

Marketing and Ringing 2030: CCCBR Open meeting 18th January

Vicki (Deputy President of Central Council) and Tina led a comprehensive session on public relations and marketing strategies for bell ringing organizations, focusing on both national campaigns and local initiatives to support the Ringing 2030 goals.

This session emphasized the critical importance of coordinated marketing efforts at both national and local levels to achieve Ringing 2030 goals, with particular focus on making bell ringing accessible and appealing to broader audiences through strategic communication and community engagement.

The presentation was recorded and is available on the Central Council YouTube channel:

<https://youtu.be/RDMmERnCuec>

Key Takeaways and Action Points

For Associations:

- Lean into local knowledge and events with some awareness and recruitment campaigns.
- Request access to Canva account for consistent branding
- Utilize Bellringing:Future Vision for campaign planning
- Utilise pre-designed templates and graphics to give a consistent and professional look to your materials.
- Use #WeAreBellRinging hashtag in all social media posts
- Contact the CCCBR to borrow banners and flags for events

For Individual Ringers:

- Share personal stories and your experience of bell ringing on social media
- Engage with younger generations on their preferred platforms
- Support the UNESCO petition and submission
- Attend upcoming briefing sessions for more information
- Consider volunteering for the reformed Marketing Workgroup

PR vs. Marketing: Key Distinctions

| Public Relations (PR) | Marketing |
|--|--|
| Focuses on building relationships and reputation with stakeholders | Involves the four P's: Product, Price, Place, and Promotion |
| Emphasizes community engagement and awareness building | Targets specific audiences for recruitment and participation |
| Includes crisis management and media relations | Uses various channels to promote bell ringing activities |

Awareness vs Recruitment: Key Distinctions

- Awareness campaign has no tangible outcome, whereas a Recruitment campaign has an aim to recruit new ringers.
- Ringers tend to be focussed on recruitment, but both are important to do.
- Awareness campaigns support recruitment and can make recruitment more sustainable.
- Recruitment campaigns like Ring for the King were effective in raising awareness, making outreach to scouting and other groups easier.

Strategic Approach to Campaigns

Understanding Your Audience

- Identify target demographics (non-ringers, potential recruits, community members)
- Use language and imagery that resonates with the intended audience
- Focus on what appeals to people outside the ringing community

Much of the heavy lifting has been done in marketing research commissioned by the Central Council. Reference the 2023 Bellringing: Future Vision document for key messages and insights, and then use this start to further refine your local audience.

Setting Clear Goals

- Define specific objectives for each campaign or event
- Keep project goals in mind throughout planning and execution
- Use organizational tools like spreadsheets to track ideas and resources
- Balance awareness-raising with recruitment objectives

Creative Planning Process

- Encourage creativity while maintaining focus on goals
- Balance team size to avoid groupthink
- Connect campaigns with local community events and interests
- Use personal stories and testimonials to engage audiences
- Plan community engagement activities beyond traditional ringing

Media Strategies and Channels

Traditional Media

- **Print:** Leaflets, posters, and local newspaper coverage
- **Radio:** Local radio interviews and announcements
- Maintain timely and engaging content for all channels

Digital and Social Media

- **Social Media Platforms:** Facebook, Instagram, TikTok, Snapchat
- **YouTube:** Video content and recordings
- **WhatsApp Groups:** Building community and fostering connections
- Use **#WeAreBellRinging** hashtag to build shared content library
- Engage younger generations through platforms they actively use
- Involve young ringers in creating promotional content

Available Resources from Central Council

Brand and Design Assets - <https://ccbr.org.uk/resources/publicity-material/>

- **Style Guide:** Comprehensive branding guidelines, fonts, and graphical motifs
- **Canva Account:** 50 licenses available to associations with pre-loaded brand assets and social media templates
- **Templates:** Open day posters, social media graphics, and promotional materials
- **Logos:** Consistent branding elements for digital and print use

Physical Materials

- **Pull-up Banners:** Available for loan to associations and events
- **Feather Flags:** Can be borrowed for outdoor events and promotions
- **Recruitment Leaflets:** Being updated to new brand (volunteers needed)

- Contact Central Council to arrange borrowing materials (coordination system being developed)

Crisis Management and Media Relations

Best Practices

- Develop a crisis management plan in advance
- Respond promptly to media requests
- Always be truthful in communications
- Have designated spokespersons for press interactions
- Use available guidance for handling noise complaints
- You don't have to manage this alone.

Building Media Relationships

- Maintain an up-to-date contact list of local media
- Provide timely and newsworthy content
- Build positive relationships before crises occur

National Awareness Campaign for Ringing 2030

Critical Need: The Central Council is seeking volunteers to form a new marketing workgroup to coordinate and execute the national awareness campaign. This includes recruiting a workgroup lead and team members.

Campaign Objectives

- Raise national awareness of bell ringing
- Support local campaigns with centralized resources
- Promote events like Bell's Sunday
- Build momentum for Ringing 2030 goals

Current Challenges

- Limited bandwidth to promote all events effectively
- Need for coordinated national and local efforts
- Requirement for consistent branding across initiatives

Successful Local Initiatives Shared

Community Building

- **WhatsApp Groups:** Louisa Davison shared success in fostering community connections from the Salisbury Guild. This focused on retention alongside recruitment and addressed challenges using technology and local associations

Outreach Programs

- **Scout Badges:** Susan Hall discussed developing bell ringing badges for Scouts developed by the Derby DA, which will be rolled out to other areas.
- **Beyond Towers:** Peter Giles shared success with leaflets promoting ringing in non-traditional settings developed by the North Wales Association
- **University Ringing:** Tina promoted the refreshed website to engage student populations, which uses bellringing branding and fresh, exciting language.

Exhibition and Events

- One-month exhibition planned for May at Carlisle Cathedral about bell ringing.
- A bellringing exhibition at a 'New Year, New You' event netted several new enquiries.

Links and Documents

- [Bellringing: Future Vision \(2023\)](#): Key messages and campaign ideas
- [Bellringing Style Guide](#): language, fonts, logos
- [Downloadable resources](#): from the Central Council website.
- [Noise Complaints Guidance](#): Strategies for handling community concerns
- **Other Management Resources:** Contact the Central Council for advice.
- [Intangible Cultural Heritage](#): microsite on our Inventory bid, including link to petition.

UNESCO Intangible Cultural Heritage Initiative

Current Status

- Bell ringing aims to be included in the first UK inventory of living heritage crafts
- Aims to raise awareness and provide conservation support
- Over 2000 expressions of support already submitted

How to Support

- Sign the petition
- Submit expressions of support from associations

Upcoming Events and Opportunities

| Date | Event | Purpose |
|--------------|---|---|
| 8th February | Recruitment and Development Workgroup Open Briefing | Information and involvement opportunities |
| 1st March | Recruitment Network Open Session | Further recruitment activities discussion |
