

Successful Planning for Recruitment and Retention



One of the major challenges we face within the ringing community is the successful recruitment and retention of new ringers. We are not alone; many hobbies face similar challenges. We all know that ringing is a fabulous hobby. But are we doing enough to promote it?

The current ringing hiatus provides us with the perfect opportunity to plan our next recruitment drive: we can initiate publicity and other activities despite distancing restrictions preventing actual ringing, and be poised in readiness to resume further recruitment when distancing restrictions are lifted.

In order to achieve maximum success we need to plan for both recruitment and retention - simultaneously. Will you retain the new ringer(s) you have just recruited? How will you integrate them into your existing band? You may well find yourself trying to perform a delicate balancing act.

Traditional ways of recruiting new ringers may no longer work. We are noticing a shift away from recruitment directly through the Church community and our own families, towards larger-scale recruitment events and general appeals for new ringers. Tower open days are one example; the success of the Ringing Remembers campaign demonstrates what can be done on a much larger scale.

Recruitment and retention of new ringers is challenging; there are no magic answers. What works well for some towers may not work for others - but there are plenty of positive examples out there to learn from. The CCCBR Volunteer and Leadership Workgroup (V&L) have developed an interactive workshop heavily based on the [Recruitment and Retention resources](#) already compiled by ART (Association of Ringing Teachers).



This workshop has been piloted in Shropshire and Sussex, and then run on the V&L/ART Day during March this year. We are now offering the workshop for you to run within your own area. The resources you require will soon be available to download: slides, presenters' notes, and a guide to assist with the organisation. These have been designed to support you in developing a recruitment and retention plan personalised to your own locality, using ART's 'Recruitment Toolbox: The 10 Point Plan'. Successful recruitment and retention depends on the efficacy of each stage of the plan. A break down anywhere can jeopardise the outcome.

So, although it may be a little while before you can run in-person workshops, the series of forthcoming articles will guide you through the steps of the plan itself to whet your appetite. Raising awareness, thinking about what you want to achieve and who to recruit are the topics for next time...

This R&R workshop, with resources and supporting articles, has been produced by: Matt Lawrence, Steph Pendlebury, Sonia Field, Deb M-B, Lesley Belcher, Paul Lewis, Tim Hine; V&L and ART working in partnership.