



*The Weekly Journal for
Church Bell Ringers since 1911*

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Editor: Robert Lewis

The 70% Challenge

by Nigel Orchard, Chairman, The Ringing World Ltd

Future of *The Ringing World*

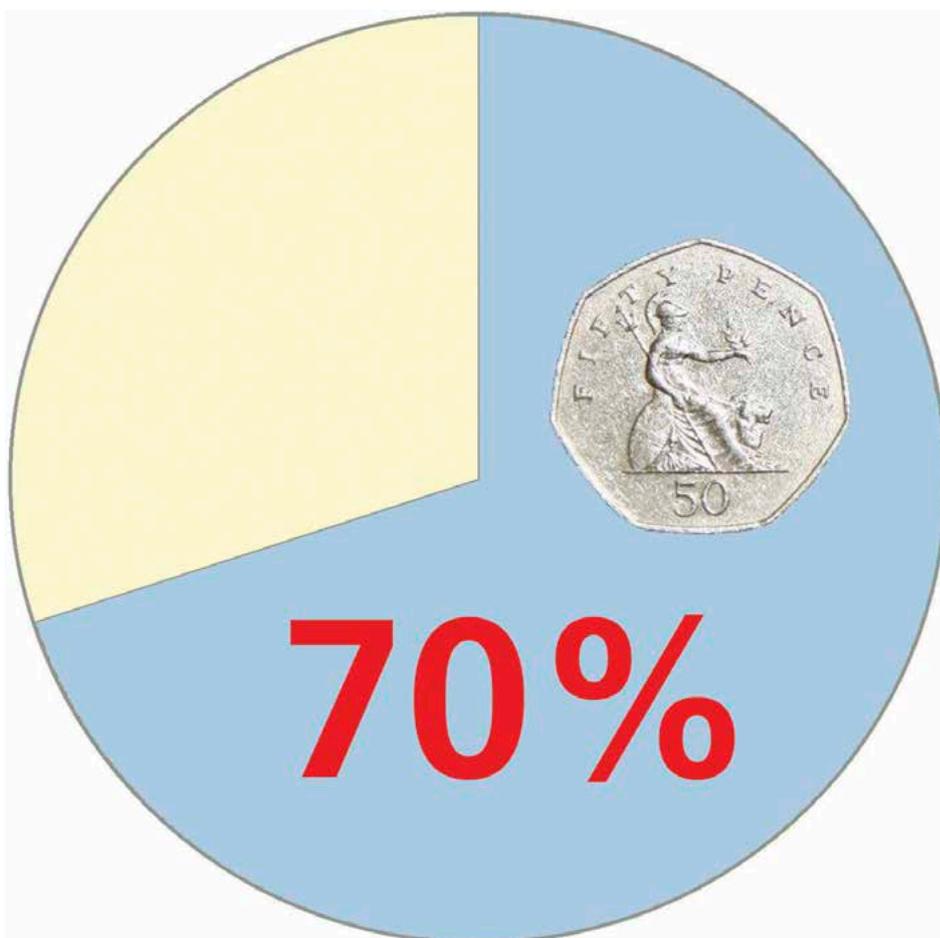
My article of 27th March about the future of *The Ringing World* provoked a lively and mainly constructive discussion in a number of forums. There was also a very helpful indication of opinions at our AGM by our members and many helpful comments received informally at the CCCBR meeting in Hull. The board is grateful to all who contributed and has given careful consideration to the views expressed.

Charging for printing peals and quarters

There is majority support for charging for peals and quarters as set out in my March article despite some strong adverse opinions. The board does not accept that it is fair to charge more to our subscribers (many of whom are not peal ringers) instead of setting a modest charge for printing peals in the current display format for the benefit of peal ringers – not all of whom subscribe. It is admitted that there are advantages, such as not having to pay VAT and being able to claim Gift Aid, to asking for donations. The board has now got its arrangements, postponed from 1st June, in place for charging but is prepared to allow time to explore an alternative. We have also developed improved means of collecting Gift Aid.

