



# Central Council Business Plan for 2026

## Overview

Our Business Plan for 2026 continues our long- and medium-term projects and collaborations around our wider **Ringing 2030** strategy, first announced in 2023.

However, to accelerate progress on these projects, our plans for 2026 include several paid, fixed-term support roles, including a part-time Ringing 2030 Support administrator, a part-time Youth Development Officer and a continuation of the Young Person Summer Honorarium scheme trialled in 2025.

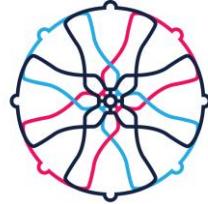
## Strategic Goals

The goals of the Central Council in 2026 centre around the Ringing 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 two more strategic goals, which are:

4. The inclusion of bell ringing in the **Inventory of Living Heritage in the UK**, the first step towards listing as a UNESCO Intangible Cultural Heritage.
5. **Continue to maintain the assets and services we have responsibility for.**



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## How will we support those goals in 2025

### Pillar 1: Publicity and Marketing:

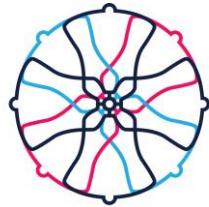
- Complete the delayed event playbook.
- Professional Canva licenses for associations, populated with branding and templates.
- Sponsorship of scouting and guiding badges.
- Marketing campaign in support of school lesson plans
- Social media awareness campaign, supported by the Ringing 2030 Project Support administrator.

### Pillar 2: Recruitment and Development

- Delayed launch of the marketing and recruitment portal, and developing localised content to highlight centres of excellence and places actively recruiting.
- Route recruitment queries that slip past associations and local events.
- Developing young ringers pathways, supported by a Youth Development Officer.
- Sponsorship, with Association of Ringing Teachers, of the university recruitment package.

### Pillar 3: Environments

- Continuing to update our existing technical and engineering resources to reach new audiences.
- Further development of relationships with engineering researchers.
- Creating concrete guidance for ringing groups negotiating a change of use for their tower.
- Launch of the refreshed University Ringing site, and refresh of the Young Ringers' Hub



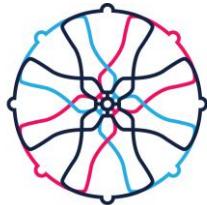
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## Living Heritage in the UK

- Application submitted for the first inventory call
- Consultation on next steps
- Roadmap to full listing

## Our existing assets and services

- A new rolls of honour book
- Data prepared for new version of Dove
- Establishing a stewardship for Pealbase



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## How we will spend our budget

*In 2026, the Executive has decided to budget for faster change by leveraging paid support in key areas that are experiencing significant delays to progress. All paid support will be exclusively for Ringing 2030 projects.*

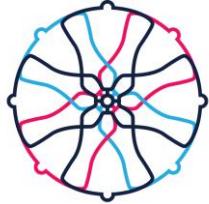
Our trial of the Young Person's Honorarium scheme in 2025 has shown that it is not only about paying someone to do some work in a timely manner. Those paid roles have inspired other people to volunteer, and all our recipients have gone on to do other volunteer work in other areas of ringing.

Of the two fixed term paid roles, the first paid role was planned into the 2025 budget and held over to 2026. The second paid role, that of a Youth Development Officer, was planned to be part of a funding application jointly with the Mobile Belfry Trust. This application is still in progress. However, the Executive, using intelligence and evidence from the Young Persons for Ringing 2030 Working Group, established that there would be benefit in funding this role sooner rather than later, even if only for a short time. This would also provide evidence to further support current and future funding applications.

In addition, the Executive has set aside budget to experiment with other technologies to help improve the productivity of all our workers and volunteers. This includes trial subscriptions of Co-Pilot, QuestionPro, and better mailing software.

