GO CHATTER STUDIOS



BRICK BY BRICK

Project Brief

Organisation	Go Chatter Studios (Charity No. 1210671)
In Partnershp With	The Church of England
Project Timeline	2027-2029+

1. PROJECT OVERVIEW

Go Chatter Studios (GCS), CIO, are creators of LEGO stop-motion Bible stories. Starting with The Easter Story in 2022, Go Chatter Studios have created 20 Bible story videos, from the story of David and Goliath to the Raising of Lazarus. The goal is to bring the whole Bible to life in LEGO stop-motion, creating over 70 Bible stories spanning Genesis to Revelation.

The popularity of these videos is evident from the engagement footprint of Go Chatter Studios' digital resources, which have generated over 54M views and 395K platform followers in just over 21 months. The current library of 20 videos have now been downloaded over 8,100 times on our website by around 3,700 distinct churches and schools worldwide. Survey results demonstrate that churches are already actively utilising these animations as discipleship and evangelism resources for all-age services, seasonal services, schools, community outreach events and more.

This popularity, combined with an emerging trend of churches using LEGO® within worship (80 churches mentioned LEGO/Brick churches in the 2025 Stats for Mission returns), presents an exciting missional opportunity. How can the Church of England best resource churches to use the well-loved, non-threatening medium of LEGO® to reach and disciple children and families?

Go Chatter Studios proposes addressing this missional opportunity by launching "**Brick by Brick**", a highly reproducible, national New Worshipping Community (NWC) movement, which will:

Build on the Universal Appeal of LEGO®:
A culturally relevant and highly accessible medium.

Explore scripture through play:
Leading to worship in children and families.

Meet monthly:
A sustainable rhythm for churches and clergy.

Brick by Brick will aim to be a contextually appropriate, accessible pathway designed to transition families from initial community outreach into regular, long-term worshipping life. Starting with an outreach focused Brick by Brick launch event, monthly Brick by Brick services will then facilitate a relational pathway that integrates unchurched families alongside regular church members into a vibrant, intergenerational worshipping community.

Partnership funding will resource GCS to embed the library of panel-reviewed, Christ-centred stop-motion videos into a fully resourced, NWC model, with monthly service plans, alongside resources to train and equip local leaders to launch Brick by Brick in their churches.

Anticipated outcomes: 180 NWC communities, attended by 5,400 children and adults, 50% of which will be new or returning to church.



2. DETAILS OF PROGRAMME

Within the vision for the 2020s, the Church of England is prioritising doubling the number of children and young active disciples, alongside growing the mixed ecology of the church so that every person has access to an enriching and compelling community of faith.

New Worshipping Communities have been shown to be one of the most effective ways of growing a church's worshipping community. This proposal aims to inspire and equip churches to confidently launch Brick by Brick; a contextually appropriate low-barrier NWC within this mixed ecology.

The Structured Church Journey

1. **Awareness & Exploration:** Our marketing and church outreach team will actively engage churches and parishes via a national communications strategy that uses GCS's existing engagement coupled with national Church of England communication channels (See Appendix 3: Marketing and Comms Plan). The team will work with the Diocesan Children Youth and Families Advisors network to promote the resources to churches, particularly those churches where the Brick by Brick NWC would be a valuable addition to their church's mission and ministry.

2. **Digital Hub:** Prospective churches visit the centralised Digital Hub to create a free account, preview and freely download resource packages, as well as find our project vision-casting video and other free training resources.

3. **Equipping & Training:** Church leaders will be invited to join online training webinars covering session mechanics, structure, safeguarding compliance and more (See Appendix 6: Training Session Content). For parishes requiring specialized assistance we would pilot and expand a regional 'church buddy' network. This would look like direct church to church networking capabilities within our website, as well some churches being able to opt in as a 'buddy' church that helps support other churches trying to run Brick by Brick.

4. **Communication Resources:** Editable posters, flyers, social media graphics etc. will be available to churches, alongside tips on how to promote the Launch Event and NWC locally.

5. **The Launch Catalyst:** Churches will use provided resources to run a 'Launch Event' that gets Brick by Brick going in their local community. This will act as the gateway to invite families to a monthly worshipping community. (See Appendix 5: Launch Event Content)

6. **Monthly Worshipping Community:** Parishes run the 90-minute monthly Brick by Brick service. They will be able to freely download all the resources they need each month through our online digital hub. Each year churches will have access to a 12-month curriculum refresh and up to date digital resources. (See Appendix 13: Curriculum Content)



7. **Ongoing Support & Training:** We will continue to actively provide digital training and support resources that will be updated based on learning and research. Churches and clergy will also have access to multiple free webinars a year to provide them with more in depth training and support. Learning over the course of this project will primarily drive the content of these multiple free webinars, including themes like training clergy on how to use LEGO®, how to connect play with worship and how to advertise and sustain new Brick by Brick communities. (See Appendix 6: Training Session Content)

Operational 90-Minute Service Flow

To ensure these aren't just play clubs, each 90-minute* session designed to move children and families from play to worship:

Arrival & Free Build

15 minutes

Low-pressure ice-breaker builds at tables to welcome families and build community.

