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| **CROYDON u3a DEVELOPMENT PLAN 2024 - 2025** | | | | | |
| **Focus** | **Prospective Outcomes** | **Initial steps** | **Next steps** | **Development** | **Evaluation** |
| **Website** | Develop and launch a new website  Prospective and existing members find the website easier to navigate | Set up a web team working group to develop the new website | Investigate other u3a websites and meet with a few web managers to discuss the pros and cons | New website created.  Replacement date set  Encourage Group Leaders and members to submit photographs and short summaries to showcase their activities | Website is effective as our shop window for attracting new members; it provides information for current members which is easy to access. |
| **Technology** | Enable members to make full use of technology that can improve their lives | Offer support on IT, smart phones. Zoom, using email, website | Set up more Smart phone sessions | Investigate the potential for IT group or training sessions | Members more confident with technology |
| **Beacon**  **Data Base** | Ensure Croydon u3a makes use of all the functionality of Beacon | Relevant members to be set up as Beacon Service users | Encourage Service Users to keep Beacon details updated | Use Beacon for emails | Beacon becomes a useful tool for our u3a administration |
| **Retention** | Looking after each other and reducing isolation in vulnerable members  Maintain membership numbers | Maintain welfare work with vulnerable members  Continue to offer a good and varied range of talks.  Publish current lists of all active groups  Offer support to GLs who are not active  Offer support to all GLs through the Committee Buddy system. Promote GLs having a deputy to relieve some of the burden of leadership  Try to establish parallel groups for popular groups which are full and cannot take new members  Encourage Committee members to visit the groups for which they are responsible, annually  Continue to encourage the formation of new groups:- parallel groups when one is full; new areas of learning; new ways to learn. Keep the Interest Groups List an evolving document.  Ask members for feedback – what could we do better? | Help new members to settle in and develop a buddy system specifically for new members.  Encourage and promote a cross section of subject areas and members who wish to start a new group and maybe team up with a more experienced GL, Committee member or off committee volunteer to get them started.  Provide a wide range of outings/travel team  Continue with lunches and other socials  Continue with some virtual events  Encourage GLs to submit info (including photos) about their groups’ activities for inclusion in Bulletin/Magazine and on the website/FB  Have more short-term groups (6-8 sessions) on particular topics and one-off workshop events  What improvements/ changes could we introduce as a result of member suggestions? | Ensure our offer caters for a wide range of interests and experiences.  Encourage members to take part in more on-line learning  Increase IT help  Encourage GLs who need more members to attend the GMs and be ready to answer enquiries from prospective members  Put news from Groups into the bulletin  Collaborate with other u3as when it comes to sharing speakers, online presentations, courses, ideas and materials etc  Members feel involved and suggestions valued | Number of people not renewing their u3a membership is stable or reduces  Increase in activities open to all our members  The ‘distance’ between the membership & committee is reduced |
| **Recruitment** | In current circumstances, maintain membership at pre-pandemic level and aim to increase numbers  Continue to develop well established new members’ meetings and follow up  Maintain an active publicity team – to include Committee and off-committee members  Maintain a wide variety of methods of communication/profile raising to encourage new members and maintain current members  Print material /advertising  Use National Recruitment Pack – order materials.  Pay attention to issues of inclusivity in promoting Croydon u3a. Monitor aspects such as gender balance, access, geographical outreach and demographics | Enhanced Social Media presence /new website to be our showcase  Review material sent to new members  Actively look for new members who can offer experience /  expertise in Marketing/PR etc  Promote word-of-mouth endorsement of Croydon u3a through members wearing badges and/or carrying our business cards and leaflets, Ambassador Packs.  Aim for representation in local media in different neighbourhoods across the Borough – to ensure inclusive outreach  Actively seek to establish groups which address gender imbalance  Make our own locally referenced /seasonally appropriate materials to be handed out by members and at promotional events. | Interest groups – keep up to date info & visuals on the website  Continue to establish new groups to attract younger, more active & tech savvy people  Face Book – continue to broaden the reach -> links to website  Continue creating articles and adverts for local media outlets  Continue to review and update our own promotional materials – flyers/pamphlets/posters etc  Build up relationships with editors of different media outlets Borough-wide | Introduce new members to GLs  Monitor national and local news sources for any relevant developments we can use in promoting Croydon u3a  Reintroduce showcase event for Groups which is open to general public and well promoted in local media | Maintenance of membership level  Positive feedback from new members  Croydon u3a articles/adverts appear regularly in local media  New members are recruited from all neighbourhoods of the Borough  Gender imbalance starts to be addressed  Cohort of younger members recruited |
| **Environmental Concerns** | Maintain Environment and climate focused group  Continue to promote our green pledges | Work with the Trust’s Subject adviser  Share resources with other u3as with Environment Focused Groups | Develop current group of members and topics covered  Continue Bulletin items and slots at GMs  Extend relationship with Croydon Climate Action | Work on encouraging Croydon u3a members to participate in more green initiatives | Green pledges understood by all members  Croydon u3a members keen to attend green sessions/study days  Croydon u3a copse in Brecon Beacons |
| **Inclusion** | Ensure Croydon u3a is seen as inclusive and contributes to the wider u3a inclusion agenda | Maintain a member named as inclusion lead  There is always an agenda item on inclusion at every committee meeting  Document for Pathfinders written  We have documentation on the website. | Check that we think about inclusion in everything we plan and do | Contribute to u3a inclusion focus groups | Our membership is diverse  Potential to produce a u3a-wide inclusion strategy that is shared with and understood by all members  We would keep inclusion in mind in everything we do |
| **Influencing and Campaigning** | Maintain and encourage our campaigning activities that are in line with the objects of the u3a | Test any campaigning activities against the u3a Objects  Encourage members to raise issues that they would like our u3a to campaign on | Contribute to local and national campaigns that aim to improve the lives of our members  Encourage members to respond to Council surveys as private individuals, so their voice is heard. |  | Life for those no longer in full time employment is enhanced – their voice and opinion is valued and effective. |
| **Management** | Health and Safety | Ensure we review and update Risk Assessments, Health and Safety procedures | Ensure GLs are aware of keeping Risk Assessments up to date | Investigate the possibility of setting up a First Aid Group/ offer training | Key risks are mitigated against |
|  | Succession planning/increasing skills available to further the work of our organization. | Promote benefits of working on the committee – off-committee | Encourage and identify new members who have specific skills or potential to contribute across the branch in different ways and roles | Identify members who have skills to offer and potentially join the committee | Maintain full complement of committee members |
|  | Data protection  Social Media Policy | Ensure we review and update our Policies  Update risk assessments | Ensure GLs are aware of need to maintain data protection for members. |  | Key risks are mitigated against |