



## **Heritage Story Ideas**

### **Every Tower Has a Story to Tell**

Every church tower is unique. While the bells themselves may be historic, it is the people, traditions and stories that truly bring them to life.

Heritage Open Days are the perfect opportunity to share these stories with visitors, local media and your wider community. You don't need an extraordinary event to capture people's interest—often the most memorable stories are those rooted in everyday life, local history and the people who continue this remarkable tradition.

When planning your publicity, think beyond the bells. Ask yourself:

#### **What makes your tower special?**

Below are some ideas to help you uncover stories worth sharing.

### **The People Behind the Bells**

People connect with people.

Tell the stories of:

- New learners discovering bellringing for the first time.
- Long-serving bellringers who have volunteered for many years.
- Families who ring together across generations.
- Young people learning alongside experienced ringers.
- Tower captains, teachers and mentors.
- Volunteers who help maintain the tower and bells.

These personal stories help visitors connect with your ringing community.

### **Your Church's History**

Every church has its own fascinating history.

Consider sharing:

- When your bells were cast.
- The oldest bell in the tower.
- Bell founders and inscriptions.

- Historic restorations.
- How the tower has changed over time.
- Significant anniversaries.

History becomes even more engaging when linked to local people and events.

### **Memorable Moments**

Your bells have probably marked countless important occasions.

Examples include:

- Weddings.
- Coronations.
- Jubilees.
- VE Day or VJ Day commemorations.
- National days of remembrance.
- Local festivals.
- Royal visits.
- Significant events in your town or village.

These moments demonstrate the important role bells continue to play in community life.

### **Community Connections**

Bellringing is about much more than ringing bells.

Share stories about:

- Community celebrations.
- Charity events.
- Open days.
- School visits.
- Local organisations working together.
- Fundraising projects.
- Restoration appeals supported by the community.

These stories highlight the tower as an active part of local life.

## **Caring for the Bells**

Many visitors are fascinated by what happens behind the scenes.

Explain:

- How bells are maintained.
- How ropes are replaced.
- Restoration projects.
- Tower improvements.
- The work of specialist bell engineers.
- The volunteers who care for the ringing chamber.

It helps visitors appreciate the dedication involved in preserving this living tradition.

## **New Beginnings**

One of the most inspiring stories you can tell is how people become bellringers.

Consider featuring:

- Someone who learnt recently.
- Why they decided to have a go.
- What surprised them.
- What they enjoy most.
- Their advice for anyone thinking of learning.

A personal journey is often far more inspiring than simply saying, "New ringers welcome."

## **The Sound of Celebration**

Church bells accompany many of life's most significant moments.

Share how your bells continue to mark:

- Weekly worship.
- Weddings.
- Baptisms.
- Festivals.
- Community celebrations.
- National occasions.
- Times of remembrance.

These stories remind people that bellringing remains a valued part of modern community life.

### **Stories Through Photographs**

Some stories are best told through images.

Capture:

- Smiling ringers.
- Learning in progress.
- Bell handling.
- Tower tours.
- Historic bells.
- Tower staircases.
- Volunteers at work.
- Views from the tower.
- Families visiting.

Authentic photographs help people imagine themselves taking part.

### **Ask Yourself...**

If someone were visiting your tower for the first time, what would you most like them to remember?

Perhaps it's the warmth of the welcome, the teamwork involved in ringing, the breathtaking view from the tower, or the pride of keeping a centuries-old tradition alive.

Whatever your story, tell it with enthusiasm and authenticity.

Every tower has something special to share, and every story helps people discover that church bellringing is not just part of our past—it is a living tradition, sustained by volunteers and enjoyed by communities across the country.

**The most powerful stories aren't just about bells, they're about the people who keep them ringing.**