



 DIOCESE OF  
**Bath & Wells**  
Living the story. Telling the story.

**Diocese of Bath & Wells**  
Deanery & Parish Development Adviser

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Photo credit: Brian Castle

Front cover main photo credit: Jason Bryant

# Introduction

## ‘Living and telling the story of Jesus’

**T**hank you for taking the time to find out more about the Diocese of Bath and Wells as part of considering the role of Deanery & Parish Development Adviser.

The vision for the diocese speaks of the story of Jesus: his life, teaching and work, his death and resurrection; the story which is the context of our faith and the content of our message.

The following pages paint a picture of the wonderful region in which we serve and outlines how, as a diocese, we are responding to the call to live out the story. With faithfulness and resilience, we have faced many challenges since the beginning of the pandemic and we are continuing to navigate our way through, building on many strengths and adapting to change.

Our desire for the church is to be a presence in the local community that we serve, understanding its needs and helping the church to grow by showing the relevance

of the Gospel. However, we also recognise that we are a church that is ageing, finding it difficult to connect with families and younger people, and is having to manage the challenges of maintaining buildings, raising finance and finding those who can serve. The recent history of the diocese has encouraged a sense of togetherness and collegiality with an emphasis on ‘no one alone’.

Following a reshaping of our diocesan support services, we are seeking to appoint a Deanery and Parish Development Adviser to join the Deanery and Parish Support Team, offering both core support to parishes in the Bath Archdeaconry area and specialist advice and support to the diocese with regard to mission and ministry in communities in areas of high multiple deprivation.

We hope that the following pages will help you explore whether you might be the right person for this role and diocese.



If you would like to know more about this role or the Diocese of Bath and Wells, please contact Julia Hill, Head of Deanery and Parish Support.

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# Vision and priorities

‘In response to God’s immense love for us we seek to be God’s people living and telling the story of Jesus’.

This vision for the diocese has been founded on three priorities:



- To place mission and evangelism at the heart of everything that we do



- To align our resources towards mission



- To identify, develop and release the gifts of all people

The diocese has sought to implement these three priorities by developing a number of areas of which deanery leadership development, Everyday Faith, chaplaincy and pioneering have proved especially fruitful. Two particular areas have been identified as strategically important for mission planning in the diocese; our Magnificat

Parishes, our most disadvantaged parishes, and our rural communities.

In the current situation where decisions need to be made to ensure financial sustainability, a reshaping of the diocesan support team is taking place. In order to ensure continued alignment of the team’s work to the diocesan strategy, four key threads of work have been identified, building on what has already been done and also connecting to the priorities of the emerging vision for the Church of England:

## Growing Faith

Children and young people engaged on a journey of faith at school, home and church. This echoes the national theme of a church growing younger.

## Everyday Faith

Christians in every community growing as confident disciples, living out their faith and engaging in 5-mark mission in their 24/7 lives. This echoes the national theme of missionary disciples.

## A Carbon Neutral church by 2030

To achieve ‘net zero’ carbon emissions across the diocese by 2030, as agreed by Diocesan Synod.

## Enabling Ministries

This is the programme of work to support the emerging vision for ministry in the diocese reflecting the national priority of becoming a mixed ecology church. As part of this, the diocese will offer increased capacity for parish support and development over the next few years.

The 2020 Deployment Report outlined a vision for ministry in the diocese based around a focal ministry model. This has introduced new language and ‘Enabling Ministries’ is a framework for beginning to implement that vision in an open-ended way. Over the next few years, deaneries and parishes will be encouraged and supported to explore new patterns of ministry, encouraging vocations to local leadership (focal ministry), as well as community-facing mission and ministry.

# Who are we seeking?

## Key purpose of the post

To support and advise parishes and deaneries, especially (but not exclusively) through periods of change.

To deliver accompanied parish development across the diocese (as part of a team).

To provide dedicated support to the Bath Archdeaconry in particular, acting as their Deanery and Parish Development Adviser.

To be a specialist adviser to the diocese with regard to mission and ministry in communities experiencing deprivation and disadvantage.

## Deanery and Parish Support and Development responsibilities

Accompany benefices in discernment of vision and mission, especially through periods of change.

Work with the archdeacons to support benefices in vacancy as they discern their vision for the future.

Provide particular support to Bath Archdeaconry and specific benefices in response to requests from the benefice or referrals from the archdeacon.

With the other deanery and parish development advisers, deliver the accompanied parish development process.

Ensure a range of suitable resources are available to parishes and deaneries.

Ensure parishes with specific needs, including those in the vacancy process, are being supported effectively, referring them to the other members of the diocesan support services team or other sources of support as necessary.

Act as deanery accompanier to a specific deanery.

## Magnificat parishes

In the Diocese of Bath and Wells the national idea of 'Urban Priority Parishes' is too narrow to cover our most deprived communities so we use the term Magnificat Parishes. They are communities that struggle, but also have unique gifts and insights.

