



GUILD REVIEW WHITE PAPER PUBLIC RELATIONS / COMMUNICATIONS

REF. NO: 1304

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This paper is being delivered to all members of the Guild and is for discussion and feedback. All members are invited to send in comments including amendments to the proposals. Your comments may be sent to your Branch Secretary, Guild Secretary or direct to the Guild Master. Please return by 5 February 2014.

1. BACKGROUND

The recent Review of the Guild Objectives and Operations was carried out by five nominated working groups each with a specific areas of reference. Reports submitted by these Groups together with the results of a Guild wide survey have led to the development of some specific proposals for change. These proposals are being set out in series of White Papers that will enable all members to be informed and comment prior to any amendment and submission to a Guild AGM for approval or ratification. Some items may need a Rule Change or Addition.

2.0 PUBLIC RELATIONS / COMMUNICATIONS

2.1 Problem

- 2.1.1** The General Public awareness and appreciation of The Guild and Bell Ringing in Lincolnshire is low with no coordinated activity or formal PR function. Low public awareness is an handicap to maximising interest in and support of the Guild, of ringing in general and in recruitment of bell ringers. Communication with Church / local Clergy needs to be strengthened.
- 2.1.2** Guild website is active with good usage but has ongoing issues on credibility of data (e.g. tower contacts). Website is not 'owned' by the Guild and is at risk of continuing availability.
- 2.1.3** Branch websites are becoming less used and difficult to retain Administrators.
- 2.1.4** Some individual Members not receiving internal communications on Guild and Branch activities.

2.2 Existing Arrangement / Structure

- 2.2.1** Some Branches and Individuals are posting articles / information on internal sites e.g. Newssheet, Newsletter, Guild and Branch websites, Ringing World, Direct Emails to Members but very little being put in front of wider public.
- 2.2.2** Individual Members without email / internet are handicapped in receiving / accessing information. Contact addresses for Individual Members not being updated.
- 2.2.3** Branch Secretaries have difficulty in maintaining tower and individual contact data with transaction difficulties between Branch Records, Annual Report and Website files where errors in correlation are leading to a lack of credibility.

2.3 Solutions

- 2.3.1** Elect / Nominate a Public Relations Officer to lead a sub committee to organise and coordinate communications with the General Public. Sub committee to include Webmaster, Report Secretary and a Representative from each Branch.
- 2.3.2** To establish independant ownership of Guild Website and make suitable for Branch inclusion by allowing each Branch to have direct access and control of relevant section(s). Guild Website to be a 'one stop shop' doing away with need for Branch websites.
- 2.3.3** Establish good and credible data base including contact information using Member Form / Update system (ref. white paper 1301/2.2.4/2.3.4).

3. DISCUSSION / FEEDBACK

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