Edition #846 (27 September 2013)

Email Newsletter of the Seventh-day Adventist Church in the United Kingdom and Ireland
For additional and updated news and a full listing of coming events visit our website: www.adventist.org.uk

Contents:

READY AND RARING FOR UNI
A BIG LEEDS WELCOME TO UNIVERSITY STUDENTS
BUC EXECUTIVE FOCUSED ON MISSION
NEC PASTORS LEARN TO LET GO
'TRUE IDENTITY: WHO AM I?' AT WILLESDEN TEENS' DAY
HULL FUN DAY GIVES PRAYER OPENING
VIBRANT LIFE AT LONDON GHANA
INDIAN ORPHANS BENEFIT FROM LONDON TO PARIS CYCLE RIDE
STOPTOBER – IS IT FOR YOU?
MTTC: LONDON UPDATE IN LATEST MESSENGER
HOPE & REVELATION TV SELECTIONS THIS WEEK
COMING EVENTS

READY AND RARING FOR UNI
Planning your future should include planning your church experience. Not so long ago, on a chilly autumn night, I sat down in the front seat of my youth pastor's car, and told him that I wanted to go to Cambridge University. Pastor Dejan Stojkovic had played a huge role in my life, and I suppose I had every good reason to tell him my dreams and ambitions. It was an encouraging talk. He didn't tell me the depressing statistics. He didn't do the pained 'is Cambridge really for you?' face, he simply smiled his happy 'Dejan smile', and told me "you can do it", as if it were as simple as that.

Almost three autumns later, there's a different car. I'm sitting in the back seat but we're talking about Cambridge again. My first term will start in two weeks and I'm getting ready to move in. However, this time, Dejan is not only smiling, he is beaming whilst driving me to what will be my new church.

Moving away from home is stressful for anyone, and Sabbath can be a really lonely time when you're in a totally new environment. There is no longer auntie so-and-so to ask how your week was, nor the familiar 'youth pew' or family lunch at the end of the service. It's you, and it's your grit and determination to get to church.

Despite my worries, going to Cambridge church was a truly fantastic experience. It reminded me that every church has a tradition of its own and so many different things to offer. I was introduced along with a few other visiting students to the church family. I felt so blessed to be prayed for by the elders as well as the congregation. I was blown away by the warmth and the genuine friendship extended to me, and to make it even more special there is a fellowship lunch (free of charge) every Sabbath! That is a blessed bonus on a student budget! They took a deep interest in my academic studies as well as the growth and development of my spiritual journey.

It is because of this amazing experience that I felt compelled to write this article. With the help of my youth pastor, the transition to my 'new branch' of the Church family isn't quite so daunting. It doesn't have to be awkward because I know that once I move in I will have a group of friends just as excited to get to know me, as I'm excited to acquaint myself with them.

I would definitely encourage students to get in touch with their own youth pastor to see if a trip to their church could be arranged, and not only that, bring a friend! Make your first Sabbath special, and start as to how you intend to go on. Drop an email to the pastor of your new church and get to know some of the youth there before you start university. It definitely makes a massive difference, and it really gives you a positive as well as an optimistic start to your student life.

A fantastic Bible promise that reassures me is Jeremiah 29:11. "'For I know the plans I have for you,' declares the Lord, 'plans to prosper you and not to harm you, plans to give you hope and a future.'" I hope that we will all commit our new journeys to Jesus, and ask for His guidance as we begin a new chapter in our lives.

To find the church nearest to your university campus visit [http://adventist.org.uk/who-we-are/church-finder](http://adventist.org.uk/who-we-are/church-finder). You may also want to join the [Adventist Student Network Facebook group](http://adventist.org.uk/who-we-are/church-finder).

[Amanda Brown]
A BIG LEEDS WELCOME TO UNIVERSITY STUDENTS

During university freshers' fair week, Leeds Adventist church was on the go providing health assessments for the students at the university campus. On Wednesday, 11 September the Health Expo team saw 200 students from Headingly Campus, then on Wednesday, 18 September they saw an additional 150 students from the City Campus.

Throughout the past years, Leeds church has had a presence at Leeds University freshers' week. They have put a considerable amount of work into developing the Health Expo concept, which can be adapted to any community, while keeping true to the general principles undergirding its operation.