(See page 18)

## Magnificat specialism

Be the diocesan support services link for the Magnificat Parishes Group. Advocate for the needs of Magnificat parishes and similar communities within the diocese.

Ensure the diocese develops and supports forms of mission, ministry and parish development that are appropriate and accessible to Magnificat parishes and similar contexts.

Ensure that the learning from mission and ministry in these contexts is fed into the life of the diocese, to the benefit of all.

Provide advice and expertise to the diocese in your specialist area. Keep up to date with current thinking and represent the diocese in relevant networks and forums, in agreement with the Head of Deanery and Parish Support.

# Where you will be working

**T**he diocese covers two unitary authorities, Bath & North East Somerset and North Somerset, and Somerset County Council in the south. It broadly encompasses the historic county of Somerset, extending to include a small part of the county of Dorset.

The post of Deanery and Parish Development Adviser (Magnificat Specialist) will do core advice work principally in the Bath Archdeaconry, which broadly encompasses the areas of Bath and North East Somerset and North Somerset. Specialist Magnificat work will be done across the diocese, alongside the Deanery and Parish Development Advisers who are based in the Wells and Taunton Archdeaconries.

Although two thirds of Somerset is rural, more than half the population live in urban areas. Between them, Bath, Weston-super-Mare, Taunton, Bridgwater and Yeovil account for nearly a third of the population.

Most of those living in urban areas reside in conurbations of 10,000 or more and most of the housing development in Somerset is being planned around these urban centres. The local population will become increasingly urban, yet there are more than 500 settlements across the county, many of them small and rural which account for 43% of the population.

## Employment

The largest employment sectors in Somerset are retail, manufacturing, tourism, and health and social care. The NHS is Somerset's largest employer with more than 18,000 employees. There are major hospitals in Bath, Taunton, Weston-super-Mare and Yeovil. Farming is important and a significant employer across the diocese, although employing fewer people than in the past.

There are good employment levels, but there are also pockets of severe deprivation in some urban areas. Rural poverty is, by its nature, less concentrated. Access to cars is higher than the national average. There are however in most villages a significant number of people on low incomes who, because of reduced public transport, have restricted access to shops, health facilities, employment, and educational and leisure facilities.



Coast near Porlock

Photo credit:  
Mike Haslam





Bath

### Leisure and tourism

The region’s main assets are its attractive rural countryside and coastline, together with a wide distribution of attractions and heritage sites. In total there are more than 60 miles of coast. Somerset contains two thirds of Exmoor National Park, three Areas of Natural Beauty (the Quantocks, Mendips and Blackdown Hills) and a small part of a fourth AONB (Cranbourne Chase and West Wiltshire Downs). Other distinctive



landscape areas are the Brendon Hills and the internationally important Somerset Levels and Moors.

There are some 184 visitor attractions, such as the world-renowned Cheddar Gorge and Caves. Before the pandemic around 30 of the county’s larger attractions received more than 50,000 visitors per year. The area is also strong on events, ranging from the country’s biggest music festival at Glastonbury and Europe’s largest illuminated carnival procession in Bridgwater.



