

PRESS KIT



MISSION CITY
LONDON

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ABOUT LONDON CITY MISSION

When it comes to urban mission, London City Mission (LCM) has a wealth of insights and experience from nearly 200 years sharing the gospel with people least likely to hear it.

We are always looking for opportunities to share our experience and the work of LCM to inspire Christians, and ultimately to give glory to God.



HAVE AN ENQUIRY?

Get in touch at
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OUR VISION

LCM exists to ignite a movement of mission in the local church to people on the margins. Because London needs Jesus.

London is sadly home to people whose everyday experience is one of rejection, helplessness and shame. They lack status, connections, community... But it goes deeper than that.

They lack the family member to call when they face eviction from their home. The

friend waiting for them outside the prison gates. The community they once enjoyed, now replaced by loneliness in older age. They lack the knowledge of 'the right thing to say' when they enter a new environment. The language skills to find help for their family.

LCM'S VISION IS TO SEE BOTH CHURCHES AND INDIVIDUALS EMPOWERED TO REACH THE COMMUNITIES AROUND THEM.

Tragically, it's here, in London's most deprived communities, that people are least likely to hear about Jesus.

LCM's vision is to see both churches and individuals empowered to reach the communities around them.

For nearly 200 years ministering in the UK's largest city, LCM works to come alongside churches to build them up and face those challenges together. Churches are trained and equipped to know their local communities and their needs, to build friendships and to share the good news of Jesus.

AREAS WE WORK IN

We have identified six particular areas where people are least likely to hear the life-changing news about Jesus, particularly in and around London, and we work closely with churches to train and equip them to reach these communities in their local areas:

- 1 Council estates
- 2 Seniors
- 3 Young people
- 4 Islam and other religious backgrounds
- 5 Homeless and marginalised (including prisons, and vulnerable women)
- 6 Diaspora communities (including refugees and asylum seekers)



Building connections with the least reached communities and those on the margins isn't always straightforward...

CAN YOU SHARE THE GOSPEL IN SCHOOLS?

IF SOMEONE'S NEVER BEEN TO CHURCH BEFORE, HOW DO YOU INVITE THEM?

HOW DO YOU START A CONVERSATION WITH A MUSLIM ABOUT JESUS?

HOW CAN YOU PRACTICALLY HELP SOMEONE IN POVERTY... AND SHARE THE HOPE OF CHRIST?

Following the leading of the Holy Spirit, we are building ministries that make connections with the communities around them, not only meeting people's physical needs, but sharing the gospel with them in a relevant and loving way.

LONDON CITY MISSION HAS A WEALTH OF INSIGHTS AND EXPERIENCE FROM NEARLY 200 YEARS SHARING THE GOSPEL WITH PEOPLE LEAST LIKELY TO HEAR IT.



CASE STUDY

ONE DOORSTEP TO MANY NEW BELIEVERS



SOUTHWARK

“I seem to be telling everybody about the Lord these days,” says Kenny. “The only way I can put it is, I’m listening to a new song. And it’s a really good song... My life has changed, and I want everyone to sing the same song.”

But it hasn’t always been like this. Kenny’s there because LCM missionary Michael and church member Winston knocked on a stranger’s door to share the gospel.

A knock at the door

Less than a year before this, Winston and Michael visited the home of a young woman and opened up a conversation about faith. Her name was Ruby. After a challenging hour patiently discussing her belief in reincarnation and gently defending the reliability of the Bible, Winston and Michael invited Ruby to church.

Ruby came that Sunday with her best friend, Georgina. A few weeks later, the Holy Spirit worked in their hearts, and they both made a commitment to follow Jesus.

But the story doesn’t end there.

Michael was able to encourage Georgina and her friend to share the very same gospel that saved them when they attended his training course. Newly confident and moved by the Holy Spirit, Georgina began sharing the good news of Jesus Christ with her family and friends.

Her father, Kenny, moved by Georgina’s faith, started coming to church. He committed his life to the Lord and was baptised this year. Her brother, Brandon, witnessing the change in his sister and father, decided to follow Jesus. He, too, was baptised.

Brandon’s partner, Annalisa, was also among 15 people who professed their faith and were baptised recently.

Watch the
full story:



Theory into practice

For Winston, sharing Jesus with strangers in his community wasn’t always easy. It frightened him.

“I was a Christian for about 12 years before I met Michael. But I had a fear of approaching someone to talk about Jesus or knocking on someone’s door,” he admits.

When Rye Lane Chapel became a ministry church partner, London City Missionaries like Michael began training church members on sharing the gospel.

“It started the ball rolling,” says Winston.

“But what really helped was when we put theory into practice. Michael worked to train me in front of Rye Lane Chapel – here on the high street. He told me what to do and how to begin a conversation.”

Michael has been greatly encouraged by church members, like Winston, who are willing to go out of their comfort zone for the gospel. People who were quiet, softly spoken, and extremely nervous about sharing Jesus or opening the Bible with people they are just getting to know.

“I WAS A CHRISTIAN FOR ABOUT 12 YEARS BEFORE I MET MICHAEL. BUT I HAD A FEAR OF APPROACHING SOMEONE TO TALK ABOUT JESUS OR KNOCKING ON SOMEONE’S DOOR.”

