



# Our Vision and Plans for the Future

Strengthening the connection between faith, work and the world



After almost 3 years in the development phase, the foundations of After Sunday have been laid. The next stage of construction is ready to begin.

After Sunday has a bold vision that can make a significant contribution to the life of the church and to the way Christians express their faith in their daily life and work.

Our vision has been formed in the North East of England and draws on the spiritual, social and economic heritage of that region and the faithfulness of its people.

Our mission, however, is for the whole church.

After Sunday is responding to an expressed need to enable and encourage Christian disciples to live integrated lives as effective partners in God's kingdom building work.

We aim to resource people in this task, to help them grow in confidence and hopefulness and

to learn from each other.

There is still much to do and to discover as we go forward with this work, seeking always to follow the guiding of the Holy Spirit. After Sunday is now looking for partners who share the vision outlined here and who are willing and enthusiastic to support the realisation of these plans for the future.

# Our background

After Sunday started life in 2005 as a project supported by the Mission Fund of the Diocese of Durham. The aim of After Sunday is to help Christians to strengthen the connection that they make between faith, work and the world.

After Sunday promotes an integrated approach to faith, life and work whilst recognising the challenges posed by a complex and fragmented world.

After Sunday encourages a focus on work as one of the most important and testing contexts in which people need to make stronger connections and respond to the activity of God in the world.

From an After Sunday viewpoint the word 'work' can also embrace any purposeful creative human engagement whether paid, voluntary, caring, housework, unwaged, self-employed, studying, retired etc. This includes most people at whatever stage they are at in their lives.

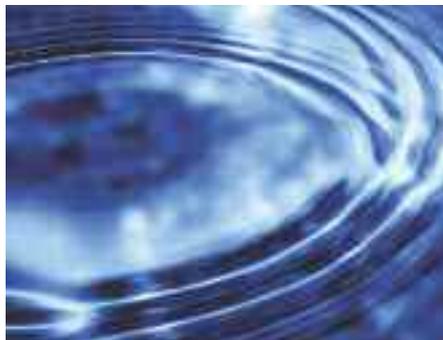
After Sunday encourages a holistic view of church as being a community that gathers together for worship, learning and support, as well as being a community that is dispersed into the world to 'be' the church in service and responding to God's activity and call.

After Sunday is not setting out to be an alternative form of church. Rather After Sunday seeks to act as a bridge and focus for unity in the church. It has been set up to be independent of any particular denomination or institution.

After Sunday is neither particularly conservative nor liberal in its approach. Rather it encourages a radical and direct engagement in the challenging issues of life. In so doing, it encourages people to explore faithful and hopeful responses to God's calling.

