

PLACE

Understanding our Ministry Context

# GROUP EXERCISE

Describe where you live. What's it like?

Now, respond to people's questions about that place.

What are the questions we're asking? Capture those.

Think of a church that is flourishing in your area, who are they appealing to and why is that?

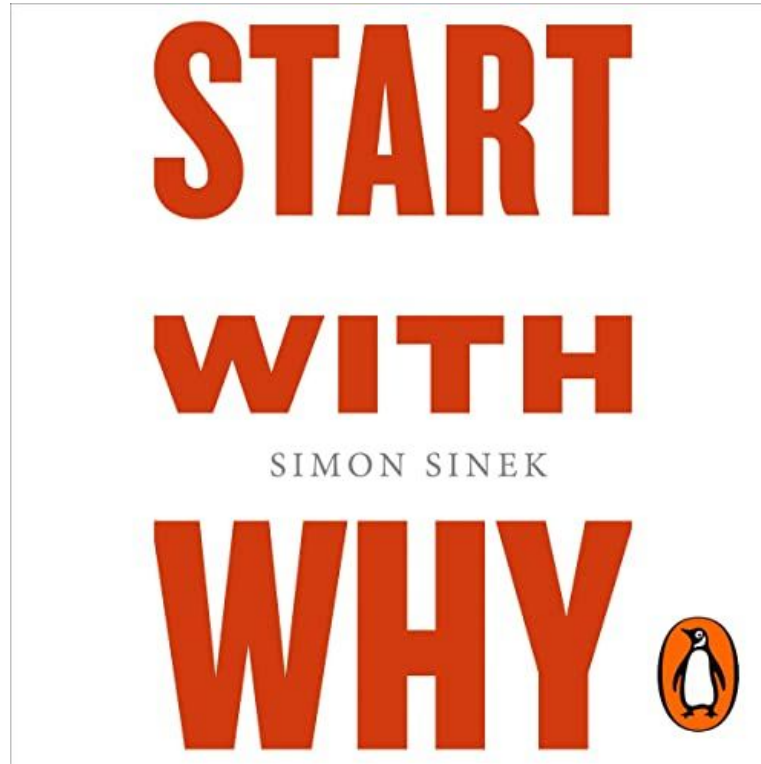
# INTRODUCTION

1. What are we talking about?
2. Why do we need this?
3. How do we do it?

# 1. WHAT ARE WE TALKING ABOUT?

1. Demographically: who's there?
2. Ethnically: where are they from?
3. Geographically: how does it fit in?
4. Historically: what's its story?
5. Ideologically: what does it think?
6. Culturally: how do they do things around there?
7. Economically: what have they got?

