



BATTLE

RINGERS

# Battle & Sedlescombe Towers Recruitment Campaign

*New Year New You 2026*

## The Challenge: Recruitment

Despite excellent retention rates at Battle & Sedlescombe towers and adequate cover for service ringing so far, there were capacity issues looming:

- ❖ Slight decline in numbers in 2025.
- ❖ Availability of members (e.g. going to uni, overseas travels)
- ❖ Physical problems and sickness
- ❖ Average Sunday attendance down from 8+ (2023) to ≤6 (2025)
- ❖ Battle ringers also cover Sedlescombe

## The Opportunity: NYNY

Visit Battle's annual event, *New Year New You* (NYNY) – similar to a freshers' fair where local clubs and societies can exhibit. There are also many other local events we can leverage in future.

Battle has a strong community and very active local FaceBook groups, making outreach easier.

**Crucially**, we have a capable team willing to give substantial amounts of time to this endeavour.



## The Strategy:

The high level plan was to:

- ❖ Promote our attendance at NYNY ahead of the event
- ❖ Be visible and available to prospective ringers
- ❖ Draw attention at the event by using a simulator bell, demo bell, videos and display boards
- ❖ Run 1-hour follow-up trial sessions in the tower in Jan
- ❖ Follow-up communications (*lesson learnt from NYNY '24*)

## Divide & Conquer:

Once the task force was formed, we had a WhatsApp group to exchange ideas, keep each other in the loop and ask for help.

After an initial brainstorm, we created a shared Google sheet with tick lists for tasks – divided into the initial tasks, January pre-event, the event weekend and then post-event.

Preliminary Tasks	Who	Done?
Promotional materials from SCACR	Angela	<input checked="" type="checkbox"/>
Coordinate bell arrangements with John Norris	Alan	<input checked="" type="checkbox"/>
Arrange open session at the tower	Angela & Alan	<input checked="" type="checkbox"/>
Form(s) for sign-ups	Catherine & Angela	<input checked="" type="checkbox"/>
Handouts with invite for trial days	Catherine & Angela	<input checked="" type="checkbox"/>
Video to loop on the stand	Catherine	<input checked="" type="checkbox"/>
Speak with Lee re leaflets Battle	Alan	<input checked="" type="checkbox"/>
Speak with John re leaflets Sedlescombe	Alan	<input checked="" type="checkbox"/>
Promo copy for social media & newsletters	Catherine & Richard	<input checked="" type="checkbox"/>
Posters in shops etc (see list on next tab)	Angela & Catherine	<input checked="" type="checkbox"/>
Poster in Market Square board	Angela	<input checked="" type="checkbox"/>
Include contact info on landing page	Catherine	<input checked="" type="checkbox"/>
Have posters and leaflets printed	Catherine	<input checked="" type="checkbox"/>
Arrange insertions in:		
Claverham newsletter	Catherine	<input checked="" type="checkbox"/>
Battle church newsletter	Catherine	<input checked="" type="checkbox"/>
Battle church noticeboard & leaflets	Alan	<input checked="" type="checkbox"/>
Sedlescombe church newsletter, board & leaflets	Alan	<input checked="" type="checkbox"/>
Facebook (all local groups)	Sophie	<input checked="" type="checkbox"/>

January Pre-Event Tasks	Who
Pick up SCACR stuff	Angela
Pick up bell	Alan
Test PC, screen & speaker	Catherine

On The Weekend	
Set up bell and frame	Alan
Set up PC, speaker & screen	Catherine
Calibrate app settings (signal delay)	Catherine & Alan
Set up table & SCACR display	Angela
Running the table	ALL
Film & photograph event	Thomas
Break-down	ALL

Post Event Tasks	Who
Return bell	Alan
Return SCACR stuff	Angela
Send follow-up emails / texts to leads	Catherine
Post-event social media chatter	ALL
Post-event film reel	Thomas
Trial Days (see separate tab)	ALL

## Marketing:

- ❖ Ringer's husband with graphic design experience created ad copy for flyers (right) and posters
- ❖ Posters in shop windows, pubs & public boards leading up to the event (printing cost £25)
- ❖ Flyers & posters in both churches
- ❖ Ads in school and church newsletters
- ❖ Facebook posts on local groups and shared by ringers, friends & family
- ❖ Word of mouth
- ❖ Multichannel availability for enquiries:
  - Dedicated email address
  - Webform
  - Facebook page with messaging inbox

The flyer features a background image of several large bells. At the top, the text 'New Year NEW SKILL' is written in a mix of cursive and sans-serif fonts. Below this, 'Bell Ringing' is written in a large, elegant serif font. The main text block is divided into sections: an introductory paragraph, a 'Why Bell Ringing?' section with three bullet points, a paragraph about the hobby, and a call to action. On the right side, there is a vertical column with event details: Date, Time, Location, and a community slogan. At the bottom right, there is a logo of a bell with a crown on top, followed by the text 'BATTLE RINGERS' and the website 'www.battleringers.co.uk'. A small disclaimer at the bottom left states: '\*10yrs is a guide and depends on the child's height and physical development. Please talk to our team about when your child might be ready.'

