

Consultation with Council members about grass roots perceptions

The questions

Early in 2014, the Council PR Committee surveyed all Council members about the awareness of ringing society members of the Council and its work. The questions were:

- Whether they felt they should help to raise awareness
- How aware they thought the members already were
- What aspects would be most beneficial for them to understand
- What we could do to help them be an ambassador for the Council

The response

32 members responded (out of 223) ie 1 in 7.

For members of the Admin Committee the proportion was 1 in 6.

Nearly 30% of responses (9) were from new Council members.

Many comments were made beyond answers to the questions. They are summarised below.

Comments about Council in general

- Council doesn't promote itself.
- Committee reports look backward, should look forward
- Council needs to change – complete reform & re-launch
- Better if ringers subscribed directly to Council
- Upper age limit for Council?

General comments

- Local associations may be a thing of the past

Comments about Council's work

- What couldn't happen without the Council?
- What does Council do that is not done regionally?
- Provide assurance about the quality of information.
- Assurance that [teaching] qualifications are not necessary.
- Too narrow focus on England, and the Church of England.
- PR Committee shouldn't be responsible for communication within ringing community but should focus on the 'public'.

Information & how to communicate it

- Information on Committees, their work & contacts
- Summaries of discussions with other bodies
- Periodic focus on a single theme / single committee's work
- Material suitable for presentation within society meetings
- Leaflet on "What has the Central Council Ever Done for Us?" (max 4 sides with pictures)
- Council weekend could include things for local ringers, eg key committees run seminars on their work.
- Send in batches v send 'as & when' v refer to website.
- Make it easier to find information on Council website.

About members as Council ambassadors

- Make Council relevant to most ringers not just a few.
- Need advice / examples of how to be an 'ambassador'.
- Council representatives may not be locally respected.
- 'I represent my association, not the other way round'.