



SURVEY RESULTS

RINGING IN LOCKDOWN



October/November 2020

This year has seen great changes for everyone and has been challenging for most of us. Some of us have been ringing in a restricted, socially distanced manner, but not everyone; and now, of course, we are in lockdown again.

We decided to carry out a survey to find out how ringers and ringing in the Yorkshire Association has been affected in lockdown and the results are set out in this summary report.

INTRODUCTION

The survey was distributed by email to all members via the Branch Officers over a 4 week period ending 16th November 2020. A total of 290 members responded with a 12% drop out rate. This represents approximately 17% of current members so does not necessarily accurately represent the whole membership body. Instead, the data only accurately represents those of the members engaging with the survey.

The average time spent completing the survey was 9 minutes.

All of the branches were represented to some extent although 3 branches were represented by less than 20 respondents.

68 of the respondents were "Tower Captains".

RESULTS

Here are the highlights:

Who responded?

- Members responding are, in the main, middle aged and highly experienced ringers.
- 85% have been ringing for at least 4 years; 30% have been ringing for over 41 years.
- Only 18% are under 50.

What has been the lockdown experience?

- Most have been home-centred through the lockdown with only 13% going to work as normal.
- A full range of activities have been enjoyed by respondents through lockdown with the most popular being the new electronic "Ringing Room" followed by socially-distanced ringing and zoom social sessions. Online quizzes were also noted as popular.
- There is a lot of enthusiasm for ringing with 90% keen to get back to some extent. However, 20 of the respondents were not so sure they were going to return. If this proportion is applied to the rest of the membership then potentially we may lose 117 ringers next year. This may mean some towers do not have sufficient ringers to continue so may need some

further attention and targeted support. Understanding which towers may be impacted may be useful and time critical.

What do they want?

- There was some interest in the online courses listed, and also in a virtual ringing school next summer – 85 respondents showed some interest in attending.
- 178 of the respondents said they would be willing to help other towers; the help most needed was “ad hoc support”.

What do the Tower Captains want?

- Most of the Tower Captains said they were confident they would have enough ringers after the lockdown but 38% said they were not so confident, or not at all confident. This confirms that some towers will need support once lockdown is over.
- The tower captains said they would most welcome help with the recruitment of new learners plus having access to expert ringers.

What is the Association doing?

- 66% of the respondents said they thought the Association provides value but 34% said it provides little, or no, value. Depending on who the Association is aiming to serve and support, there may be room for improvement! The 20 year olds value the Association the most and those over 81, the least.
- 58% of the respondents said they would prefer communications from the Association via direct email; 48% opted for email via Branch officials instead or as well. Those over 81 years old are less keen on direct emailing, as are those less impressed with the value of the Association, those less confident about going back to ringing and those more interested in the local socialising aspects of ringing. Most of those with active ringing interest are asking for direct emails.

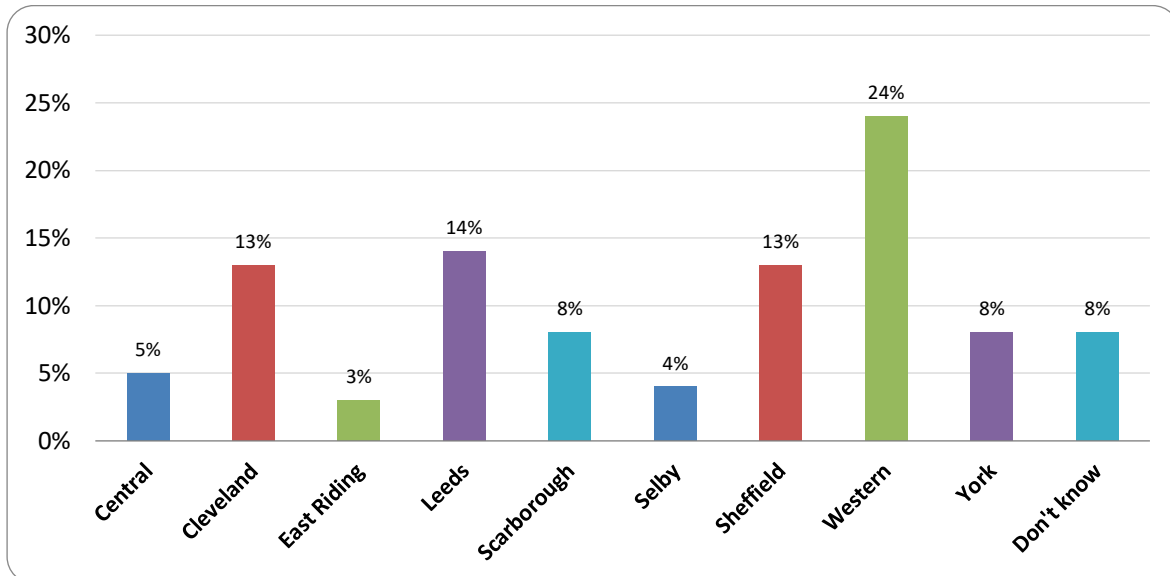
How engaged and connected are members?

