



CRNet Conference – Seminars and Speakers

Wednesday Morning Seminar Choices

(choose a first and second choice from this list)



Seminar	Speaker
Marketing Matters - Turn Strategy into Impact including how to Increase your Online Presence	Sarah Francis (Yellow Cherry)
Remaining Compliant in Employment Law	Emma McGrath (Citation)
Cutting Energy Costs without Cutting Corners: Practical Steps Toward Net Zero	Kimberley Page (Utility Aid)
Listening to the Lord	Simon Baddeley (Filling Station)
Growing and Developing Schools Ministry – Offering - (Collaborative Workshop: Part 1 of 2)	Rob Sheffield (Heatree), Anna Shaw (CPAS)
Developing and Maintaining a Healthy Leadership Culture	Justin Humphreys (Thirtyone:eight)

**Marketing Matters — Turn Strategy into Impact including how to Increase your Online Presence**  
Sarah Francis (Yellow Cherry)

Unlock the power of smart, authentic marketing. This seminar shows you how to plan with purpose, connect with audiences, and deliver measurable results.

Learn how to:

- Build data-driven strategies that attract and convert.
- Stay front of mind with the *Rule of 7* and customer-first storytelling.
- Harness trends in AI, authenticity, and sustainability.
- Master multi-channel marketing.
- Measure what matters with clear, actionable KPIs.

Make every message count. Make your marketing matter.

**Growing and Developing Schools Ministry – Offering**  
*(Collaborative Workshop: Part 1 of 2)*  
Rob Sheffield (Heatree), Anna Shaw (CPAS)

How can we grow and strengthen our ministry with schools? In this first collaborative session, we’ll explore the *why* and *what* of our current schools work - celebrating what’s already happening and identifying the heart behind it. Then we’ll lift our eyes to the horizon for some blue-sky thinking about what *else* might be possible. Come ready to share, imagine, and shape fresh ideas together.

Together, Rob and Anna will guide participants through a dynamic and collaborative process of exploring how schools’ ministry can grow, evolve, and flourish through innovation and partnership.

**Cutting Energy Costs without Cutting Corners: Practical Steps Toward Net Zero**  
Kimberley Page (Utility Aid)

Discover how your organisation can reduce energy use and operational costs without compromising quality or service. This session explores straightforward, real-world strategies to improve efficiency, optimise systems, and move confidently toward net zero. Learn how to identify opportunities for savings, implement smart energy practices, and measure your progress over time.

Key Takeaways:

- Simple, high-impact ways to lower energy costs.
- How to plan and track your journey toward net zero.
- Tools, incentives, and partnerships to support your sustainability goals.

**Developing and Maintaining a Healthy Leadership Culture**  
Justin Humphreys (Thirtyone:eight)

This session will focus on what is required to develop and maintain cultures that are safe and healthy as a system for preventing harm and abuse in any context, including the use of proactive efforts to listen well, communicate well, manage power, build transparent structures, establish good governance and model safe behaviours.

**Listening to the Lord**  
Simon Baddeley (Filling Station)

A practical teaching on how we can grow in hearing from God and communicating that well to others.

**Remaining Compliant in Employment Law**  
Emma McGrath (Citation)

Key developments in employment law include day-one rights for key forms of leave and unfair dismissal, tighter rules around zero-hours contracts and fundamental changes to Statutory Sick Pay. Join Emma McGrath for an expert overview of the Employment Rights Bill and the key employment law changes on the horizon.

# Wednesday Afternoon Seminar Choices

(choose a first and second choice from this list)

Seminar	Speaker
From Policy to Practice: CPAS’ Journey with Reputation Governance	Sarann Buckby (Jersey Road) and Jon Scamman (CPAS)
Equipping young people to share Christ	Jubi da Silva (Christianity Explored)
'Getting the right people on the Board of Trustees and working together	Lynn Cadman (Edward Connor Solicitors)
Growing and Developing Schools Ministry – Partnerships - <i>(Collaborative Workshop: Part 2 of 2)</i> -	Rob Sheffield (Heatree), Anna Shaw (CPAS)
Maximising your Fundraising Potential	Dani Knox (The Fundraising Coach)

**From Policy to Practice:  
CPAS’ Journey with Reputation Governance**  
Sarann Buckby (Jersey Road) and Jon Scamman (CPAS)

Reputation governance is not just theory, it’s a lived culture. In this interactive Q&A, Jon Scamman (CEO, CPAS) will share how CPAS has integrated reputation governance into the heart of its ministry, drawing on over a century of running holidays for young people. We’ll explore lessons learned in creating a culture of openness, responding to criticism with humility, and placing people at the centre of safeguarding and trust. The conversation will highlight practical steps any Christian organisation can take to steward reputation well, keeping mission healthy and sustainable.

