

## Report by the Communications Officer for 2017

Our website has continued to be maintained and developed during the year and is well used. The most popular content is our news blog, events calendar and tower directory. Almost half the visitors are now using mobile devices to access our site which suggests the changes we made in 2016 to make the site more mobile friendly have been well received.

Earlier in the year Paul Flavell organised a recruitment and training seminar and alongside this we launched a new 'learn to ring' page on the website to help attract enquiries from the general public and support recruitment activities across the association.

The dedicated training day website launched last year has proven to be a popular and efficient way to improve the communication of these key events in the associations calendar. Many thanks to Trisha Hawkins for her hard work maintaining this site.

The community of bell ringers on Facebook continues to flourish and thousands of ringers from all over the world are taking part in discussions and sharing information on the site. The Surrey Association has had a Facebook page since Nov 2011 which we use to share news and event details and publish performance details from Bellboard. We currently have 154 followers.

Facebook also provides us with an effective and low-cost platform for advertising to the wider community. In 2017 we ran publicity campaigns associated with the blessing of the new bells at Southwark Cathedral and in support of the launch of the CCCBR Ringing Remembers initiative which attracted national publicity.

The association newsletter continues to be published quarterly. At approx. £300 printing costs for the year the newsletter was our biggest expense on communications in 2017. In the autumn I asked for feedback on the future of the newsletter, your comments contributed to a decision by the General Committee to stop printing the newsletter for distribution to towers. In the future the newsletter will be published and shared online only. This change will be effective from the spring 2018 edition which will be published in March. I'm extremely grateful to all who contribute articles to the newsletter.

Our district email groups continue to serve as the mainstay of our communications with members as well as a great resource if you need to appeal for an extra ringer for a wedding or a quarter peal. If you haven't joined these yet please do. At the end of the year the SD group had 202 members and the ND group 199 members, a slight increase on the previous year for both.

Finally, if you have any news, photos or information to share, have an idea for the website or want to comment on any of our communications please do email me: [communications@surreybellringers.org.uk](mailto:communications@surreybellringers.org.uk)

Chris Baldwin

**[www.surreybellringers.org.uk](http://www.surreybellringers.org.uk)**