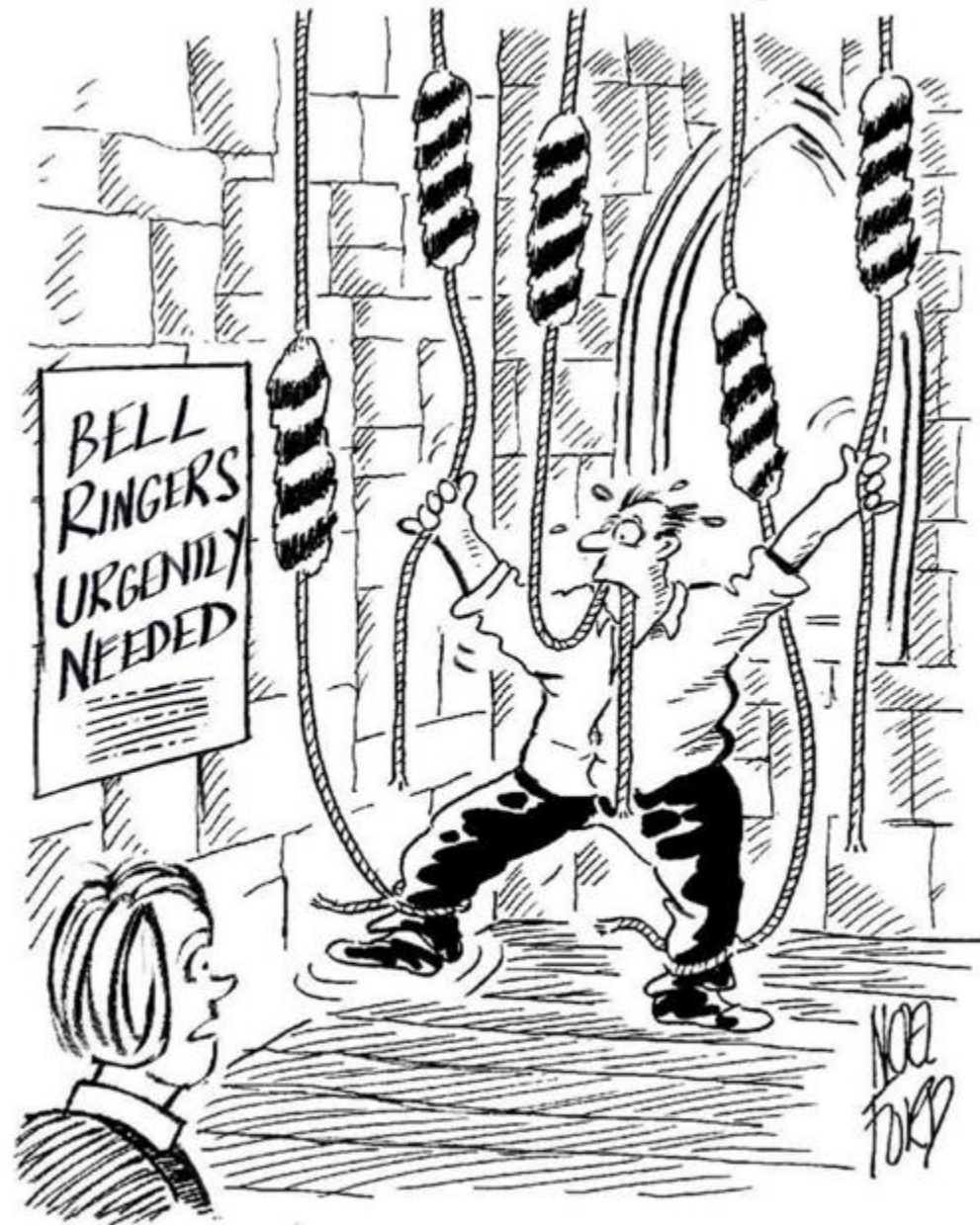


Recruitment and retention – planning for success



THE CENTRAL COUNCIL OF CHURCH
BELL RINGERS



"Ready when you are, George..."

