

Engaging our stakeholders

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Worcester Cathedral

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“It is not the most intellectual of the species that survives; it is not the strongest that survives; but the species that survives is the one that is able to adapt to and to adjust best to the changing environment in which it finds itself...”

Charles Darwin, *Origin of Species*



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The status quo equals inertia

Attempts to recreate the past will fail

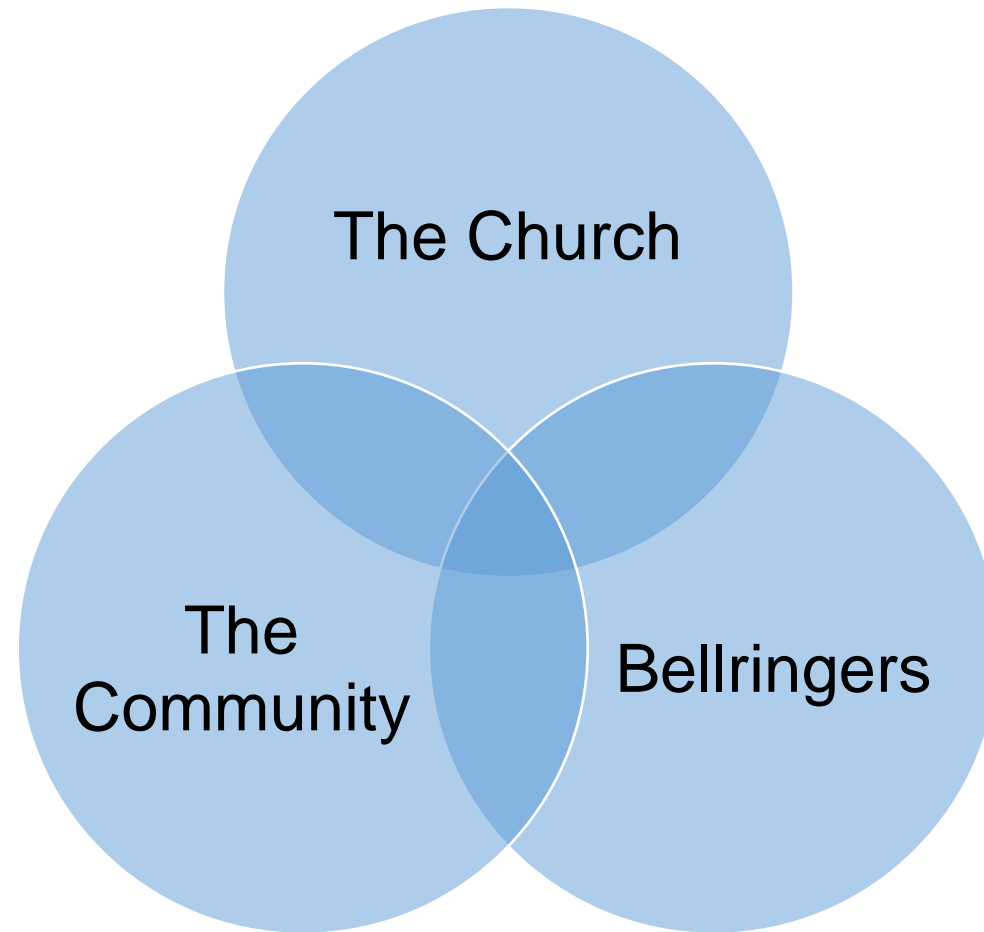


You can't solve a problem with
the thinking which created it



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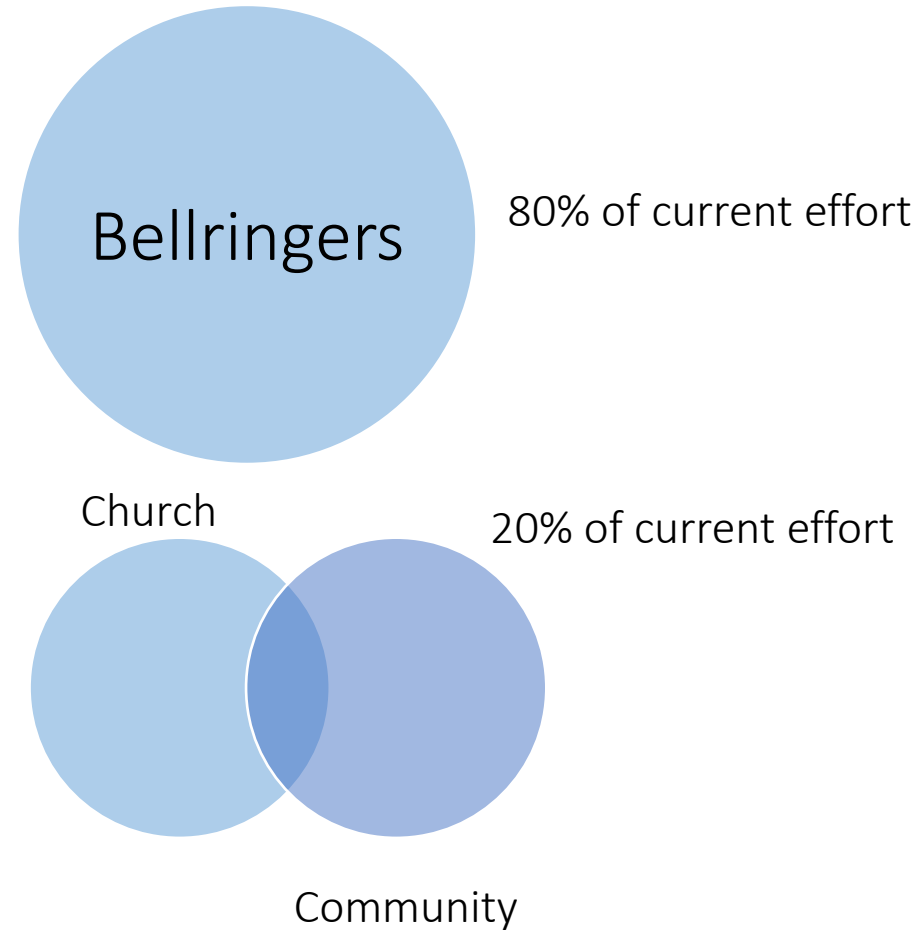
Social engagement model