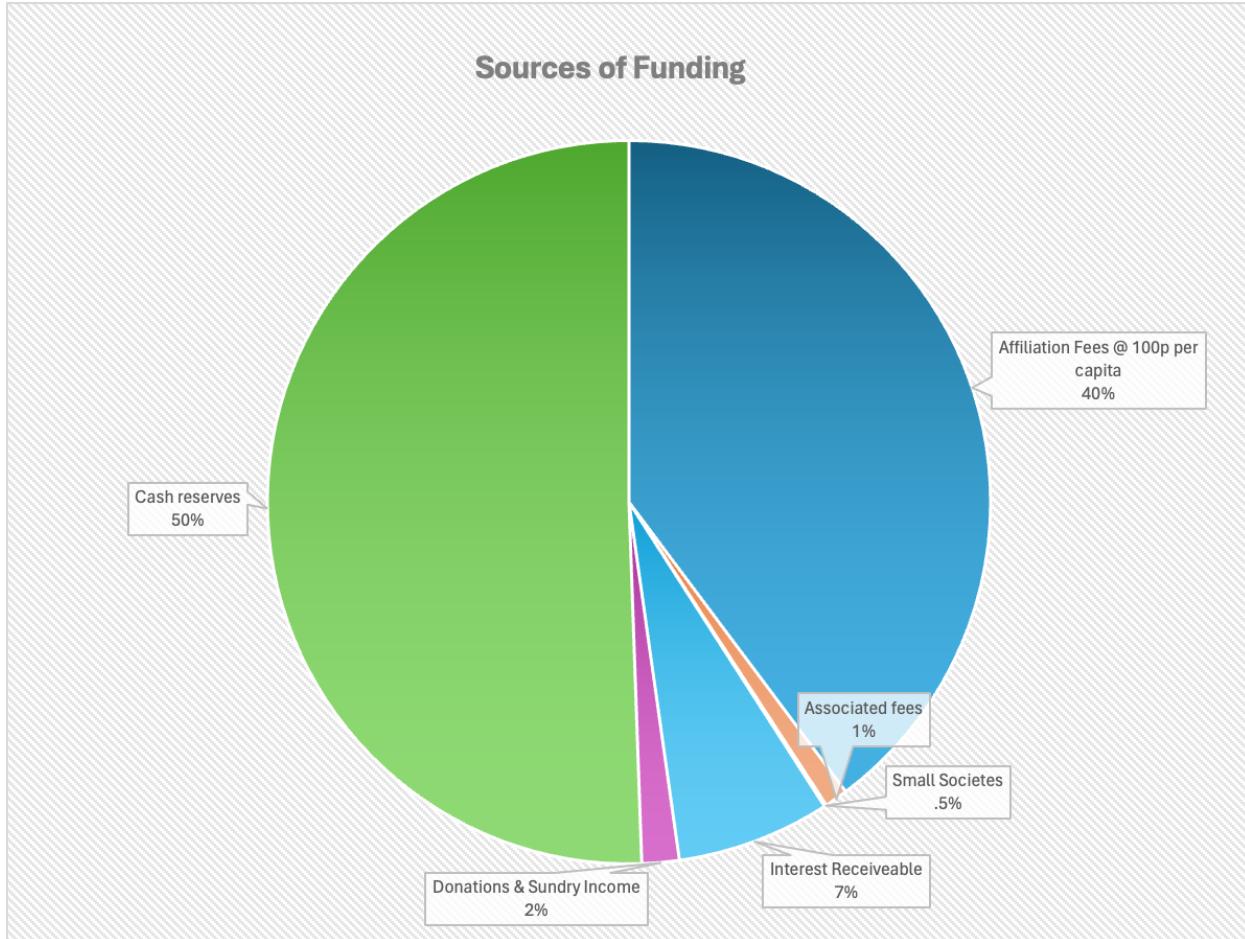
This approach increases spending of the existing unrestricted cash reserves currently held by the Council. This means that less money will be available for large projects in future years but is still within the Reserves Policy. This profile currently assumes no transfer of money from Central Council Publications and no additional grant or legacy income.

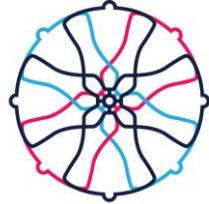
This is a one-year-only proposition, and has been developed as a short, sharp accelerator for Ringing 2030 projects..