- Many comments and suggestions were made by the 290 respondents which implies a high level of engagement in the survey – the most commonly mentioned summarised later in the report.
- Only 39 respondents dropped out of the survey once they had started it which implies a high level of interest and commitment to completion.
- The email invitation with the survey link took between 12 hours and 3 weeks to arrive with members. In some cases, reminders did not arrive at all. This means communications range from slow to broken. Another survey recently sent direct to 700 ringers had over 200 completions in 3 hours and over 300 respondents within 20 hours. This is what is possible with direct email.
- Only 17% of members responded which is a very low rate. This may indicate low interest in the Association, the Branch, ringing generally and/or in surveys generally, or simply a low level of connection - many may not have received the link. We can only assume that those who have not responded do not exceed the interest and commitment shown by these 290 members, but are more likely to be less interested and potentially more cynical. We can therefore assume this data provides us with a positive slant on current reality.

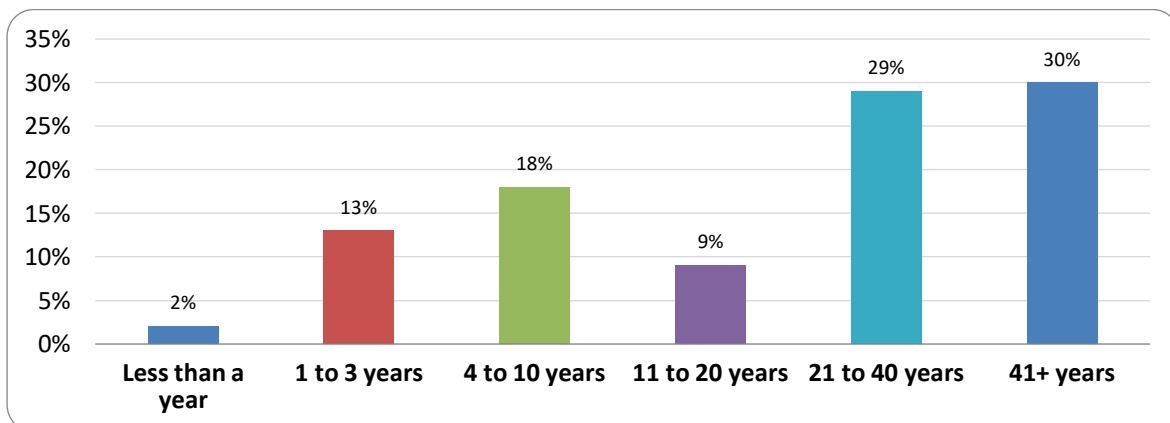
DATA TABLES

The summary results will now be shown graphically, followed by summaries of the open text commentary.

