

# **Leeds Methodist Mission – our vision, mission and values**

## **Our vision**

“Leeds is a city of hopeful expectation, where God is seen and known in different ways”

## **Our mission**

“Serving the community – to bring hope”

## **Audience – *the community we are there to support***

Vulnerable in our society  
People who want to talk  
Children and their families visiting the Courts  
Christians and non-Christians seeking a sacred space in the city centre  
Regular café users  
People who just need to use the toilet  
Methodism in the district  
Ecumenical partners  
Charities and public/private sector organisations in and around Leeds

## **Market – *who else provides a similar service***

Other city centre churches  
Local suburban churches  
Third sector projects  
Other support groups

## **Core insight – *human truths that open the door for us***

People need to explore who they are in their community and where they belong

People come to seek answers – even though they may not know the question

People come with practical issues and problems. As they talk and tell their stories, questions arise about how they fit into the world, where they belong and what is the point. This is an opportunity to talk about spirituality and demonstrate God’s living presence.

## **Attributes – *the key features of our service that underpin our promise***

Accessible city centre location – clean, tidy, comfortable environment  
Open when people need us – flexible  
Dedicated full-time Deacon – supported by committed volunteers  
Work in partnership with others – ecumenical friends and secular support groups  
Part of wider Methodism – prayed for, supported financially, held in high esteem  
Proud heritage – over 175 years being at the centre of Christian mission in Leeds  
Christian beating heart – an active worshipping congregation

**Benefits** – *the key motivations for using our services*

People who engage with us will leave in a ‘better place’ ...  
They will be better informed about practical matters  
They will take inspiration  
They will feel reinvigorated  
They will be supported spiritually  
They will have peace of mind

**Values** – *our fundamental guiding principles and beliefs*

We care about every individual  
We call people by their name  
We are generous with our time and resources  
We are hospitable and always give a warm welcome  
We don't turn people away who are in need  
Our Christian ethos, beliefs and values shine through – we don't hide who we are

**Personality** – *characteristics and behaviours we consistently demonstrate*

Patient  
Generous  
Flexible  
Approachable  
Optimistic  
Honest  
Caring  
Loving

**Promise** – *summary of what makes our service unique*

We provide a safe space where people can tell their stories and we will listen.

**Essence** – *our core purpose and the reason why we exist*

Serving the community – to bring hope.

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NB - other options we drafted:

We serve the community – to bring hope

Serving the community  
Working in partnership  
Bringing hope  
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## **Additional 'Commercial' Considerations**

There were several areas where we identified additional elements of our vision, mission and values related specifically to our 'commercial' use of the Oxford Place building...

### **Audience** – *the community we are there to support*

Existing tenants & potential tenants  
Charities and Non Profit Organisations (NPOs)  
Public and private sector operations in and around Leeds

### **Market** – *who else provides a similar service*

Other city centre conference spaces  
Other mid-low level office spaces  
Wide range of city centre cafes  
Charity drop-in type centres

### **Attributes** – *the key features of our service that underpin our promise*

Accessible city centre location – clean, tidy, comfortable environment  
Value for money conferencing service – with all-inclusive costs (heat/light etc.)  
Welcoming staffed reception  
Clean and tidy communal areas  
Good accessibility for travel  
Flexibility over requirements (size, space, opening hours, tenancy length etc.)  
Social responsible catering facilities  
120+ person conference auditorium with AV equipment  
Smaller rooms for up to 20 people

### **Benefits** – *the key motivations for using our services*

Value for money  
Tenants form part of a community of 'shared spaces' – supporting each other  
Socially responsibility with positive link to corporate CSR goals  
Opportunity to engage around broader and connected issues

### **Personality** – *characteristics and behaviours we consistently demonstrate*

Professional  
Honest – don't 'hide who we are' within the building