Glastonbury Festival

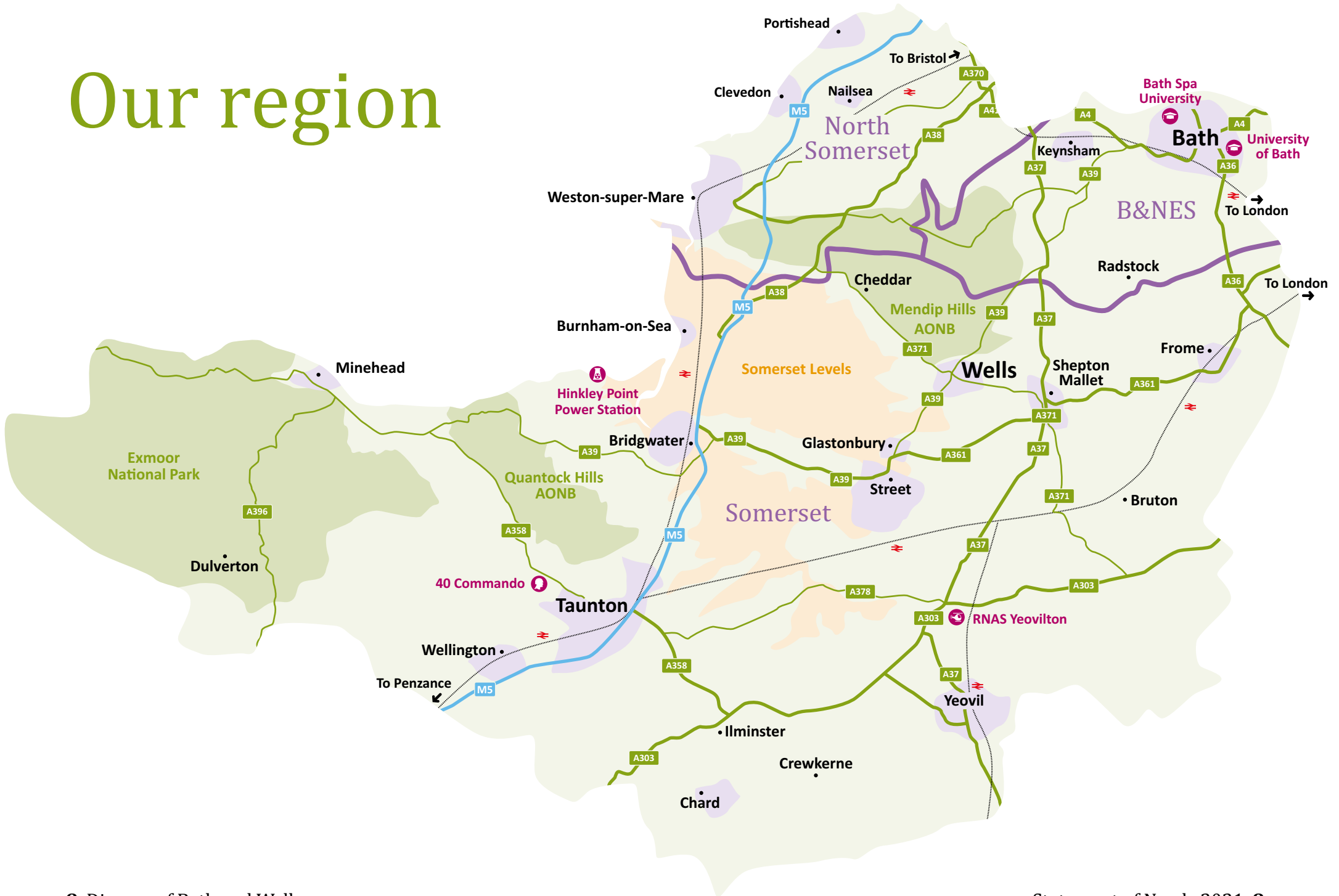
### Ethnicity and religion

The region has significantly lower rates of ethnic diversity and international immigration than England as a whole, although these numbers are slowly rising.



In the 2011 census, 64% of people put their religion as Christian, which is significantly higher than the national average, but was a drop of 11% from the previous decade. During the last 10 years the number of people who specified ‘no religion’ has doubled to 250,000. Other religious groupings are small. At 3,500 the Muslim population is the next highest, followed by Buddhists and Pagans. There are mosques and Islamic cultural centres in Bath, Taunton, Weston-super-Mare and Yeovil.

# Our region







### Population growth



### New dwellings

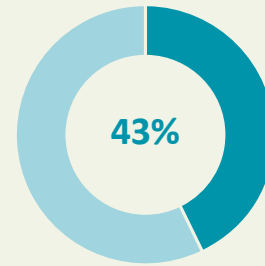
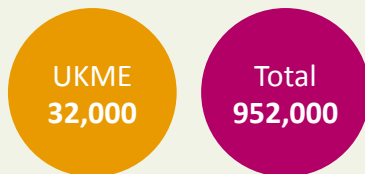
15 year projections for new dwellings July 2021



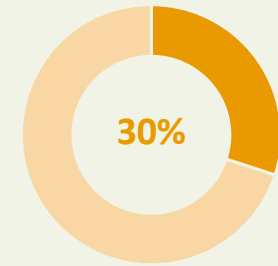
### Age breakdown



### Ethnic breakdown



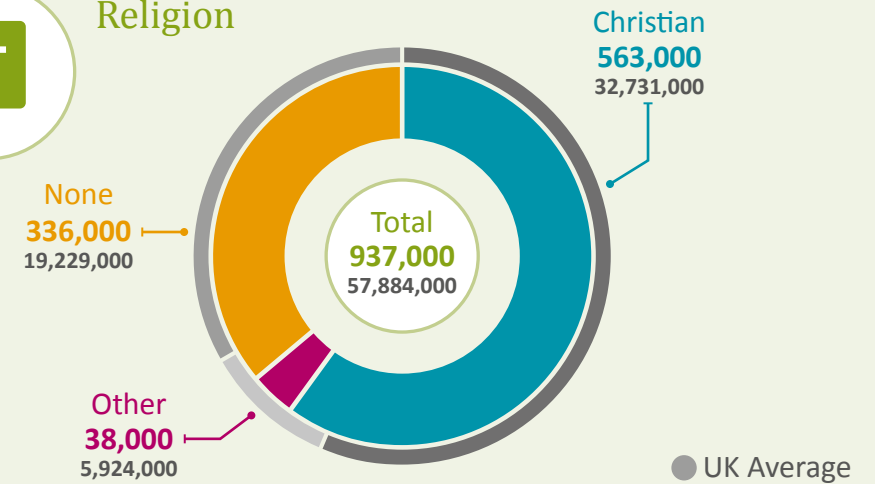
500 small rural settlements account for 43% of population



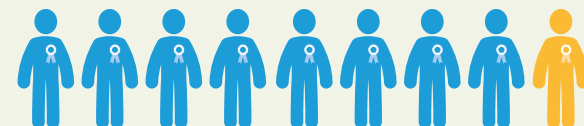
30% of population live in 5 urban areas



### Religion



### MPs



# Where you will be working

## North Somerset

North Somerset is a largely rural area south-west of the city of Bristol. It is one of the fastest growing parts of the West of England with significant new housing developments outside Weston-super-Mare and Portishead, with more planned over the next twenty years. With a coastline along the River Severn estuary, North Somerset is a tourist destination and attracts people retiring to the area. Its population is projected to age quicker than the other West of England areas.