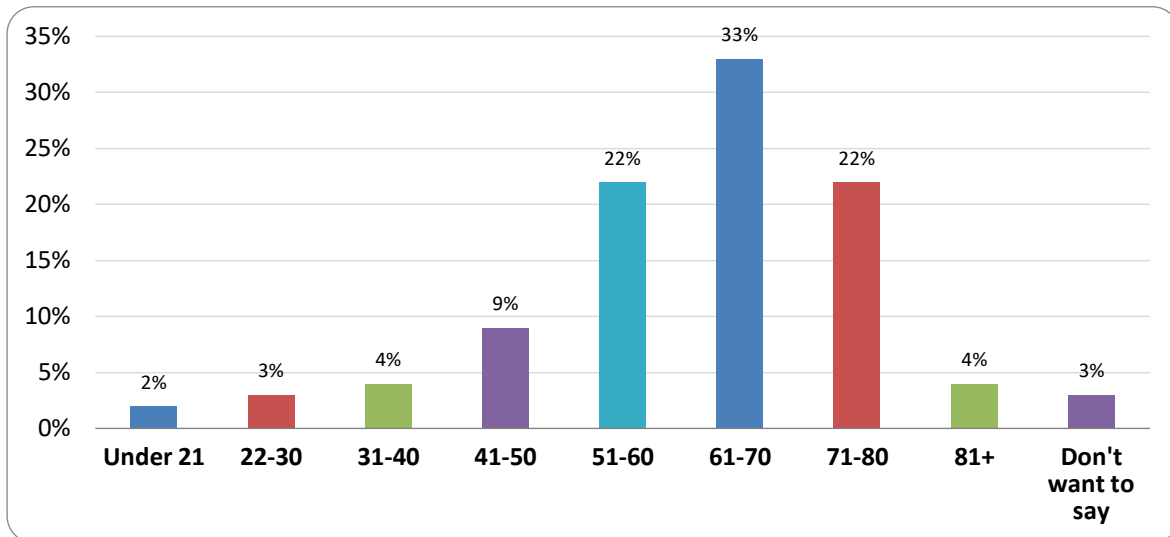
Branch of the Yorkshire Association of Change Ringers