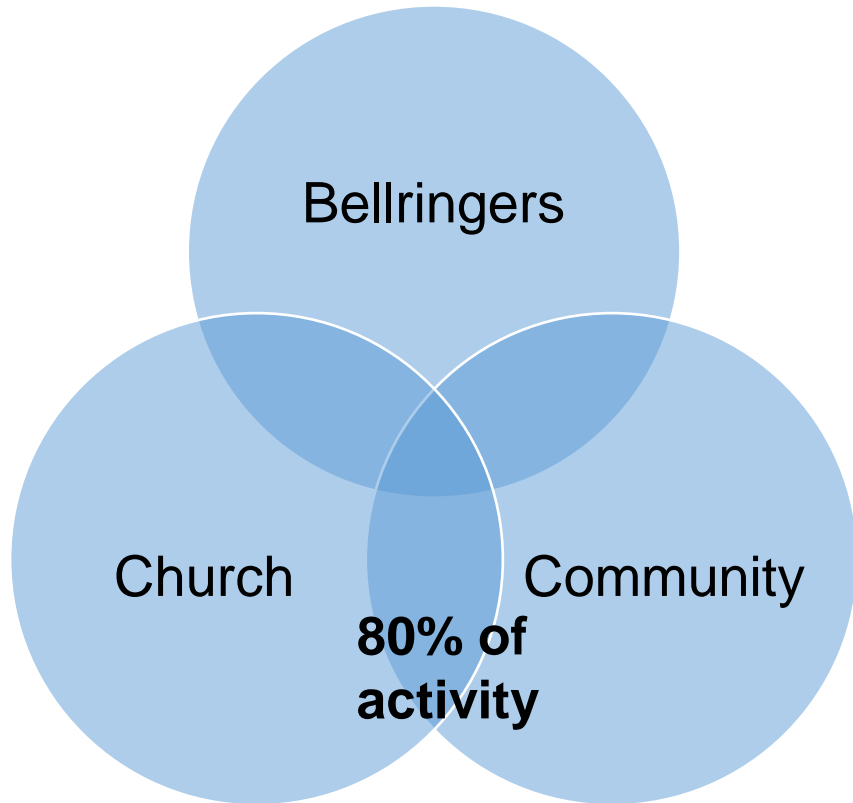
The current situation

1. Ringers are stewards and practitioners
2. The Church owns the bells
3. The Community owns what we do

The Community comprises a complex group of stakeholders



Engagement is easy:
the goal is at least 80%



Communication

1. Why is bellringing relevant and important to the Church?
2. Why is bellringing relevant and important to the community?

Write a two to three minute talk to sell bellringing to your vicar or a member of your local community.



The Church – do you know?

- Vicar
- Churchwardens
- PCC secretary
- PCC treasurer
- The PCC
- Fabric officer
- Church Architect
- About your church insurance?
- If you ring at a bigger church: the people who work there.
- Bishops
- Archdeacons
- DAC bell adviser
- DAC people
- **Diocesan Safeguarding Officer**
- Diocesan press/media contact



And how do you engage?



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Community – do you know?

Your neighbours

The local pub and those who drink there

Parish councillors

Your MP

Local schools

Local businesses

Guides or Scouts

Local arts or heritage organisations

Potential funders

Environmental health

Rotary or similar groups

Other nearby ringers

The police



And how do you engage?



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Open our doors!

- Publicise our ringing
- Open days
- Talks
- Leaflets
- Ring for special events
 - Church
 - Local
 - National
- Advertise your ringing
 - Postcard drops
 - Local media
- Website data
 - Your Diocesan website is a good start
- Demonstrations
 - Live streaming
 - Live links
- Exhibitions
- Parents' evenings
- Do events with your church
- Be proud of it. Please don't hide
- Make it local and special



The media – be careful!

Think about what messages you want to communicate

It's just a conversation

Always be positive

Avoid certain words “but” or “try”

And technical talk

Inclusivity:

We asked a non-ringer to write some of our copy

Radio is easy

Local papers always looking for copy

TV harder

Social media. Be very careful. You have no control. None.

We need support and advocacy



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Worcester Cathedral's Amazing Bells

The Cathedral Bells are rung every Sunday between 09:15 and 10:30. We teach and practise every Monday between 18:30 and 21:15.

Church bells are the biggest and loudest musical instruments. Bellringing is a performing art which has a 350 year heritage. Our bells are rung by a skilled team who voluntarily give their service to the Cathedral.



Cast in 1928 the 15 ringing bells are the fifth heaviest in the world and are regarded as one of the best ringing peals.



Our Teaching Centre is a unique resource. Eight dumbbells and their computers form a physical simulator enabling recruits to learn quickly using traditional and modern techniques.

We are developing new and exciting ways to teach bellringing which includes the installation of new rings of bells at Old St. Martin's in the Cornmarket and St. Stephen's Barbourne.

If you would like to know more please pick up one of the leaflets in the Cathedral or look at our website.

www.worcesterbells.co.uk



WORCESTER CATHEDRAL



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“...by order of the Dean”

During the Napoleonic wars the cathedral's bells were frequently rung "by order of the Dean".

The cathedral treasurer's accounts record the events and how much the bellringers were paid:

For the victory at the Battle of the Nile, after which Haydn's "Mass for troubled times" was renamed the *Nelson Mass*:

*"Ringers for Nelson's Victory October 3rd 1798 10s
Sept. 4th 1798 Surrender of Dutch Fleet 10s"*

After the Battle of Copenhagen when Nelson was given the freedom of the City of Worcester:

"1802 August 29th On the arrival of Lord Nelson . . 10s"

To commemorate victory at the Battle of Trafalgar, and for mourning at Nelson's funeral:

*"Nov 7th 1805 Lord Nelson's Victory 10s
1806 Jan 1st Lord Nelson's Funeral tolling the bell . . 2s"*

For hundreds of years bells have rung for the Church and to tell the local community about important news.