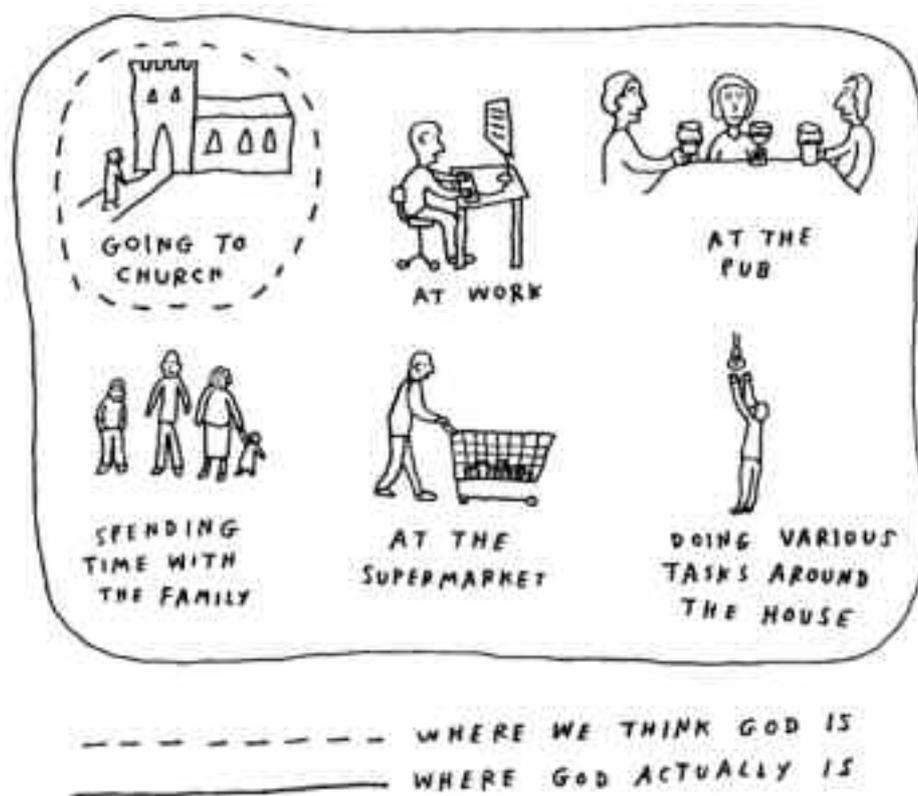
# Our vision

After Sunday's vision is of Christian disciples, who, by integrating their faith with their daily life and work, become more effective partners in God's mission to the world, so enabling their communities to flourish.



To enable this vision, we encourage Christian people:

- To reflect on their encounter with God, Father, Son and Holy Spirit in daily work and life and discover new ways to respond to his call.
- To relate the Good News of the Gospel to the contexts in which they live and work, in ways that seek to liberate and transform.
- To engage with the world and its challenges in ways that point to the hopeful promise of God's kingdom on earth.



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# What are the needs we are addressing?

Although not universal, there are aspects of the current life of the Church that After Sunday is addressing:

We are the Body of Christ, both in our 'gathered' church community and in our dispersed church living. There is a need to raise awareness and support people in living and working as part of the Body of Christ outside their church building. Christians often express a lack of self-confidence in talking about their faith and the

activity of God in their work and in the world. There is a need to build up people's self-confidence in discerning the activity of God in the world and finding their own 'theological' voice. There can be an implicit assumption that some types of work are seen as being more 'spiritual' than others. Church communities need to

affirm the ways that Christian vocations are often expressed in the context of daily work. It can be tempting to see the world as secular, hostile and alien and so the church becomes a means of withdrawing from the world. There is a need to build bridges across the division that can exist between church and everyday life.

# What After Sunday is offering

## 1. Learning and education



### The After Sunday Course

After Sunday offers an integrated series of short modules designed for small group learning. The series builds the understanding to reflect and apply faith in daily life in ways that are integrative and affirming. The series grows confident disciples who are able to make more sense of their faith in the course of daily work and life. Short programmes encourage a personal, group or community response to the issues and ideas that arise.

### There are 4 modules planned at present:

**After Sunday Essentials:** A 6 session introductory programme that explores the ideas at the heart of After Sunday. These include; What kind of God?, signs of the kingdom, being the Church dispersed in the world, what does it mean to have a vocation, how all of life is spiritual. This course would be of interest to those relatively new to Christian faith as well as those in need of new energy.

**Have you seen a Burning Bush?:** A 6 week programme designed to help people explore their vocation in life, consider their strengths and gifts, how they might respond to God's call for all aspects of their life and clarify their mission.

**A Living Faith:** A 6 week programme which introduces people to a process of reflection and learning which can be used on an ongoing basis to explore any issue in the light of scripture, tradition and reason.

**After Sunday: Into Monday:** A 6 week programme which looks at work as a 'sacred' place and addresses the challenges and dilemmas that work poses. Focus on living kingdom values, ethics and transformative change.

### Facilitator Training

The process and materials for each programme are produced in a standardised format. After Sunday offers 'facilitator training,' to people within a particular church / area so they can take ownership and run the programmes independently but with support from After Sunday resources.

## 2. After Sunday Website



### The After Sunday website has four main purposes:

- General awareness and interest-raising of the vision of After Sunday and as a means of connecting to different groups who share similar aims.
- Support those who are using the After Sunday short courses with ideas and resources to encourage and build on their learning.
- Support those who are keen to explore the interaction of faith and daily life through discussion and sharing of ideas and build up an After Sunday Community.
- Support those who are acting as After Sunday Contacts in local congregations with ideas and resources to promote After Sunday.