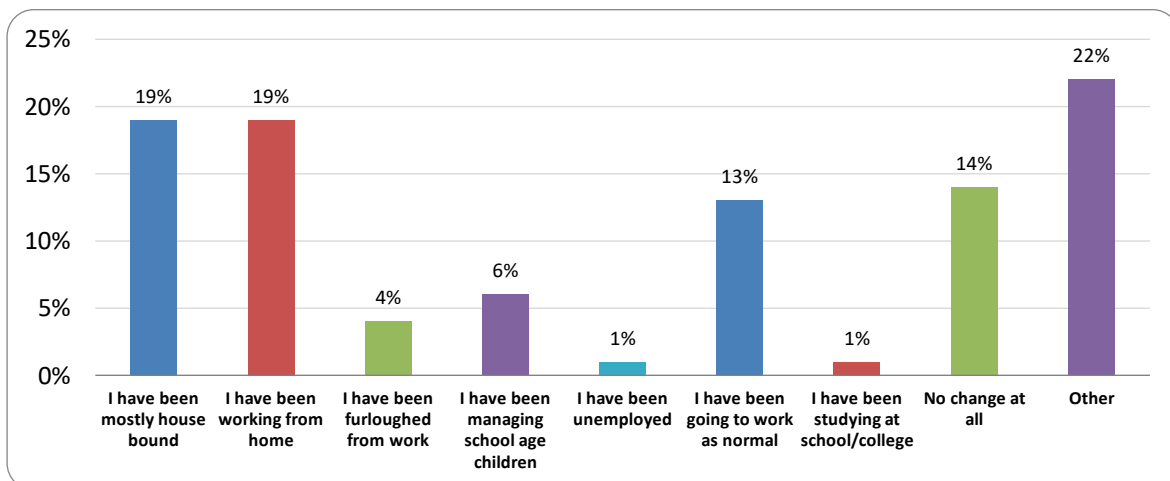
Length of time ringing



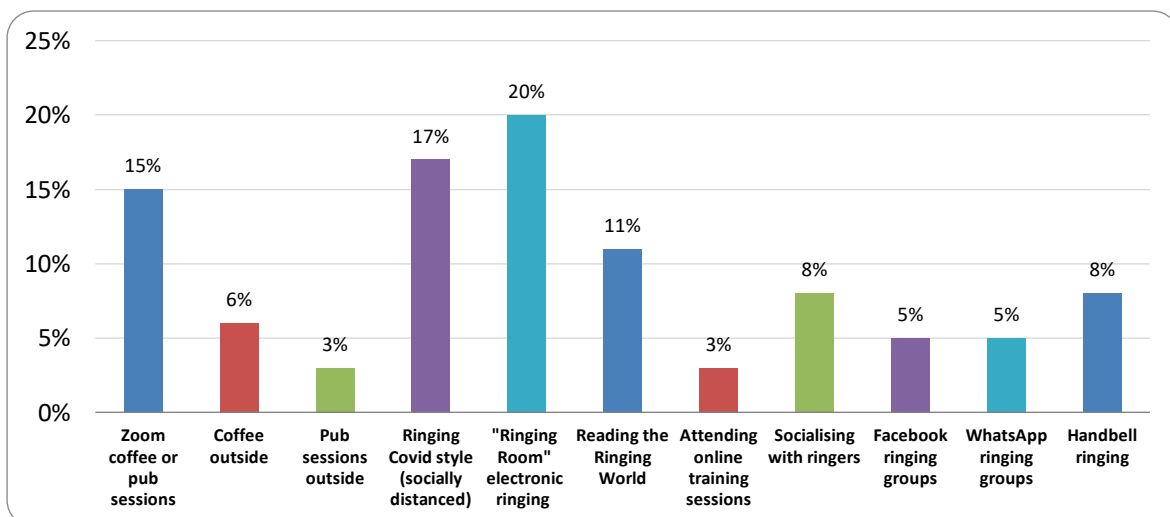
Age



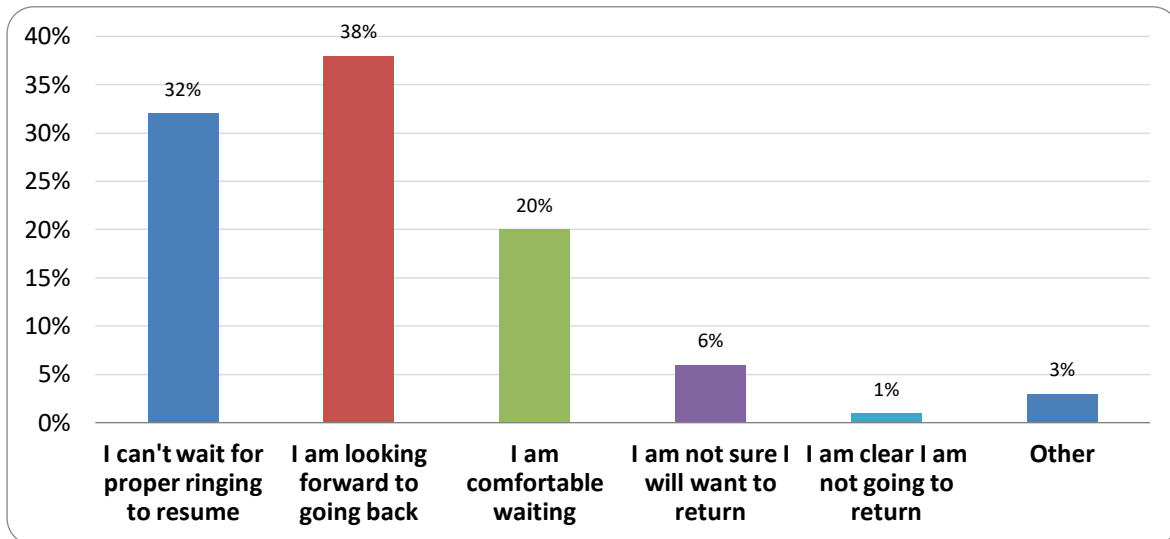
Impact of lockdown