North Somerset is not a deprived area overall, but it has one of the most extreme gaps between the most and least deprived in the country. Economic and administrative activity is focused on Weston-super-Mare and the majority of voluntary and community sector organisations are also located there.



Population  
**213,919**

**23%**  
of diocesan  
population



### Age breakdown

Under 18  
**43,820**

18-29  
**23,652**

30-54  
**70,640**

55-70  
**40,665**

71+  
**36,797**



### Population diversity

Total  
**213,000**

UKME  
**8,000**



### New dwellings

15 year  
projections for  
new dwellings  
July 2021

**17,500**

# Where you will be working

## Bath and North East Somerset

Bath and North East Somerset (B&NES) - is a unitary authority with the historic city of Bath at its core. Bath is a cultural heritage centre and is wealthy, but south Bath is largely sprawling social housing estates with high levels of deprivation. Many of the north east Somerset towns historically depended on mining industries. Though the last of the mines closed in the 1970s, some of the smaller towns and villages still struggle with high unemployment and low paid jobs.

Bath and North-East Somerset is home to two universities, the University of Bath and Bath Spa University. Between them, they have over 20,000 students and employ over 5,600 staff, making higher education the largest employment sector in the local authority area.

Overall B&NES is not a deprived area, but there are some pockets of persistent relative deprivation which are extreme when seen against the wealth of much of the area. The proportion of older people is increasing, whilst the proportion of children is unusually low.



Population  
**193,282**

**21%**  
of diocesan  
population



### Age breakdown

Under 18  
**36,675**

18-29  
**44,243**

30-54  
**58,339**

55-70  
**31,241**

71+  
**25,859**



### Population diversity

Total  
**187,000**

UKME  
**8,000**



### New dwellings

15 year  
projections for  
new dwellings  
July 2021

**2,500**

# Where you will be working

## Somerset council area

The Somerset County Council area currently includes the councils of Somerset West, Taunton, South Somerset, Mendip and Sedgemoor. In July 2021 the decision was made to replace these councils with a single unitary council in April 2023.

The county of Somerset is largely rural, with the major population centres being Taunton, Bridgwater and Yeovil. The expansion of the nuclear power station at Hinkley Point near Bridgwater, with the construction of Hinkley C, is having a significant impact on the surrounding area in relation to housing, traffic and social issues.

Nearly 50% of Somerset's population live in a rural area, making it one of the ten most rural local authority areas in England. Over the five years to June 2019 the population rose by an average of 4,000 per year. Almost one in four of the residents of the county are over the age of 65.

In the year to June 2019, 3,548 more people moved to Somerset from elsewhere in the UK than left the county, but there was a net outflow of 902 for those of university age (18-20). Child poverty levels are around 25% and in 2019-20 the figure for Bridgwater and West Somerset was 33%.



