

WHAT'S IN A NAME?

ESSEX ~ CLERGY ~ CHARITY

Our current name is time-expired in various ways. It appears particularly remote from our London Boroughs, and its simplicity in respect of our beneficiary group is no longer an asset. A change is needed!

Yet - when viewed from a purely technical angle, our present name ticks almost all the boxes...

PLACE ~ PEOPLE ~ PURPOSE

PLACE: 'ESSEX' for us is "Ceremonial Essex", which still has legal significance and a distinct boundary, co-terminous with the Anglican Diocese of Chelmsford and the Roman Catholic Diocese of Brentwood. Within this area there are various competing notions of 'Essex'. Some may be quite precise ("the Administrative County of Essex"), whilst others might be more open to debate ("Greater Essex").

PEOPLE: 'CLERGY' for us means 'Anglican Clergy' - our governing instrument provides more detailed guidance as to whom we may treat as potential beneficiaries. However, we need to bear in mind the likelihood that one day we may broaden our scope by also recognising certain significant lay ministries.

PURPOSE: 'CHARITY' signals our charitable intent - "for the relief of poverty" (NB not "for the advancement of religion"!)

What are we looking for in a new name?

The Charity Commission recommendation is for "a unique, memorable name that people will remember when they are deciding to make a donation or looking to volunteer". The name should be unambiguous if it refers to areas of benefit or types of beneficiary. It is possible to use an approved short name alongside a more formal name (think 'Scope', 'Relate', 'Oxfam', etc.,)

What does that mean for us?

It probably rules out use of the following expressions:

- '~~Essex and East London~~' (because we don't operate in Hackney)
- '~~Ministry~~' (because we fund Ministers, not Ministry)
- '~~Diocesan~~' (because we operate at arms-length from official structures of the Diocese).

We could perhaps also add a recommendation that the most distinctive words be placed at the start of the name, since this helps avoid errors in bank handling if at any stage the payee's details get truncated. For similar reasons, thought is needed to ensure as far as possible a form of words that is not susceptible to the word 'Diocese' becoming written as 'Diocesan', or 'Ministers' as 'Ministry'.

So, we are looking for a name that is:

- CONCISE
- ACCURATE
- MEMORABLE
- APPEALING

Some suggestions to date:

Full Names:-

Diocese of Chelmsford Clergy & Licensed Lay Ministers Charity

Ministers' Wellbeing Fund – Diocese of Chelmsford

Ministers Matter in the Diocese of Chelmsford

Short Names for the above:-

CLLMC

MWF

Ministers Matter

PLEASE SEND US YOUR IDEAS!

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