**Equipping young people to share Christ**  
Jubi da Silva (Christianity Explored)

In the last 7 years, the number of young people flocking to church in the UK has [quadrupled](#)\*. In God's providence, Christianity Explored Ministries has launched VOX -- a 4-session youth resource to help 11-18s discover the good news of Jesus in the gospel of Luke. In this workshop, you will sample a session yourself and learn how to help young people return to the basics of life and the Christian faith. There will be time for Q&A and an invitation to long-term training with us. (\*The Quiet Revival, Bible Society)

**Getting the right people on the Board of Trustees and working together**  
Lynn Cadman (Edward Connor Solicitors)

A practical session to help reflect on what – and who – your board needs to flourish and how to bring out the best in one another. This includes identifying gaps in gifting, experience and other qualities on your board, finding potential trustees with what you’re looking for, and bringing your new board together.

**Growing and Developing Schools Ministry – Partnerships - *(Collaborative Workshop: Part 2 of 2)***  
Rob Sheffield (Heatree), Anna Shaw (CPAS)

What could schools’ ministry look like if we worked in deeper partnership - with churches, schools, organisations, and each other? Building on insights from Part 1, this session focuses on collaboration: exploring creative models of partnership, testing new ideas, and learning from one another’s experience. Expect lively discussion, practical imagination, and a shared vision for growing together. Together, Rob and Anna will guide participants through a dynamic and collaborative process of exploring how schools’ ministry can grow, evolve, and flourish through innovation and partnership.

**Maximising your Fundraising Potential**  
Dani Knox (The Fundraising Coach)

We'll be exploring different income streams, practical ways to grow them, and how to link them together into a strategy that builds sustainability and releases vision.

Thursday Morning Seminar Choices

(choose a first and second choice from this list)

Seminar	Speaker
Sharing the Gospel in the Great Outdoors	Mal and Marian Tab
Reigniting your Fundraising Vision	Dani Knox (The Fundraising Coach)
Recruitment and Management of Volunteers	Rachel Duggan (Rock UK) and Paul Wenham (Ashburnham Place)
A Passion for People, Planet and Places	Andy Lester (A Rocha)
Top tips for governing your Christian charity well	Lynn Cadman (Edward Connor Solicitors)
Building a Culture of Reputation Governance	Sarann Buckby (Jersey Road)

Sharing the Gospel in the Great Outdoors

Mal and Marian Tab

Practical, tried and tested, thoughts in the area of evangelism in the outdoors which are rooted in scripture and personal experience. The content will be relevant to outdoor instructors and anybody who enjoys spending leisure time in the outdoors

Recruitment and Management of Volunteers

Rachel Duggan (Rock UK) & Paul Wenham (Ashburnham Place)

Volunteers are the lifeblood of many organisations, but recruiting, supporting, and leading them well can be challenging. This seminar will cover practical approaches to volunteer management, including navigating visa applications, and offers a space to share experiences and discuss what works (and what doesn't). Come ready to engage in open conversation, learn from others, and take away ideas to strengthen your organisation's volunteer programme.

Reigniting your Fundraising Vision

Dani Knox (The Fundraising Coach)

To inspire and encourage when the spark has faded and fundraising feels discouraging. Blending vision with practical tools, it will help you rediscover purpose, renew motivation, and find fresh ways to approach your fundraising with confidence and clarity.

A Passion for People, Planet and Places

Andy Lester (A Rocha)

Jesus had a passion for the land, for community and for change. We live in a season where climate change and nature loss has become a stark reality and where communities are increasingly fragmented and polarised. Into that space we can make a huge difference as a network. Come and find out how and add your own creativity to what has already been achieved. This seminar is all about hope in a time of crisis and modelling a Christ-centred response to the challenges we face.

Building a Culture of Reputation Governance

Sarann Buckby (Jersey Road)

A good name is more valuable than riches (Proverbs 22), but it only takes a moment for trust to be lost. In this session, Jersey Road will unpack what reputation governance really means for Christian organisations today. We'll explore how to embed healthy practices across leadership and frontline teams, prepare for crises before they happen, and ensure your mission is not derailed by reputational threats. With practical insights and examples, we'll show how reputation governance can become part of your organisation's DNA — strengthening trust, resilience, and witness.