*New Year*  
NEW SKILL

# Bell Ringing

Visit our stand at the Battle 'New Year New You' Event

Looking for a fascinating new hobby that's social, active, and uniquely rewarding?

Visit our stand and sign up for an exclusive taster session on the real bells at St Mary's Church, Battle!

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### Why Bell Ringing?

- It's a Team Activity: Meet new people and be part of a friendly team.
- It's a Workout: A gentle, full-body activity that also sharpens your mind.
- It's a Unique Skill: Learn a centuries-old tradition!

Discover more about a hobby that's great for both your mind and body. Open to everyone ages 10 and up\*.

Come and find out more at the New Year New You event. You will meet the friendly local ringers from Battle and Sedlescombe.

**Try it yourself with a hands-on go on our simulator bell.**

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\*10yrs is a guide and depends on the child's height and physical development. Please talk to our team about when your child might be ready.

Date:  
Sunday, 11th January 2026

Time:  
10:00 AM - 12:00 PM

Location:  
Battle Memorial Hall  
81 High St, Battle  
TN33 0AQ

A Community  
United in Harmony  
Discover friendships,  
tradition, and the art of  
bell ringing



**BATTLE**  
RINGERS  
www.battleringers.co.uk

Produced by Richard Wade, Tollgates Consulting

## On The Day



- ❖ Simulator bell drew attention and was very popular
- ❖ Model bell was a useful visual aid
- ❖ Screen playing video on loop about Battle ringing including the learning journey
- ❖ SCACR boards grabbed attention as people entered the hall

# The Outcome



*Most enquiries came from NYNY visitors (half of whom attended just to see us). Six approached us via email or Facebook*

Enquiries From NYNY etc

38

*We ran six 1-hour trial sessions across the following two Saturdays. Attendees toured the bells and tried some backstrokes*

Trial Session Attendees

27

*Overall, 25 people signed up to start the learning journey*

Sign Ups

25

*2 dropped out and a family of 3 we deferred as the youngest was too small for the bells. More attrition since training started.*

Recruits

20

(now 16)

## Communication Essentials:

After event emails sent as a reminder of the trial slot and what to expect.

After the trials, emails went out with next steps for the handling course and the FAQs / useful info.

We have a learners WhatsApp group and send reminders before each lesson

## The Next Challenge: Too Many Learners?

The unprecedented response and minimal attrition presented a new challenge.

So the task force met over a strong cup of tea and devised a 5 stage plan to get the recruits ringing rounds before they're ready to join regular practice nights:



### *Resource*

Arrange teachers and helpers to run 8 weeks of dedicated handling lessons (tied-clapper)

Stock up on chocolates!



### *Schedule*

1hr before practice on Tuesdays and 2 x 1.5hrs on Saturdays through February & March.

Use Google forms to gather learner availability and then assign sessions.



### *Communicate*

Email recruits with their schedules.

Google calendar invites.

Session reminders via WhatsApp.



### *Deliver*

With our experienced teachers - plus helpers to herd recruits, give timing reminders and update paperwork - sessions are effective but relaxed so learners make good progress and stay engaged.



### *Track*

Formulate a milestone sheet to track each learner's progress to ensure individualised teaching.

Track attendance.

## The Final Analysis – What Did We Learn?

- **Selecting the right team:** *If you want something done ask a busy person!*  
Our team of task-driven individuals juggled the project alongside jobs and families. Egos were left at the door and the TC had the final say. Family members were roped in to help.
- **Collaboration:** Google Sheets and WhatsApp kept us on track seamlessly.
- **Targeting:** other than geography, we couldn't target a particular demographic. The use of FB and the NYNY event itself meant we largely attracted women aged 35+. That said, we did get some younger recruits when they brought along their children.
- **Communication:** post-event communication was likely more important than the pre-event marketing. From NYNY '24, four came to try ringing, one stayed. The big difference this year was the follow-up trial days and ongoing communication.
- **Expect the unexpected:** if we'd had a waiting list process from the outset, we could've spread the intake – at the risk of high potential ringers losing interest? Dedicated handling lessons were ESSENTIAL to avoid disruption to other ringers and very popular with learners, *100% of recruits say they preferred this route to joining practice nights sooner*



*Battle & Sedlescombe  
Recruits*

*Class Of 2026*



*New Year New You 2026*

**Any Questions?**

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