## 2. WHY DO WE NEED THIS?



### 3. HOW DO WE DO IT?

1. See with your Eyes
2. Listen with your Ears
3. Feel with your Heart

# SEE WITH YOUR EYES

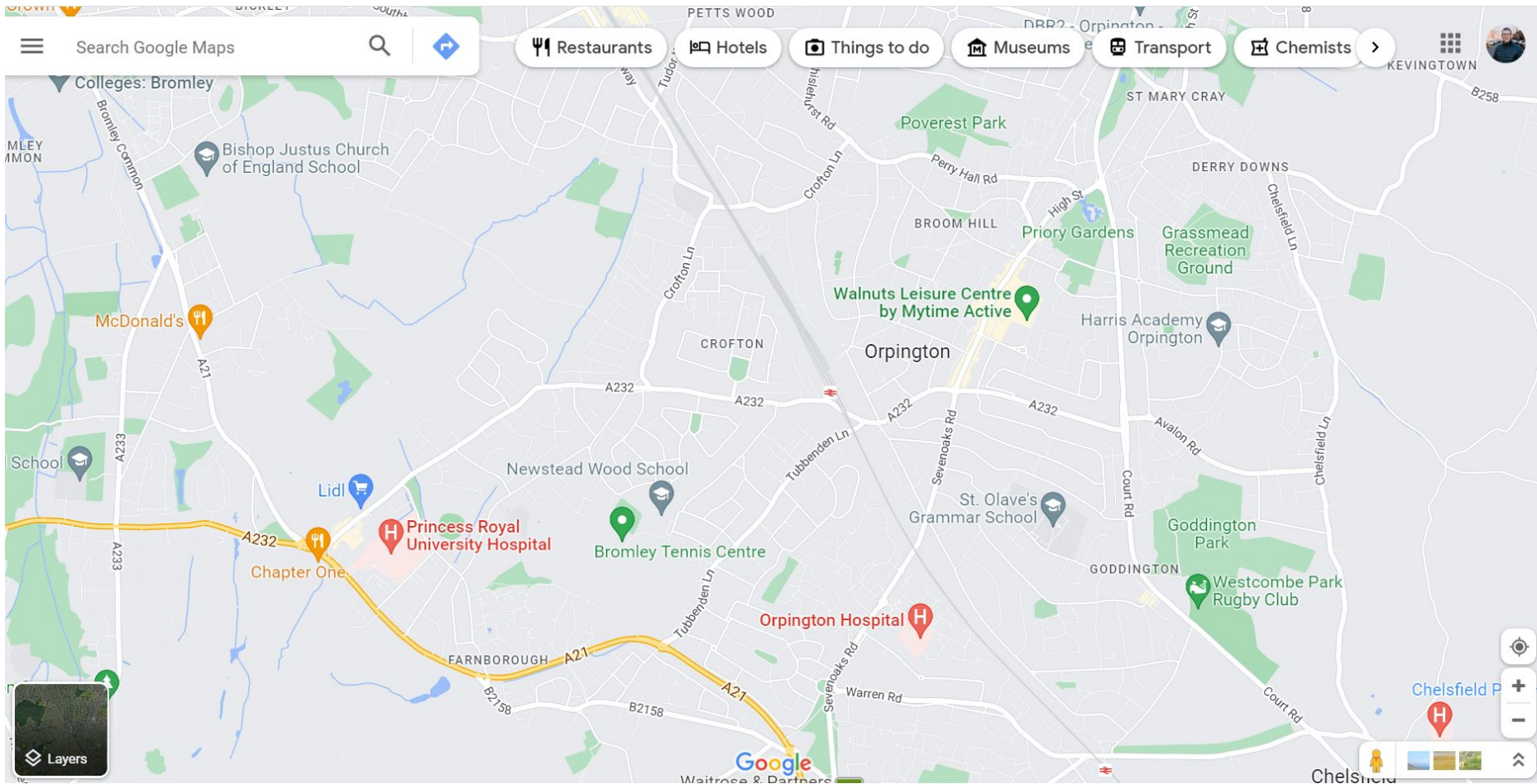
Google maps

NOMIS

Datashine

Council Websites

Estate Agents (monetised geographical data)





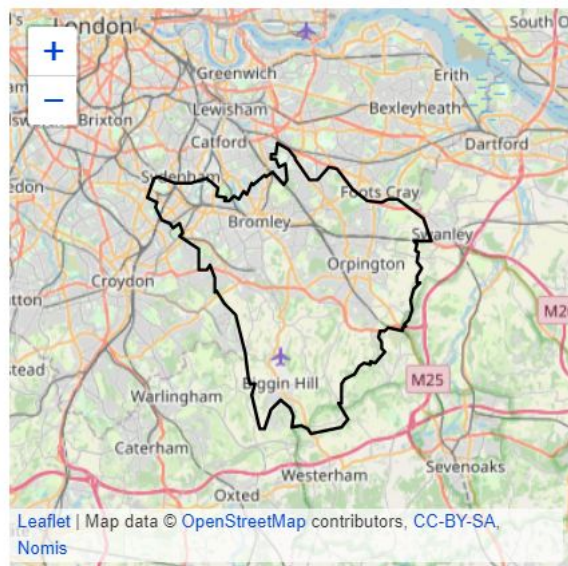
# Bromley Local Authority

## 2021 Census Area Profile

### Summary

This report covers the characteristics of people and households in Bromley Local Authority in London (GSS code E09000006). Figures are sourced from the 2021 census.

Area Profiles allow users to view local statistics across different topics and compare them to national statistics. They currently use local authority level data, and more data and geographies will be added over time.



### Contents

⇒ [Demography](#)

⇒ [Ethnicity, Identity, Language and Religion](#)

The 2011 Census, mapped with context  
Using ONS Quick Statistics data for England & Wales  
Also available for Scotland.

