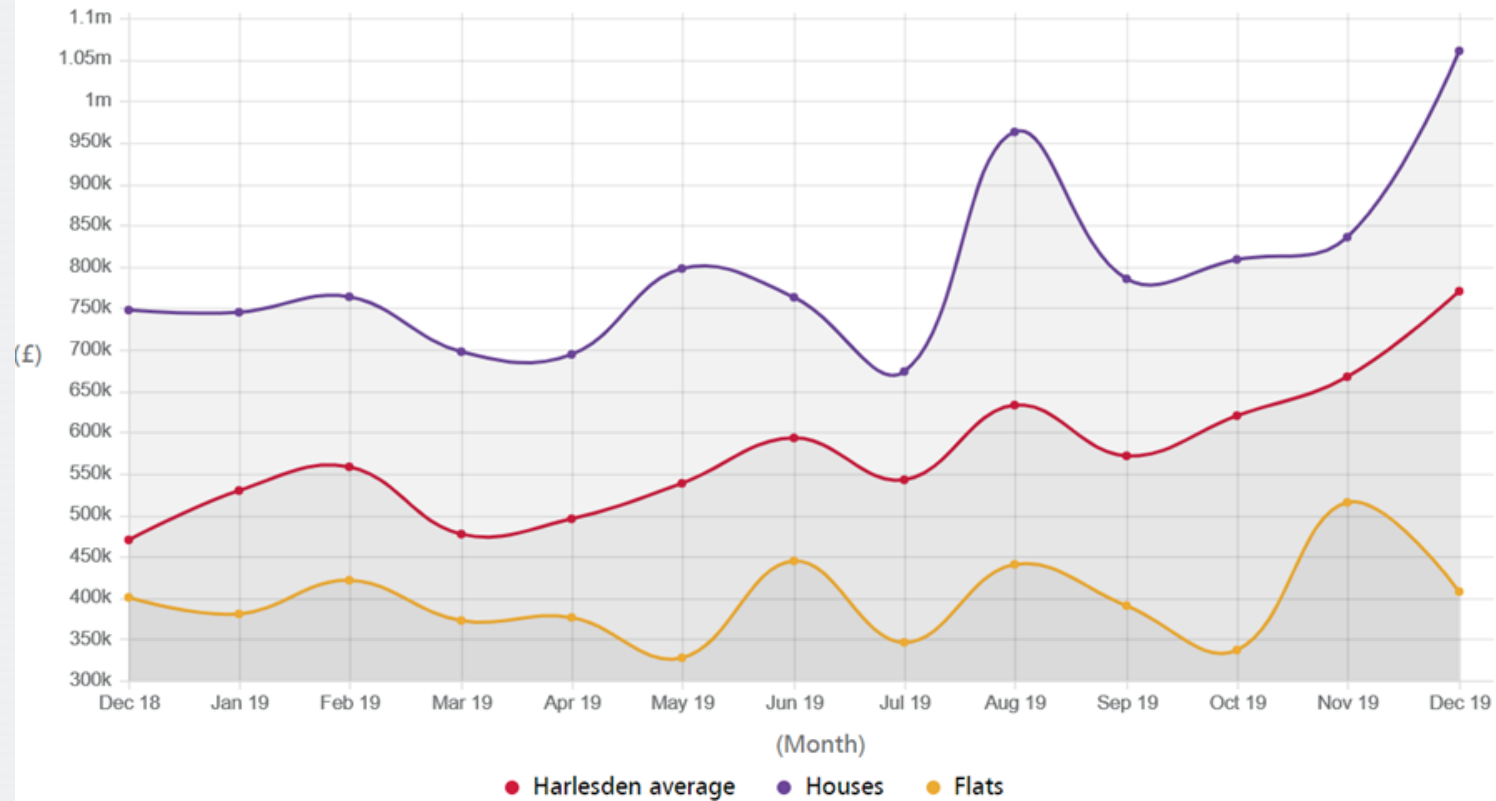
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Average House Price

