

Creativity and Church Planting

Pre-plant planning

LOOK, LISTEN, LEARN

- Where do people hang out?
- What do people do in evenings/weekends?
- What do people watch?
- Where do people shop?
- What do people call places/areas?
- What are the different cultures?
- How do people speak?
- What do people read?
- Find a community gatekeeper and ask
- Never stop this process - it is ongoing

TAKE NOTE OF THE VISUAL CULTURE OF A PLACE/PEOPLE

- Colours, fonts, logos, images, words, music, heroes, family, sport, clothes

Making creative decisions

- **Think about the visual culture of your church**
- **Branding is important but branding is not everything**
- **Everything you do involves a creative decision**
(question is 'is it purposeful or accidental?')
- **Creative decisions can be theological decisions**
- **'Good' creativity is subjective not objective**
- **Thinking creatively can show love**
 - o How do people feel when they come in?
 - o What are we communicating when people come in?
- **Every community/culture has a 'dress code'**
- **Every church has a 'dress code'**

- How does your dress code speak to the people in your community?
Why does that matter?

- **Every community communicates differently**

Hope Church Case Study

What did we want to say?

- Very Local (Estate)
- Hopeful (bright - friendly)
- Relaxed (dress code, start time)
- Family (Food)
- Who?

What we did

- Church for the people of Vauxhall
with a particular bias towards the u_____ p_____
- **Branding**
 - Colours and fonts
 - Name - HOPE
"Names mean something, they say something about what you are about, they say something about the people who make up the church and they say something to the people in the community. Names can be immediately off-putting or appealing. And names create first impressions and leave lasting impressions. So, although other things matter more, names still matter."
 - Logo
 - Information
 - Everything to stand out but not stick out
- **Advertising** (where? How? What?)
- **Music**

- **Room Layout**
 - What does this say about what is important, what you are doing, who is important, what people are allowed to do or not allowed to do
 - What's on the walls?
- **Lighting**
- **Timings**
- **Refreshments**
- **Lunch**
- **Welcome**
- **Preaching**
 - Illustrations
 - Story-telling
 - Visuals
 - Singing
 - Getting people to respond