There is no other religious body which has health and health ministry tied in so closely to its belief system as does the Seventh-day Adventist Church. This is because of our basic understanding of the nature of man, the Great Controversy between good and evil, and the atoning work of Christ our Great High Priest in the heavenly sanctuary. "The gospel of health is to be firmly linked with the ministry of the word. It is the Lord's design that the restoring influence of health reform shall be a part of the last great effort to proclaim the gospel message." (Medical Ministry, p. 259)

The Health Expo engages with the students, attracting people from many parts of the world. The students were challenged to pay attention to their health in a simple non-threatening manner.

The Expo emphasizes the eight main factors related to disease prevention and to physical, emotional and spiritual health: Nutrition, Exercise, Water, Sunlight, Temperance, Air, Rest, and Trust in divine power (NEWSTART). The church now intends to follow up the students with several programmes including healthy cooking, and twelve steps to recovery to help with addictions and weight management. The Health Expo is the beginning of a 'cycle of friendship' which leads participants to attend other health related seminars.

The university is so pleased with the Health Expo that they are willing to provide a venue at the university for follow-up programmes. This will provide Pastor Ikwisa and his team an opportunity to come in contact with the students in another non-threatening atmosphere.

[Grace Walsh]

BUC EXECUTIVE FOCUSED ON MISSION
Even with under-reporting from local church clerks, the British Union Conference Executive Committee was delighted to note that 170 individuals were baptised during the second quarter of 2013. This brings Seventh-day Adventist Church membership in the UK and Ireland to a total of 34,423.

Church growth is the priority at every Executive Committee. Introducing the agenda on Thursday, 19 September, Pastor Ian Sweeney, BUC President, reminded trustees that Christians are the 'salt of the earth' and that salt only works when it mingle in and absorbs with the food, enhancing the flavour or, in past days, preserving the food for winter storage.

That mingling was seen in reports from every part of the BUC. In Ireland, one of our pastors has become a 'National Toast Master', allowing his influence to spread into new and unexpected places, even allowing him to lead Bible studies in a convent.

Welsh Mission President, Pastor John Surridge noted how an annual health fair in a Newport school is developing a regular clientele and deep friendships. Muslim friends from the vicinity of the church volunteered to help with the vegan cooking and even the school caretaker has become a personal friend.

Messy church, community feeding programmes, and churches learning to become user-friendly were all part of the initiative in the South, while in the North, NEC President, Pastor Lorance Johnson highlighted one of his pastors who bakes and shares 'healthy bread' with his community – breaking down all barriers as a result.

Networking is also growing in Scotland where the Dundee church has flung open its doors to a toddler group, started a highly popular messy church for the community, and was recently the only church to be part of the reopening ceremony for a local park. Community engagement now means they are connected with the Lord Provost and local ministers have also asked to make connections with Adventists.

Quoting the Revd Chris Duffett, President of The Baptist Union (2012), Pastor Sweeney noted, "Too many of our church buildings are like sex shops and bookies.' The point being that for an outsider they can't see in, frosted glass obscures the windows and what happens inside is somewhat of a mystery."

Revd Duffett adds, "I thought I may have received a few emails objecting to my analogy, yet I didn't receive a single one. Not that I like receiving disgruntled deacon's correspondence. Rather, I'm sad to say, that no one objected as my observations are painfully true. We are somewhat invisible to those who haven't got a clue about Jesus."
Even while dealing with finance issues, a review of pension provision, the cost of upgrading the photocopier, or staffing issues, the overall goal of the day was to facilitate workloads and a vision that will help share the Gospel of Jesus across these islands.

Statistical reports may be a part of it. Pastor Paul Lockham, BUC Executive Secretary, noted that there might even be a drop in membership reported in the third quarter due to an audit in some areas. He equally pointed out that in other areas reported church attendance was higher than membership.

However, what was very clear, and was noted as an imperative for relevant, community sensitive evangelism, was that church growth in the UK was no longer likely to happen by immigration so much as by intentional outreach. Pastor Sweeney stated, "We cannot make an impact if we think it's going to be mass evangelism – the big campaign. It will be by personal effort. Every local church needs to ask the question, what are we doing? Seeing, understanding, engaging in personal effort – it needs to be a church that loves its community."

With a long and important discussion on pension provision within the new government criteria the day ended late. It also ended on a high note as the last item, a report on the Adventist Church website, noted that the responsive website launched in February 2013 had now achieved most of the goals set by the committee.