They still do.

Today the cathedral's bells are rung by a highly skilled team of volunteers, internationally recognised for teaching their unique performing art.



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www.worcesterbells.co.uk



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Why are our stakeholders
important?



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and cathedrals on a more sustainable footing, preserving this heritage for future generations.

Since the announcement of the Review in March 2016, the 12 members of the expert panel who will conduct the review have been confirmed.

The Panel members are:

- Chairman: Bernard Taylor, Chairman of the Royal Commission for the Great Exhibition of 1851
- Sir Tony Baldry, Chair of the Church Buildings Council
- Dame Helen Ghosh, Director General of the National Trust
- Loyd Grossman, Chair of Heritage Alliance
- Rt Revd Dr John Inge, Bishop of Worcester, Lead Bishop on Church Buildings
- Sir Simon Jenkins, Trustee Churches Conservation Trust
- Sir Peter Luff, Chair of Heritage Lottery Fund
- Sir Laurie Magnus, Chairman of Historic England
- Neil Mendoza, Landmark Trust & DCMS NED
- The Very Revd Catherine Ogle, Dean of Birmingham, Dean elect of Winchester
- Jennie Page, Vice Chair of the Church Buildings Council
- Alice Perkins, former Chair of the Post Office

Churches Task Force Chairman Bernard Taylor

News story

English Churches and Cathedrals Sustainability Review

From: [Department for Culture, Media & Sport](#)

First published: 28 October 2016

The review will be conducted by an expert panel of 12 members.



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“Churches and cathedrals define many of our cities, towns and villages. We want to open up these buildings for wider community, cultural and heritage use. There are many examples of good practice up and down the land. The challenge is to share good practice and enable it to be spread whilst at the same time ensuring sustainable maintenance and funding of these exceptional buildings.”

Bernard Taylor, Chairman



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“The Church of England offers a Christian presence in every community and its national network of churches delivers huge amounts of service to the people of England. We are keen to increase the use of our churches by the communities in which they stand and hope the work of this group will produce this result.”

Rt Revd Dr John Inge, Bishop of Worcester



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Read the Church Buildings Review Report chaired by the Bishop of Worcester, John Inge

<https://www.churchofengland.org/media-centre/news/2015/10/launch-of-major-new-report-on-how-the-church-of-england-manages-its-16,000-church-buildings.aspx>



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Some facts

16,000 churches in the Church of England

5,600 churches have four or more ringing bells

Only 35%

2013 an average of £13,000 was spent on each building, so that's £208,000,000

Or £72,800,000 on the churches with bells.

How much do we contribute really?

We get 5,600 churches with musical instruments for peanuts.

Are we willing and able to be financially and legally responsible for all our the bells, frames, fittings and towers?



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Money!

What's the hardware worth?
5,600 churches with bells.

A crude 'mean cost' of replacing all
the bells, frames and fittings at
£90,000 per church is:

£504,000,000

And this is a big under-estimate

And what is the value of the heritage,
the archaeology and the history of
the hardware

And what is the cultural value of
ringing?
400 years of national heritage.

And we get it all, just about, for free.



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More sums

25,000 to 35,000 ringers.

Only 2,500 people rang peals in 2016.

Of these over 1000 rang only 1 or 2 peals.

Core peal ringing community is between 4% to 6% of all ringers.

Say an average peal fee is £50 per peal in 2016 is £250,000

Peals were rung in 1,600 towers in 2016, that's only **£156.25** per tower

We spend lot to do our ringing.

How much do we actually give to the churches where we ring?



This is why stakeholder
engagement is so important



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What will you do differently
after today's ART event?



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OPPORTUNITYISNOWHERE



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