



Building a strong future for ringing

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THE CENTRAL COUNCIL OF CHURCH
BELL RINGERS

Ringling 2030

- Major initiative to plan for future of ringing
- 2030 as a target for bringing about change needed to make sure ringing grows and thrives in the future
- Demographic timebomb is ticking
- Current ringing population grew from a base of young ringers five times larger than what we have now



Current ringing population

| | | |
|----------|-----|--------|
| Under 40 | 15% | 4,500 |
| 40-60 | 25% | 7,500 |
| >60 | 60% | 18,000 |
| Total | | 30,000 |

Average ringers per branch about 100 (300 branches)

Number of towers with critical mass per branch about 10

Surprise major ringers per branch – 20?



Roll forward 25 years...

Projected ringing population

| | | | |
|----------|-----|--------|---------------------------|
| Under 40 | 15% | 4,500 | same rate of recruitment |
| 40-60 | 25% | 4,500 | the under 40s from before |
| >60 | 60% | 7,500 | the 40-60 from before |
| Total | | 16,500 | |

Ringers pre branch about 55

Number of towers with critical mass per branch fewer than 5

Surprise major ringers per branch <10



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Ringling 2030

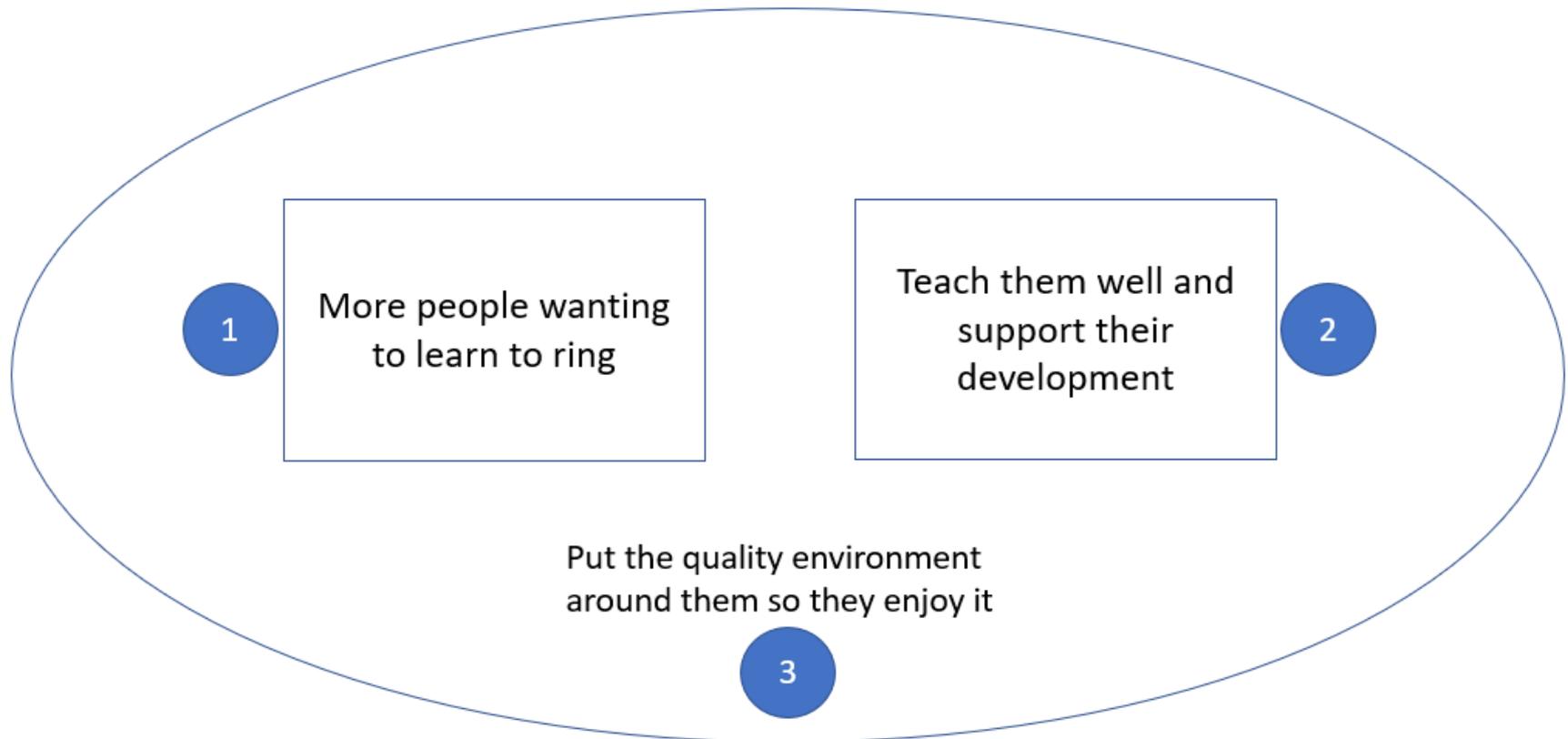
“If we are successful in improving the marketing of ringing, teaching more teachers, and training more ringers, then by 2030 more than half of the ringing population could be people we are yet to teach. There is the opportunity to recruit all these ringers into something different, or at least into something that clearly wants to change and has a plan to do so.”



