



SCN Media & PR Meeting

Tuesday Sept 26th 2023 10am via Zoom

Attendees

Kevin Stock	SCN Manager	
Warner Baker	Webmaster	Botley HE & District
Carol Hussey	Publicity	Botley HE & District
Patricia Lock	Trustee	Chichester
Tim Matthews	Chair	Ems Valley
Fran McQueen	Publicity	Havant
Jean Barrow	Publicity	Portsmouth
Prue Amner	Webmaster	Rowlands Castle
Gilli Smith	Secretary	Solent

Apologies from: Guernsey, Hayling Island, Horndean, Locks Heath, Portsdown

- 1. Welcome** by Kevin Stock, SCN Manager
Permission was received to record the meeting for the purpose of producing this report.
- 2. Introductions** All attendees introduced themselves and said which role(s) they performed.
- 3. Do you have a dedicated Marketing/Publicity person?** If so, are they a committee member? CH & WB are both publicity officers for Botley and are committee members. FM is the publicity officer for Havant and a committee member. JB Does marketing and publicity for Portsmouth. PA Rowlands Castle have recently set up a publicity group with four committee members. GS Solent has a publicity group that is linked with their Secretary role but all the committee take responsibility for publicity.

4. Does your u3a have a Facebook presence? If so, is it a FB Page or a Group? Public or Private? WB Botley have a private Group with about 50% of members joining it. FM Havant have a FB Page to advertise public events and a private Group for posting monthly meetings etc. JB Portsmouth has a private Group with 94 members, although not all are u3a members. PA Rowlands Castle don't have a FB presence as they post events onto the Village Grapevine website. GS Solent have a private Group with 59 members. KS Waterlooville has a public Page and a private Group with 162 members.

5. Do you have posters permanently displayed anywhere?

FM Havant have posters displayed at their meeting hall by a bus stop, in Tesco's, and churches. PA Rowlands Castle have posters displayed outside their meeting hall, on their village green, and Drs surgery. GS Solent have posters for social prescribers, in a folder in the library, on council notice boards, and outside their hall. JB Portsmouth has one in the community centre where they meet, at Tesco's, Morrisons, the library, and Drs surgeries. CH Botley have posters in two libraries, a Bank, church magazine, and local magazines.

6. Do you have an annual Open Day with Group Displays? If so, do you get new members? CH Botley had a stall at the coronation celebration. TM Ems Valley had an open day in 2020 that was very successful, and they hope to do another one at some stage. FM Havant have group displays after their AGM that is open to the public. JB Portsmouth don't have one as they are near the capacity limit for the venue they use. However, they did have a picnic on Southsea common with bunting and banners that drew a lot of attention. They also have groups attending the annual Portsmouth over 60's event, and a stand inside Southsea shopping centre. PA Rowlands Castle have a stall with other organisations at the annual village open day and at the village fair. They are good ways to showcase the u3a to the public. GS In the past Solent have had a group display for their members. They now have new member coffee mornings where some groups are represented. KS Waterlooville has an annual Open Day in a community centre that is open to the public, with group displays.

TM asked about hall size for monthly meetings compared with membership size. Ems Valley have 530 members and average 90 at the meetings. KS said that small u3as have a large ratio of members going to monthly meetings, but larger ones less. EG Waterlooville with nearly 900 members usually get about 10%-15%. FM Havant have over 300 members and usually get about a third at monthly meetings. GS Solent usually have about a third. PA Rowlands Castle also get a third. WB Botley with 130 members get around 70%-80%.

7. Did your u3a do anything for u3a week? (Sept 16th – 24th)

GS Solent had a stand at the Fareham bandstand and got a few new members. JB commented that talking to people who turn out to be too young could tell their older friends and family about the u3a. FM Havant printed some bookmarks and left them in charity shops.

8. Facebook group 'Fit For the Future' is open to any member. It now has chat rooms for Mem Secs, Treasurers, Group Liaison and Business Secretaries.

9. Any Other Business

JB asked if anyone was able to get an article in their local newspaper as she has had no luck. FM said a reporter came to Havant's' 10th anniversary celebration and did an article.

JB also asked about sending articles for TAM. PA Rowlands Castle sent an article to TAM and it was published with no problems. KS Waterlooville also has an article published with no problems.

KS has created a new version of the SCN website using SiteWorks and is waiting for it to go live.

SCN Website: <https://u3asites.org.uk/hants-sc-network/home>

SE Region Website: <https://u3asites.org.uk/code/u3asite.php?site=465>