OUR CONTRIBUTORS



LEADERSHIP TEAM

Our Leadership Team oversees the strategic direction of London City Mission, and its members lead various departments within the organisation.

Members of the leadership team are available to comment more generally on:

- Evangelism and the church
- How to share Jesus in urban communities and cities
- How Christians should think Biblically about sharing the gospel
- Building diverse gospel communities
- Encouraging Christians in effective ways to cross social, cultural and religious boundaries with the gospel

Graham Miller Chief Executive Officer

Graham Miller provides strategic leadership bringing over two decades of cross-cultural mission experience, having served in Pakistan, China and the UK.

His background combines gospel ministry in diverse urban contexts with senior leadership and change management experience from the corporate sector. He has worked extensively in mobilising and equipping Christians to share their faith across cultural, social and religious boundaries.

Graham leads LCM with a deep conviction that effective mission is grounded in God's grace rather than human strength or strategy. He is passionate about strengthening the local church, building unity across cultures and denominations, and seeing lives transformed through long-term, relational gospel mission.



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AREAS OF EXPERTISE

- Cross-cultural mission in urban landscapes
- Equipping and resourcing the church for cross-cultural mission
- Leadership training on the mission field
- Evangelism and Biblical training
- Navigating Biblical leadership with neurodiversity

Previous works...

- London City Mission - [*I'm a Quiet Revival Believer. But the real story is outside the church walls*](#)
- Evangelicals Now - [*LCM: Bible study boom*](#)
- Premier Christianity - [*Dear Church, The training is over, the iceberg is here*](#)
- Premier Plus - [*Loss, Faith, and the God Who Holds On*](#)
- Growing Hope UK - [*Navigating Life and Leadership with ADHD with Graham Miller*](#)
- National Day of Prayer and Worship - [*Graham Miller shares a vision for London*](#)

LEADERSHIP TEAM

Efrem Buckle

Deputy CEO, Director of Thought Leadership

Efrem is a well-known speaker and serves as the Deputy CEO and Director of Thought Leadership at London City Mission, who draws on over thirty years of experience in urban ministry, including twenty years as a church-planting pastor in South London.

Born and raised in South London, Efrem studied at Oak Hill College and has also completed the Urban Ministry Program.

He joined London City Mission in 2014 to help establish the LCM Pioneer Scheme, a two-year course aimed at building up urban leaders, especially those unlikely to receive ministry training elsewhere, with a passion for sharing the gospel.



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AREAS OF EXPERTISE

- Evangelism in diverse and culturally rich urban areas
- Early intervention models as a method of the church combatting serious youth violence
- Encouraging everyday Christians in effective ways to cross social, cultural and religious divides with the gospel

Previous works...

- LCM Thanksgiving Service – *Gospel Unity* (a sermon)
- UCB1 – *How should I understand the news in light of the gospel?*
- TWR - *How Christians and the church can provide a solution to knife crime*
- Christian Today - *How churches are part of the solution to knife crime*
- Premier Christianity – *How to preach the gospel at a funeral*
- Premier Christianity – *Evangelism is for everyone, not just the professionals*
- Keswick Ministries – *Reaching our neighbours: the inequality of true equality*

Rev. Dr Jason Roach

Director of Ministries

Jason is an established author and speaker and serves as the Director of Ministries for London City Mission, providing oversight of the work of about 100 missionaries across London.

As a Church Planter and Pastor on council estates for the last 15 years, Jason has seen first-hand that Londoners are hungry for hope in the struggle of life.

Before training for Christian ministry, Jason worked as a medical doctor and journalist.



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AREAS OF EXPERTISE

- Evangelism on council estates
- Becoming a welcoming church
- Ethnicity, discrimination and the impact within the Church
- Cross-cultural mission
- Intercultural church

Previous works...

- LCM Thanksgiving Service – *Stepping out of our comfort zones*
- LCM Winter Conference – *Making disciples on council estates*
- Evangelicals Now – *Bridging Cultural Divides* (column)
- Evangelicals Now – *The crossroads of evangelism*
- Keswick Convention – *Resurrection and gospel hope*
- FIEC – *Justice Declared*
- FIEC – *Righteousness and Race*



LEADERSHIP TEAM

Carl Knightly Director of Church Engagement

Carl is well-known speaker and commentator in the Christian media, and now serves as Director of Networks at LCM, engaging with senior church leaders, strategic Christian leaders, charities, parliamentarians and beyond, sharing the heart and vision of LCM.

Carl also continues to lead the nationwide City Mission Movement, bringing together City Missions to serve their cities and take the gospel into their communities.

Prior to this, Carl was the CEO of Faith in Later Life, which followed a role as Director of Engagement at Pilgrims' Friend Society where Carl held a wide-ranging portfolio including marketing, communications, PR and stakeholder engagement.



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AREAS OF EXPERTISE

- Leadership training, especially within areas of mission
- How to share Jesus in urban communities (apologetics), and how Christians should think Biblically about sharing the good news (missiology)
- Building diverse gospel communities
- Evangelism and Senior ministry

Previous works...