These included a corporate look for the Church across the whole of the UK and Ireland, ease of use, and an outward look to the community while still resourcing church members. One highlight noted was that a Google search for 'Adventist' placed the website #1 on Google UK and #4 worldwide. Taking on a full-time web-master and intentionally focusing on improving our presence means that the Adventist profile is now considerably higher. [See the report summery here.]

The website will introduce people to the Church. The transforming power of Christ will integrate them into a local church community and family. Every part of the Church must play its part in sharing the Gospel Commission.

[Victor Hulbert]

**NEC PASTORS LEARN TO LET GO**

A group of pastors from the North England Conference headed to the heart of the Inter-America Division for an intensive week of hands-on training. They were there to work with and observe their counterparts in the fastest growing Division in the Seventh-day Adventist Church. NEC pastors are seeing first-hand the effects of a freer, more collaborative working relationship between pastors and laity and can then assess the results of a decreased reliance on pastors and bring back ideas which can be applied in a British context to empower the laity and grow the Church in England.
The group of seven pastors, led by Pastor Richard Jackson, Ministerial Association director for the NEC, as well as one of the NEC Officers, Mr Rejoice Kampengele, left for Jamaica on Friday 20 September.

Pastor Jackson reasoned, "Wherever in the world the work is doing well, it is not about the pastor doing it all. It is about the pastor and the laity working hand in hand together. What we want to do in England is to change the whole aspect of the church membership relying on the pastor or director wholeheartedly in terms of the work. What we would like to see is the pastors empowering the laity to help with the work."

He added, "This trip is about raising the bar in terms of excellence as far as mission is concerned for both pastors and members." He was quick to add, "This is not a holiday."

The pastors are each occupied as part of the evangelistic drive in a specific church. "While the local membership will have done the groundwork for the campaign, our pastors are to deliver six preaching sessions starting Sabbath morning, then again on Sabbath evening, and every evening until Thursday night", Pastor Jackson stated.

During the day pastors are going out with Bible workers doing visitation, sitting with local pastors who will share the dynamics of how they go about their tasks. It will be a continual learning process.

Friday, 27 September will see them participate in a forum where the laity and the pastors will be debriefed about the week's activities, highlighting any improvements that could be made and also which aspects of the activities could be applied in a British context.

On Sabbath baptismal candidates from the various campaigns will gather at the Festival of the Laity to be held at Camp Verley, St Catherine, where all the churches will come together. A baptism is planned for Sabbath morning and an appreciation service later in the afternoon at which members will be honoured for their hard work.

This bold initiative is a key step toward realising the strategic vision of the North England Conference and involves teaching pastors the benefits of not hovering over, but empowering the membership to move the work forward. Pastor Jackson believes that the membership is ready to do this but that they have not been given the opportunity.

Pastor Jackson said, "I thought that if we could go to Inter America (in Jamaica) to see how the church functions there, with the pastor working along with the laity, it could help our pastors here in letting go of the churches and training the membership so that they can function in a better way."

Relying on the laity was cited as the only way to manage multiple churches in a district during a recent pastors’ training day on 'How to pastor in a multi-church district'. It is hoped that the knowledge and experienced gained from this latest initiative will prompt positive change in the growth and benefit the development of our Church.
Ongoing training is being planned and Sunday, 6 October sees the start of a Lay Preachers' training course to help prepare our membership for more active service. More information on this training is obtainable from the NEC office.

Pastor Jackson is confident that pastors and members can successfully work together to 'Rebuild the Walls' stating, "if we are committed to the work, if we are dedicated and give our hearts to God, He will teach us how to work together."

[ Geraldene Farmer]

'TRUE IDENTITY: WHO AM I?' AT WILLESDEN TEENS' DAY

Willesden church's newly-formed Teens Choir kicked off their Teens Day, at their North-West London church, on Saturday (Sabbath), 14 September.

"I thought Teens' Day was good, I really enjoyed it!" commented Tia Hutchinson, 13, who was part of the Teens' Choir. "I liked the singing and the sermon, as well. There should be more Teens Days to show what the teens are like, I would take part more often."

Many other teens from Willesden were involved in the choir and rehearsals had taken place over several weeks.

"I had a blast", enthused Rachel Miller, organiser of the Teens' Choir. "Rehearsals were fun...because we knew who we were doing it for. We have talented teens in our church, it was good working with them. I felt like a proud mummy, of 20 kids, as I saw the choir singing. It was quite rewarding to see all of these weeks of rehearsals boil down to these two hours."

The theme of the day was, 'True Identity: Who Am I?'. The main message was brilliantly delivered by young guest speaker, Asher McKenzie.