### The website content includes:

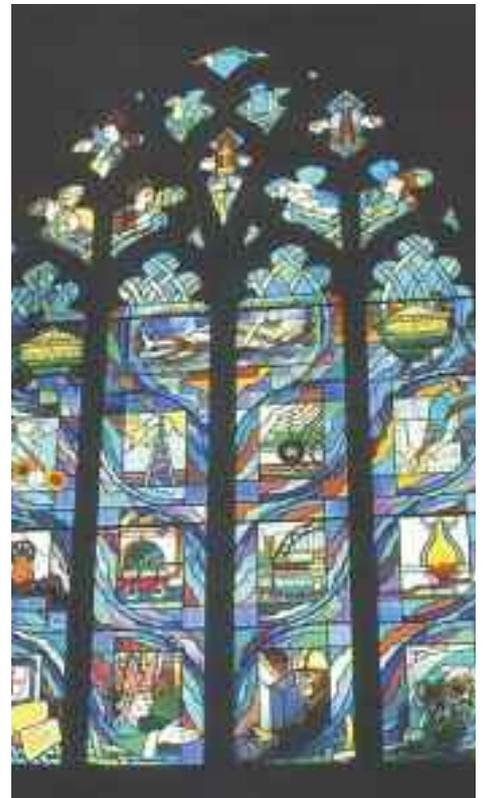
**Resources:** Such as worship materials, books, web links, articles and sermons.

**Learning:** Descriptions of the After Sunday Course modules and materials and ideas and suggestions for further learning materials.

**News and Hot Topics:** Regularly updated description and comment on topical issues in different areas of work and life.

**After Sunday Community:** An interactive discussion and networking forum where people can meet, discuss, share, encourage and support.

## 3. After Sunday Congregation



One of After Sunday's key aims is to support the church as it gathers together to recognise and affirm people as they work out their faith in the world. After Sunday will support churches with ideas and resources to encourage members to 'be' the church in their daily life.

### The After Sunday Contacts

After Sunday aims to support and encourage congregations and Christian communities through a network of After Sunday Contacts. After Sunday Contacts will be resourced with ideas about ways to encourage and promote After Sunday thinking in their own congregations. This will include worship resources, publicity materials and activities to encourage a dispersed church focus, etc..

### After Sunday Worship

After Sunday aims to encourage the sharing and development of worship materials and resources that help to strengthen the connection between liturgy and life and between work and worship.

### The After Sunday Experience

A weekend led by the After Sunday team offering a gathered community a chance to think, reflect and enjoy the After Sunday experience. Ideal for a Parish weekend or special event. The sessions are interactive and engaging as well as thought provoking and affirming.

## Marketing and selling The marketplace

The market for education and learning resources for Christian discipleship is demanding and competitive. There is a wide range of offerings available for small groups e.g. Alpha, Emmaus, CPAS courses, Lent courses etc. There are also a number of courses focused on faith and work and a range of organisations with established offerings in this area e.g. LICC (The London Institute for Contemporary Christianity). So is there a gap in the market that After Sunday can fill?

Our market research so far suggests that there is. We identify three broad areas that seem under-developed.

### Learning style

At the heart of the After Sunday learning approach is the process of reflective learning that begins from the experience of those involved. It is important to help people to find their voice and feel that they can engage at any level of knowledge or experience. We believe there is a gap in the market for this style of learning which can be very engaging, energising and transforming.

### Subject matter

A good deal of learning resources is focused on bible study, spiritual practice and the fundamentals of faith. Our research shows that there is less material focused on areas such as exploration of vocation for everyone, relating faith to work, living the Christian life in the world and discerning God's activity in the world.

We believe the market is less well developed in these areas and this is where After Sunday will focus.

### Integrated approach

Whilst individual and group learning can be helpful, we believe that it needs to be part of a more integrated approach in the way that 'gathered' church communities support their members in their daily lives. An After Sunday approach also needs to be reflected in the worship and prayer life of the church. Churches need to be open to learn from the experience of their members in their daily lives. The process of learning needs to be more clearly two-way. We believe there is a gap in the market for this more integrated approach, which After Sunday offers.

## Benefits of After Sunday

It is important for After Sunday to promote the benefits of its approach. In summary we see the following benefits.

### For Individuals

- People will experience a greater sense of integration in their lives.
- People will grow in confidence to articulate their faith and what it means to them.
- People will feel they are more able to discern the activity of God in the world and join in with this work.

### For the Church

- The church will be seen as more fully engaged with all of life.
- People outside the church will be intrigued to find out more about it and join in, inspired by the lives of its members in the world.
- The church itself will be renewed and refreshed by learning from the encounters of its members with God in their daily life.

### For Society

- Christians will have an ever-bigger impact on the world for good.
- Imaginative ways of thinking will be found to address seemingly difficult problems through a better dialogue between the Gospel and life.
- Communities will flourish as the contribution of a faith perspective on challenging issues is offered.