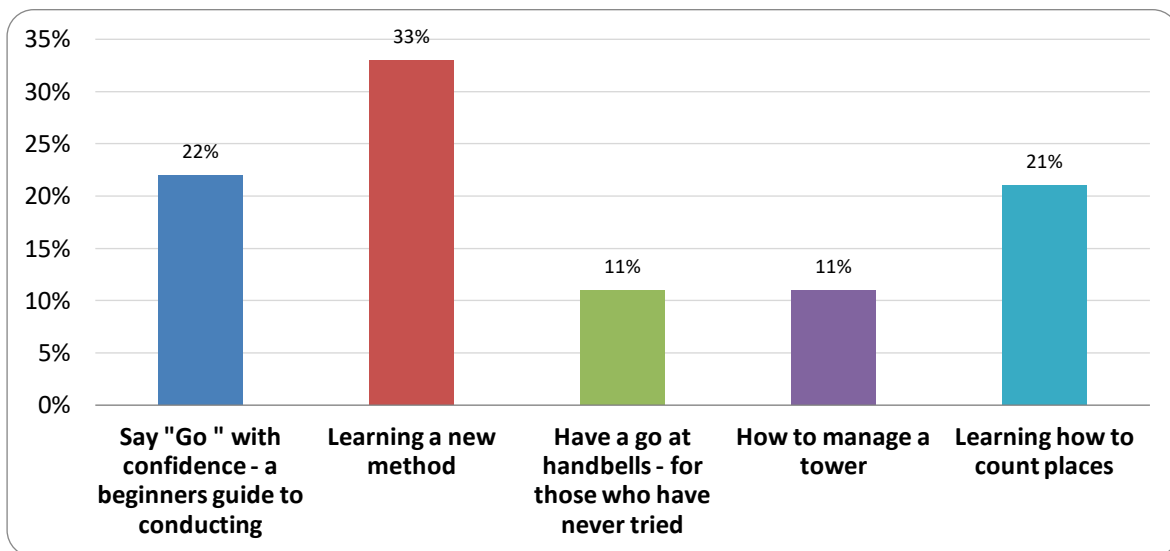
Activities enjoyed through lockdown



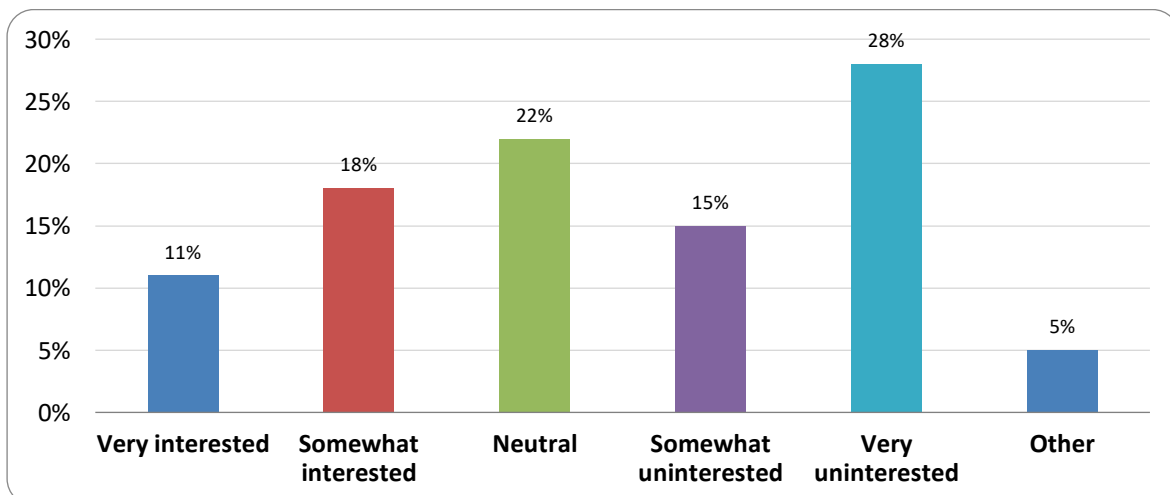
Responses to "How do you feel about ringing in the future?"



