



THE CENTRAL COUNCIL OF CHURCH
BELL RINGERS

Central Council Business Plan for 2025

Overview

Our Business Plan for 2025 looks ahead to a busy year of delivering projects and collaborations around our wider **Ringling 2030** strategy, first announced in 2023.

The plans for 2025 build on the branding project and assets completed in 2024, investing in new materials that can be used and borrowed by associations and ringing groups for a variety of promotional ringing events. We will continue to develop the Young Ringers' Hub, launch the universal recruitment portal, and support the inaugural SouthWest ringing course in October 2025.

Strategic Goals

The goals of the Central Council in 2025 centre around the Ringling 2030 strategy:

1. **Pillar 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. **Pillar 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. **Pillar 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.

We have a fourth strategic goal, which is:

4. **Continue to maintain the assets and services we have responsibility for.**



THE CENTRAL COUNCIL OF CHURCH
BELL RINGERS

How will we support those goals in 2025



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Pillar 1: Publicity and Marketing:

- Partnering with other ringing organisations for local and targeted campaigns and events: we have budgeted to support around 3 distinct campaigns, as well as investing in more banners to travel with mobile belfries and for other event support.
- Launching our new social media strategy [#wearebellringing](#)
- Proof of concept VR tower tour with a games development partner: making better use of digital tools is a highlight of the marketing recommendations in YellowYoYo's report.
- Operational and sustainability plan and initial roll-out of school lessons: to support a professional roll-out and support of this we will be applying for significant grant funding in partnership with the Mobile Belfry Trust and ART.

Pillar 2: Recruitment and Development

- Launch of the universal recruitment portal: a new website and front end for recruitment enquiries and the public face of Bellringing, meaning that association websites can focus on members.
- Continue building a recruitment network, including a part-time paid role to administer it. – This is scheduled to be part time, starting halfway through 2025 and is in place to ensure prompt response and development of our recruitment network.



THE CENTRAL COUNCIL OF CHURCH
BELL RINGERS

- Launch of the SouthWest ringing course – the Council is loaning startup money to the course during 2025 with the first course taking place in October.
- Bite-sized leadership training.

Pillar 3: Environments

- Centralising functions to reduce burdens on associations: focusing on membership – this is still in discovery and no costs attach as yet.
- Updating our existing technical and engineering resources to reach new audiences.
- Development of the Young Ringers' hub

Our existing assets and services

- A new rolls of honour book
- Refreshing the CCCBR history website
- Migrating pealbase.co.uk
- New look for Central Council publications