## Potential users of our products and services

As well as the focus on individual and church communities, After Sunday may also be of interest to a number of other groups, for example:

- Those responsible for ministry formation and theological education.
- Those responsible for discipleship learning and development.
- Those responsible for discerning vocations in the widest sense.
- Those who are engaged in workplace visiting and mission.
- Those who are engaged in community development and social change.

# Targeting our market



For the next 3 years we will continue to focus our development work in the North East of England as well as develop the website for wider reach. We will take opportunities as they

arise to work with those in other regions to explore links and share learning. We need to work with existing provision in churches of all denominations regionally and become collaborative partners with them so that After Sunday is an integral part of their offering and delivery.

We will identify the potential target church communities who might be interested in After Sunday and we will make direct approaches to them.

We will actively recruit a network of local Contacts to represent After Sunday in their local church communities who can promote and support After Sunday. There will be regular contact between the After Sunday core team and local Contacts.

### Promotion

We will seek opportunities to promote the After Sunday 'brand' and vision through press coverage, e.g. National, Diocesan / Regional newspapers, other religious newspapers, local parish newsletters.

# Operations

Core activities for After Sunday

After Sunday operations focus in the following activities:

### 1. Research, design and development of learning materials

This is the core activity of After Sunday and is conducted by the After Sunday team at our office in Darlington.

### 2. Training of After Sunday facilitators

This activity will be carried out by After Sunday staff in hired or church based facilities on a regional basis.

### 3. Delivery of After Sunday learning group sessions

This activity is mainly conducted in local church facilities or homes by After Sunday staff and trained facilitators.

### 4. Administration and development of After Sunday website

Website administration, updating and development are carried by members of the core team.

The management of the website and technical issues are outsourced.

### 5. Publicity and promotion of After Sunday

This activity is carried out by the After Sunday team with support from those with expertise in marketing, publicity and PR. Printing and publication of After Sunday learning materials is mainly outsourced except for small tasks.

# Governance

After Sunday is being established as an incorporated charity.

### The Board of Trustees

The Board of Trustees will meet to provide strategic direction for After Sunday. They will be responsible for ensuring the overall integrity of the organisation and that its operation is consistent with its aims. They will ensure that After Sunday meets its statutory obligations.

Further Trustees will be appointed in due course.

### The Board of Trustees consists of: (at present)



**The Very Reverend Michael Sadgrove**  
The Dean of Durham



**Venerable Geoff Miller**  
Archdeacon of Northumberland



**Professor Edwin Pugh**  
Consultant in Palliative Medicine, North Tees and Hartlepool NHS Trust



**Mr Robert Eden**  
Company Director (Finance director for After Sunday)

# Our team

### Existing After Sunday Team

The After Sunday team currently consists of 2 part time staff.



After Sunday Chief Executive is the Revd Peter Sinclair, who works on an unpaid basis.

The work for After Sunday is part of his self-supported ministry as an ordained priest in the Diocese of Durham.



After Sunday Support Manager is Mrs Sarah McTimoney. She operates on a part time

basis as Company Secretary and Website Administrator.

### Enlarged After Sunday Team

In addition to these two members of staff it is planned to recruit two others.

After Sunday Promotions and Publicity. This would be a part time post to focus on After Sunday publicity and developing a network of local contacts.

After Sunday Learning and Development Manager. This will be a full time role responsible for the design and delivery of course materials and development of local facilitators.

### Wider After Sunday Team

The wider After Sunday team will include the following skills and resources which will be purchased as and when required:

- Website development and support
- Printing / Production of materials
- Marketing / Promotion of After Sunday
- PR and communications



After Sunday is inspired by these words

All of life is part of God's creation. There is no division between sacred and secular, work and worship, religion and politics. Spirituality is not apart from our daily lives, it is our daily life. But it is a life with a cutting edge, not avoiding the pain or fear.

Alan Ecclestone, *Priest and Spiritual Writer*



## Measures

It is difficult to establish hard measures for an activity such as After Sunday. There is still a great deal to learn and discover as we move forward. The following are indications of our aspirations based on our experience to date and assuming we are able to secure the funding and resources that we are aiming for.

### Within four years we would hope that:

#### 'Brand' Recognition

- 40 - 50 % of committed Christians in the North East might recognise the After Sunday brand and what it stands for.
- Nationally, 25% of church leaders would recognise the After Sunday 'brand'.
- 40% of leaders of organisations with similar interests and aims would recognise the After Sunday 'brand'.