**Wanted: 5,000 to
ring in the millennium**

RINGING REMEMBERS



1,400 bell ringers died during the First World War.

Honour their memory by becoming one of 1,400 new bell ringers this year and be part of a nationwide moment by ringing on the centenary of the Armistice on 11 November 2018.

Find out how to take part by emailing bells@big-ideas.org.



www.big-ideas.org | [#ringingremembers](https://twitter.com/ringingremembers)




Ministry of Housing,
Communities &
Local Government



King's College, Cambridge

Sexy campanology

Sir, Regarding your article "A peal goes out for trainee bellringers" (Oct 22) can I add my support and suggest readers hie to their nearest active bell tower tomorrow. Two months into my own training I can vouch it is the most extraordinary experience. You make music without being a musician, connect with your heritage, learn arcane bell-language, commune with ringers and get a very respectable upper body workout into the bargain.

When you pull just right, and the bell swings just right, it feels out of body, like you're swinging up with it, it's gently pulling you and you're gently pulling it. Well, it's sexy.

Madeleine Neave
London SW15



Have you ever wanted to try Bell Ringing?



Ring for the King is a national campaign to recruit and train more bell ringers in time for the King's coronation on 6th May 2023.

Contact your Tower Captain:



For information: www.devonbells.co.uk

or call 07391 217669 for more information about this campaign



What gets people into the tower?

Existing Ringers

New Ringers

Member of the Church	31%	14%
Ringers in your family	22%	8%
Through a friend who is a ringer	15%	23%
Heard the bells and went for a look	9%	11%
Scouts, Guides and D of E	5%	5%
University Society	3%	2%
Tower open day	1%	14%
Through school	1%	-
Publicity (internet, social media, poster, TV and radio)	-	3%
Public appeal for new ringers	-	22%



Planning for recruitment success – Recruitment Toolbox: The Ten Point Plan



1. Raising Awareness



2. What do you want to achieve?



3. Who to recruit



4. What are you going to do?

RECRUITING VOLUNTEERS

TEN APPROACHES



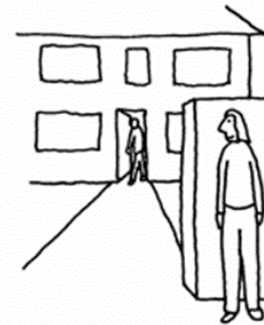
ADVERTISING



MAKING SUBTLE REFERENCES



GETTING EXISTING VOLUNTEERS TO BRING FRIENDS



TARGETING INDIVIDUALS



MAKING THREATS



PRAYER



BRIBERY



FLATTERY



USING A CARROT



USING A STICK

5. Publicity



6. Holding a successful event



7. The follow-up



8. Intensive training



9. Keeping your new ringers interested



10. Making recruitment work for everyone in the band



Key Messages



- Planning is essential
- Recruitment and Retention go hand in hand.
- You don't need to reinvent the wheel. Adapt what other have done to your local area.
- Start small and build
- Be proactive

Key Messages



- High quality teaching is essential to give you new recruits the foundation skills they need to develop.
- Plan ahead, don't wait until it's too late. It's much easier to cope with a steady stream of new recruits rather than training a band from scratch.
- Collaborate with other towers.
- Use your newer recruit – they are a fabulous resources.

Key Messages



- Have fun
- Plan ahead, don't wait until it's too late. It's much easier to cope with a steady stream of new recruits rather than training a band from scratch.
- Collaborate with other towers.
- Use your newer recruit – they are a fabulous resources

Key Messages - HAVE FUN



Further Help

- [Ring for the King - CCCBR Resources](#)
- [ART - Recruitment and Retention Resources](#)
- [CCCBR Recruitment and Retention Resources](#)



Acknowledgements

- Association of Ringing Teachers
- CCCBR Volunteer and Leadership Workgroup