Top tips for governing your Christian charity well

Lynn Cadman (Edward Connor Solicitors)

Relationships, behaviours and dynamics in the board room can have a bigger impact on our ability to lead well than structures, systems and processes. But what does good governance look like, particularly in terms of relationships within the board and between the board and the executive? Join this session looking at the characteristics of effective charity boards and tools and top tips to work well as individuals and as a team - including with your senior management

## Keynote Speaker

**Phil Knox** is an evangelist and missiologist at the **Evangelical Alliance**. He is passionate about making Jesus known and the power of friendship and his first job was running Christian residential! He loves learning and has degrees in law and mission and evangelism. His work in the UK is studying how people come to faith in Jesus and helping the church maximise those pathways. He preaches around 100 times a year in a variety of contexts and is a regular contributor to BBC Radio 2's Pause for Thought. Phil is married to Dani and they have two sons, Caleb and Jos. He is an avid runner, enthusiastic waterskier and once broke the world record for the longest five-a-side football match. He is also an award winning performance poet and author of 'Story Bearer' and 'The Best of Friends'.



## Seminar Speakers

**Sarann Buckby** is Associate Director – Reputation Governance Lead at **Jersey Road**. She is passionate about helping organisations build and protect their reputation through thoughtful governance and practical guidance. At Jersey Road, she combines her strategic expertise with a collaborative, people-centered approach, inspiring teams to act with integrity, confidence, and clarity. Known for her approachable style and insightful leadership, Sarann thrives on turning complex challenges into opportunities for growth and trust.



**Lynn Cadman** is a Senior Associate at **Edward Connor Solicitors** and a Freelance Charity Governance Consultant. Lynn has worked in and with the charity sector for over 20 years, including at the Charity Commission, as an in-house expert at the Royal British Legion, and as an external adviser. She is an experienced trainer and has written guidance for the charity sector, including Getting on Board's Practical Guides on '*How to Recruit Trustees* and *How to Become a Charity Trustee*'. In Autumn 2021 Lynn completed an MSc in Voluntary Sector Management with distinction at Bayes Business School. Lynn is also a charity trustee of BMS World Mission and Mill Grove Christian Charitable Trust. Edward Connor Solicitors uniquely combines the specialism of a high-quality law firm with the gospel aims of a Christian charity. We understand your priorities and challenges because working with Christian organisations and churches is all we do. We offer Christ-centred legal expertise, designed to help your ministry flourish.



**Rachel Duggan** is the **HR Manager at Rock UK**, where she oversees recruitment, volunteer engagement, and staff development. With extensive experience in managing and supporting teams, Rachel brings practical insight into what it takes to recruit, lead, and nurture volunteers effectively.





**Sarah Francis** (Managing Director) founded **Yellow Cherry** in 2009 after a successful career at an award-winning marketing agency, where she managed digital projects for public, charity, start-up, and international clients. With extensive experience across strategy, digital, design, and PR, she has built Yellow Cherry into a full-service, value-driven marketing agency.

She delivers workshops and one-to-one consultancy across Scotland through Business Gateway's Digital Boost programme, translating complex digital concepts into engaging, practical advice. She also provides specialist consultancy for Highlands and Islands Enterprise (HIE), conducting detailed audits and developing actionable marketing strategies.

Sarah has led major digital and marketing projects for clients including Bath & North East Somerset Council, Natural England, Aberdeenshire Council, Highland Council, Zero Waste Scotland, and the Cairngorms National Park Authority and her expertise extends to stakeholder engagement, public consultation, and community brand development. She also contributes to the wider business community as a Board Director for Calman Enterprise and Highland Business Women (200 members).

Professional blurb aside, she loves Jesus and is kept exceptionally busy looking after her husband and 3 children as well as Yellow Cherry!



**Justin Humphreys** has over 30 years' experience in social impact settings as a practitioner and leader in a variety of sectors. He is currently the CEO and Head of Safeguarding Development at **Thirtyone:eight**, a leading independent, Christian safeguarding charity operating across the United Kingdom and internationally. Established in 1977, the charity now supports in excess of 10,000 churches, charities/NGOs and others to create safer places for all.

He is author of several titles including '*Safeguarding As Mission: Learning from encounters with Jesus*' (Grove, 2024), '*Just Leadership: putting integrity and justice at the heart of how you lead*' (SPCK, 2021) and '*Escaping the Maze of Spiritual Abuse: Creating Healthy Christian Cultures*' (SPCK, 2019) and has co-authored numerous peer-reviewed journal articles exploring policy and practice at the intersection of faith and safeguarding.

Justin is a Fellow of the Institute of Leadership (FLoL), Visiting Fellow at the University of Kent (Department of Religious Studies), Honorary Lecturer at the University of Chester (School of Society) and Guest Lecturer at St. Mellitus Theological College.

On behalf of Thirtyone:eight, he is a founding member of the Global Child Protection Alliance formed in 2025 and is co-founder and Principal Advisor to the All-Party Parliamentary Group on Safeguarding in Faith Communities, established in 2018. He has also been Chair of the Christian Forum for Safeguarding since 2017.

Justin holds an MSc. in Child Protection and Strategic Management, a BSc. (Hons) in Social Work Studies, a Diploma in Counselling Psychology & Psychotherapy, and is a certified Compassionate Leader with the Centre for Compassionate Leadership.