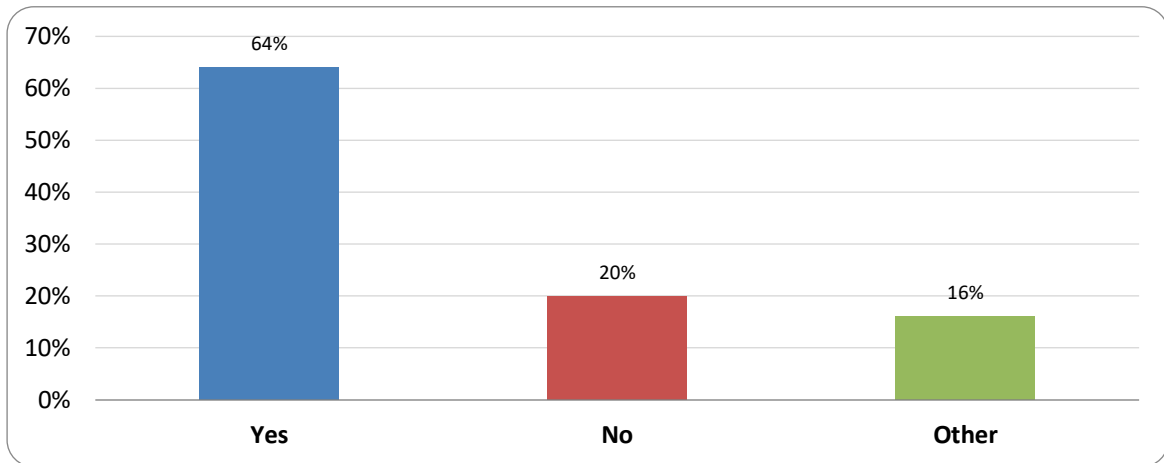
Interest in online courses



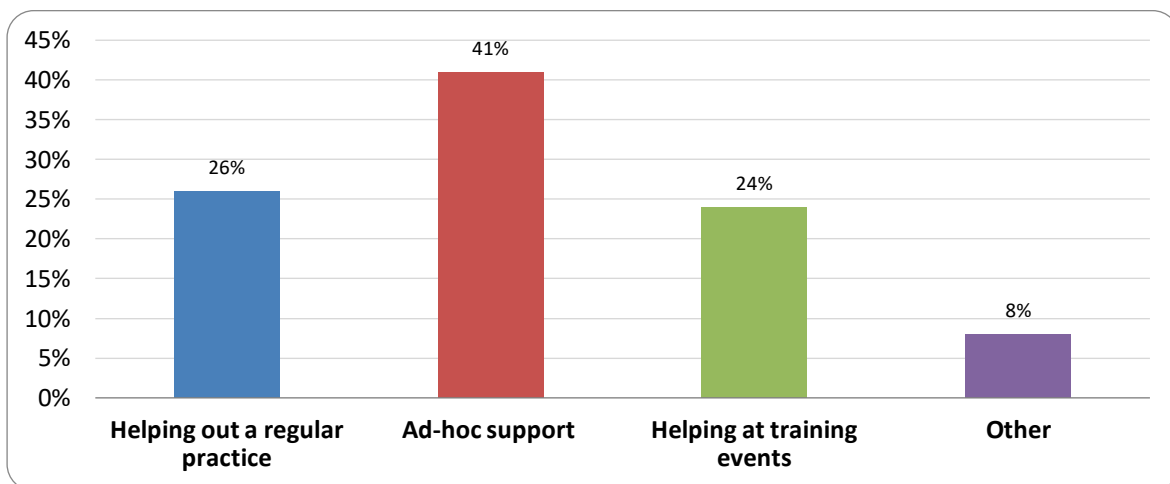
Interest in a Virtual Ringing Summer School next year



