

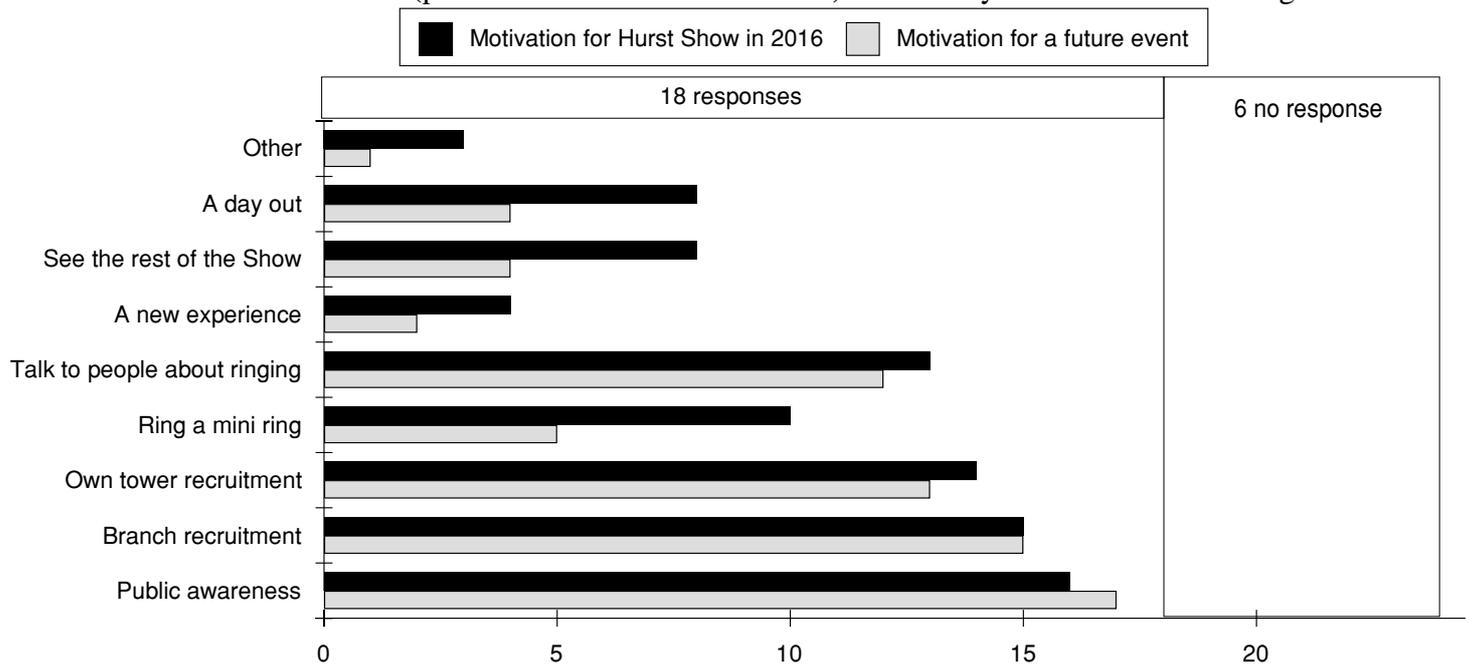
Survey of the Hurst Show experience

In June 2016 the Branch hired the Charmborough Ring and demonstrated ringing to the public at the Hurst Show. Hundreds of people saw the bells and many got a hands-on experience. Taster sessions on full sized bells after the event were less successful. Of the couple of dozen people who expressed interest, fewer than half attended a session and only three took up ringing.

Over weekend at Hurst, 24 ringers helped to man the event in various roles, of whom fewer than half had ever helped at another ringing event such as a course. After the show these ringers were surveyed to obtain their feedback. In particular we were interested in what factors had motivated them to volunteer, and whether their experience at Hurst might have changed their potential motivation to help at a future event.

18 of the 24 (75%) responded to the survey and all said they would be willing to help at a future event,

The factors that motivated them this year, and which would motivate them to help in future, are shown in the graph. As one might expect the 'novelty' motivations (new experience, ringing a mini-ring, etc) would be lower in future but the core motivations (public awareness & recruitment) are broadly similar and remain high.



People were asked what if anything would deter them from offering to help again. Two people said they would be deterred by the poor uptake of recruits following Hurst (but both said they would be willing to help again). If these responses are typical then future events are likely to be well supported.

The survey asked for suggested improvements and two dominant themes emerged.

- The balance of activity. Good to see young children having fun (like a bouncy castle) but more time could be devoted to older children and adults having a chance to experience full circle ringing.
- Useful to include (more) demonstrations of ringing (so people had a better idea what it would be like).
- Collecting contact information. Too many people left illegible or incomplete details, which contributed to the difficulty in following up after the show.
- Display boards were good but ineffective – hardly anyone looked at them (no solution offered).

Respondents were asked for other views or ideas about Branch events to promote ringing to the public.

- Encourage tower open days or 'come and try' days (the most common theme).
- A mini ring is a good way to take ringing to the public, but too expensive for frequent use.
- Could we have a ringing stall at various carnivals, eg in Wokingham?
- Could we capitalise in some way on interest generated by the recent series of articles about ringing on the history page of The Wokingham Paper?
- Should we target young people since we mainly seem to get older recruits?