The church listened to his humorous tales alongside some of the more shocking details of his life. It made for uncomfortable listening at times. Asher tried to depict a fraction of what Jesus went through using engaging anecdotes of his own experiences, making the message even more potent.

"The day went fantastically well", said 17-year-old, David Mannix. "It should serve as an example for all teenagers – it set the standard for all Teens' Days."

Croydon church's Youth Choir joined the afternoon programme. Under the theme, 'I Almost Let Go', the lively programme was interspersed with singing and acting as their performance followed the stories of characters from the Bible.
"I learnt that you should not give up", said 17-year-old Kyran Christopher. "There are quite a lot of stories of people who go through worse things than we do and they didn't give up, so we should just look to Jesus and keep going on."

Tessa Saul-Ifill, organiser of the Croydon Youth Choir, left the teens with this message. "Teens, this is your day – do not let go! We will never stop loving you or praying for you. Don't give up and never let go!"

[Monique Simpson]

**HULL FUN DAY GIVES PRAYER OPENING**

Unfavourably windy weather did little to impact the enthusiasm of participants at East Park, Hull on Sunday, 1 September 2013. The Hull Seventh-day Adventist church was hosting a Fun Day, the first of its kind and aimed at evangelising the community. The winds were so strong that they blew away one of the tents. Nevertheless, the mission was accomplished.

A bouncy castle was the main attraction for the children aged 10 and below. All the children from the community were welcome and had plenty of fun. Family games for all age groups were also a highlight. These included an egg race, a sack race for all age groups in which the mothers participated with a lot of enthusiasm. It was more like reliving the years gone by. The other games were skipping, tug of war and football.

The Health Ministries department offered free health checks in a tent and the medical professionals were on hand to explain to people their results and to advise people on how to change their
lifestyle. A selection of literature was there for all attendees to choose from. The literature, most of which was health related, proved to be an effective tool to spread the good news.

The church's Pathfinder Club members did a brief marching and singing display and also participated in the handing out of literature. Many participants also enjoyed the free refreshments and this even resulted in one of the visitors asking for prayers. Immediately a small group took a moment to pray with the gentleman.

Plans are in place to repeat this event every year as part of the community outreach in Hull.

[Chiedza Gwelo]

VIBRANT LIFE AT LONDON GHANA

Two late August events continue to demonstrate the vibrancy of the London Ghana church.

On Sabbath, 31 August, Pastor Kevin Johns, the Pathfinder director and Prison Ministries coordinator for the SEC visited London Ghana church for their annual Pathfinder Day. This showcased the work of the Pathfinder and Adventurer Club including: drilling, drumming and a multitude of honours.

The Pathfinders opened the divine service with outstanding examples of drumming and marching, then displayed their scholarship by reciting their Aim, Motto, Pledge and Law. The children also gave examples of what they had learnt by reciting Bible verses and the books of the Bible. Pastor Johns' sermon challenged, "If you want to survive the storm, stay in the ship", focusing on Paul when his ship was destroyed in a storm. The story was an example of how we should always focus on God when we are faced with emotional, physical or psychological problems. The day was a great way for the children and young people in the church to show the rest of the congregation what they have learnt through the last year.

There was no resting for the church on the preceding Bank Holiday Monday as members gathered for the annual church barbeque. Now running for several years, it offers London Ghana church members a chance to fellowship and socialise with each other and enjoy the last bank holiday before Christmas. The day was initially set up for the youth to enjoy, however in recent years has been enjoyed by children and adults as well. The day revolved around a lot of food, music and socialising – all important parts of being a family.

[Grace Owusu]
INDIAN ORPHANS BENEFIT FROM LONDON TO PARIS CYCLE RIDE

Money from a 261 mile London to Paris cycle ride at the end of May was personally handed to the fifty 'Way To Life' children at an Indian orphanage to cover their school fees for the 2013-14 school year.

John Cooper and Kish Poddar, trustees of the UK registered charity, STOP International, travelled to India to personally hand over the £2,800 cheque. In August this year, when on a STOP project to work on the Vocational Training Centre in Denkanikotta, India, they presented the cheque to Selvi the Director of the Way To Life Orphanage.

Selvi said that when they heard that John and Kish were doing the ride, all the children prayed for the men's safety and for strength so that they would complete the ride and raise the necessary funds to enable the children to attend school this year.