The 70% Challenge

Quarter peal ringers have generally made donations with their submissions and we now ask them to donate 50p per ringer with each quarter submitted for printing. Peal ringers have not been donating and we are now asking them to donate 50p per ringer for each peal submitted for printing. Not everyone will do this and we do need to increase our income substantially so we now issue a challenge to the exercise: **If in the next 6 months we can achieve and maintain a level of 70% of peals and quarters submitted with a donation of at least 50p per ringer then we will withdraw the proposal to charge (subject to the level of donations not then**



falling). For this challenge period, quarters will be printed and peals printed in display format even if there is no donation.

Remember that this only applies to printed performances; publishing them on *BellBoard* remains free.

How to donate and Gift Aid

It is our intention to print the amount paid for each performance with the performance.

By far the most cost-effective route for printing performances in *RW* and associating them with the donations is via *BellBoard* and *Paypal*. This route, allowing for individual performance donations or payments from account (formerly block donations), is highly automated, minimises administration and should reduce errors. **You do not have to have a *Paypal* account to make payments via *Paypal*.**



(Founded by John S Goldsmith)

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The RW administrative office is normally open:

9.30am - 4.30pm Mon, Tue, Thu and Fri.

The office is closed on Wednesdays

Visitors to the RW office **MUST** telephone and make an appointment well ahead please.

Email addresses – administrative support:
subs@ringingworld.co.uk (subscriptions)
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BellBoard can now run accounts for individuals, towers, societies and associations so that you can see what you have paid in and what remains. A message will appear if you tick the submission box to make a donation and there is not enough money in the account to pay 50p per ringer.

Performances submitted via *Campanophile* are automatically input to *BellBoard* but if requested for printing we get emails which have to go for manual processing. We send an acknowledgment email which in future will invite a donation and provide a link for payment to be made.

You may still make donations or top up accounts by BACS or cheque but these have to be manually associated with the performance or account.

Performance submissions by email or post may still be made but are administratively expensive. Cheques with a letter can clearly be allocated to a performance or account as you request but please make any payment by BACs before you send in the performance and note in the email or letter how much you have transferred and whether for the performance or account.

For us to reclaim the tax on Gift Aided donations, we need certain prescribed details – including your address postcode and a statement on your tax status. These will be stored in *BellBoard* and we strongly recommend that you take out a *BellBoard* account.

As stated, *Bellboard* and *Paypal* constitute the easiest route for us to process your submissions. If you use this route, you will find that the process is self explanatory. Details of how to open and run an account in *BellBoard* are given on *BellBoard*. For other routes, I hope the above brief explanations will suffice.

We shall publicise this on our website, on *BellBoard* and in some social media and will send these details to association contacts. Please pass the word around.

Please also have patience as we sort out any unforeseen glitches. If you have difficulties with any of these processes, please let us know via problems@ringingworld.co.uk and we will try to deal with them promptly.



Other considerations

People have acknowledged that there is a need for us to make changes to *The Ringing World* to put it on a sounder financial footing and to recognise that much of the “news” aspect of its role has been superseded by on-line media. There is also a growing preference for information to be provided on line and free.

Many have questioned the need, in these new circumstances, for *RW* to appear weekly. The board is therefore considering publishing fortnightly. Postage currently costs about £1,100 per week so there are potential big savings by going fortnightly. However subscribers would probably not expect to get only the current weekly content in a fortnightly and there would be the same volume of performances to publish. The board is therefore working on the detail of a fortnightly publication with a possible option of a print of performances separate from the paper and posted probably monthly to those who subscribe to it. It is intended to announce firm proposals later this year for implementation in 2016.

There is considerable demand for changes to the content of the paper but the preferences expressed are conflicting. The board recognises the need for change but it might not be achievable without an improvement to our finances allowing us to fund some editorial support.

23.06.2015

N.R.D.O.

Please use *The Ringing World's*

BellBoard

to submit peal and quarter reports
for publication in print:
www.bb.ringingworld.co.uk

and use *Paypal* to make associated
donations (you don't need to have a
Paypal account to do this).