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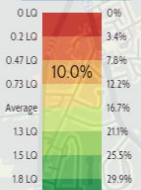
## KEY

### Occupation (Minor Groups)

Professional occupations

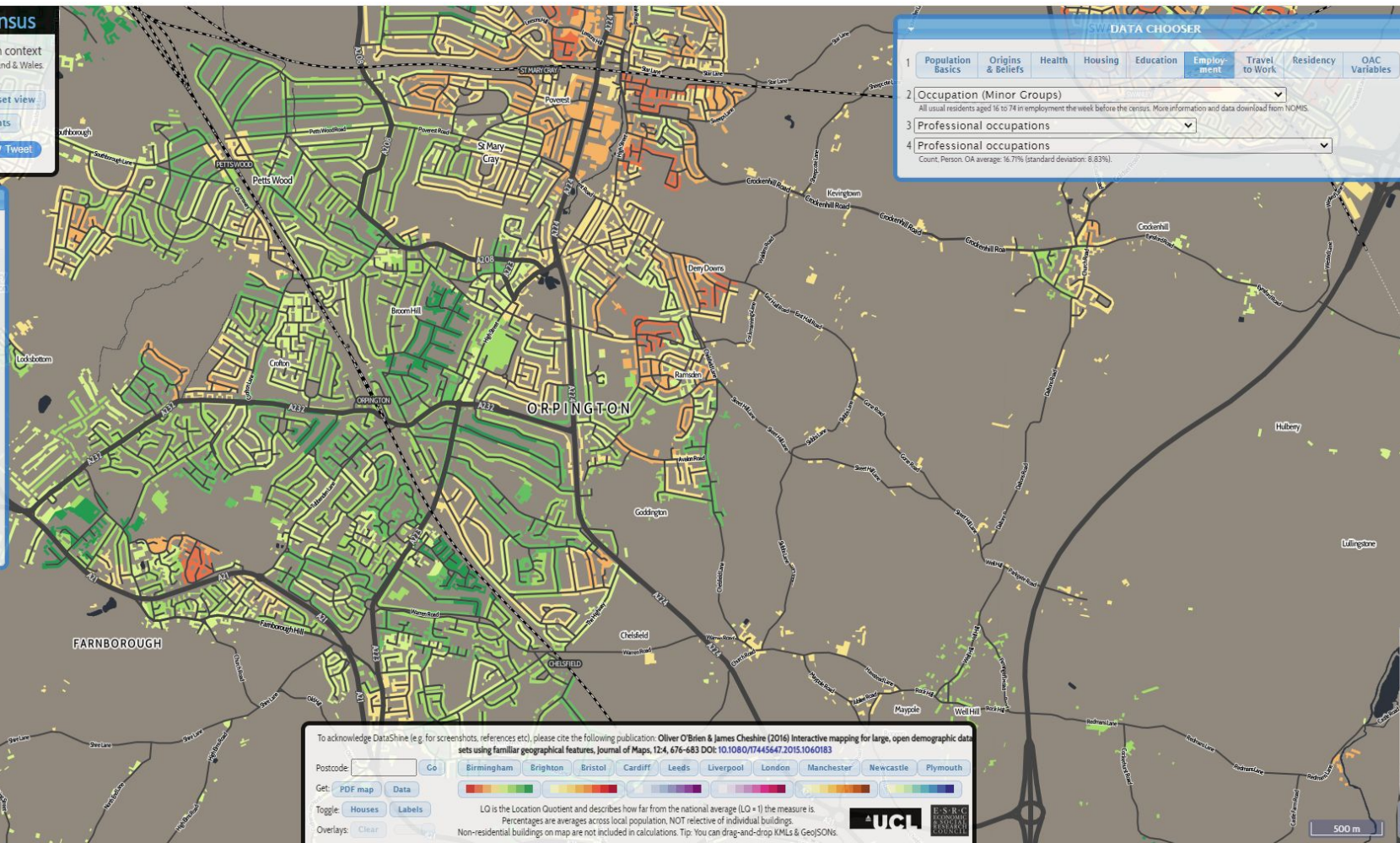
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Offord and Shoreham  
Sevenoaks, South East

Area code: E000430



## DATA CHOOSER

1 [Population Basics](#) [Origins & Beliefs](#) [Health](#) [Housing](#) [Education](#) [Employment](#) [Travel to Work](#) [Residency](#) [OAC Variables](#)

2 **Occupation (Minor Groups)**  
All usual residents aged 16 to 74 in employment the week before the census. More information and data download from NOMS.

3 **Professional occupations**

4 **Professional occupations**  
Count, Person: 16.71% (standard deviation: 8.83%)

To acknowledge DataShine (e.g. for screenshots, references etc), please cite the following publication: Oliver O'Brien & James Cheshire (2016) Interactive mapping for large, open demographic data sets using familiar geographical features, *Journal of Maps*, 124, 676-683 DOI: 10.1080/17445647.2015.1046183

Postcode:  [Go](#)

Get: [PDF map](#) [Data](#)

Toggle: [Houses](#) [Labels](#)

Overlays: [Clear](#)

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[Birmingham](#) [Brighton](#) [Bristol](#) [Cardiff](#) [Leeds](#) [Liverpool](#) [London](#) [Manchester](#) [Newcastle](#) [Plymouth](#)

LQ is the Location Quotient and describes how far from the national average (LQ = 1) the measure is.

