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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 websiteProspective 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 setEncourage 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 membersMaintain membership numbers | Maintain welfare work with vulnerable membersContinue to offer a good and varied range of talks.Publish current lists of all active groups Offer support to GLs who are not activeOffer support to all GLs through the Committee Buddy system. Promote GLs having a deputy to relieve some of the burden of leadershipTry to establish parallel groups for popular groups which are full and cannot take new membersEncourage Committee members to visit the groups for which they are responsible, annuallyContinue 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 teamContinue with lunches and other socialsContinue with some virtual eventsEncourage GLs to submit info (including photos) about their groups’ activities for inclusion in Bulletin/Magazine and on the website/FBHave more short-term groups (6-8 sessions) on particular topics and one-off workshop eventsWhat 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 learningIncrease IT helpEncourage GLs who need more members to attend the GMs and be ready to answer enquiries from prospective membersPut news from Groups into the bulletinCollaborate with other u3as when it comes to sharing speakers, online presentations, courses, ideas and materials etcMembers feel involved and suggestions valued | Number of people not renewing their u3a membership is stable or reducesIncrease in activities open to all our membersThe ‘distance’ between the membership & committee is reduced |
| **Recruitment** | In current circumstances, maintain membership at pre-pandemic level and aim to increase numbersContinue to develop well established new members’ meetings and follow upMaintain an active publicity team – to include Committee and off-committee membersMaintain 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 showcaseReview material sent to new membersActively look for new members who can offer experience /expertise in Marketing/PR etcPromote 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 outreachActively seek to establish groups which address gender imbalanceMake 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 websiteContinue to establish new groups to attract younger, more active & tech savvy peopleFace Book – continue to broaden the reach -> links to websiteContinue creating articles and adverts for local media outletsContinue to review and update our own promotional materials – flyers/pamphlets/posters etcBuild up relationships with editors of different media outlets Borough-wide | Introduce new members to GLsMonitor 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 levelPositive feedback from new membersCroydon u3a articles/adverts appear regularly in local media New members are recruited from all neighbourhoods of the Borough Gender imbalance starts to be addressedCohort of younger members recruited |
| **Environmental Concerns** | Maintain Environment and climate focused groupContinue 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 coveredContinue Bulletin items and slots at GMsExtend relationship with Croydon Climate Action | Work on encouraging Croydon u3a members to participate in more green initiatives | Green pledges understood by all membersCroydon u3a members keen to attend green sessions/study daysCroydon 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 leadThere is always an agenda item on inclusion at every committee meetingDocument for Pathfinders writtenWe 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 diversePotential to produce a u3a-wide inclusion strategy that is shared with and understood by all membersWe 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 ObjectsEncourage 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 membersEncourage 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 protectionSocial Media Policy | Ensure we review and update our PoliciesUpdate risk assessments | Ensure GLs are aware of need to maintain data protection for members. |  | Key risks are mitigated against |