- Premier Christianity - *Evangelistic courses have their place. But nothing beats relationship*
- Evangelical Alliance – *The world needs good neighbours*
- Evangelical Alliance - *Commission impossible? Simple ways your church can share Jesus now*
- Stronger Network - *Engaging older people and mobilising the Church*
- Affinity – *Tools for local evangelism*



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EXAMPLES OF OUR WORK

1 Prisons Ministry

Our specialist missionaries come alongside churches to go into prisons and build connections with prisoners – reading the Bible together, sharing the gospel and discipling those that come to faith. We also support those coming out of prison, as they adapt to a new life, connecting them with a family of believers.

2 Webber Street Centre

Every day, the Webber Street Centre welcomes in around 100 guests who have been sleeping rough on London's streets to receive a warm breakfast, a shower and practical support. Guests receive support to take the next step out of homelessness. They also get to hear the gospel, lovingly shared by staff and volunteers from local churches.

3 Vulnerable Women

Our missionaries come alongside churches to reach out to vulnerable women. This could mean women living in hostels having suffered abuse, women struggling with addictions or victims of sex-trafficking. We help churches to build loving relationships with women, connecting them with the practical support they need, and sensitively share the hope of Jesus.

HOMELESS & MARGINALISED

Jesus sought out people on the edges of society. Every day we hear the harsh reality of the lives of people so often overlooked by others.

Whether it's people who are homeless, women exploited by the sex industry or people who have been in prison, each one has their own story to tell. But almost everyone that we meet describes abuse or rejection which they have suffered at some point in their lives.

There are often huge social barriers amongst these men and women to sharing the gospel in a way they can understand – we help churches to address these and reach out with Christ-like love.



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Jennifer Garibay

Missionary at Webber Street Homeless Day Centre

Jennifer is a seasoned church planter, with a passion for the arts. Over years, she has developed ways of using art to facilitate healing and understanding among marginalised communities.

A missionary with LCM since 2016, Jennifer started working at the Webber Street Centre in July 2020, mid-pandemic, with a heart for those who were unable to help themselves. Since then, Jennifer has set up a weekly art ministry for guests, where they can share their trauma and encounter the Bible in a non-threatening and relaxed environment.

Most recently, Jennifer has been involved in planting a church in South London, where she now serves regularly.

Jennifer has a BA from All Nations Christian College and also took their course in art and trauma healing.



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AREAS OF EXPERTISE

- Arts-based healing: using the arts to facilitate healing and spiritual growth among homeless and marginalised individuals, helping them find their place in God's plan.
- Women's ministry and women on the fringes of society.
- Connecting and ministering to those who are experiencing homelessness.

Previous works...

- London City Mission – [What the 'point-illism': finding hope in hopeless circumstances](#)
- Church Times - [Interview: Jennifer Garibay, Webber Street Homeless Day Centre missionary](#)
- Everyday Evangelism Podcast – [How is God at work in London and beyond](#)

Luke Carson

Team Leader for Prisons & Resettlement

After relocating from Belfast to London, Luke has been working with homeless and marginalised ministries for over 15 years.

Initially working with Webber Street and those living on the streets, Luke began going into prisons to try and help men who would end up sleeping rough once they were released.

As this new need for gospel help was identified, Luke, with his heart for those in prisons, stepped into the gap and became Team Leader for the Prisons and Resettlement Team.

Luke possesses a deep understanding of the challenges faced by individuals in prison and those transitioning back into society. He is committed to mobilising missionaries and churches to provide spiritual support, patient love, and discipleship to prisoners.



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AREAS OF EXPERTISE

- Prison ministry
- Evangelism in prisons
- Church engagement for reaching prisons and prisoners

Previous works...

- London City Mission blogs:
 - [The uncertainty of prison life and the certainty of the Gospel](#)
 - [Prisoners to Royalty](#)
 - [When Brokenness walks through your church doors](#)
- Everyday Evangelism Podcast – [How do we intentionally bring the gospel into our social outreach](#)
- Premier Plus – [God is still working behind bars](#)
- TWR UK – [Serving those coming out of the prison system](#)

HOMELESS & MARGINALISED

Anni Uddin

Field Director, Homeless & Marginalised

With over 27 years' missionary experience in London, Anni is the Field Director for LCM's Homeless and Marginalised ministry, where she supports, leads and envisions teams of missionaries to reach people on the margins.

Initially working with YWAM, Anni reached out to women on the street, sex workers, drug users, and the homeless. She has also held various leadership roles in churches, including a church plant for vulnerable people.

At LCM, Anni has worked with homeless men at Corner House, Webber Street, and Hope Community Homes, and led a pioneering women's ministry in Newham. She is also a trustee at a local church's night shelter. Anni is married to Tony, who pastors Tower Hamlets Community Church, and they have served together in ministry for over 20 years.