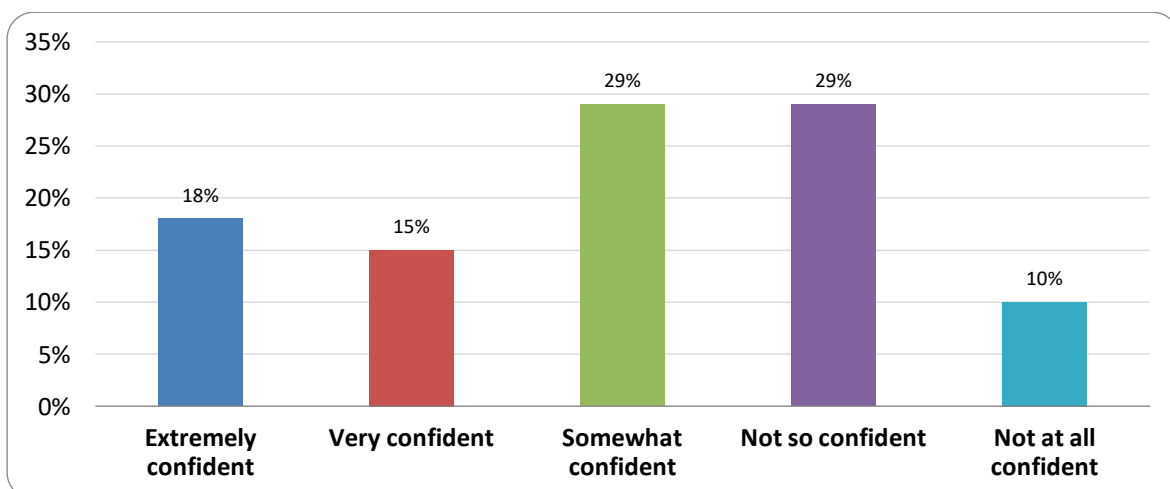
Willingness to help other towers



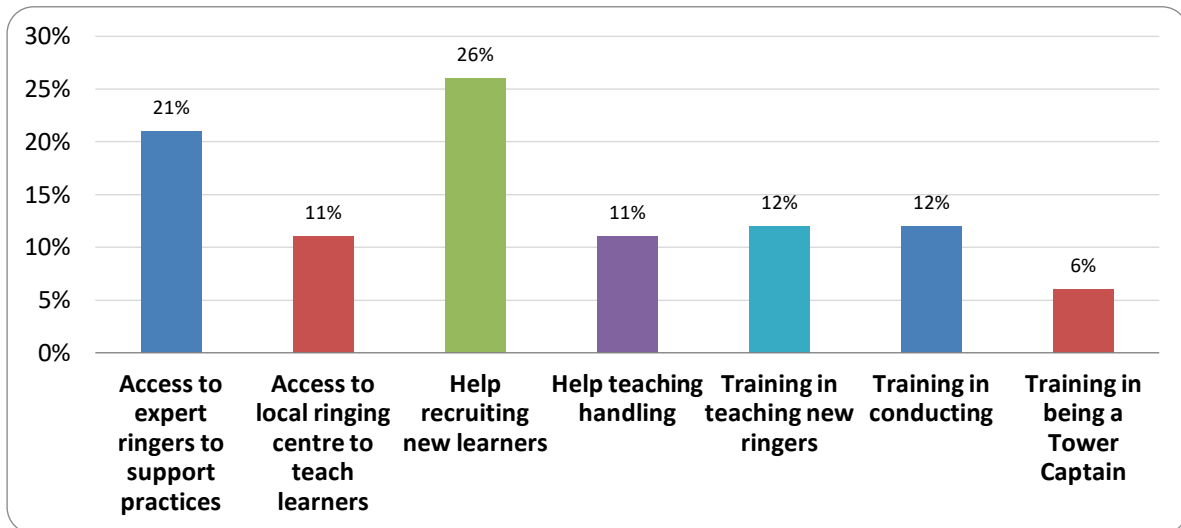
Help needed



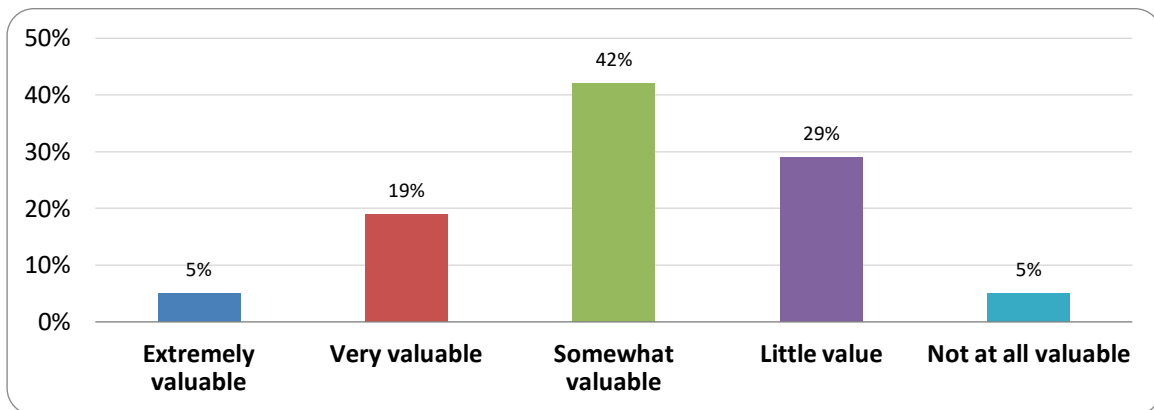
Confidence will have enough ringers after lockdown