Average sold prices in Harlesden from December 2018 - December 2019 – Land Registry



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Geography + Demography + History
=
Culture

Executive summary

The 2011 census showed that:

- The population of Harlesden increased by 4,941 persons, or 40.43%, from 12,221 in 2001 to 17,162 in 2011
- The number of households increased by 34.3% resulting in an increase in the household size to 2.6 persons
- The number of 0-4 year olds increased by 75.8% from 936 in 2001 to 1,645 in 2011
- Harlesden had a 67.0% black, Asian and minority ethnic (BAME) population with an Asian population of 14.4% and a black population of 40.0%
- 47.1% of the ward's residents were born in the UK. 62.1% had a UK passport
- 81.7% of the residents in Harlesden had a religion.

Other data sources tell us that:

- the median household income in Harlesden is below the Brent median figure of £31,601 at £23,977.

About Brent

334,700 people live in Brent - we are the 6th largest borough in London



76,800
under the age of 18
23% of the population

36
is our
average age

39,500
aged 65 and over
12% of the population



53% residents born abroad 2nd highest in London

9% of residents are born in India

37% of people do not speak English as a first language

8% speak Gujarati, the most spoken language after English



15.7
births per 1,000
higher than
14.1%

✓ Pupils in Brent achieved half a grade more than pupils nationally with similar starting points

8.2% adults have no qualifications
higher than
6.8% London average

The crime rate is 70.8 per 1,000 population, 15th highest in London

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Why Should We Bother?

We're trying to provide answers to the two key questions:

1. Who are we trying to reach?
2. How do we reach them?

How Do We Go About It?

1. Indirect Contact with People: Online
2. Direct Contact with People: IRL

Indirect Contact with People

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Estate Agents




Photo 4 of 13

Hackney overview

What's it all about?


If you've spent an afternoon browsing one of Hackney's lively markets or kicking your heels in one of its delightful parks, you'll find it hard to believe that less than 10 years ago this was ranked as the worst place to live in Britain. Indeed, last year the borough nudged its way into the Sunday Times Best Places to Live in Britain guide. For those who have witnessed this change happen – at lightning speed – it's harder still to think of a place that's had a turnaround like it.

The reopening of London Fields Lido, a Picturehouse cinema and a revived theatre and bar at Hackney Empire inject the town centre with new buzz. New bars, restaurants and gastropubs near Hackney Central, with more openings in the pipeline, suggest improvements will only continue. There's a cluster of villagey neighbourhoods within walking distance of the centre – Chatsworth Road, Victoria Park Village, Broadway Market and the area around London Fields all have friendly local high streets with independent shops and strong community ties. But the deal for Hackney was sealed with the arrival of the 2012 Olympics, which bequeathed the borough with excellent transport links, upgraded housing, and new schools. It also has wonderful architecture, glorious open spaces and colourful local characters, and with its reputation as London's most rough and tumble borough firmly in the past, these days it oozes cool and charm by the bucketload.

Fact file

- The first use of the term 'hackney coach' was in 1621 – referring to the horse drawn carriages that took gentry to the village of Hackney, a place of royal palaces and pleasures. These days they're known as hackney cabs, synonymous with London's famous black taxis.

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Evening Standard

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London and UK Area Guides > Tooting

Living in Tooting: area guide to homes, schools and transport


Cool customers from Clapham and Balham join medical students eating their way around the world at vibrant local markets.