The children gave a big cheer of appreciation when the cheque was handed over and offered a prayer of gratitude. For the two riders it was the most rewarding part of the fundraising event.

In addition to presenting a cheque for the orphans' school fees there was other work to be done by the small team of volunteers on the Vocational Training Centre. Hundreds of feet of water pipes were laid connecting up to the tall water storage tower designed to supply all the buildings with a constant supply of water. Three hundred metres of cable were laid down in trenches to connect up the newly constructed girls' dormitory with electricity. The two hundred metres of the frontage wall to the property had a new look after the ladies in the team finished applying gallons of whitewash.

There were many memorable events which will remain in the minds of the volunteers. Among them were walking all the orphans to their school in the morning before beginning the day's work; taking the orphans to a zoo for a day trip and picnic; visiting some of the tourist sites of India.

The highlight of the trip was to see new sewing machines installed in the Centre to begin the sewing programme for the older children. When the assembled machines were displayed to the children, and their carers, they broke out into spontaneous singing followed by a prayer of thanksgiving. This signalled a fitting start to the long awaited programme designed to help the orphans become self-sufficient.

STOP International organises a humanitarian trip to India every summer. If you would like to volunteer on a trip please contact Kish Poddar at <kishpoddar@onetel.com>.


STOPTOBER – IS IT FOR YOU?

Adventists have always been in the forefront of preventative health care. While government and NHS programmes may be building on programmes developed by the Adventist Church in the 1960s, there is still a place for church members to influence positive health change today.

October is the National Stop Smoking month 'Stoptober'. Why not mobilise your church to help your community to stop smoking by running a Breath Free programme. More than a century ago, Adventist church co-founder, Ellen White, established the causal link between lung cancer and tobacco smoking. Since then a wealth of information has been assembled on the tragic health consequences of tobacco consumption and the highly addictive nature of nicotine in cigarettes, which makes smoking cessation very difficult.

Today, tobacco consumption is recognised as the UK's single greatest cause of preventable illness and early death. Overall, tobacco smoking is estimated to be responsible for more than a quarter of cancer deaths in the UK.

In view of this information the relevance of stop smoking programmes is unequivocal and the impact the church can have in the health of people and their communities is phenomenal. The revised Breathe Free™ Plan to Stop Smoking prepares the church to organize and conduct a stop smoking class for interested participants in their church or community. This programme gives techniques and principles on how to successfully overcome the smoking habit.

If you are interested in delivering this programme contact Grace Walsh or Orlene Dunkley at the North England Conference on 0115 960 6312, or your local Conference or Mission Health Ministries department.

[Grace Walsh]

MTTC: LONDON UPDATE IN LATEST MESSENGER
Mission to the Cities, a worldwide initiative of the Seventh-day Adventist Church, will focus on London over the coming months. The 27 September Messenger, journal of the Seventh-day Adventist Church in the UK and Ireland, interviews Pastor Keith Boldeau on a MTTC initiative in Brixton, notes a Central London Youth initiative, and pictures the 'Sabbath sofa' doing the rounds of many a London street. Pick up a copy in your local church or read it online.

[Julian Hibbert]

HOPE & REVELATION TV HIGHLIGHTS THIS WEEK

Programme highlights for the coming week include:

On Revelation TV (Sky 581 or Freesat 692): In FaithTalks, Kirsten Øster-Lundqvist looks at 'Faith through art' with Mervyn Weir and Karin Wieczorek: Thursday 26 September, 8:30 pm, repeated Sunday 29 September at 1:00 pm. Next week, on Thursday 3 October, repeated Sunday 6 October: Children and Faith Development.

On Hope TV you can watch a wide variety of programmes on the satellite and website. Next week's schedule includes the following UK produced programmes among its much larger international output:

Friday 27 September: 8:00 pm: In Conversation: Wayne Erasmus – Ministry across cultures, 8:30 pm: FaithTalks: Faith through art, Midnight: The Journey: Hiroshima

Sabbath 28 September: 9:00 am: In Conversation: Richard Poulton – Atheist, legalist, Christian, 7:00 pm: In Conversation: Wayne Erasmus – Ministry across cultures, 7:30 pm: FaithTalks: Faith through art, 8:00 pm: The Journey: The Sanctuary

Monday 30 September: 12:30 pm: In Conversation: Borge Schantz – Life of missionary passion, 9:30 pm: The Journey: When disaster strikes

Wednesday 2 October: 8:00 am: The Journey: When disaster strikes, 11:00 pm: In Conversation: Elvira Pearson – An extraordinary life