Population  
**560,631**

**61%**  
of diocesan  
population



### Age breakdown

Under 18  
**111,293**

18-29  
**62,945**

30-54  
**175,291**

55-70  
**116,959**

71+  
**97,363**



### Population diversity

Total  
**552,000**

UKME  
**17,000**



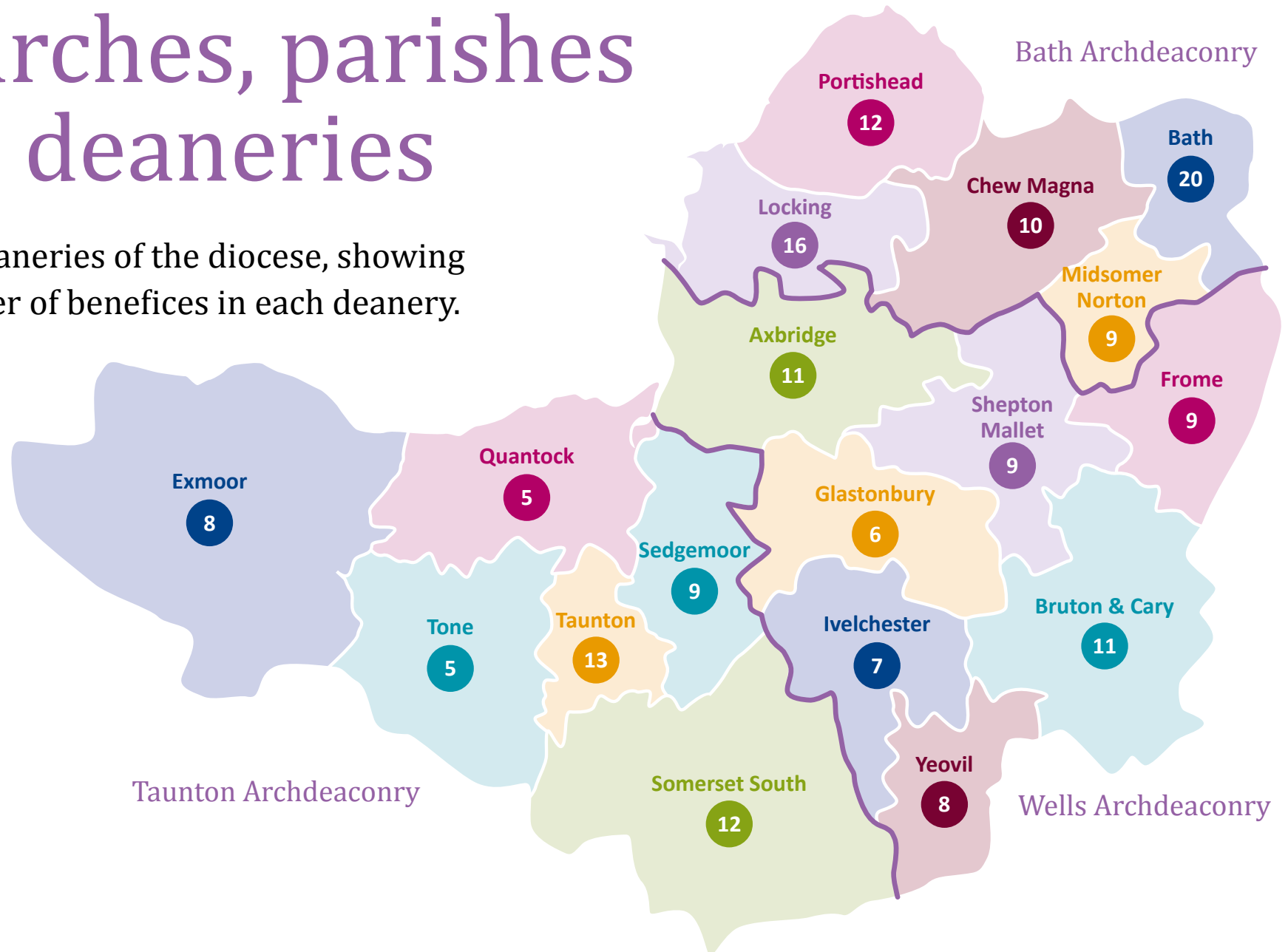
### New dwellings

15 year  
projections for  
new dwellings  
July 2021

**14,500**

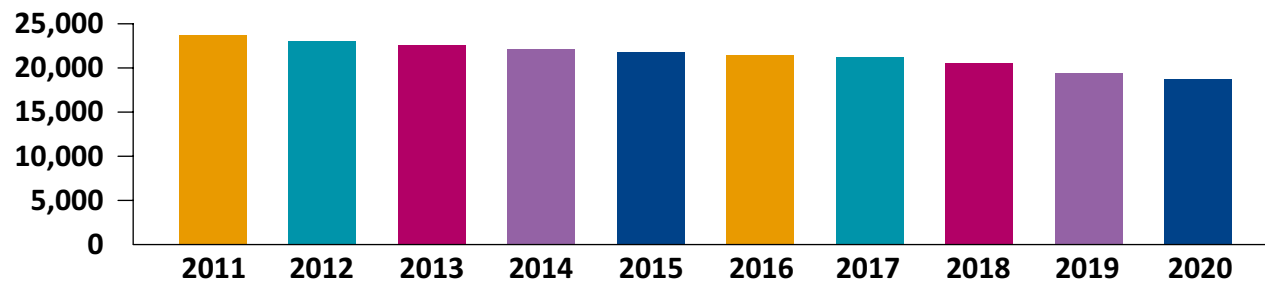
# Churches, parishes and deaneries

The 18 deaneries of the diocese, showing the number of benefices in each deanery.