He lives in the UK and has been a committed Christian since the age of 11. He has been married for 32 years and has three adult children.



**Dani Knox (The Fundraising Coach)** began her journey in Christian ministry as a Youth Worker before founding a youth charity for marginalised young people on a council estate. It was there she discovered fundraising, learning the skills of grants, donor stewardship, and strategy, learning first-hand the pressures and joys of fundraising! After leaving that role, Dani committed to equipping other Christian charities to flourish in their fundraising to unlock their God-given calling. Today, as The Fundraising Coach, she helps organisations sharpen their vision, grow income, and build lasting supporter relationships. Her passion is to help others see that fundraising is not simply a means to an end, but a ministry and vocation in its own right.



**Anna Shaw** is the **Schools Ministry Development Officer at CPAS**, supporting churches, ministries, and individuals to connect with schools and share the Christian faith with children and young people. She brings deep insight into the opportunities and challenges of schools work today and is passionate about equipping others to dream big and develop practical, sustainable approaches to schools ministry.



**Simon Baddeley** works for the **Filling Station**, supporting and encouraging in the South West of England. Based in Shaftesbury, he is a recognised Prophet internationally, having worked with prophetic councils in the nation and across Europe. Simon has a heart for mission and has travelled to many nations training and equipping people prophetically. He runs a monthly ‘School of the Prophets’, and hosts our ‘Equip & Empower’ online training and ‘All Shall Prophecy’ Mentoring Course, alongside Hellie (our Regional Consultant for the Midlands & Wales). Alongside his wife Philippa, he has been involved in Church leadership for over 20 years. Together they run ‘The Sanctuary’, a day and night house of prayer, worship and prophecy. Additionally, Simon has hosted ‘Clear Vision’, a yearly prophetic conference to envision and equip the body of Christ, for the last decade. Since 2024, this has been running in January, in Cheltenham. Simon has three adult sons.



**Andy Lester** is the Head of Conservation for the Christian environmental charity **A Rocha UK**. He manages the portfolio of practical work for the organisation including the Partners in Action scheme which many CRNET members are part of. Andy has a background in green economics and ecology; with degrees in sustainable ecology/economics at Imperial College and Bournemouth University. Andy is a speaker, writer and passionate advocate of all things climate and nature related and speaks frequently on national radio and has appeared a few times on the BBC. Andy is married to his South African wife; they have four boys and run a homestead-based community project in Cumbria.



**Kimberley Page** (Utility Aid)



**Rob Sheffield** is the Outdoor Education Manager at **Heatree Activity Centre**, where he oversees a vibrant programme of residential and outdoor learning experiences that help young people encounter challenge, teamwork, and faith in action. With years of experience in developing outdoor ministry, Rob brings a passion for creative engagement and helping ministries grow their impact through imaginative thinking and collaboration.



**Jubi da Silva (Christianity Explored)** was a pastor in Brazil before heading to Regent College, in Vancouver, where he finally had some theological training... and met his wife Annie. Now serving Christianity Explored as Training Director, Jubi travels the world ministering training that is Word-centred, story-rich, sometimes even fun. He lives with Annie and two baby daughters in Wargrave, Berkshire, where they are also planting a church! Prayers are welcome



**Mal & Marion Tabb**, a husband and wife team, are experienced and well qualified outdoor professionals having 35 years of leadership in faith-based outdoor ministry between them. With advanced qualifications and extensive experience across the UK and Europe, they have combined their love for the outdoors with a deep passion for sharing the gospel.

Twelve years ago, they founded a faith-based outdoor social enterprise, which they successfully led before recently passing it on to new leadership. Their current work in the outdoors is delivered in partnership with both Christian and secular providers, focussed mainly in the area of paddlesports leadership & coaching. Alongside this they continue to serve in ministry as part of the leadership team at Elim Community Church Carlisle, a thriving city centre church.

They are looking forward to sharing some practical, tried and tested, thoughts in the area of evangelism in the outdoors.

[www.malandmariontabb.com](http://www.malandmariontabb.com)



**Paul Wenham** is the **General Director at Ashburnham Place**. Paul has a wealth of experience in organisational leadership, volunteer management, and strategic development, and is passionate about fostering environments where volunteers and staff can thrive together.



**Emma McGrath, Professional Support Solicitor at Citation**

Emma originally qualified and worked as a solicitor in private practice, specialising in employment law. She started working for Citation in 2007 working on the Employment Law Team, first as an adviser and then as a manager. In 2019 she moved to work as a Professional Support solicitor in the Professional Support Team. Her role includes delivering training and seminars as well as researching and guiding on difficult employment law points, always looking for practical approaches that work for the particular client.