ANTHEA MASEY | Thursday 30 January 2020 | 0 comments

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Living in Tooting: the lowdown



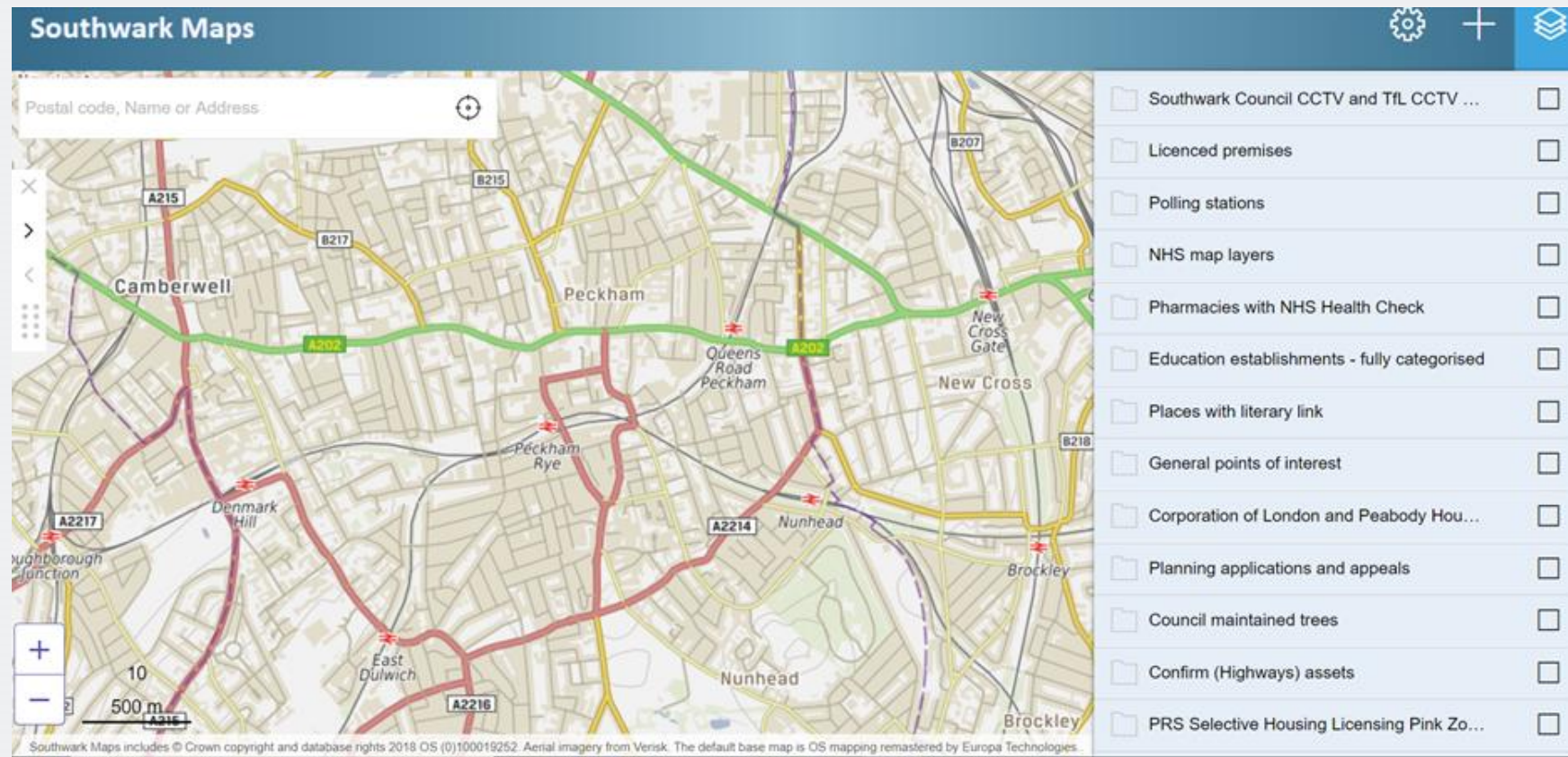
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Interactive Maps on Council Websites