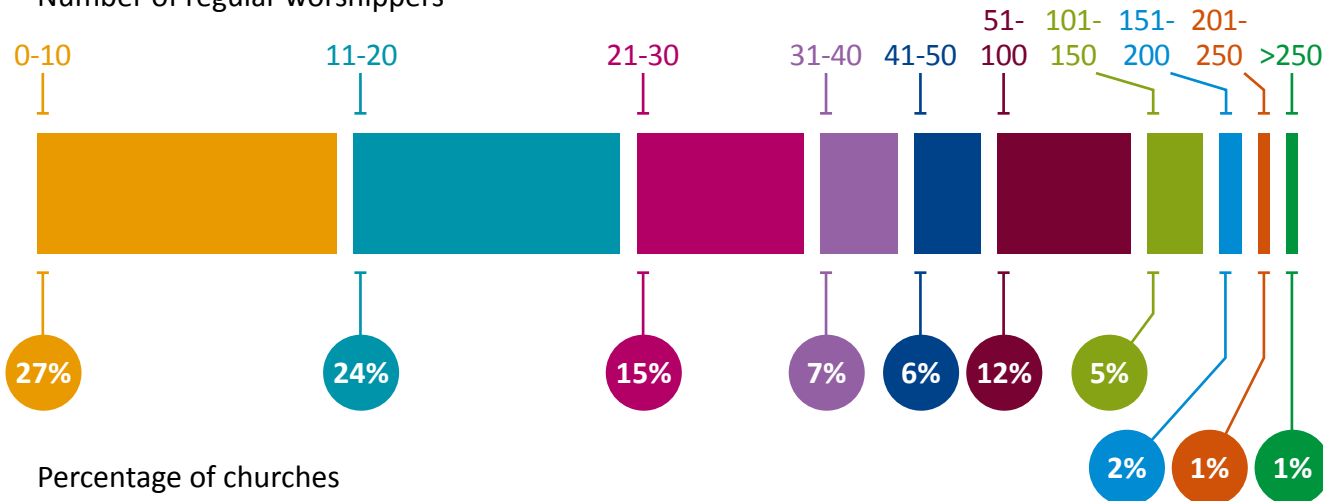
# Churches and parishes in numbers

Membership figures for all parishes



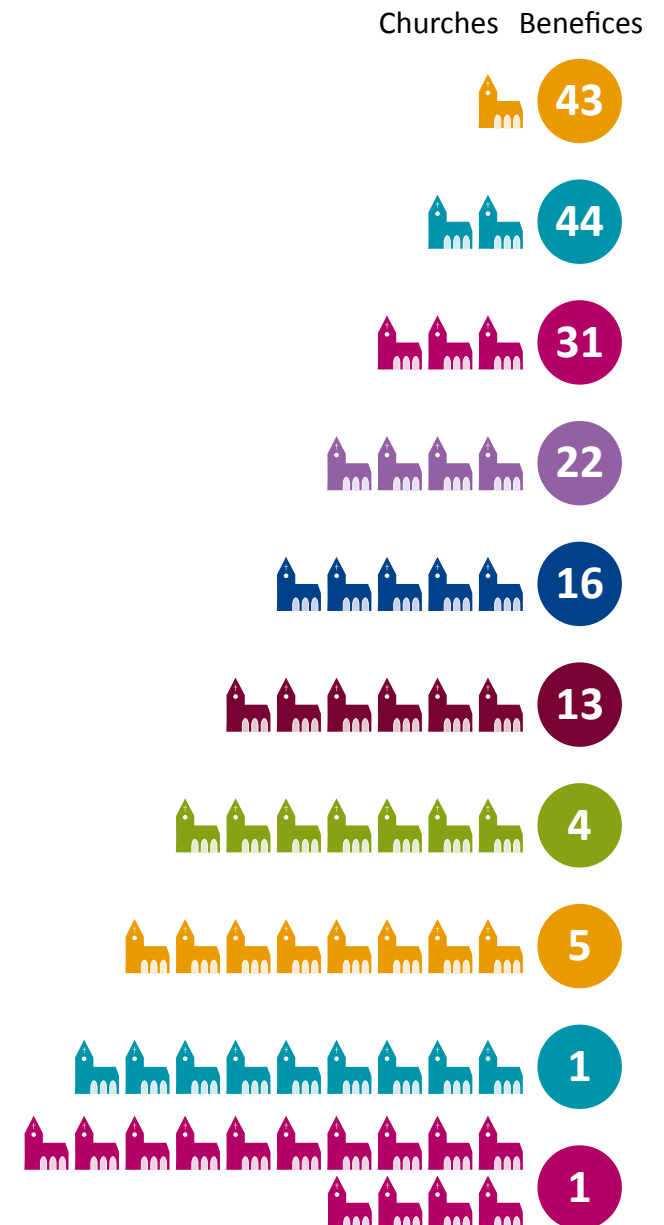
Parish regular worshippers

Number of regular worshippers



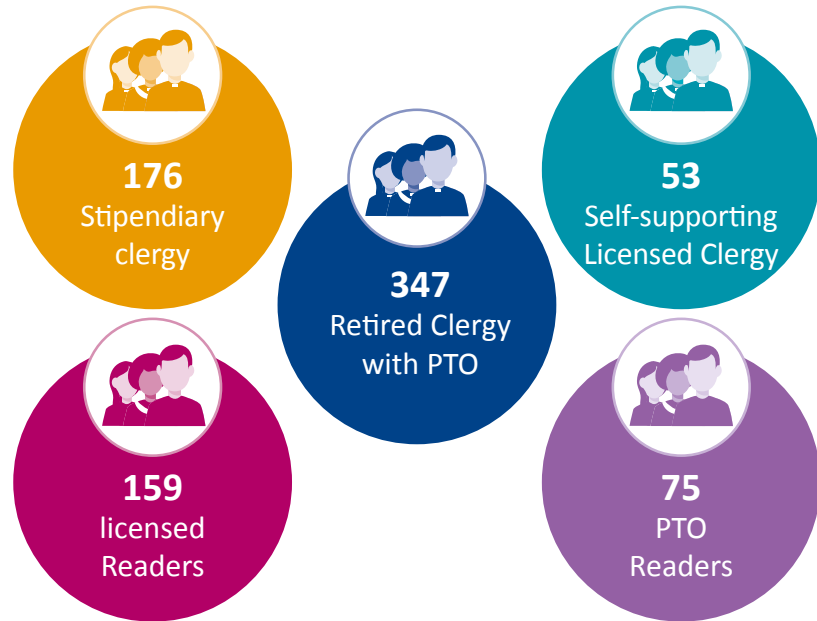
Percentage of churches

Churches in each benefice

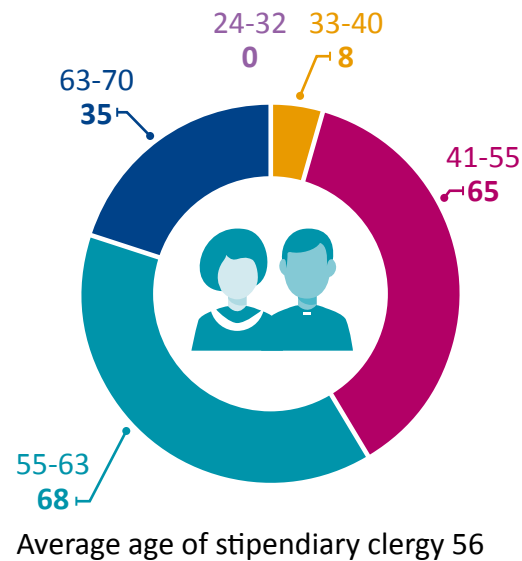