The Feature Animation

5 minutes

A high-quality Go Chatter Studios animation provides the biblical core.

Talk & Reflection

10 minutes

A short, interactive talk linking the video to a life application.

Main Build Challenge

40 minutes

Hands-on storytelling. Families build their response to the story while leaders circulate to pray and listen. (See Appendix 2)

Sharing & Worship

20 minutes

Families showcase their builds/stop-motions, followed by a simple prayer and a child-friendly blessing/song to close.

**The mixture of activities gives plenty of time for play and movement within the 90 minutes.*

Operational Context & Material Requirements

- **Leader Profile & Volunteer Roles:** Volunteer leaders require high relational warmth and an eagerness to engage families through creative play. Key team roles include volunteers to go round tables, a technical lead for any media projection, and a welcome/safeguarding representative. The churches and parishes would engage their existing children's workers and or volunteers in helping to run each session, with the minimum requirement being around 3 volunteers for small groups and up to 10 volunteers for larger groups.
- **Facilities & Equipment:** Space for families to access LEGO supplies and interact, either in the main church building or a hall. A screen/projector and a LEGO collection are recommended. Tips on sourcing projectors and LEGO® bricks at low cost will be included in the training and resources. Additional support with LEGO starter packs will be available for churches in low-income areas. (Further details included in the Equality, Diversity and Inclusion section below, and Appendix 6)



The Discipleship & Worshipper Pathways

- **Pathways In:** Training will actively encourage and equip churches to identify and develop pathways into the worshipping community. For example existing local children's groups or church toddler groups could feed families directly into Brick by Brick, making use of our existing network of churches. School targeted resources and flyers provide wide-funnel community visibility. Families already using our existing suite of LEGO Bible animations[1] could be signposted to their local Brick by Brick communities as they are advertised through local churches and schools. The launch event will be the key medium through which each new Brick by Brick community is advertised. (See Appendix 5: Launch Event Content)
- **Theological Deepening:** Brick by Brick will form a worshipping community that explores scripture, prays and praises. As it is intended to reach families new to faith, the curriculum of videos and talks will be curated to introduce people to the central elements of the Christian faith, sharing characteristics with seeker/explorer activities such as Alpha. Alpha is a great example of a pathway that brings people from outside the church together into a regular community that discusses the Bible to explore or deepen faith. Children can't be engaged in discussion in the same way as adults, but are engaged through play. Brick by Brick provides a way to engage children in exploring and/or deepening faith through play.
- **Pathways Out:** Training will encourage churches to explore pathways on from Brick by Brick. For example, if a child becomes less engaged by Brick by Brick as they approach their teenage years, the church will be encouraged to consider what they might want to do next - is there a church youth group or another service that they would find engaging? Similarly for a parent that has started coming to church through Brick by Brick, churches would be encouraged through training to look at what next steps they could offer, such as an Alpha course or similar.

Project Stages & Resources Required

The following project stages will define the Brick by Brick programme (2027 - 2029):

- NWC design and research stage
- Creation of digital resource hub and first 12 service plans
- Creation of training resources
- Working with V&S Monitoring and Evaluations Team to plan monitoring and evaluation strategies over the course of the project
- Recruitment of 10 pilot churches
- Refining of resources based on pilot learning
- Research and exploration with pilot churches and dioceses as to suitable churches to target in expanding program to
- Roll out to 50 further churches, including online training
- Development of additional online training modules
- Roll out to 120 further churches - open nationally
- Development of further service plans

(See Appendix 1: Full Project Timeline)



GCS currently has a team of 5 (3 FT, 2PT), creating 5-8 videos per year. Partnership funding would resource 2 additional staff members (1 FT, 1 PT) and additional freelance capacity to deliver this project.

We see the new role of Resources & Outreach Director as the key role for project delivery. Experience of both resource creation for children's ministry in churches and project management, strategy and leadership will be essential, with theological training and teaching/training experience both highly encouraged.

(See Appendix 7: Detailed Staff Structure & Role Classification, Appendix 8: Job Descriptions for Funded Roles and Appendix 10: Budget Breakdown)

Pilot Structure

Phase 1 of the Brick by Brick programme (2027 into early 2028) is a structured pilot phase designed to test the model across a diverse range of church contexts before national rollout. Ten churches will be recruited as pilot partners - five from the Northern Province and five from the Southern Province - providing a geographically balanced sample from which to draw evidence-based learnings.