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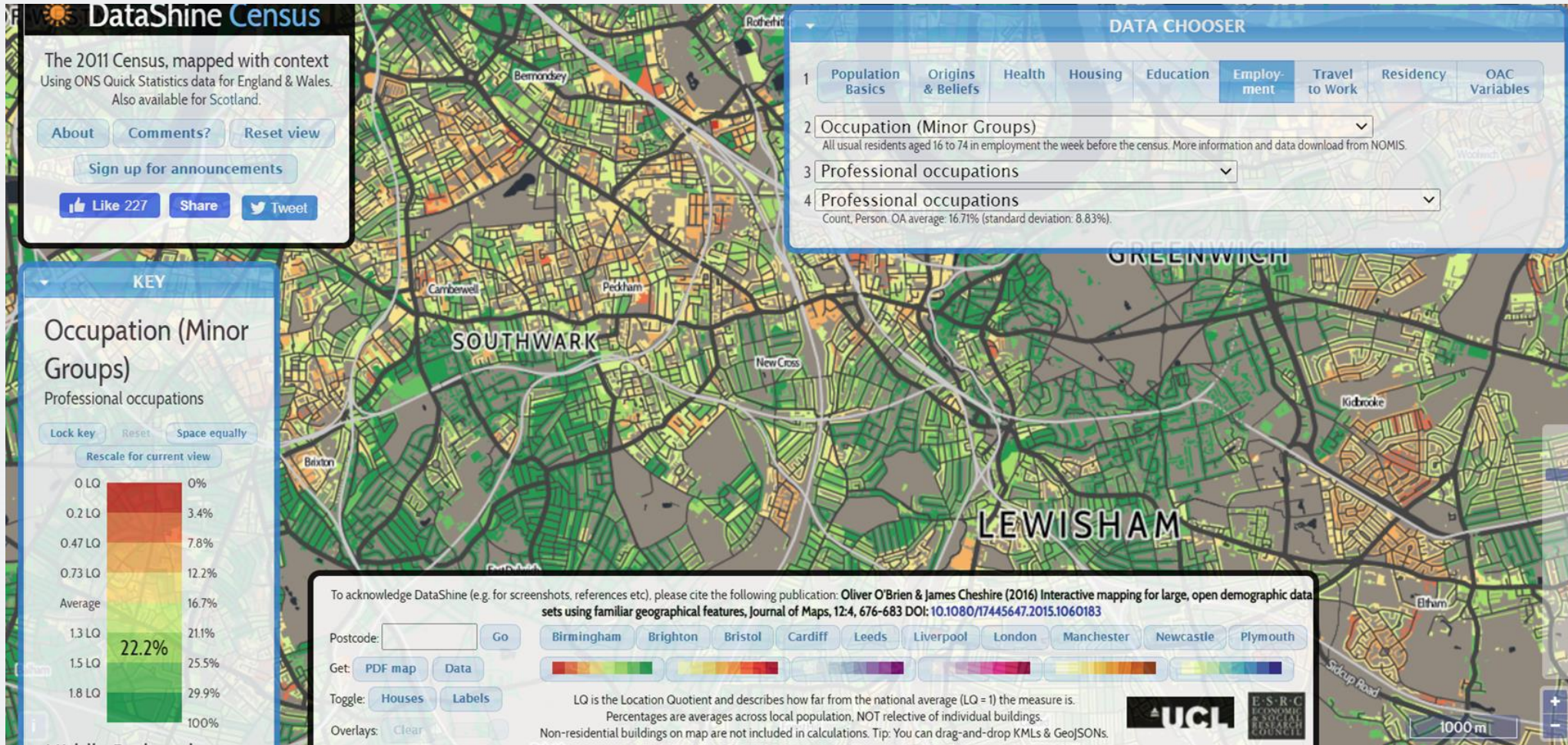


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DataShine

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Nomis Website: Census Data

The screenshot shows the Nomis website interface. The browser address bar displays `nomisweb.co.uk/reports/lmp/ward2011/contents.aspx`. The website header includes the Nomis logo, the text "official labour market statistics", and the Office for National Statistics logo. A navigation menu at the top lists: Home, Data Sources, Area reports, Standard reports, Data downloads, Census, and Need help?. A "Sign-in" button and "Settings" icon are also present. Below the navigation menu, a breadcrumb trail reads: "You are here: home > Area profiles > 2011 Ward profile > search".