Percentages are averages across local population, NOT selective of individual buildings.

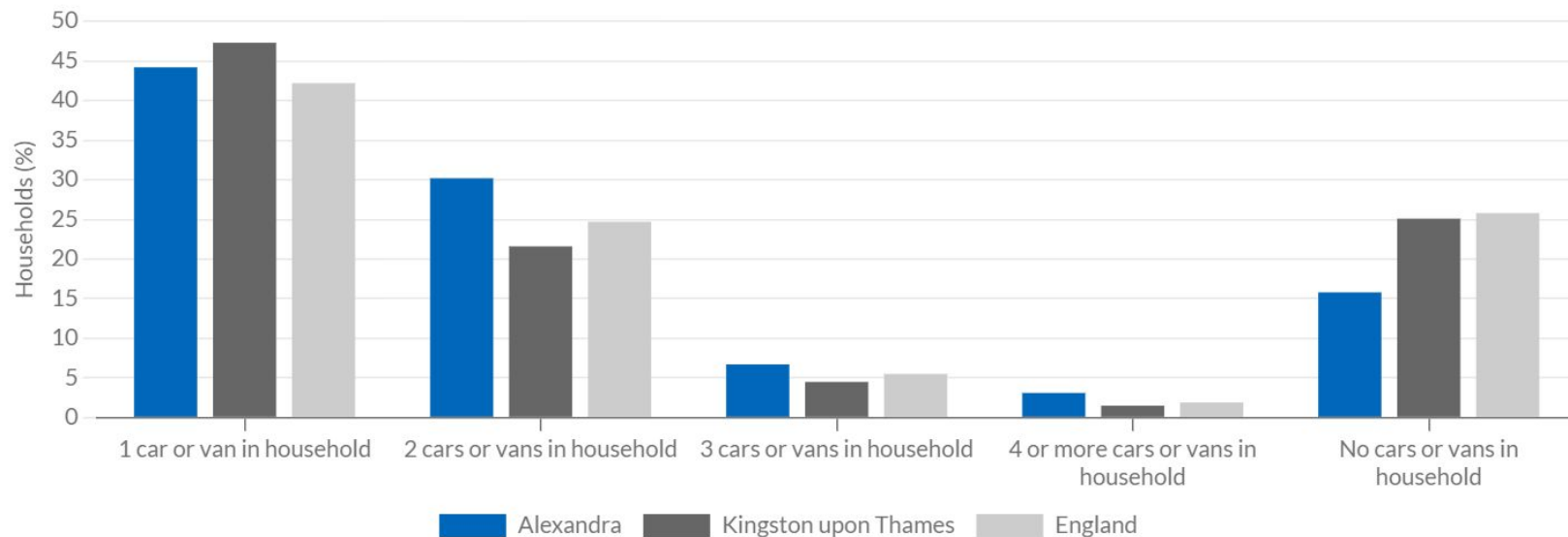
Non-residential buildings on map are not included in calculations. Tip: You can drag-and-drop KMLs & GeoJSONs.