# Churches and parishes in numbers

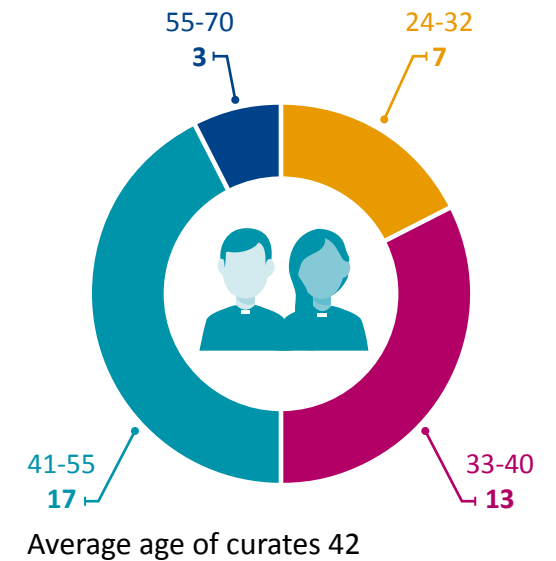
## Clergy and Readers



## Age of stipendiary clergy (excluding curates)



## Age of Curates



## Church officers



# Mission and ministry in the Diocese of Bath and Wells



The whole community came together for St John's Wellington's Angels of Hope project.



