



Meet the Core Team

The 2026 Ringing Census is being led by a dedicated core team whose combined experience and commitment are helping to deliver a comprehensive picture of ringing across the world. Working together to oversee the planning, delivery and analysis of the Census, the team is supported by a wider network of colleagues and volunteers who contribute specialist advice in key areas behind the scenes. They are joined by our team of Enumerators, who play a vital role in engaging with participants and gathering information, and by our Data Analysts, whose expertise helps turn that information into meaningful insights. Together, their collective efforts are ensuring that the 2026 Ringing Census provides a robust and valuable resource for the future of ringing.



Vicki Chapman BSc, MSc – Executive Lead

As Central Council of Church Bell Ringers (CCCBR) Deputy President and Executive Lead for the 2026 Ringing Census, Vicki brings more than four decades of experience in bellringing, together with an extensive track record of leadership, project delivery, communications and volunteer management across local, county and national ringing organisations. Having learned to ring at the age of 11 and remained actively involved ever since, she has served in numerous roles within the Essex Association of Change Ringers, Chelmsford Cathedral and the CCCBR, combining practical ringing experience with significant organisational responsibility.

Her experience includes managing large-scale ringing events and programmes, overseeing training and education initiatives, leading communications and public relations activities, organising major meetings and conferences, and coordinating complex projects involving volunteers across the country. Notably, she coordinated the nationally recognised Ringing Remembers campaign, which successfully recruited over 3,300 new ringers and involved collaboration with multiple stakeholders, media organisations and ringing societies.

Since 2023, as Deputy President of the Central Council of Church Bell Ringers, Vicki has taken responsibility for a range of strategic projects and governance activities. Particularly relevant to the 2026 Ringing Census, she has already led the reintroduction of a census across the ringing community, providing valuable experience in stakeholder engagement, data collection and sector-wide consultation.

This combination of lifelong involvement in ringing, proven project leadership, national-level governance experience places Vicki in a strong position to lead the successful delivery of the 2026 Ringing Census.



Tina Stoecklin BA, DPhil – Strategic Lead

Tina is an experienced bellringer and a long-standing advocate for the future of the exercise, currently serving as President of the CCCBR. Throughout her presidency she has been one of the principal architects and champions of Ringing 2030, leading work to address the long-term challenges facing ringing, including recruitment, retention, demographics and public awareness. She has consistently promoted evidence-based decision making, recognising the need for better data about the ringing community to support future planning and measure progress against Ringing 2030 objectives.

Tina has been closely involved in the development of national initiatives covering marketing, recruitment, youth engagement, heritage recognition and organisational development. She has worked extensively with associations, workgroups and volunteers across the country, helping to build networks, develop new programmes and strengthen engagement at both local and national levels. Her leadership has been instrumental in driving projects designed to attract new ringers, support existing ones and ensure the long-term sustainability of ringing.

For the 2026 Ringing Census, Tina's experience is particularly valuable because of her strategic understanding of the challenges Ringing 2030 seeks to address and her commitment to using robust data to inform future action. She has been a strong advocate for the Census as a means of understanding the true

size, demographics and needs of the ringing community, recognising that reliable data is essential for measuring progress, identifying priorities and shaping future policy and investment. As a member of the Census core team, she provides strategic oversight, governance and alignment with the wider objectives of Ringing 2030, helping to ensure that the Census delivers meaningful insights for the future of ringing.



Mark Ainsworth MA MSc – Methodology & Data Lead

Mark leads the methodology design for the 2026 Ringing Census. He first learned to ring in 1986, was master of the Oxford University Society of Change Ringers and has rung over 100 peals.

He has spent over 25 years building and leading data analytics teams, currently serving as Chief Data Officer at ProblemShared, a clinical services organisation. Before that he was Global Head of Analytics at Telefónica's Smart Steps and led a 30-strong data science function at Schroders. Earlier, he co-led Talent Innovations, a 360-degree feedback survey business; led the analytical team in Tesco's site location planning, estimating catchment populations from partial data; and worked as the race strategy analyst at McLaren. He read Experimental Psychology at Oxford and Operational Research at Southampton.

A thread running through his career has been estimating what a population looks like - and what it thinks - when you can only see part of it. That is precisely the problem this census poses.

He served on the CCCBR's Ringing Trends Committee from 2012-16. During this period, the last attempt at a national survey was abandoned over data protection concerns. Those concerns shape how this census has been designed.



Elva Ainsworth BSc FCIPD – Enumerator Lead

Elva has been ringing since the age of 12, when she was taught by her father. She was Master of the University of Bristol Society of Change Ringers and has since rung in London, Hertfordshire, Buckinghamshire and the USA, and has lived and rung in York since 2018. A member of the Society of Royal Cumberland Youths, she has rung more than 350 peals.

Professionally, Elva has more than 30 years' experience of designing and delivering surveys and development programmes for individuals and organisations. She leads Talent Innovations, working with a global network of 35 associate psychologists who provide coaching and feedback. Her clients include the United Nations, the World Health Organization, Imperial College London, other universities and leading business schools. She now focuses particularly on training coaches, consultants and HR professionals in the effective use of feedback.

Elva is the author of two books: 360 Degree Feedback: A Transformational Approach and Reboot Your Reputation: 11 Ways to Change Their Minds.

She has served on the Board of The Ringing World for the last six years, with particular responsibility for the Ringing World National Youth Contest and has been involved with the Central Council of Church Bell Ringers in a variety of roles over the past 15 years.



Gemma Groom – Marketing & Admin Assistant

Gemma brings both professional marketing expertise and a personal commitment to the future of bell ringing to her role as Marketing and Administration Lead for the 2026 Ringing Census. An active member of KCACR, she has been a strong advocate for Ringing 2030 within her own tower and is passionate about ensuring ringing remains visible, accessible and sustainable for future generations. Coming from a family with deep ringing roots, she has first-hand insight into the challenges faced by towers and the importance of engaging both existing and potential ringers.

Professionally, Gemma's background spans operational management, business development, administration and digital communications. Through roles in business operations, executive support and her own digital support business, she has developed expertise in project administration, process improvement, social media management, content creation, brand development and stakeholder engagement. She also holds a Level 6 Diploma in Digital Marketing and has specialist training in social media management and content marketing.

These skills are particularly relevant to the delivery of the Ringing Census, where effective communication, participant engagement, clear administration and consistent branding are essential. Gemma leads on promoting the Census, supporting volunteers and participants, coordinating communications, managing administrative processes and helping ensure that ringers across the country are informed, encouraged and supported to take part.