#### Website use

- Monthly website hits would have risen to the region of 4000 per month and there would be an active discussion community engaged with the site on a regular basis.

#### After Sunday Contacts in Parishes

- In the North East, 30% of all Christian

communities would have an After Sunday Contact who is actively involved in promoting the After Sunday mission.

- There would be a growing network of Contacts across the country covering most regions and national denominations.

#### After Sunday Course

- At least 1000 people would have participated in all or some of the modules of the After Sunday course.
- At least 50 people would be actively involved as local facilitators delivering the After Sunday Course modules across the North East and beyond.
- At least 10 weekend sessions of The After Sunday Experience would have been delivered.

## Finances

### The business model for After Sunday is based upon the following principles:

- A small Core Team based in an office in the North East of England.
- Annual expenditure will be fairly static and rise only by inflation and need for occasional capital investment.
- The After Sunday approach is replicable and transferable supported initially by the core team. Those adopting After Sunday will bear the costs.
- After Sunday Core Team is funded initially by individual and charitable donations.
- Progressively the After Sunday Core Team will become more self financing and generate income from the sale of products and services.
- The end 2008 estimate for the costs of operation of the Core Team is approx £60,000 per annum.

A summary of annual estimated costs is detailed below.

Estimated proportion of annual expenditure met by income	
2009/2010	0%
2010/2011	5%
2011/2012	10%
2012/2013	15%
2013/2014	20%
2014/2015	25%
2015/2016	30%

Further details of the budget of estimated expenditure is available.



## What's distinctive about us?

After Sunday is about encouraging everyone to 'do theology in context'. This demands very effective ways of learning and so we provide a range of approaches to encourage and build confidence in Christian disciples.

Whilst recognising that others have similar aims, and looking to work in partnership where appropriate, we believe After Sunday is distinctive in a number of respects:

**1** After Sunday's learning methodology is based on well tested adult learning principles which affirms and grows out of the experience of those involved. After Sunday learning is 'light' on delivering content and 'strong' on developing application through discovery and discussion. It develops reflective processing skills that can be transferred into a range of everyday contexts.

**2** After Sunday learning is integrated into the life of the worshipping community. Whilst we are keen to attract the interest of those who are not connected to a local church, we are also concerned to build up and strengthen local worshipping communities so they can support their members as the body of Christ dispersed in the world. After Sunday encourages an outward looking church that is able to interpret the Gospel in the context of everyday life.

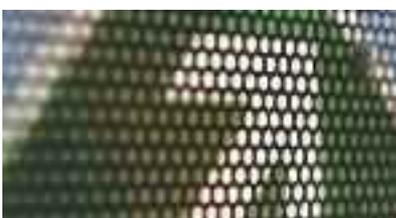
**3** After Sunday is about building up local capacity to encourage individuals and groups to reflect and discover how God might be leading them. The development of effective facilitators is a key outcome of After Sunday.

**4** After Sunday is an integrated approach that relates to the whole of life and enables people to make connections. After Sunday can affect all aspects of church life as well as all aspects of individual Christian living.

**5** The website is a means of ongoing support and encouragement and provides a focal point for the development of After Sunday thinking.

"After Sunday has enabled the Parish of Blackwell to develop Shared Ministry in an innovative way. Our desire to guard against a crude recruitment approach to discipleship development and the nurturing of vocations has been aided by After Sunday. The development of "Have you seen a Burning Bush?" is an example of initiatives that have freed and encouraged people to discover a sense of vocation that relates to the whole of life. We have found that After Sunday enriches the church in both its dispersed and gathered modes."

**Revd Canon John Dobson** Vicar of All Saints Blackwell, Darlington



## Contact Us

If you feel you would like to be involved in supporting After Sunday then please contact Peter Sinclair, Chief Executive of After Sunday on 01325 361572 or by email [admin@aftersunday.org.uk](mailto:admin@aftersunday.org.uk)  
Please visit our website [www.aftersunday.org.uk](http://www.aftersunday.org.uk)



“The primary action of the Church in the world is the action of its members in their daily work”

Leslie Newbigin

## Supporting After Sunday

- Do you share the After Sunday vision?
- Would you like to help it to become a reality?
- Could you become a Supporter of After Sunday.?

At this stage in its development, After Sunday is keen to attract practical and financial support from a wide range of sources.

We welcome support from individuals, churches and charitable bodies who share our aims for the building of God's kingdom on earth.

**If you feel inspired to join in then please contact us today.**

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