

# Investing in Mission and Ministry within New Housing



The Church of England  
Diocese of Ely

## Key Themes



### Diocesan Vision and Mission Priorities

- Be generous and visible people of Jesus Christ.
- Engage with community needs, grow disciples, and deepen commitment through worship and prayer.



### Strategic Focus on New Housing

- Establish **five new worshipping communities** in areas of significant new housing.
- Build **sustainable partnerships** with developers, schools, and local authorities.
- Develop a **leadership pipeline** with New Housing Pioneer Ministers and curates.



### Missional Design Principles

- Flexible models for planting: from existing team ministry, parent church, or independent.
- Emphasis on **contextual engagement**, adaptability, and long-term sustainability.



### Leadership and Personnel

- Appointment of **New Housing Pioneer Ministers** as transformational leaders.
- Ministers must demonstrate spiritual depth, collaborative skills, and resilience.



### Financial and Resource Planning

- Five-year phased investment (~£1.74M) covering personnel, housing, and programme costs.
- Monitoring through KPIs and Balanced Scorecard.



### Partnership Principles

- Attitudes for collaboration: prayerfulness, partnership, politeness, playfulness, presence, pondering.

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## ■ Selection Criteria for New Housing Initiatives

Benefices applying will be scored (1-5) against these criteria:

- Potential size of the final build.
- Evidence of strong local partnerships (including developers).
- Housing occupancy threshold (approx. 100-150 houses occupied).
- Future trajectory (integration with existing ministry team, independence, LEP).
- Investment by existing parish or willingness to hand over responsibility.
- Missional investment already made (activities, relationships, volunteer engagement).
- Plans for ecumenical planting.
- Identification and training of a New Housing Pioneer Minister.
- Support of the Deanery Synod.
- Evidence of adaptability and openness to change.
- Access to missional learning resources (e.g., LyCiG, New Housing Training).

Scoring:

- 1 = No evidence or plans not possible.
- 5 = Strong evidence with credible plans for further development.