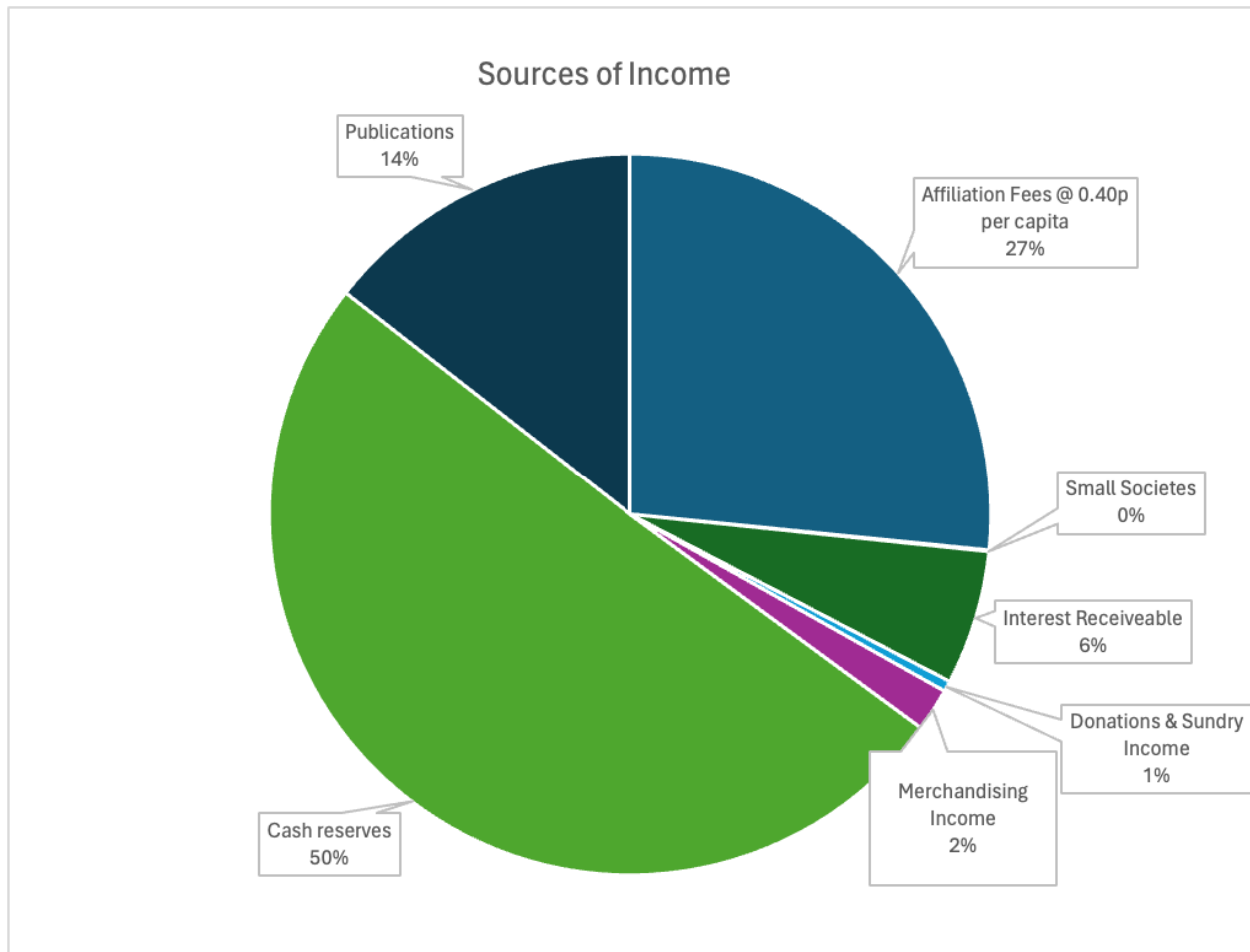


THE CENTRAL COUNCIL OF CHURCH
BELL RINGERS

How we will spend our budget

Not everything that we do to support Ringing 2030 has direct costs, but in 2025 we plan to use unreserved funds to invest in these initiatives. The detailed budget accompanies this plan and is also available on the Central Council website. Income from affiliation fees is at 40p per member for 2025.

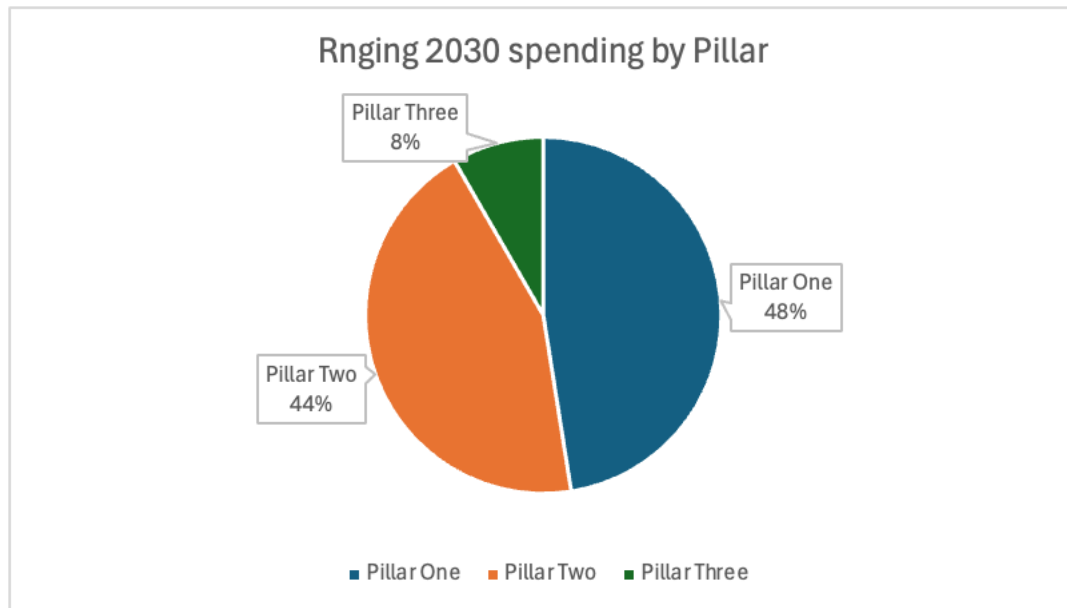
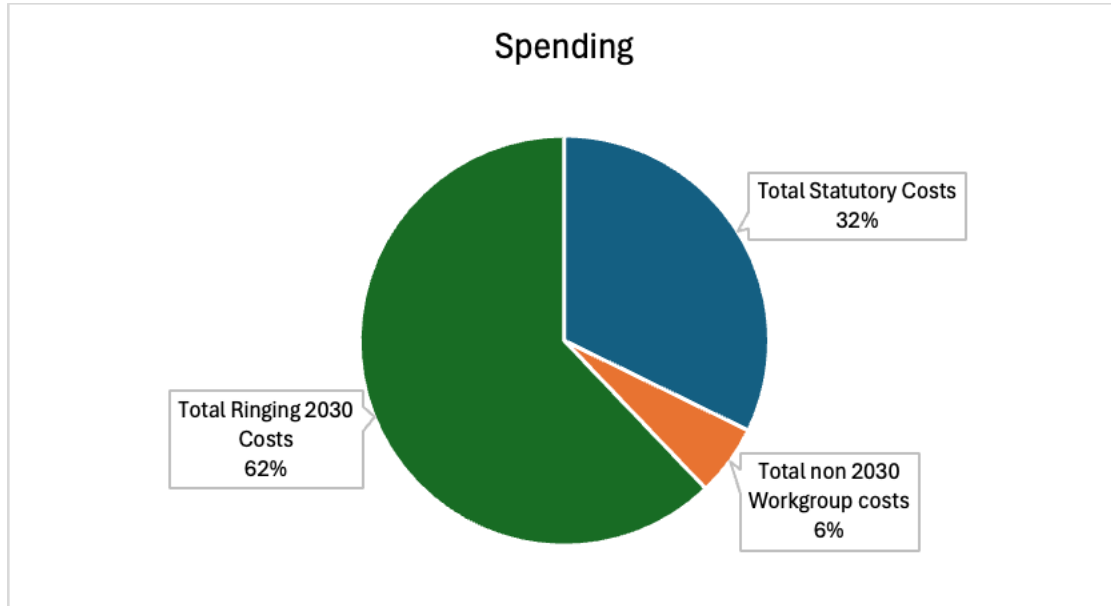
Our Income