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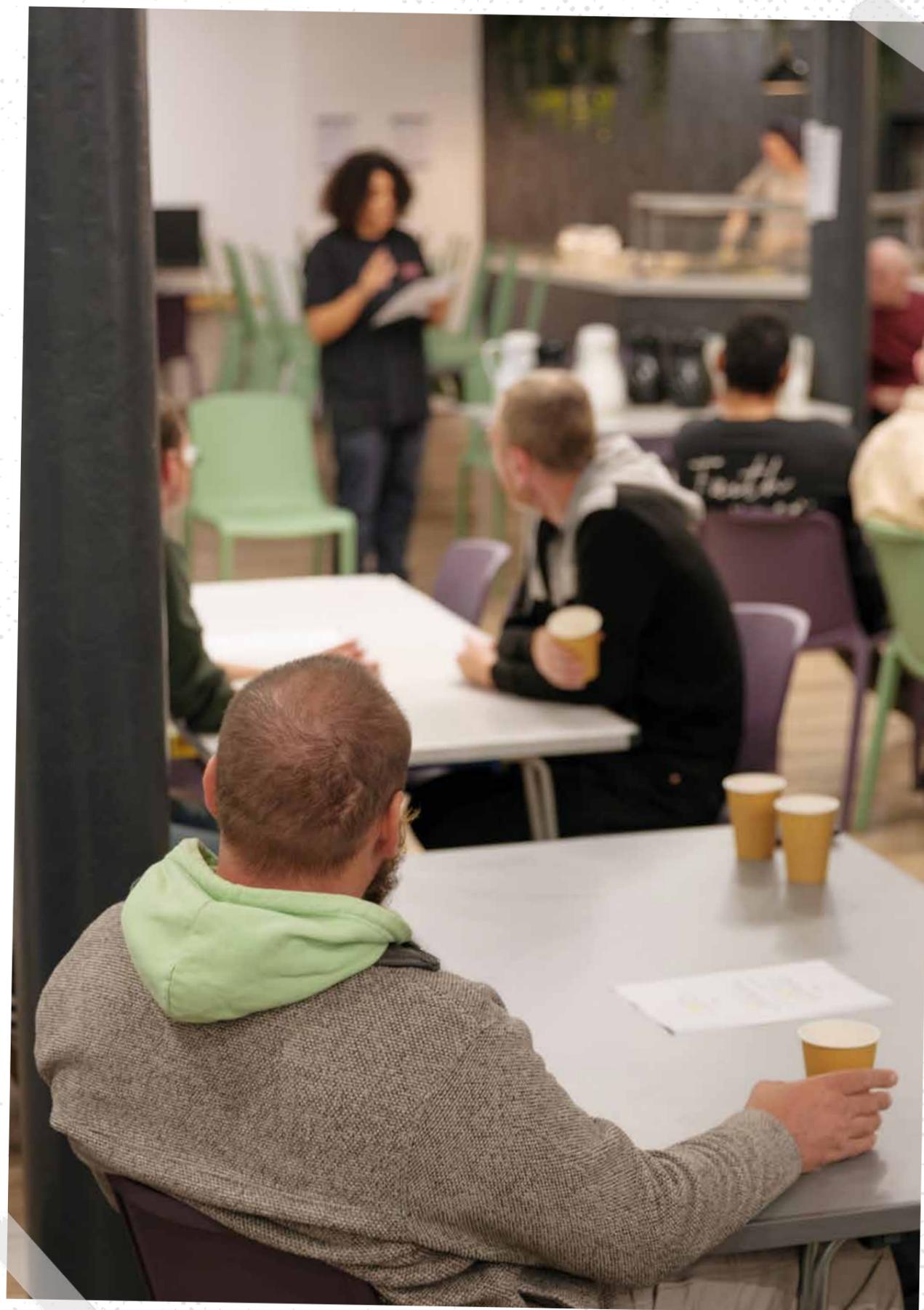
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AREAS OF EXPERTISE

- Growing amount of homelessness in London and beyond
- Empowering people to take steps out of homelessness
- The work of and need for homeless shelters, and how to reach those living in homelessness with the gospel

Previous works...

- Crows Church – *Dealing with cancer*
- Premier Woman Alive – *Church is in a unique position to offer those experiencing homelessness a family and a community*
- Sorted Magazine – *Sleeping on the streets*





DIASPORA COMMUNITIES

London is a diverse city. Here you can find 83% of the world's nations and over 250 languages are spoken. The world is truly on our doorsteps.

At London City Mission, we are inspired by God's vision for all tribes, all nations to worship the Lord Jesus Christ. So, we share the powerful message of the gospel with unreached diaspora communities - people whose heritage or origin is from elsewhere in the globe.

EXAMPLES OF OUR WORK

1 Welcoming displaced people

Today, people who have fled their homes are arriving in London and across the UK. We equip ordinary Christians and churches to share their lives and faith with families and individuals who have been displaced from their homes and to prepare a Christ-like welcome for all those fleeing conflict and oppression.

2 Supporting asylum seekers

We train local churches in cultural and trauma awareness when supporting newly arrived asylum seekers. We support churches to build connections through local hostels and start befriending ministries, Bible studies and support groups.

Dr Charlotte Mayhew Diaspora Ministry Director

An established speaker and lecturer, Charlotte has a degree in Chemistry and a PhD in Cancer Therapeutics. Yet it was during her studies that she spent much of her time finding ways to share Jesus with displaced Muslim women.