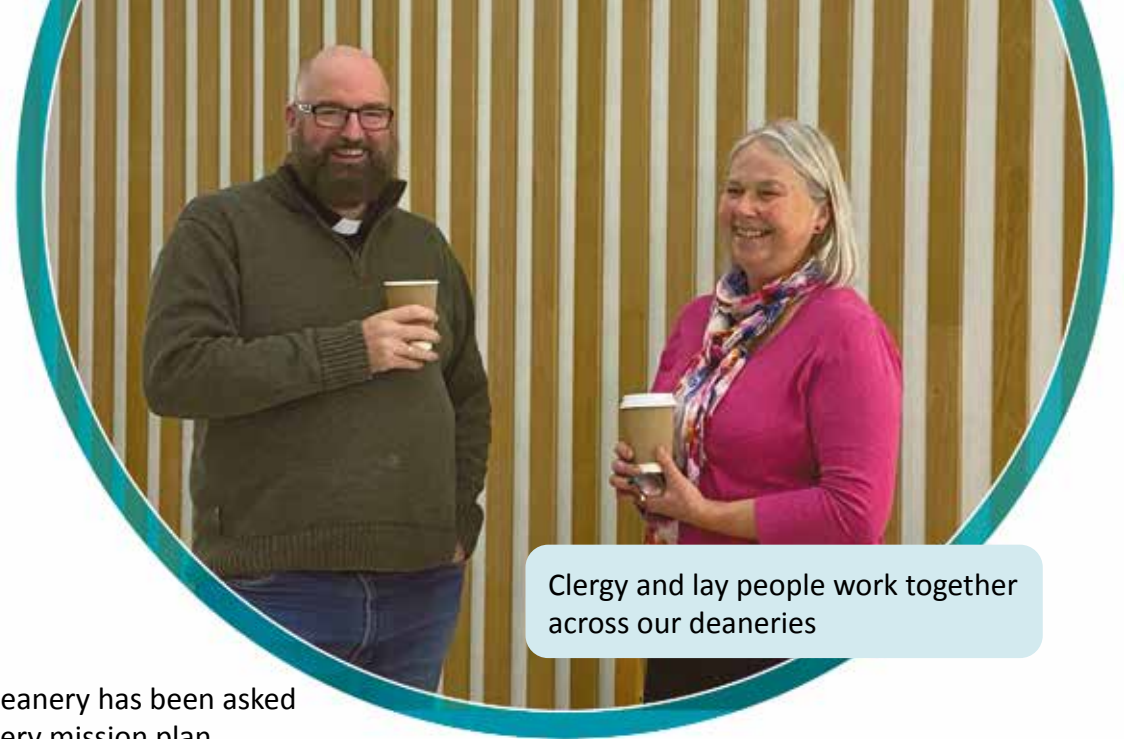
# Mission and ministry Deaneries

Over the last seven years the deanery has been developed in terms of its relevance within the diocese. This is why an important feature of this post is to provide support to deaneries as well as to parishes.

Alongside your general support to deaneries, you will be accompanying one deanery in the Bath Archdeaconry, to provide a point of contact (and reality check!) between the deanery and support services. Rather than being just a means of dealing with synodical activity, the alignment of the lay and ordained leadership has meant that the deanery has gained a greater cohesion across the geographic area.

Since 2017 each deanery has been asked to develop a deanery mission plan. Emerging locally, they are intended to identify strategic opportunities for mission development in the deanery. Working in this way has begun to re-energise the life of some deaneries and put mission on the agenda for Deanery Mission and Pastoral Groups.

Area Deans and Lay Deans meet as a group with the Bishops' Staff three times a year and this creates a wider leadership team for the diocese, with Archdeacons and Area and Lay Deans meeting more frequently as a consequence of Covid. An increasing amount falls on deanery leadership and there are serious questions to be faced around capacity.



Clergy and lay people work together across our deaneries

# Mission and ministry

## Magnificat Parishes



During Covid, Rose Cottage Hub, Bath, helped coordinate supplies to hungry households.

**O**ur Magnificat Parishes are the 24 most disadvantaged in the diocese. The term refers to rural, urban, town centre and coastal parishes which don't fit into the more common 'urban priority areas'.

Magnificat Parishes, which make up around 16 per cent of the diocesan population, have been prioritised for additional resources. They are either a parish which is in the bottom 15 per cent nationally of the Index of Multiple Deprivation (IMD) or a parish which has some areas that fall into the bottom 10 per cent of the IMD. Around 60 per cent of them are within five miles of the North Somerset/Somerset coast.

In 2019, the Diocesan Synod reaffirmed that Magnificat Parishes are a priority. Within that commitment there was a clear affirmation of the Gospel imperative to the poor and an acknowledgement of previous failures to fully understand their context with a desire to include them in the common life of the diocese. With an ongoing commitment to prioritise resources to equip and enable mission, service and ministry, work is being focused on the design of programmes and pathways for training, calling, lay ministry, leadership development and discipleship development.

This post of Deanery and Parish Development Adviser (Magnificat) is key to ensuring that the ongoing commitment to Magnificat communities is lived out in reality and resourcing.



St Andrew's, Bournville was active in lockdown, but managed to gather together person on Palm Sunday.



# Diocesan organisation

This is an exciting time to be joining the diocese. We have just been through a restructure, with the inevitable disruption involved for everyone, but are now at a point of looking forward into the future and ensuring that we offer relevant and excellent support to parishes and deaneries.

You would be joining a strong and imaginative team that is used to working in flexible ways, according to the skills of team members. This post is located in the Deanery and Parish Support Team but will also have close working with parallel colleagues working in the Bath Archdeaconry.

Diocesan Support Services have recently been restructured into three areas:

- Education and Faith Development
- Mission Support and Ministry Development
- Finance and Operations, HR, Secretariat, Safeguarding and Communications

There is a move to a more archdeaconry focused way of working in order to offer local support, with each archdeaconry having a:

- Deanery and Parish Development Adviser
- School Effectiveness Adviser
- Growing Faith and Everyday Faith Adviser

## How we work

The Diocesan Office is in Wells but we are consciously moving to a more localised way of working so that strong relationships can be built and travel reduced, in line with our recognition of the climate and ecological emergency that our world faces.

You will be based principally in the Bath Archdeaconry.



## Diocesan offices

Moved to Flourish House, Wells in March 2020.