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BELL RINGERS

Our expenditure

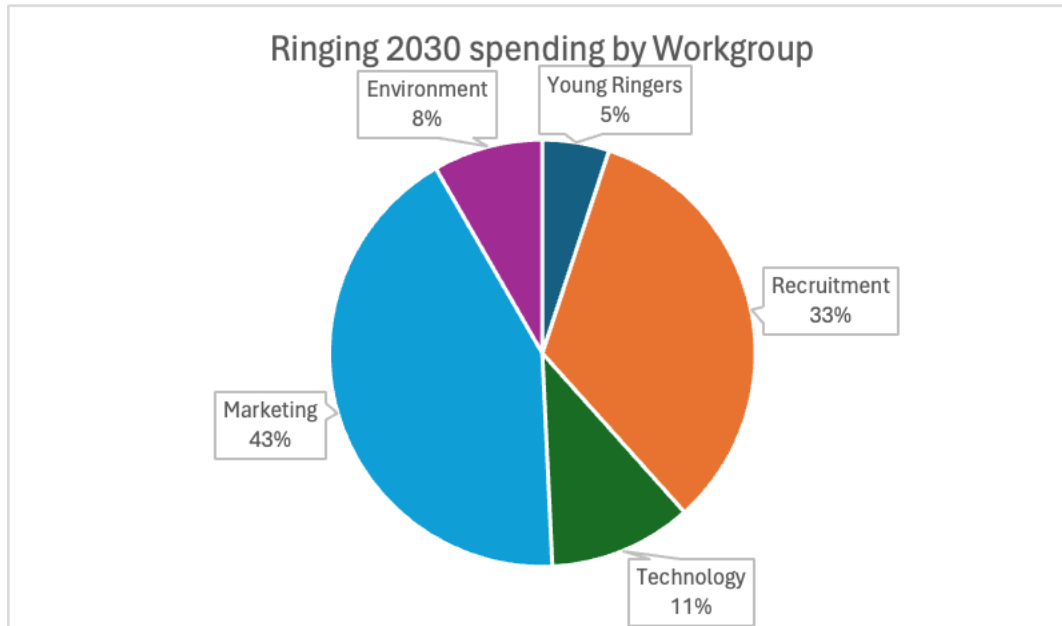




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Ringling 2030 costs broken down by workgroup

The following chart shows only the targeted spending for Ringling 2030 projects for 2025.



What happens if we don't spend this money?

Without investing in marketing campaigns and assets that can be used to support events and promotional activities, we will have wasted the money invested in the branding exercise. It is now time to realise the value from that investment.

Without startup loans, the SW Course is unable to meet their obligations in advance of receiving payment from attenders of the course, and we will not have furthered our aim of extending regional ringing courses, or provided opportunities for ringers to continue to develop.

Without some paid support in the recruitment space, we risk losing potential ringers because they have to wait too long to be recommended a place to learn to ring, and we risk sending new enquiries to places that will not respond because the network has not been kept up to date.



THE CENTRAL COUNCIL OF CHURCH
BELL RINGERS

For other items, the risk is a slower rollout of the project or activity, meaning we have to wait longer to feel the benefit of it and risk being too late to feel any benefit from it.