Charlotte joined LCM as a missionary in 2014, spending six years ministering to Muslim women in South London before becoming Field Director for North London. Charlotte now oversees the Diaspora ministry team at LCM. As part of her work, she has appeared on LCM's own podcast, Everyday Evangelism, speaking into how we connect with people from different backgrounds, and is also one of the hosts of LCM's Sharing Jesus with Muslims video course.

Charlotte also has degrees in both Somali languages and African theology & Missiology.



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AREAS OF EXPERTISE

- Connecting with ethnically diverse backgrounds
- Reaching diaspora communities and sharing your faith with those of other faiths
- Welcoming displaced people and asylum seekers in church communities
- Building connections with Muslim women

Previous works...

- Church Times – [Interview Charlotte Mayhew, London City Mission diaspora director](#)
- Christ Theological College – [Teaching team dr. Charlotte Mayhew](#)
- Everyday Evangelism Podcast – [How can we connect with the world on our doorstep](#)

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CHILDREN, YOUTH & SCHOOLS

In London today, we estimate just one in twenty children go to church, and around half don't even have a Christian friend to invite them to church activities.

And yet our experience shows that children are incredibly open to talking about Jesus Christ and exploring who he is.



EXAMPLES OF OUR WORK

1 Activities for young people

We help churches to go out and meet young people where they are, and to engage with their needs and interests. This could involve setting up activities where relationships can be built, and the gospel shared. In Vauxhall, church members have set up a weekly football club, involving a Bible discussion at half time.

2 Schools work

Teaching on Christianity is compulsory in all England's schools, but not all schools have Christian teachers. And so, we're working alongside churches and schools, to share a personal experience of being a Christian, going into classrooms, opening the Bible together with children and talking about Jesus.

3 Operation Forgiveness

Together with churches we're boldly engaging older children on the reality of knife crime, by going into schools and inviting them to explore forgiveness, bringing in the message of God's offer of ultimate forgiveness at the cross.

Charlie Macdonald Team Leader for Pan London Schools Team

Charlie leads the Schools Team, partnering with London churches to connect every school in the most deprived areas of London with its local church. She moved to London in 1999 and has been working with unchurched children in the heart of the East End ever since.

In 2022, she also joined the Core Team at Jubilee+, as an expert on reaching children with the gospel. As part of her work, she created, launched and developed the Equipping Every Kid curriculum, creating content and training for both churches and charities.



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AREAS OF EXPERTISE

- Equipping churches to support and connect with their local school communities
- School engagement
- Sharing Jesus with children from families who follow other religions
- Empowering young people to activate their faith and share Jesus with those around them

Previous works...

London City Mission Blogs:

- [Schools out for summer](#)
- [Shine the light of Jesus this Halloween](#)
- [5 ways to adopt your local school](#)
- [School doors are open!](#)
- Everyday Evangelism Podcast - [What small steps can I take to share the good news?](#)
- Jubilee+ - [J+ Core Team](#)

Jason O'Shea Ministry Leader for Pan London Schools, Operation Forgiveness

Jason leads the Operation Forgiveness Team, an early intervention initiative to combat serious youth violence.

Since losing a loved one to knife crime in 2010, Jason, his wife, and mother-in-law have shared their journey to forgiveness. Through the Operation Forgiveness ministry, they share their story with at-risk children, supported by volunteers from local churches who deliver lesson plans and build relationships with schools.



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AREAS OF EXPERTISE

- The importance of early intervention for knife crime among young people
- Knife crime and youth violence
- How the church can help to combat the rising problem of youth violence

Previous works...

- [Operation Forgiveness](#)
- Everyday Evangelism Podcast: [The power of forgiveness](#)
- TWR – [The Power of Forgiveness](#)
- TBN – [TBN meets Jason O'Shea](#)
- St Peter's Brokley – [Operation Forgiveness](#)

Gareth Jones

Field Director, Children, Youth & Schools

Gareth has worked as a missionary in both Africa and Central Asia. He also worked as the UK Director of a British mission agency for 7 years before heading back to London in 2012 to become Deputy CEO of a Christian education charity.

Gareth joined LCM in 2019 as the Field Director in East London, specialising in Children, Youth, and Schools ministry. As part of his role, he leads teams of missionaries who are passionate about sharing the gospel in schools and amongst young people who are unlikely to know a Christian who can share their faith and invite them to church.



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AREAS OF EXPERTISE

- Empowering young people to activate their faith and share Jesus with those around them
- How churches can reach young people and children in their communities
- Childhood poverty and the role of the local church
- Gospel opportunities when churches build relationships with their local school

Previous works...

- Everyday Evangelism - [*Ep 10: How can we make Jesus known across all generations?*](#)
- Evangelicals Now – [*London calling*](#)
- LCM Blogs – [*How to mobilise young people to share the gospel*](#)
- Billericay Baptist Church – [*The work of London City Mission*](#)

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COUNCIL ESTATES & SENIORS MINISTRY

COUNCIL ESTATES:

Nearly a quarter of households in London are social housing – meaning most of the capital’s churches have an estate close by.

Especially amongst white working-class communities, the church is often associated with mistrusted authorities. The result is that many residents go their whole lives without hearing who Jesus really is.

We come alongside churches to get to know residents and their needs, creating an environment for friendships where the gospel can be shared.