List address: bucnews_pdf@adventist.org.uk  
Subscribe: bucnews_pdf-subscribe@adventist.org.uk  
Unsubscribe: bucnews_pdf-unsubscribe@adventist.org.uk

Spam  
Not spam  
Forget previous vote

r Friday 4 October: 8:00 pm: In Conversation: Mervyn Weir – Art in Gospel, 8:30 pm: FaithTalks: Men and Health, Midnight: The Journey: Empty Camera
Sabbath 5 October: 9:00 am: In Conversation: Wayne Erasmus – Ministry across cultures,
7:00 pm: In Conversation: Mervyn Weir – Art in Gospel,
7:30 pm: FaithTalks: Men and Health,
8:00 pm: The Journey: When disaster strikes

COMING EVENTS

For a full listing of Coming Events please visit http://adventist.org.uk/events

Continuing to Saturday 28 September:
Hope for today – Holloway campaign.

Friday 27 September:
Dinosaurs – the monsters that God made – with John Mackay, a world leading expert on the Evolution-Creation debate, Stanborough Park church.

Sabbath 28 September:
BUC Power of 35,000, Union-wide literature distribution.
Area 2 Day of Fellowship – Sidcot School, North Somerset. Please bring a packed lunch.
Exposing Evolution – Confirming Creation, with John Mackay at Stanborough Park church.

Saturday 28 September:
He's Able – an evening of Praise at Nottingham Central Adventist church.
Rugby church building fundraiser Musical Concert, United Reformed church, Rugby.
Fundraising Gospel Concert – in aid of the Church Building Fund, Derby Chester Green.

Sunday 29 September:
ABC Book & Food Sale at the John Loughborough School.
Writing for God’ – Writing workshop, led by Pastor Willie Hucks (USA) Associate Editor, Ministry Magazine, Croydon Seventh-day Adventist church.
CV Workshop and Interview Techniques, organised by the North Wembley Adventist church.
Pat's Autumn Sale at Stanborough Centre – refreshments and light lunches and all the usual stalls.

Sunday 29 September - 12 October:
The start of a Christian lifestyle series, It's All About Him at Nottingham Central Seventh-day Adventist church. 7 pm nightly except Thursdays.

Tuesday 1 October:
The Essential Energizer Talks, at the Stanborough Centre, Watford. Every Tuesday for 10 weeks.

Sabbath 5 October:
Welsh Mission Day of Fellowship, at the Pavilion in Llandrindod Wells. Guest speaker: Pastor Aris Vontzalidis. Remember to bring your own food and drinks as no catering is provided.
Community of Hope Gospel Concert, Bishop Latimer Church, Birmingham. Free entry.

Saturday 5 October:
ABC Book & Food Sale at the Southampton Adventist church and at the end of the Fijian Day of Fellowship at Stoke on Trent.

Sunday 6 October:
ABC Book & Food Sale at the Welling Adventist church.
NEC Lay Preachers' Training Course – will run for 12 weeks with a planned finish date of the end of February 2014. Contact the NEC Ministerial Association for further information.

Friday 11 October:
Central London Church's Dialogue Cafe Worship Nights ministry is celebrating its first year – join us!

Friday 11 - Sabbath 12 October:
Holloway Church Homecoming, with Pastor Orville Woolford.

Friday 11 - Sunday 13 October:

Sabbath 12 October:
New Life church – Day of Historical Reflection, with Dr Tony Talbut and The Orion Chorale.

Sunday 13 October:
ABC Book & Food Sale at Willesden church.

For more details and a larger selection of events both this weekend and in the future please visit the Coming Events website where events are continuously updated online. Select your region for events nearest to you. You can also share events important to you on your Facebook or social media profile. You can also submit your event at the same location.

----------------------------------------

SMALL ADS

HEALTH FOOD STORE OPPORTUNITY, Worcester. Nichola Lewis is seeking a committed Seventh-day Adventist to work as a voluntary retail assistant in a health food store with the strong possibility of leading on to employment. The shop is located in Worcester city centre with good rail and transport links. Experience preferred. Open to consideration with no prior experience. Email: nicholalewis@msn.com for details.

ADRA GALA DINNER: Join ADRA for a very special fundraising event on Saturday evening, 9 November.

JOB OPPORTUNITIES: An ICT Services Assistant (part-time) at Newbold College of Higher Education. Part-time Classroom assistant, Newbold Primary School. Full details of these and other vacancies on our Jobs Page.