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Three Pillars



Three Pillars

1

Publicity and Marketing: Raise awareness of the art of bellringing and promote it as a social and voluntary activity. Drive new recruits to us with better targeted marketing initiatives.

2

Recruitment and Development: Encourage the development of local and regional structures to recruit potential new ringers and attract lapsed ringers back to ringing, then ensure their expectations are met as they progress.

3

Quality Environment: Teachers, teaching structures, leadership, bell installations, ringing environments, safeguarding, etc. We have to create a quality environment that makes people enjoy ringing and want to stay doing it.



Pillar 1 Smarter marketing

Bellringing is something that more people want to do

Through raising the awareness of the art of bellringing and promoting it to target audiences we will drive good recruits to us

Good recruits come forward to learn to ring based on a belief that they'll be good at it and enjoy it

Ringling appreciated and understood by more people

More ringers under 40 attracted

More young people learn about ringing

General awareness PR programme

Yellowyoyo branding project

Find budget for PR agency or FTE

Creation of marketing collateral

Targeted marketing campaigns

All societies and towers to adopt it

HLF funding bid

School lesson plans

Mobile belfries into schools

Unified marketing/recruitment website



Pillar 2 Active recruitment and development

Effective structures in place to signpost potential new ringers and lapsed ringers to local ringing centre contacts

Opportunities for ringers to learn and develop their ringing skills exist

Anyone wanting to learn finds a teaching hub quickly

Regional hubs have adequate teaching resources

No one meets a barrier to progress

Need to work with associations on these

Establish new regional contact hubs structure

Identify existing co-ordinators and link to regional hub contact

Identify gaps and recruit volunteers

Recruit new volunteer coordinators

Recognise ART's LTR as primary national scheme

Map teaching centres to hubs

Support more teacher training

Summer schools – at least one per region

Facilitate YCRA events

University ringing network

Two more residential courses

Relaunch Cast of 1000

Mentoring scheme

Encourage women in ringing

Unified ringer platform



Recruitment and training hubs

- Link up existing good recruitment and training activities into hubs
- Create new hubs where there are gaps
- We need to train more trainers
- Needs to work with associations not instead of them



Question 1

Does anyone think Ringing 2030 represents a threat to their branch district or association?

What is the logical unit of ringing recruitment and training?