EXAMPLES OF OUR WORK

1 Visiting homes (door-to-door ministry)

One of the best ways of getting to know your neighbours is to knock on their door and introduce yourself! Our experience has shown that an intentional, methodical approach to visiting residents of an estate is the most fruitful. We come alongside churches to help do this effectively. So often, people are happy to talk and to speak about Jesus!

2 Food banks

There has been a significant increase in needs amongst London’s estates since the pandemic struck. We help churches to build connections with guests and to find natural opportunities to talk about Jesus with them.

3 Outreach events

Together with churches, we meet the community where they are, in relevant ways – realistically an invitation to church is rarely accepted straight away. We help churches host events such as Pie-and-Bible nights, where initial connections can be made with guests in a relaxed and familiar environment.

SENIORS MINISTRY:

Someone's later years are hugely significant – but people are increasingly isolated and lonely as they get older, and have fewer opportunities to hear the gospel.

When we see older people giving their lives to Jesus, there's great potential not only for spiritual growth, but also for giving and serving in unique ways in the church.

We come alongside churches to meet older people in their local area, to build friendships and to start gospel conversations which are so often fruitful. Our vision is that thousands of older people will be shown the love of Jesus and will be invited to follow him, and enjoy an eternal future with him!



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EXAMPLES OF OUR WORK

1 Seniors' events

Many churches have started hosting regular events such as lunch clubs with our support. These provide a great way for older people to enjoy community as well as to hear the gospel in a way they can relate to.

2 Visiting people at home

We come alongside churches to meet older people in their local area, to build friendships and to start these gospel conversations which are so often fruitful. Visiting someone at their home and saying hello is still an effective way of doing this. So, we help churches map out their local area to methodically and regularly visit people in their homes – meaning no-one is left behind.

3 Care home ministry

We also have a lot of experience of going into care homes with churches, where there are many opportunities to share the gospel – especially with those in the latter stages of later life.

Kevin Croft

Field Director, Council Estates & Seniors

Kevin began working with LCM in 2014, alongside a church congregation in Battersea, having formerly come to faith in Jesus while working as a funeral director.

Born on a London council estate, Kevin has a passion to share Christ with those least likely to hear the gospel, particularly those facing isolation because of their age and/or location.

As part of his role, he leads a team of missionaries that help to equip churches to reach out and disciple those living in their local communities that have often been overlooked.

Previous works...

- London City Mission blogs:
 - *Peeling back the layers: Sharing the gospel and our lives*
 - *Have we forgotten about sharing the gospel with older people?*
 - *Reasons to rejoice always*
 - *How to share Jesus with your neighbour? Start with the doorbell*
 - *Peeling back the layers: Sharing the gospel and our lives*
- LCM YouTube - *Kevin Croft interview, LCM Thanksgiving Service, September 2016*
- Fiec – *Inner City Planting*
- Everyday Evangelism Podcast - *Ep 6: How can we connect with people on our local estate?*
- LCM Stories - *Opening doors to the gospel*
- LCM Webinar
 - *Sharing Jesus with Seniors*
 - *Outreach in a cost of living crisis*



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AREAS OF EXPERTISE

- The rising poverty levels and increased reliance on food banks
- Ways churches can engage with overlooked individuals due to age, class or location
- Sharing the gospel with working class men, a typically underrepresented group in churches
- Connecting with isolated community members
- Initiatives to engage with seniors

COUNCIL ESTATES & SENIORS MINISTRY

Simon Knightly Team Leader in Croydon

An established Christian rapper, songwriter, spoken word and hip hop artist (having been nominated for 'Best Newcomer' at the Premier Gospel Awards), Simon joined LCM in 2014 as part of the Summer School programme and felt drawn to stay.

He is now Team Leader in Croydon, and helps build relationships with churches, envisioning, training, and equipping them to reach out to the least-reached people in their communities.



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AREAS OF EXPERTISE

- Outreach to people on council estates and seniors
- Addressing loneliness and other social issues
- Challenges and opportunities of ministry in a multicultural city
- Insights on working in the largest borough (Croydon)
- Experiences and lessons learned from working in lower-income areas

Previous works...

- LCM Blog – [When Music Meets Mission](#)
- LCM Stories – [A prayer for Forgiveness](#)
- Kings Church London – [Talks](#)
- Kings Church London – [Confident Evangelism](#)

Shane Goodyear LCM Missionary in Lambeth

Shane's personal story is one of overcoming homelessness and finding faith in Jesus. Fairly soon after becoming a Christian, he recognised the gap within his theological community, and at just 26 began ministering to those living on council estates.

Shane is now a missionary with LCM, working around Lambeth with a number of churches in the area. Thanks to his work with LCM, he has written and spoken extensively on introducing those on council estates to Jesus, and also appeared on LCM's Everyday Evangelism podcast.



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AREAS OF EXPERTISE

- Impact of increase in poverty in London
- The rise in use of foodbanks
- The epidemic of loneliness, particularly impacting seniors

Previous works...