AN ADVENTIST YOUTH GROUP from Novo Hamburgo, south of Brazil, 'Igreja Adventista Central de Novo Hamburgo' would like to make contact, and get to know more about the Adventist Church in the UK & Ireland: "The praise, the worship, your mission, your youth, etc. We would like to exchange photos and videos." Email josueschmidt77@gmail.com for more details.

LIMITED SPACES STILL AVAILABLE for the BUC Women's Ministries Conference, 18-20 October with Dr Deborah Harris, renowned Women's Ministries speaker from the USA. An expert business trainer and organizational consultant, she works with businesses, non-profit organizations and schools as a trainer, presenter and consultant. She has also served as the Women's Ministries director for the South Atlantic Conference. Find out more by visiting the website. Total payment must be received by 30 September. Contact the BUC Women's Ministries department on 01923 672251.

ROOM TO RENT: Adventist professional seeks Adventist tenant to occupy a double room within a 3-bed house in Grays, Essex. Rent is £350pcm inclusive of council tax, water rates, gas and electricity. If interested, please call Ryan on 07908 801254.
THE SMALL PRINT

BUC News is a weekly news bulletin produced by the British Union Conference of the Seventh-day Adventist Church, and edited by the Communication Department. Victor Hulbert, director; Mary Kapon, secretary. Items for inclusion should be sent to bucnews@adventist.org.uk and need to be received by 6.00 pm on Wednesday, preferably as simple email text or submitted online. All unattributed stories written by the editorial team. Coming Events should be kept short and preferably be submitted via the on-line form at: http://adventist.org.uk/events. Small ads should be sent by email. The editor reserves the right to modify articles received to make them suitable for inclusion. The views expressed by individuals cited in this bulletin do not necessarily reflect the views of the Seventh-day Adventist Church, though we try to ensure that they do. You are free to re-print any portion of this bulletin without the need for special permission. However, we kindly request that you identify BUC News or other sources whenever you publish these materials. Back issues are available on our archive website at http://www.adventistnews.org.uk.

You can manually unsubscribe from this mailing list by clicking on reply and including the word 'unsubscribe' in the subject line. You can subscribe to ANN (Adventist News Network), the email news bulletin of the General Conference of Seventh-day Adventists, on the GC website at: http://news.adventist.org. You can subscribe to TED News, the email news bulletin of the Trans-European Division, by sending your name and email address to: tednews@ted-adventist.org.

The British Union Conference of the Seventh-day Adventist Church accepts no liability to any party for any error, omission or mis-statement by any contributor in any material published in this newsletter.

To unsubscribe from this newsletter please send an email marked unsubscribe to bucnews@adventist.org.uk.
Adventist Web Presence in the UK & Ireland
Review of Goals

In 2012 the BUC Executive Committee commissioned the BUC Communication department to develop a new, inclusive website on a national basis.

Following consultation with all key stakeholders and with various designers, the website was launched early in 2013. While there are areas still under development the site is now at a point where it is appropriate to provide the BUC Executive Committee with a progress report.

Key Goals:

The committee asked for the following key values on the site:

- Corporate identity
- Modern, 21st century look
- Easy to find on search engines
- Responsive (mobile/tablet friendly)
- Easy to navigate
- Easy to share
- Outward looking while serving the membership

Corporate identity, modern look

The graphic on the left demonstrates the diverse websites we maintained at National and Conference/Mission level across the BUC. They looked very different even though much of the content was the same or very similar. There was also a varying level of quality in design and content.

Nobody from outside of the Seventh-day Adventist Church would be aware that the six sites were all part of the same family.

With variations in colour schemes and content the new website(s) now have a consistent design and a recognisable identity. That consistency carries through to many of the pages such as our statement of belief. While it may be clear that you are in the South England Conference, the site also gives you the ability to search Coming Events, News, Picture Galleries and Resources from other parts of the BUC, helping to portray the Church as one family.
Search engine optimisation

Bringing our websites under one roof means that search engine optimisation is much easier. More importantly, it means that when a member of the public types 'Adventist' into their search engine they will find http://adventist.org.uk at the top of the list (for UK listings), #4 worldwide. In Ireland, http://adventist.ie, a subdomain of the corporate site comes as #1.

Equally important, apart from the Wikipedia and the BBC, it is quite a way down the list until you get non-Adventist sites listed, particularly those that are anti-Adventist.