Pillar 3 Quality ringing environments and infrastructure

Ringling environments are conducive to attracting and retaining ringers

All ringing infrastructure supports quality performance

All towers have good leaders

Towers are safe, welcoming environments

Ringling has a sound financial footing

Develop leadership course

Identify and nurture future leaders

Launch 'Best Kept Tower' competition

Promote inclusive ringing culture

Organise ringing finance conference

Develop alternative financial model for consultation

Pillar 1 actively supports diversity

Encourage social aspects of ringing

Central overhead provision





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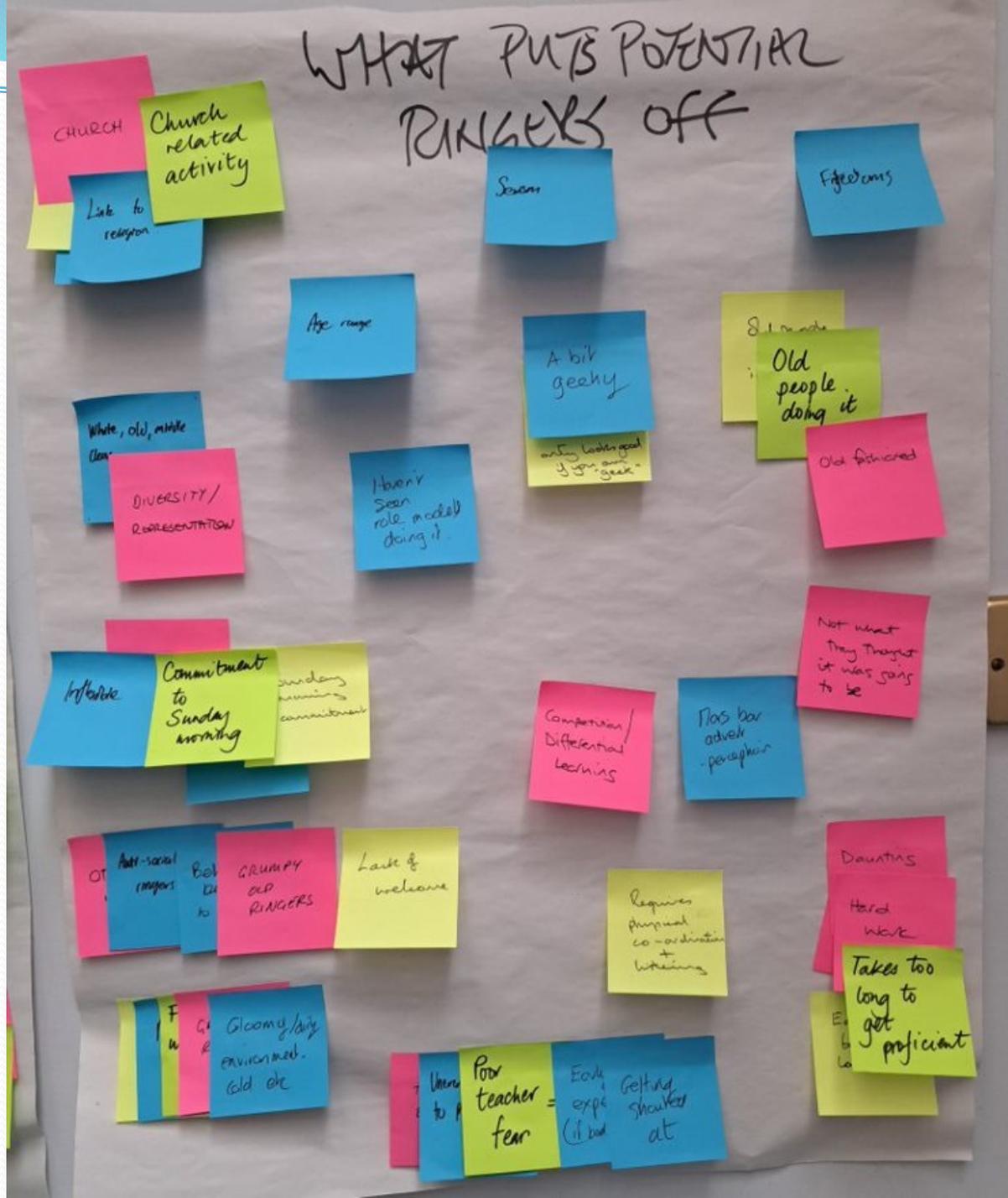
Branding project

- Appointed Yellowyoyo from shortlist
- Discovery workshop
 - What value is ringing to people?
 - How do we attract new ringers?
 - What skills to they need?
 - What puts potential recruits off?
 - What is the competition and what can we learn from them
- Tricky brief – we’re branding “ringing” not an organisation, on behalf of 5000 clients (towers)



What puts potential ringers off?

- Church!
- Cold
- Grumpiness



“Brand pillars”

- Adventurous
- Welcoming
- Dynamic
- Logical
- Traditional
- Unique

Facets of ringing that might appeal to different people, used as the focus for different types of marketing and campaign



Direct Membership by 2030?

“If we are successful in improving the marketing of ringing, teaching more teachers, and training more ringers, then by 2030 more than half of the ringing population could be people we are yet to teach. There is the opportunity to recruit all these ringers into something different, or at least into something that clearly wants to change and has a plan to do so.”

Does this point to direct membership or something different?



A different model

Current

$$25,000 \times \pounds 10 = 250 \text{ —}$$

$$20\% \text{ on reports } (50 \text{ —})$$

$$30\% \text{ on insurance } (75 \text{ —})$$

$$25\% \text{ to BRFs } (63 \text{ —})$$

$$10\% \text{ in CC Exps } (25 \text{ —})$$

Other (37k)

2700 people buy RW for £85

RW turnover ~ £230k?

Alternative

'000s

$$15,000 \times \pounds 30 = 450$$

$$\text{Insurance } (30)$$

$$\text{Ringing World } (250)$$

$$\text{Infrastructure fund } (50)$$

$$\text{Local activities } (50)$$

$$\text{Staff! } (70)$$

All 15,000 get RW (56i page)
as part of package



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Question 2

Would it be possible to use a central membership system to collect more money and pass some down to a regional association? How could you transition to that?

| Current | | Alternative | '000s |
|-----------------------|--------|---------------------|-------|
| $25,000 \times £10 =$ | 250 — | $15,000 \times £30$ | 450 |
| 20% on reports | (50 —) | Insurance | (30) |
| 30% on insurance | (75 —) | Ringings World | (250) |
| 25% to BRFs | (63 —) | Infrastructure fund | (50) |
| 10% to CC Exp | (25 —) | Local activities | (50) |
| Other | (37k) | Staff! | (70) |
| | | | — |
| | | | — |

2700 people buy RW for £85
RW turnover ~ £230k?

All 15,000 get RW (50k pcp)
as part of package



Question 3

If we get all young people into the YCRA, it is quite possible they could just carry on through uni or directly into working life and form the Change Ringers Association. Why not?



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Question 4

Can there be a single platform to which all ringers subscribe which delivers

- Access to Smart Ringer
- Bell Board
- News
- Information from local ringing association

