

**2019 U3A CONFERENCE AND A.G.M. – HELD AT CONFERENCE CENTRE AT UNIVERSITY  
OF NOTTINGHAM AUGUST 27<sup>TH</sup>- 29<sup>TH</sup>**

**REPORT BY OUR DELEGATE LORNA GRUNDY**

Ian McCannah, Chair, welcomed Hilary Jones who outlined Trust Development Plan:

1. Support learning via education links
2. Raising profile to achieve 0.5million members over next 5yrs attaining a growth of 6%
3. Celebrate benefits, values & qualities of positive ageing ant the U3A movement
4. Mobilise U3A movement & membership to actively promote U3A in the locality
5. Continue to grow dynamically & diversity

Further Hilary Jones information imparted:

- 3.6% Of 60-89 yr olds are members of U3A.
- All members should promote a positive message to encourage growth and find gaps in society eg ethnic groups.
- Work with Regional support teams
- It should be possible to establish 20 new U3As per year.
- Most valuable resource is the members who should be pro-active
- There is a case for myth busting of U3A and that digitalisation should not be imposed interest group leaders.

After a well-earned tea break, we reconvened in **Regional groups**, led by Jill Haisted, Wearside & Mo Brown, Newcastle U3A. Sandi Rickerby was elected as new chair fir NE federation.

Main Points raised:

- 51 U3As in NE
- All aim to be digitally active
- All be proactive in sharing best practice
- Be aware of 3yr plan for development
- Unfortunately, Summer school did not take place due to being let down by Kirkley Hall
- Ongoing Research project, headed by Margaret Mathieson, Teesdale U3A, is Botanical to identify quality & quantity as many flowers & plants, wild indigenous & domestic as possible.
- Countrywide project is on the changes in the High Street over the last 50yrs.
- It is NE 25<sup>th</sup> anniversary next year.
- June 3<sup>rd</sup> 2020 is National U3A day and June 2022 is 40<sup>th</sup> anniversary of the inauguration of U3A.

**WEDNESDAY 28<sup>th</sup> AUGUST 2019**

**WORKSHOP 1:** Raising the Profile – Centred on the National U3A day on 3<sup>rd</sup> June 2020

1. There is £100 grant available for any activities, publicity etc which individual U3As undertake.
2. A package of literature and backup from head office is also available.
3. Volunteering to be encouraged.
4. National issues should be brought into focus eg climate change
5. Emphasis to be made of the fact that we are not taking from society but giving.
6. We should describe the spectrum of activities that are available to members.
7. Involve as many other organisations as possible eg. Rotary clubs, Lions, W.I. etc.
8. Meetings to be open to public for a couple of sessions as a taster before joining.
9. Organise a “Pop Up Shop”
10. There is a U3A anthem on You tube which the Barnsley U3A created
11. All to dress in blue and yellow
12. Organise floral displays in blue and yellow
13. Create “ Goodie Bags”

I rest my case!!

WORKSHOP 2: Third Age Matters – led by Francis Beckley, present editor of the magazine. He stated that the magazine has been published for 30 years.

1. First editor in 1982, Diane Norman was presented to audience.
2. It was named “The Last Post” for one issue. Saga offered to take over and founded the Third Age Press. Trust questioned ethics of Saga and thence took over calling magazine The Third Age News.  
It consisted of 16 pages, published 3 times a year, now increased to 90 pages and published 5 times a year, called Third Age Matters. Eric Midwinter has authored a book about magazine’s history. It graduated from a Newsletter to a general interest magazine.
3. Joel Brigg is Business manager. No need to make a profit but must cover expenses, so use of selective advertising up to 40% of total content. Last 10 pages which used to be coast to coast are now run by communication officer of Third Age Matters.
4. COST IS £3 per issue and is available by asking for an application form in your own U3A.

WORKSHOP 3: Dementia Friendly – Person delivering workshop was living with a relative, her mother who is suffering with a form of Dementia.

1. Several different forms of Dementia – Vascular, Alzheimer’s disease, Lewy bodies dementia. All of which affect different parts of the brain and result in different effects in behaviour.
2. Most delegates had first-hand knowledge and have had to cope with a near relative or friend who has been affected by this insidious disease.
3. Five Key Messages were elucidated:
  - Dementia is not a natural part of ageing.
  - Dementia is caused by disease of the brain.
  - Dementia is not just about losing your memory, it can affect thing, communicating and doing everyday tasks.
  - It is possible to live well with dementia.
  - There’s more to a person than the Dementia.

**Session concluded with each one of us promising to follow up on an action to be more Dementia Friendly in our everyday life.**

### **THURSDAY 29<sup>th</sup> AUGUST 2019**

The Medicis, mainly Cosimo and Lorenzo and the media by Dr Ernie Rea, a Historian of BBC4 fame.

Cosimo and Lorenzo were rich business men who financed all of the art and encouraged the artistic world and architecture in Florence. The Medici popes who were a different branch of the Medici family financed the artwork in the private rooms of the Vatican and Sistine Chapel. Very interesting talk!

AGM followed concluded with the financial accounts.

Afternoon session was devoted to Third Age Trust Website, The Beacon system and updating changes to be made. All news to me!!!!

**Conference ended.**