



A Golden daffodil breaks through the dark ground at Dunham Massey in North Cheshire. This iconic sign of spring is one that will be encountered at the many visitor attractions and stunning locations across North Wales and the North West of England. For all the barren landscapes of winter, experience teaches us that buried in the cold, still ground is all the potential for another cycle of new life and fruitfulness. In this season of Easter, we are reminded too that ours is the commission to make known the message of new life made real through the death and resurrection of Jesus.

No doubt many of us will be enjoying the opportunities of spring over the coming weeks. Watching buds appear on trees and shrubs, seeing new shoots pushing their way through the soil as the daffodils give way to the inevitable cycle of cultivated and native flowers. Even in our most built up areas, this explosion of new life seems to manage to produce green shoots in the most unexpected and bizarre locations. Plants will stream out of gutters, cracks in walls and even through some of the potholes in our roads! Our prayer and purpose is that we might play our part in cultivating a similar stream of new life in Jesus, unleashing the potential that is contained within the message and the realities of Easter.

This is a season when this uncontainable potential is an inescapable presence in our daily lives, whatever they entail and wherever we find ourselves. Unlocking potential is a core element in our vision and purpose for 2018, as we invite churches and individuals to reflect on the gifts and opportunities that God has given them.

Just a few months ago, many of the plants that are now springing up, were withered dying specimens, apparently destroyed by onset of Autumn. But it is through releasing the foliage and fruit of a season now past, that they find the energy to become a vibrant presence in a new, emerging landscape. The journey through Holy Week contains many similar echoes. We have remembered how Jesus had to release himself to the schemes of misguided rulers and the brutality of an execution party. His body, laid in the cold ground of a borrowed tomb, became the focus of a glorious resurrection in which is founded our message of eternal hope. This is the message that we are once again spurred to share and make known.

But it is a message that we are not simply called to speak, but also embody. To be those who seek within ourselves, and one another, opportunities to serve God in the here and now, and not simply seek to replicate or hang onto ways of being that we have inherited from times past.

May this Easter Season be one that encourages each of us to recognise and release the potential that God has placed within us. [Click here](#) to find our more about our NWBA theme - Unlocking the Potential

