

Strategic Priority (3) – Resources

Aim:

- To identify legacy-building opportunities to create relevant resources for our stakeholders and the wider community.

Objectives:

- Review and evaluate the viability and relevance of all current resources,
- Set up a resource-creation team to develop new resources in consultation with the departments and institutions,
- Create specialised resources for key milestones.



The art of creation

by Pastor Eglan Brooks,

President of the British Union Conference

“God has filled him with his power and given him skill, ability, and understanding for every kind of artistic work, for planning skilful designs . . .”

(Exodus 35:31, 32, GNB).

Creativity is at the heart of the biblical story and ours. Indeed,

God’s creation of air, water, sunlight and vegetation – resources needed by birds, fish, animals and humans – is an important part of the creation story.

Current resources

In the British Union Conference (BUC), we provide and produce an array of creative resources. The **Stanborough Press** offers a variety of books to inform, educate and inspire, alongside media, gifts, and vegetarian food; this is in addition to the monthly *MESSENGER*, our **official journal**; the **Sabbath School quarterlies**; and *FOCUS*. We also have *BUC News* produced by our

Communication Department, and our regularly updated website. **BUC Media** curates audiovisual content, and the **Evangelism Department**, through the **BUC Resource Centre**, provides various training materials, as do our **Health** and **Women’s Ministries departments**. The **Ministerial Association** facilitates online training for pastors and local church leaders through BUTREC, and our **Pathfinders** and **Adventurers** are supported with their own online BUC store. In addition, the **Adventist Discovery Centre** provides Bible studies and inspirational articles for those searching for God.

A new resource

Reflecting Hope is a new website to support the Christ for Europe initiative in our territory. For more information, please go to www.reflectinghope.org.uk.

Review and evaluation

We have started to review our resources, and over the next few years we will evaluate their effectiveness. We need to remove duplication where it exists, streamline our resources, ensure that content and visuals are kept up to date, and take the lead in producing contextualised resources fit for twenty-first-century consumption.

Resource creation

Our approach to resource creation will be threefold:

- We must build on the intellectual assets that we already have. Our forebears laboured long and hard to document their intellectual assets, and sometimes we shamefully abandon them in favour of that which is untested.
- We are encouraging all departments and institutions to set up advisory teams to help guide their work. These strategic teams of industry professionals and passionate individuals will enhance the work being done in our field, particularly in the areas such as safeguarding, education, communication and HR, which are invaluable to our growth and effective management.
- We live in a changing world, and need cutting-edge resources and technologies to assist us in spreading our message of hope and progressing our drive for resources that have a wider appeal.

Legacy resources

Impact is created by strategic planning and long-term goals. We need to create resources that enable us to revisit our history and help us not to ‘forget the way the Lord has led us in the past’.