

"KEEP IT IN THE FAMILY"

Peter and Lawrence have done a splendid job formally introducing Emmaus Burnley and our vision of an Emmaus Community for Burnley, to a wide spectrum of statutory, voluntary and community organisations. Now, with site acquisition and the appointment of **Lee Gosling**, Project Director, we need to deepen those formalities to working relationships, as we move nearer to becoming an operational Emmaus Community. Examining our Strengths & Weaknesses, Opportunities & Threats (S.W.O.T analysis) to address this challenge, in Phase 2, we aim to

- Maintain awareness via twice-yearly Newsletters and periodic online updates:
- Develop working partnerships with some contacts, for example Key Stakeholders:
- Launch a 12-month Events Programme to raise awareness and recruit volunteers.

Hitherto, the "What?" and the "Why?" have never been a problem; we've had some really good events and learned a lot from them. Our weakness has been and still is an inability to muster enough volunteer hours to take on the essential networking, planning, logistics – without which there's no event to attend. To transform 'good' events into outstanding ones, Phase 2 has to address the "Who?" and the "How?"

People can be simultaneously both lock & key - a way forward. We know that "relationship breakdown" is the most common reason for homelessness, so it makes sense for Emmaus Burnley to develop strategies for "building relationships". We've flagged up a need to maintain awareness, to develop working partnerships, to engage with Key Stakeholders: they are key stakeholders because, like Emmaus Burnley, each addresses aspect(s) of the same issues of homelessness and social exclusion. An operational Emmaus Burnley Community will need to interface with them. Our Communications Action Plan harnesses the potential of these social networks, aiming to develop the formal contacts made in Phase 1, by forming collaborative task groups with appropriate community partners, for specific awareness-raising events, simultaneously

- targeting awareness of the Emmaus Movement to a widening constituency, notably Key Stakeholders:
- mediating a viable model of collaborative partnership working, ahead of a fully operational Emmaus Burnley Community:
- generating publicity and public interest, attracting new interests/volunteering.

Rapidly becoming something of an icon, **"Keep it in the Family"** was the first Event 12/08 in our 12-month Programme. It epitomised all that's been said above, namely that it simply would not and could not have happened without the outstanding level of commitment and passion that characterised the Task Group. It was a collaboration between Emmaus Burnley and SIX other organisations, on a local, national and international scale, - the focus of which was the Family & Family Values. Its centrepiece was a communal meal, breaking bread together. Emmaus Burnley showcased our Movement's local, national and international "Family" and the Emmaus Community model, - although there was considerable scope for improvement on the whole performance. Such was its richness at a profound level that it deserves a separate posting – which will happen as soon as is practicable.

Finally, there's a sense that this networking approach 'excludes' Emmaus Burnley's members, but that's an illusion: quite the reverse is true. What each brings is unique, no one else can bring it: until they choose to join the process, their unique seat is vacant and the group has to manage without them! **"Keep it in the Family"** addresses 'Grassroots' community, because as the President of Emmaus International, Jean Rousseau has said (12/07), "Every Emmaus Community must start there, for they are the roots of the Tree."