- LCM Stories
 - [Ordinary Miracles](#)
 - [Opening doors to the gospel](#)
- LCM Blogs - [It's the hope that kills you. Pointing to Jesus in the highs and lows of football.](#)
- Cornerstone Church Kingstone - [How the Good Shepherd Loves His Weak Sheep](#)
- Evangelicals now - [LCM gossips the gospel in midst of pandemic](#)
- Training session - [Practical evangelism training](#)
- Everyday Evangelism Podcast - [Ep 6: How can we connect with people on our local estate?](#)
- Evangelicals Times - [Sovereign grace comes to the council estate](#)



2



ISLAM & OTHER RELIGIONS

One in four Londoners are followers of other religions – over half are Muslims. The Lord calls us to witness to all people and nations and we long to see churches in London filled with people from other faith backgrounds.

We work alongside local churches to build connections with people around them - whether that's Bengali Muslims in Tower Hamlets or Punjabi Hindus in west London - engaging them with the gospel in an effective and loving way.

EXAMPLES OF OUR WORK

1 Muslims Engagement Training Course & Conference

Each year, hundreds of Christians are getting equipped through our Muslim Engagement Training. They get trained on understanding the origins of Islam, the evidence for the crucifixion and how to lovingly meet and talk with Muslims about Jesus.

2 The power of language

Our missionaries help churches to meet the needs of people from other religious backgrounds. In north London, churches are running English classes for the local Turkish-speaking Muslims. The classes are proving to be a great opportunity to build friendships and to share the gospel.

Harish Patel Field Director, Islam & Other Religions

Hailing from India, Harish is now Field Director at LCM, overseeing the work of the Islam and other religions ministries and working across four different teams in West London.

With one in four Londoners following another religion, Harish sees opportunity everywhere to share the good news of Jesus with 'the nations'. His ministry mainly involves reaching many Muslims, Hindus and Sikhs – particularly those from communities where it would be impossible to share the gospel with them in their homelands.

Contact:

e: press@lcm.org.uk

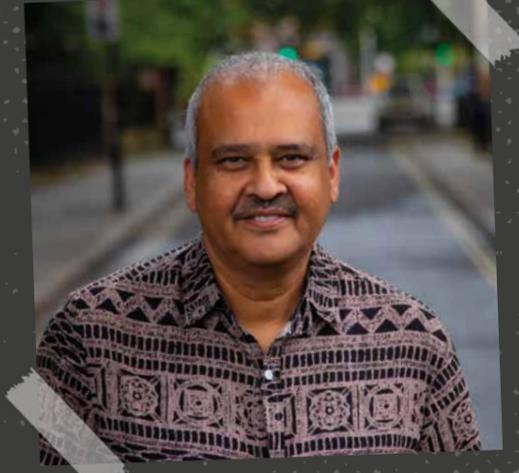
t: 020 7234 3586

AREAS OF EXPERTISE

- Reaching multicultural and diverse communities with the gospel
- Building authentic relationships and having open conversations with those of other faith backgrounds

Previous works...

- Everyday Evangelism Podcast - [*Episode 9: How can I share Jesus with people from other faith backgrounds?*](#)



Imtiaz Khan Islam Missiologist Training Director

Imtiaz is London City Mission's Islam training director, and has been leading training on reaching those from Muslim backgrounds for over 10 years.

Working with the training team at LCM, he helped to pioneer the Muslim Engagement Training Conference for those wanting to learn more about how to reach Muslims with the gospel, and helped to create and develop LCM's video course, *Sharing Jesus with Muslims*.

Having grown up in Pakistan with many Muslim friends, Imtiaz now regularly equips hundreds of Christians across London and beyond to share their faith with Muslims.



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AREAS OF EXPERTISE

- Islam and Christianity
- The increase in Islam and other religions in London, and the perceived need amongst some Christians to be 'tolerant' to other faiths

Previous works...

- LCM Blogs:
 - [*Sharing Faith With Confidence*](#)
 - [*How to talk to your Muslim friend about fasting*](#)
 - [*Thirty days to earn your forgiveness: How Christians can offer hope during Ramadan*](#)
- Premier Christianity - [*Should Christians attend an Iftar?*](#)
- Evangelical Times - [*LCM thanksgiving*](#)
- Premier Plus | Christian Audio - [*'Islam is treated with respect, while Christianity is open to mocking'*](#)
- Christ Theological College - [*Imtiaz Khan, Associate/Guest Lecturer*](#)

Matt Brinkley Team Leader, Tower Hamlets

Matt first came to faith aged 15. He later worked for a church near Birmingham and then completed a degree in Theology and Mission.

Matt has been part of the team at LCM since 2017, motivated by the vast need to reach Muslims in London with the gospel, and investing his work into Tower Hamlets. Through apprentice-style training and long-term outreach initiatives, Matt helps churches grow in wisdom and understand their local communities. He also coordinates book table campaigns and teaches evening courses.



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AREAS OF EXPERTISE

- The increase of Islam and other religions in London, and the perceived need amongst some Christians to be 'tolerant' of other faiths
- Evangelism and mission in urban contexts
- The specific needs and challenges faced by Muslims in London
- Approaches to effectively communicate the message of Jesus to those of different faith backgrounds
- Integrating evangelism with practical care and support for marginalised communities

Previous works...

