Association of Ringing Teachers

THE CENTRAL COUNCIL OF CHURCH BELL RINGERS

Recruitment and Retention Workshop

Acknowledgements

- Association of Ringing Teachers
- CCCBR Volunteer and Leadership Workgroup

Agenda

15 mins	Introduction to the Day
50 mins	Recruitment Toolbox Exercise 1
10 mins	Break
50 mins	Recruitment Toolbox Exercise 2
10 mins	Break
50 mins	Recruitment Toolbox Exercise 3
15 mins	Wrap up

What the situation like in your Tower / Area?

"Ready when you are, George…"

Here are the views of some recent recruits:

“The best new hobby I’ve ever tried. It is physically and mentally challenging and I’ve met such a lovely group of people”

“To ring on the 100th anniversary of the WW1 Armistice was so emotional”

“Ringing in another tower was quite scary, but such fun”

“Such a sense of achievement when you finally learn to control the bell and ring with other ringers”

“York Minster…..couldn’t believe I was doing it. It was terrifying”

“I rang for a wedding….it was such an honour”

“It’s a good job my tutor has the patience of a Saint!”

RECRUITING VOLUNTEERS

TEN APPROACHES

ADVERTISING

MAKING SUBTLE REFERENCES

GETTING EXISTING VOLUNTEERS TO BRING FRIENDS

TARGETING INDIVIDUALS

MAKING THREATS

PRAYER

BRIBERY

FLATTERY

USING A CARROT

USING A STICK

CartoonChurch.com

What gets people into the tower?

	Existing Ringers	New Ringers
Member of the Church	31%	14%
Ringers in your family	22%	8%
Through a friend who is a ringer	15%	23%
Heard the bells and went for a look	9%	11%
Scouts, Guides and D of E	5%	5%
University Society	3%	2%
Tower open day	1%	14%
Through school	1%	-
Publicity (internet, social media, poster, TV and radio)	-	3%
Public appeal for new ringers	-	22%

Planning for recruitment success – Recruitment Toolbox: The Ten Point Plan

1. Raising Awareness

2. What do you want to achieve?

3. Who to recruit

Breakout discussion groups exercise 1

1. Raise Awareness
2. What do you want to achieve?
3. Who to recruit

4. What are you going to do?

5. Publicity

BELL RINGING
This Wednesday 7.45pm
For Fitness & Fun
Come & Have A Go!

6. Holding a successful event

7. The follow-up

Breakout discussion groups exercise 2

4. What are you going to do?
5. Publicity
6. Holding a successful event
7. The follow-up

8. Intensive training

9. Keeping your new ringers interested

10. Making recruitment work for everyone in the band

Breakout discussion groups exercise 2

8. Intensive Training
9. Keeping your new ringers interested
10. Making recruitment work for everyone in the band

Key Messages 1

- Planning is essential
- Recruit and Retention go hand in hand.
- You don’t need to reinvent the wheel. Adapt what other have done to your local area.

Key Messages 2

- High quality teaching is essential to give you new recruits the foundation skills they need to develop.
- Plan ahead, don’t wait until it’s too late. It’s much easier to cope with a steady stream of new recruits rather than training a band from scratch.
- Collaborate with other towers.

Key Messages 3

- Use your newer recruit – they are a fabulous resources

Further Help

- Central Council Web Resources
- ART Teaching Modules
- ART Recruitment and Retention Resources
- Facebook Discussion Groups

Association of Ringing Teachers

Volunteer & Leadership CCCBR

THE CENTRAL COUNCIL OF CHURCH BELL RINGERS

KEEP
CALM
AND
GO
RECRUIT