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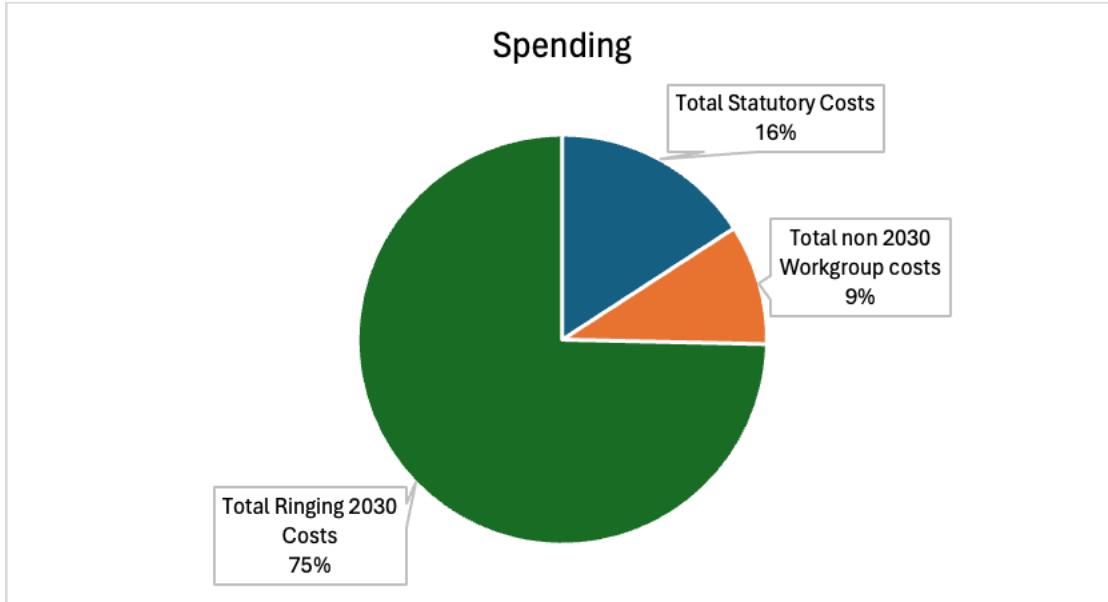
Sources of funding



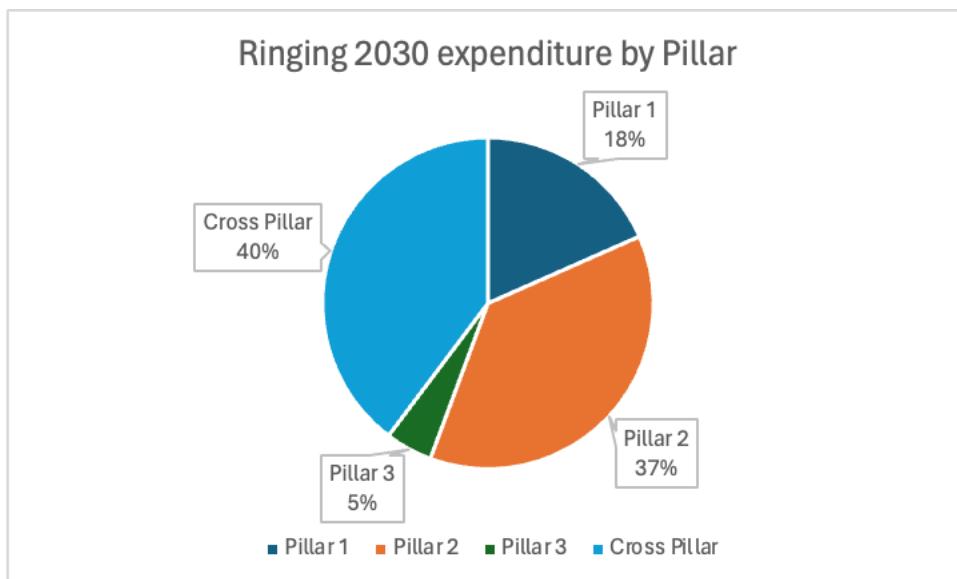


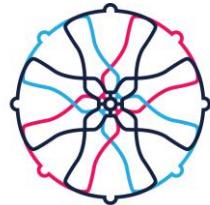
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Our expenditure



For this chart, a fourth category has been added to cover expenditure that cuts across all pillars. This is mainly paid support.





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## Ringing 2030 costs broken down by workgroup

The following chart shows only the targeted spending for Ringing 2030 projects for 2025. Marketing spending is absorbed into young ringing projects, and the paid support is split between the Recruitment and Young Ringers workgroups.