- LCM's blogs - [*Ways to share the gospel with people we don't know*](#)
- Billericay Baptist Church - [*Advent 1 - Jesus a message of Hope*](#)
- Stanway Evangelical Church - [*Preaching*](#)



CHURCHES

The Bible tells us that the Church is Jesus' treasured possession and that he is building it.

LCM works alongside churches to help them thrive - bringing in people from the outside to join the church family, adding to its beauty and diversity.

The impact isn't just felt by the local community with whom the church shares their lives and their faith. The impact is on the church itself, as it becomes more outward-focused, more welcoming and as Christians are released to use their gifts of ministry to their potential.

We believe that a missional culture is the mark of a healthy church - and we love to help churches along this journey.

Think of all the thousands of evangelical churches across London. Think of the hundreds of thousands of Christians, with the potential and desire to share their faith (many are already doing it!).

The problem is, something often gets in the way.

Sometimes Christians don't feel confident or equipped to speak about Jesus, particularly with people who are different to them. But LCM has a vision to help all of these churches across London released to lovingly and confidently share the good news of Jesus with those around them.

1

EXAMPLES OF OUR WORK

1 Mobilising churches

We partner with churches in the areas of London where people are least likely to hear the gospel. We work closely with local churches, equipping members to build bridges into communities, share the gospel and welcome new believers into the church family..

2 Training churches

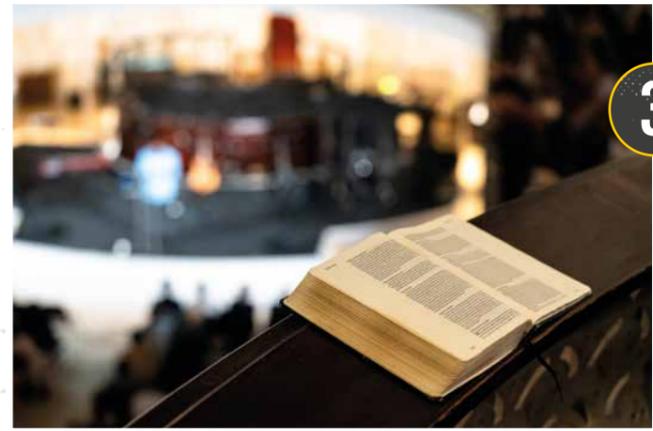
We serve churches across the city and beyond, understanding their vision for local mission, and providing the tools to help them achieve it. We help churches to understand their local community and give training on reaching them effectively for the gospel.

3 Enabling mission through giving and prayer

We love to partner with all evangelical churches, wherever they are, to enable mission! We do this through LCM church reps, who connect the rest of the congregation with what God is doing in London, and share resources. We also send missionaries to churches to share, first hand, the impact their prayers and gifts are having, and to encourage and inspire the church in their own local mission.



2



3

CHURCHES

Rob Prendergast Training Field Director

An established speaker, teacher and preacher, Rob leads LCM's Pioneer Programme, which aims to train and equip those who may not have the chance to in theological training and mentoring. Rob has spent many years strengthening LCM missionaries, other Christian leaders and communities by bringing biblical resources and content that enables them to thrive in urban mission.

With a passion to reach the rich diversity represented across London, through his work with the Pioneer Programme, Rob has seen over 35 churches in London in disenfranchised communities benefit from having a trainee working with them and reaching out to the community around them.

Rob is also an established Christian hip hop and spoken word artist.



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AREAS OF EXPERTISE

- Strategies for pioneering new outreach initiatives in diverse urban communities
- Significance of diverse ethnic backgrounds in ministry leadership
- Approaches to reaching diverse nationalities and ethnic groups in London

Previous works...

- LCM Projects – *[Pioneer Programme](#)*
- LCM – *[Diamonds in the Rough: The Pioneer Documentary](#)*
- LCM Stories – *[Bringing Jesus into our Conversations](#)*
- Calvary Cork - *[Rob Prendergast Interview](#)*

Felix Aremo LCM Missiologist Field Director

Felix is a seasoned Bible teacher, evangelistic speaker, and missiologist (theological understanding of mission) who serves LCM by training missionaries.

His expertise lies in training Christian leaders and gospel workers in various aspects of mission, with a specific focus on urban apologetics, cross-cultural disciple-making, and building diverse gospel hearted communities.



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AREAS OF EXPERTISE

- Leadership training, especially within areas of mission
- How to share Jesus in urban communities (apologetics), and how Christians should think Biblically about sharing the good news (missiology)
- Building diverse gospel communities

Previous works...

- LCM - *[The friend you haven't met: Meeting 'strangers' and sharing Jesus](#)*
- LCM Everyday Evangelism Podcast - *[How do I bring Jesus into everyday conversations?](#)*
- Premier Christianity - *[5 ways to avoid Christianese in your evangelism](#)*
- Passion for Life Podcast - *[Culturally engaged and Biblically faithful](#)*
- Grace Church Brockey – *[True freedom from guilt and shame](#)* (sermon)



LCM BRANDING KIT

To receive our branding kit, including logos and fonts, please contact press@lcm.org.uk

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To receive all the latest news from LCM, including resources, events and training opportunities, sign up to receive our monthly email newsletters.





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