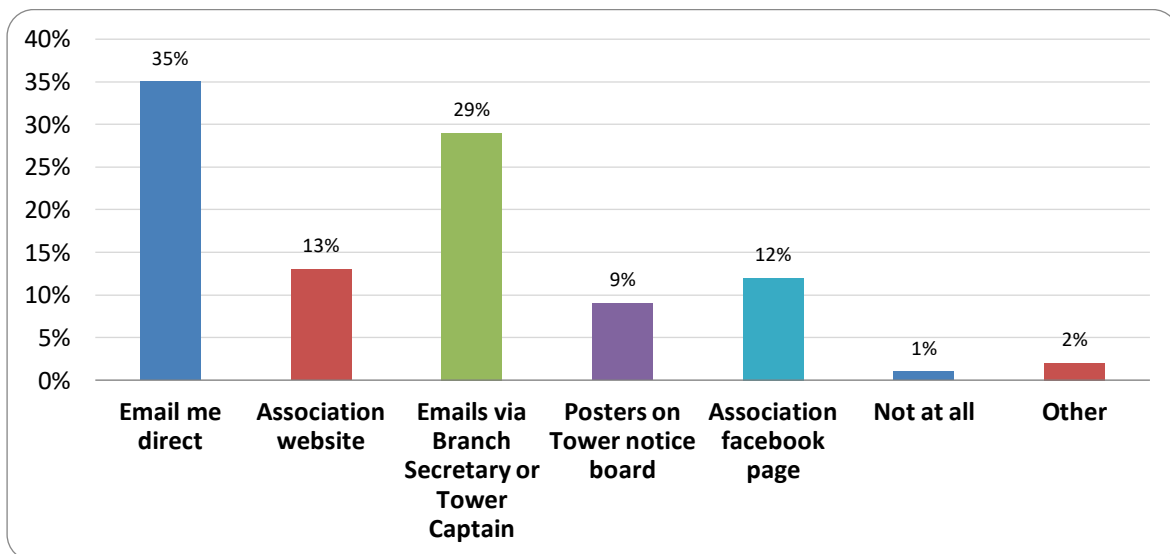
Help needed after lockdown



Perceived value from “the Association”?



Responses to “How would you like the Association to communicate with you?”



Responses to “What should the Association do differently in the future?”

Over 10 mentions:

- Keep doing a good job
- Improve communications to members - go digital, social media, whatsapp, direct emails
- Review structure and sizes of Branches
- Does not support the “ordinary” ringer

3-9 mentions:

- More courses
- More support for new ringers and for youth
- Focus less on the elite, more inclusive
- Help save towers
- Help towers with recruitment
- Regular updates from the President

1 or 2 mentions:

- Hold Association/Branch meetings via zoom
- Encourage inter-Branch sharing
- Problems at Branch level
- Be more dynamic, do more
- Review structure and sizes of Branches
- Remove distinction between qualified and associate membership
- Include Unattached members
- Hold inspiring ringing events
- Stop spending money on the Annual Report
- Hold talks in Association meetings
- More posters
- Waive 2021 subs
- Listen better!

Recommendations and potential actions

- To embrace new technology and to go digital:
 - Refresh the website
 - Review the printing of the report
 - Use other media more widely – Twitter/Facebook/Instagram etc
 - Encourage purchase of simulators
 - Direct communications with members
 - Curate virtual training and tools and promote
 - To distribute regular updates e.g. President’s blog
- To offer and promote virtual training and a summer school
- To develop a fresh strategy to support ringing post-covid e.g.
 - Identify target “hot list” towers for support
 - Link towers with ringers willing to help
 - Participate in CCCBR initiative for post-covid recovery via “champions”
 - Facilitate inter-branch sharing and support
- To explore question of structural review

Next steps

1. Distribute this report to members
2. Get clear on the needs of each tower so as to ensure help is provided where of most benefit – via a further survey direct to every Tower Captain, distributed and chased by Branch Secretaries.
3. Discussion of results with Association officials and agreement on plan of action
4. Discussion of results with Branch officials with potential re-opening of survey for each Branch if requested.

15th January 2021

Survey project team:

Elva Ainsworth, Barrie Dove, Elaine Scott, Simon Plows, John Leech