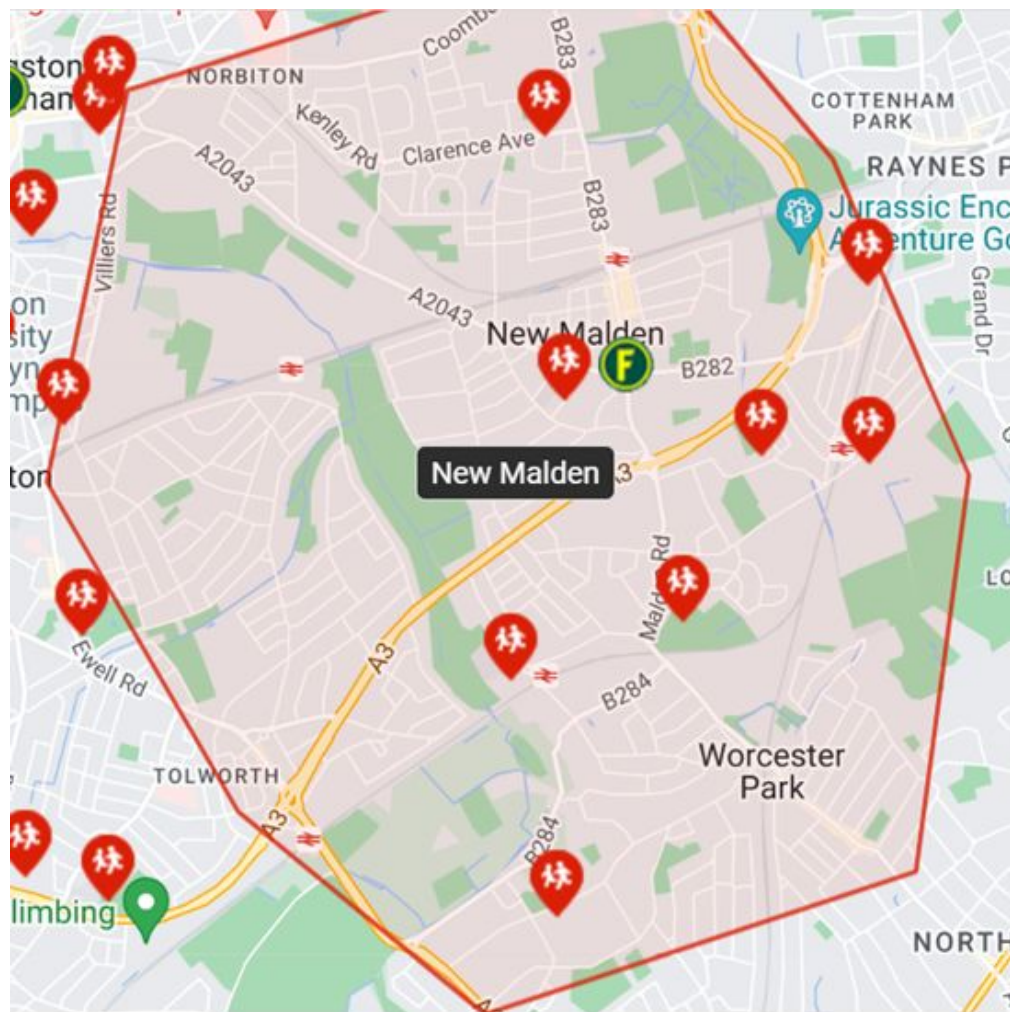
500 m

## Cars or Vans per Household

Cars or vans available to members of households (2011)







# WHAT DO WE DO WITH THIS?

1. It helps choose your pastor
2. It helps craft your pitch
3. It helps create your plan

# 20 QUESTIONS TO UNDERSTAND A MINISTRY FOCUS PEOPLE

1. What are the core values of this group evident in their choices, speech and practices?
2. What are their convictions regarding the supernatural: God, spirits, demons, unseen powers? How do they talk about God? How do they feel about him?
3. What do they fear most? What do they value most: objects, ideals, goals, principles, standards? What are some of their deepest longings and aspirations?
4. What is their understanding of causality, that is, the role of blessings and curses, taboos, charms, prayer, natural laws, personal efficacy, fatalism and the like?
5. What concept of time do they have? Is it linear or cyclical, more task oriented or event oriented? Are they most focussed on the events of the past, the present, or the future?
6. What is the social structure of society? What is the most important social unit: the nuclear family, the extended family, the clan, the nation or the tribe?
7. How is the larger society governed? Who are the key people of influence? What are the primary institutions?
8. How are decisions made? Is individual freedom valued over the wishes of the group, or are personal decisions subordinate to the wishes of the group?
9. What are the forms of socialization? How are the children disciplined and educated? How does society deal with social deviation and reward positive behaviour?
10. What are the means of social control: police, courts, jail, peer pressure, or ostracism?

11. What are the means of transportation and communication? How is information passed on or disseminated? What or who is considered a credible source?
12. What are the key rites of passage (e.g. birth, entering adulthood, marriage, death) and how are they conducted or ritualized? What meanings are associated with them, and what larger role do they play in society?
13. What can you learn from their holy days and festivities?
14. Who are their heroes, past and present?
15. What do popular myths, legends, stories, and metaphors communicate about the culture and worldview?
16. What is their attitude towards social outsiders and people of other faiths?
17. How attached is the younger generation to the traditional way? What segments of the society are more tradition oriented? Which are open to change?
18. How is interpersonal and intergroup conflict resolved?
19. How do people understand and deal with guilt, suffering and death?
20. What are the most offensive sins of the society? What are the highest virtues?