

# British Union Conference Strategic Plan 2023-2026

Prepared by the Office of the President  
Owned by the BUC Executive Committee, September 2022

## Preface

Through the introduction of this strategic plan, we are seeking to ensure that we are intentional about the management of the church, charity, and corporation. This is our first deep dive into how we can fully embrace our God-given mission while recognising that the BUC is the governing body of the five geographical territories alongside several institutions, and has charitable accountabilities and corporate responsibilities.

This strategic plan provides us room to create a legacy of competence, creating a pathway of efficacy and effectiveness while driving the ability to keep track of our intentions and identify risks before they occur, not waiting until the end of our term to document data and correct mistakes. It will guide our business as the Executive Committee throughout our tenure. This strategic plan is an iterative working document and is subject to changes, amendments and tweaks in line with changes in GC policy and strategic vision, charity law and best business practice. *(At first glance, it might appear that an objective should be classified as a key performance indicator: it speaks to our intentions and urgency to prepare for the next development.)*

As a result of the rapidly changing needs of society, Strategic Priority 12 is intentionally evolving.

As the Executive Committee, we will hold the head office accountable for the delivery of these priorities, working together to achieve a sustainable impact.

## Vision

Cultivating a healthy organisation that drives our mission towards preparing people for the Kingdom.

## Values

- Trust & accountability
- Integrity
- Respect
- Responsibility
- Servant leadership
- Valuing people
- Inspiring hope
- Transforming lives

## Organisational culture

Throughout the British Union Conference of the Seventh-day Adventist Church:

- We will be accountable to each other, and for each other.

- We will value integrity, transparency, truth, and accountability.
- We will commit to operating with integrity.
- We will engage with each other respectfully.
- We will operate from a position of trust and servant leadership.

## Strategic priorities

### 1. Reflecting Christ

- Aim:** Christlike values in all areas and territories of the BUC.
- Objectives:**
  - Adapt the GC's 'I Will Go' missional strategy.
  - Ensure that the execution of our charitable purpose is based on Christ-centred principles.
  - Demonstrate Christian values in our institutions, structures, processes, and people management.

### 2. Asset management

- Aim:** To manage all our assets with robust governance, informed decision-making, openness, and transparency.
- Objectives:**
  - Restructure the Seventh-day Adventist Association Ltd. (SDAA) & Seventh-day Adventist Trust Company Ltd.
  - Set up an investment advisory team.
  - Support each department and institution to take responsibility and be accountable for all their assets, however small.

### 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.

### 4. People

- Aim:** To support the development of a holistically healthy business organisation that can adequately support the diverse needs of the current and retired staff, volunteers, and

potential employees.

### b. Objectives:

- Review policy to ensure that it can support current staffing needs.
- Identify trends, risks and areas that need strengthening through detailed research.
- Ensure that well-being is key to staff support.

### 5. Education

- Aim:** To develop cohesive, excellent, and inspirational Adventist provisions.
- Objectives:**
  - Explore the value proposition of Adventist education in the United Kingdom and the Republic of Ireland.
  - Use current best practice and innovation in our educational institutions.
  - Cultivate a growth mentality that drives excellence, and raise educational standards and attainment in all our educational institutions.

### 6. Communication

- Aim:** To examine and evaluate the effectiveness of the organisation's key messages to all its stakeholders.
- Objectives:**
  - Explore the evolving nature of creative storytelling.
  - Harness the power of data, analytics, and appropriate research in message creation.
  - Lead in the field of communication in the BUC, using the most appropriate media for our stakeholders.

### 7. Policy

- Aim:** To ensure that the BUC remains a hub for legislative developments relating to all stakeholders and partners.
- Objectives:**
  - Continue to implement relevant training packages for all staff and institutions around the key policy.
  - Explore the need to expand our organisational policies to cater for the changing needs in the territories.
  - Review our policy advisory committee, and invite industry professionals to assist us if appropriate.

### 8. Head office

- Aim:** To create a supportive, dynamic,

and impact-focused spiritual environment.

**b. Objectives:**

- i. Ensure all staff are fully supported and adequately trained to fulfil their roles.
- ii. Develop a culture of collaborative working and co-production.
- iii. Realign, deploy or second staff to fulfil the mission and purpose of the organisation as a church, charity, and corporation.

**9. Safeguarding**

a. **Aim:** To evaluate our approach to the safeguarding of our children, young people and vulnerable adults, including the elderly.

**b. Objectives:**

- i. Create a safeguarding hub to support the work of the conferences, missions, and educational and other institutions.
- ii. Establish/review a safeguarding advisory committee to keep abreast of changing legislation.
- iii. Develop digital media safeguarding

strategies for the institution which address safeguarding and emerging technology.

**10. Legal**

a. **Aim:** To reflect best practice based on sound business principles, compliance, and effective and timely reporting.

**b. Objectives:**

- i. Ensure all staff and trustees understand not only their rights, but also their legal obligations to the BUC.
- ii. Ensure that all entities comply with legal, charitable and organisational policy guidelines.
- iii. Embrace structures that would ensure we are legally compliant in how we operate.

**11. Finance**

a. **Aim:** To base the rationale for the use of income and the need for expenditure on sound business principles that cater for the effective execution of our mission as a church, fulfil the requirements of a charity that can demonstrate ongoing

public benefit, and consider our status as a corporate organisation.

**a. Objectives:**

- i. Create a sustainability plan for the effective running of the organisation.
- ii. Continually review policies around the use of income and expenditure, and demonstrate jurisprudence in the handling of all finances.
- iii. Demonstrate innovation and creativity in the utilisation of cost-saving new initiatives, and demonstrate futureproofing.

**12. Evolving strategic priority**



Scan here for a video of the BUC Strategic Plan

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### Non-executive director (voluntary)



**The Stanborough Press Ltd.**

Alma Park Estate  
Grantham  
Lincolnshire  
NG31 9SL

We at the Stanborough Press are seeking to recruit new non-executive directors to join our board. The board provides collective governance and leadership to our organisation, and the non-executive directors play a crucial role in setting the organisation's strategic direction and policies, as well as evaluating performance against agreed targets.

We are looking for collaborative, enthusiastic individuals eager to help lead our organisation into its next exciting phase. You will share our passion for outreach, uphold the values of the Seventh-day Adventist Church and help ensure that we deliver on our vision, mission, and values.

Non-executive directors with a range of skills and experience are being sought. This might include those with lots of experience and those for whom this may be a first board appointment.

The key areas that we are looking to recruit in include:

- Marketing
- Sales
- Law/human resources
- Digital transformation

As a non-executive director, you should be able to commit to three board meetings a year and necessary sub-committee activities. We estimate that this commitment will be no more than 45 hours per year. Meetings will be held at our head offices in Grantham or the British Union Conference offices in Watford. Your travel expenses will be covered.

We at the Stanborough Press are an equal opportunities employer and strive for the highest standards of equality, diversity and inclusion. Applications from people of all backgrounds are welcome.

These unremunerated roles are open to all. To apply, please send your CV to [esanguesa@stanboroughpress.org.uk](mailto:esanguesa@stanboroughpress.org.uk).

For more information, do please get in touch – [esanguesa@stanboroughpress.org.uk](mailto:esanguesa@stanboroughpress.org.uk) or call +44 (0)1476 591700.

Interview date: TBC