The main content area is titled "2011 ward profile". It features a search box on the left with the text "You can search for a profile by postcode or place name." and a "Search" button. Below the search box is a "Select from list" section with two dropdown menus: "Choose a local authority" (set to "> choose one <") and "then choose a ward" (set to "> choose one <"), followed by a "View profile" button.

The "Search Results" section on the right displays the following information:

Returned the following matches for your search:

match	local authority (LA)	2011 ward
E36007575 : Peckham (ward2011)	Southwark	• E36007575 : Peckham
E36007576 : Peckham Rye (ward2011)	Southwark	• E36007576 : Peckham Rye
E36003726 : East Peckham and Golden Green (ward2011)	Tonbridge and Malling	• E36003726 : East Peckham and Golden Green
E36003727 : Hadlow, Mereworth and West Peckham (ward2011)	Tonbridge and Malling	• E36003727 : Hadlow, Mereworth and West Peckham

At the bottom of the search results, there is a link that says "Tell us what you think...".

The Windows taskbar at the bottom shows the search bar with the text "Type here to search", several application icons (including Chrome, Word, Excel, PowerPoint), and the system clock displaying "13:14 07/12/2020".

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nomisweb.co.uk/reports/lmp/ward2011/1140858263/report.aspx?town=peckham

You are here: home > Area profiles > 2011 Ward profile > E36007575 : Peckham

2011 ward profile

Search

You can search for a profile by postcode or place name.

Select from list

Choose a local authority

Southwark

then choose a ward

E36007575 : Peckham

2011 Ward Labour Market Profile E36007575 : Peckham

[Print](#) [PDF](#) [Email report](#)


This summary gives an overview of the labour market within E36007575 : Peckham 2011 ward which is in the Southwark local authority.

All figures are the most recent available.

- ▶ Resident population
- ▶ Labour Supply
- ▶ Out-of-work benefits
- ▶ Definitions and explanations

Use the tools at the bottom of each table to:

- ☐ View time-series figures
- ☒ Compare all wards in the authority
- ☒ Download data (Excel spreadsheet)
- ☒ Query the data in more detail



event.ics

Type here to search

13:13
07/12/2020

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Direct Contact

1. Personal Networking: personal contact with individuals
2. Research Teams: individuals in the launch team trained to network
3. Launch Groups: small groups of local believers and non-believers

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Direct Contact

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- What brought you to this area in the first place?
- Do you like living here?
- What do you find frustrating about living here?
- What are your dreams for you (and your family)?
- What kind of church does this neighbourhood need?
- Would you like to be on a mailing list to receive information about this new church?
- Would you be interested in coming to a launch team meeting about his new church?



Walk the Patch

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1. Print out a map of the geographical area that you're wanting to reach
2. Take notes as you go around the area
3. Meet with one or two allies and get them to give you an understanding of the area
4. Where's the centre? What are the directions of travel?
5. What's the provision of public transport like?
6. Where are the schools?
7. What are the types of housing?
8. What are the sizes of gardens? Are they well looked after?
9. What kinds of cars are people driving? Are they old or new?
10. What kinds of shops are in the street? Where are the supermarkets?
11. What types of things are promoted on fliers?
12. What can you learn from the churches from what's on their noticeboards and the general appearance of their buildings?
13. What recreational facilities do people have in the area?
14. What are the places in which people congregate?
15. What tends to bring people together?



What Do We Do With It?

1. It's going to shape our plan
2. It's going to end up in a presentation
3. It's an integral part of our pitch

Additional Resources

Search “JSNA” and your borough

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