

## Acting PRO Report for AGM 2024

It is my pleasure to present the Acting Public Relations officer report for the Annual General Meeting (AGM) of TDGR. Over the past year, I have undertaken the role in an acting capacity with the aim of supporting and promoting bell ringing in Cornwall, strengthen relationships inside and outside of the Guild, and promoting ringing activities across our districts. I have also championed and continue to talk about diversity and inclusion with the aim of making the tradition of ringing accessible to all and sustainable for the future.

### Highlights

**Media Relations:** At the start of last year we were approached by a German national television company, akin to our BBC. They were interested in producing a series exploring English traditions as they visited Cornwall and asked if they could film some change ringing. Miranda Penhaligon kindly and brilliantly accommodated the film crew and although originally intended for them to film at Buryan, quickly realised that film crews don't travel light and rearranged for them to see the ringing at Zennor, where there was easier access. The crew were delighted and thankful and I've been imagining many German families sitting down one evening to enjoy their version of The One Show, seeing Miranda and the band ringing proudly.

It would be my ambition in the next year to build relationships with some key media outlets in Cornwall to allow us some press coverage of the Guild's achievements, milestones, and initiatives and in the shadow of the Coronation and ring for the king, keep ringing in the spotlight.

**Community Engagement:** Many districts and towers have been working hard this year to engage local communities into their ringing activities, both internally and to wider audiences. Thank you to everyone who plays a part in this, from those of you who hold local events and invite new people to your towers, to others that brilliantly publish written and digital comms. Thank you too to everyone who attended our recruitment and retention workshops. We ran these in three districts this year, with the aim of promoting new ideas and sharing some real-life examples of how to bring new people in to ringing and encourage the bands we have to stay and engage widely.

**Digital Presence:** With the growing importance of digital communication, I and many other members across the county have really enhanced our online ringing presence this year, across various platforms. Through engaging content and interactive updates, I'm sure we are reaching a wider audience. Special thanks particularly to education officer Gemma and secretary Haley who really go out of their way to make sure they share news and achievements.

**Diversity and Inclusion.** As we move into the next year, I would like to see the role of PRO helping to enrich the experiences for participants and the broader community and diversity and inclusion plays a huge part in this. A diverse band of ringers brings together varying levels of expertise, backgrounds, and techniques. It fosters a learning environment where seasoned ringers can mentor newcomers, and beginners can contribute fresh perspectives.

Our towers are often at the heart of our communities and when our ringing band reflects the mix of people in our communities, it sends a powerful message: "Everyone is welcome here!"

Jo Tomlinson PRO