Responsive (mobile/tablet friendly)

Responsive design was a key criteria. The effort placed in getting this correct is evidenced by a significant increase in mobile and tablet traffic compared to 2012.

<table>
<thead>
<tr>
<th></th>
<th>August 2012</th>
<th>August 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>80.38%</td>
<td>68.43%</td>
</tr>
<tr>
<td>Mobile</td>
<td>14.57%</td>
<td>19.65%</td>
</tr>
<tr>
<td>Tablet</td>
<td>5.05%</td>
<td>11.92%</td>
</tr>
</tbody>
</table>

Over the same period the number of unique visitors almost doubled, they spent longer on the site, and a far higher percentage looked at more than one page.

<table>
<thead>
<tr>
<th></th>
<th>August 2012</th>
<th>August 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique visits</td>
<td>9,336</td>
<td>17,709</td>
</tr>
<tr>
<td>Average pages visited</td>
<td>1.76</td>
<td>3.34</td>
</tr>
<tr>
<td>Average visit duration</td>
<td>01.34</td>
<td>03.16</td>
</tr>
<tr>
<td>Bounce rate</td>
<td>68.65%</td>
<td>49.42%</td>
</tr>
</tbody>
</table>

An explanation of 'Bounce rate'. This is the percentage of visitors who only look at the one page they have landed on. Thus for a home page you want a very low bounce rate as visitors are only going to get the information they want by going to a second or third page. In that regard, an average bounce rate should be below 50%. When a visitor arrives via a link from Facebook, a newsletter, or some other source, they may be directed to the specific page they want. In that case the bounce rate will be considerably higher, often up around 80%. For a mobile visitor trying to find their way to church using the church finder, we would expect an extremely high bounce rate. On that basis, an average bounce rate of 49.42% is very good.

One extremely positive virtue of the responsive site is that people are using the church finder on their smartphone, not only to locate the church, but also to navigate their way to the church door. This works extremely well both for car, foot or public transport. The 'use my location' feature also immediately helps visitors find their 10 nearest churches. Now there is no excuse for being lost or late!
The graphic on the left illustrates this process, right down to the Google Streetview image that will pop up on your screen as you reach your destination.

**Easy to navigate**

It was especially important to our design team that the site should be easy to navigate, especially for a non-Adventist visitor. The simple graphic design of the front page helps the visitors to find what they need within 3 clicks.

The friendly 'How can we help' box allows the visitor to search for anything from departments, to news, or coming events, or just to find out what Adventists say on a subject such as creation.

**Easy to share**

**Internally**

One of the aims of the website is to decrease the workload across the Communication departments of every part of the Church structure. The resultant convergence of News and Coming Events has been one of the most encouraging examples of this convergence.

An article written and submitted by the Irish Communication sponsor goes straight onto the Irish and National news pages. It can then be edited by the Irish or the National team, and is immediately available for inclusion in the Irish or the National newsletter. (*Irish Mission News* or *BUC News*). The newsletter is formatted, and articles selected, directly from the website.

The website is now the key place to submit articles and coming events. From there they can then also easily be shared externally via social media.

**Externally**

Social media is extremely important. It does not replace a website but it is very important for websites to interact with social media. This website has social media buttons on the bottom of every single page. These are being used by visitors to share pages they like on their Facebook, Twitter or Google Plus. The bottom menu also allows visitors to jump to the social media pages of that particular part of the website.

This is particularly important in sharing news and coming events across platforms, and for sharing specific Adventist viewpoints on key topics.
Outward looking while serving the membership

The site was specifically designed to appeal to a non-Seventh-day Adventist visitor. Thus the front page provides attractive primary links that will help such an individual find out what they want to know about the Church.

However, it is also important to serve our church members. As such, we have made resources easily available, and have increased the accessibility of the department pages, even while they will not be quite as prominent on the front page.

What’s still to do?

A website is never static. Content is always the biggest challenge and departments at every level are encouraged both to add more content of their own, and to share content between Conferences and Missions. The chart below shows our current priorities.

---

Victor Hulbert with Paula Yunuen Carrillo & Thando Mlalazi

Communication & Media director BUC & ADC IT/Web Support

BUC IT/Web Support

---

1 This figure is based on the latest Google analytics. It differs considerably from the higher 1&1 analytics that was quoted in previous reports. While the 1&1 counted total visits it was not so good at defining unique visits and visits from automated processes such as the RSS news feed that supplies BUC News to several hundred netAdventist sites.