The pilot is a deliberate learning exercise with built-in feedback mechanisms that will directly shape the resources, training, and support model used in Years 2 and 3. Findings will be used to finalise the Year 2 rollout approach, including targeted diocesan outreach.

(See Appendix 4: Pilot Structure & Feedback Gathering)

Equality, Diversity & Inclusion

Continuous care is embedded into the production and delivery pipeline to ensure all resources are reverent, contextually accurate, and universally accessible. Go Chatter Studios is committed to utilising realistic, culture-accurate, and time-appropriate skin tones for all biblical figures in its core animations that sessions will be built around. In our first two animations (The Easter Story and The Christmas Story) we used LEGO®'s classic yellow skin tone figures[1]. However as we progressed in expanding the ministry we decided to move away from the yellow skin tone figures as popular animation culture (such as The Simpsons) equates a yellow skin tone to western white ethnicity. Since much of the Bible is based in a middle eastern ethnicity we decided to move away from the yellow skin tones to more accurate ethnic skin tones. This deliberate design choice actively counteracts inaccurate regional stereotypes, presenting scripture in a way that respects its original context while welcoming families from every cultural background.



Furthermore, our scripts are intentionally written to achieve a low reading and comprehension age tier of 5+, ensuring that theological themes remain highly approachable for children with varied learning needs, neurodivergent individuals, and unchurched families discovering faith for the first time, while also remaining engaging for adults and older generations.

Finally, Go Chatter Studios is committed to ensuring Brick by Brick is accessible to churches in the most under-resourced communities. To support uptake in Lowest Income Community (LInC) parishes - identified using Parish Returns Online data - GCS will act as a central LEGO resource hub, purchasing, packing and shipping starter brick kits directly to up to 36 LInC churches (representing the 20% of our outcomes goal for most income-deprived parishes). This removes the primary practical barrier to launching Brick by Brick in communities where the cost of LEGO® would otherwise be prohibitive, ensuring the programme reaches the families who stand to benefit most. A budget of £2,000 has been allocated to cover the administration, materials and shipping costs of this provision. We will also provide support through providing connections with other local churches who may have resources to share through our 'church buddy' system.

(See Appendix 6: Training Session Content)



Footnote

[1] Go Chatter Studios uses LEGO® trademarks such as their name and the minifigure as the medium for all our resources. The LEGO® Group has a policy detailing how non-commercial and non-profit organisations can and should use their trademarks such as their name and the minifigure in a non-commercial manner. We comply with all The LEGO® Group's regulations, and therefore are fully within our legal rights in the way we use LEGO® bricks as a medium for our resources. Full details of The LEGO® Group's Fairplay Policy can be found on their website.



3. ANTICIPATED OUTCOMES

Outcomes		Targets				Means of Verification
	Baseline	Y1 (2027)	Y2 (2028)	Y3 (2029)	Total	
Outcome 1 - The Formation of Young active Disciples Through Brick by Brick NWCs						
No. churches using Go Chatter Studios animations	3700	6000	10000	14000	30000	Website downloads, with emails given
No. churches piloting Brick by Brick (Year 1 only)		10	0	0	10	Direct interaction with 10 pilot churches
No. churches attending "How to start a Brick by Brick" training		0	100	200	300	Webinar attendance each year
No. Brick by Brick NWCs launched		10	50	120	180	Church accounts created, with direct interaction and follow up
No. Brick by Brick NWCs launched in LInC areas (20%)		2	10	24	36	Church accounts will require location data
No. clergy trained to run Brick by Brick		10	25	60	95	Survey results
No. lay leaders trained to run Brick by Brick		10	25	60	95	Survey results
No. volunteers trained to run Brick by Brick		30	150	360	540	Survey results
No. volunteers involved in running Brick by Brick new to volunteering		6	30	72	108	Survey results
No. children attending Brick by Brick NWCs		150	750	1800	2700	Survey results
of which are children that are new to faith or returning to church (50%)		75	375	900	1350	Survey results
No. adults attending Brick by Brick NWCs		150	750	1800	2700	Survey results
of which are adults that are new to faith or returning to church (50%)		75	375	900	1350	Survey results
No. children - public declarations of faith		0	0	90	90	Survey results
No. adults - public declarations of faith		0	0	90	90	Survey results



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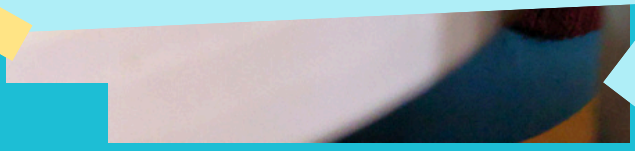

Thank You for Reading!