



## **Notes of the SCN Publicity & External Liaison Meeting**

**Held on Tuesday Apr 23<sup>rd</sup> 2019**

**At Warsash Victory Hall, 27 Warsash Road, Warsash SO31 9HW**

### **Attendees**

Sally Ingledew Stubbington SCN Manager  
Kevin Stock Waterlooville SCN Administrator  
Barbara Spiegelhalter Portsmouth External Liaison  
Mike Young Stubbington  
Chris Adams Stubbington  
Karen Adams Stubbington  
Sue Ponting Stubbington  
Maggie Morter Stubbington  
Richard Handy Solent  
Pat Chalmers Waterlooville  
Mark Dancy Waterlooville  
Maggie Parker Warsash  
Judith Sims Warsash  
Anne Pirie Gosport  
Hilary Nicklin Portsmouth  
Linda Hugo-Vieven Portsdown  
Chris Hatton Portsdown  
Les Hill Locks Heath  
Stephen Kirby Locks Heath  
Jenny Mallett Meon Valley  
Betty Hiscock Meon Valley

Apologies from Susan Gibson and David, Warsash

### **Introduction by Sally Ingledew**

SI explained the reasons for holding the meeting. She emphasised that the SCN does not want to interfere with what U3As currently have in place re external liaisons or publicity but to offer help if needed, and to facilitate exchange of ideas, contacts and possibly equipment.

SI then explained that the TAT have started a campaign to promote the U3A movement nationally, part of which is Social Prescribing. Each U3A can use their discretion whether to accept people.

### **Address by Barbara Spiegelhalter**

BS then explained how she saw her role developing and distributed a copy of her strategy (see attached doc)

Contacts and information

Programme of public lectures held by the University of Portsmouth contact Maricar Jagger.

Hampshire County Library dept will be contacted by BS to enquire whether study days for group leaders could be arranged

Also to contact organisations concerned with aging to ask if there are any research projects SCN could get involved with.

The position of the SCN was explained. As the network is informal it has no way of managing money, so it was agreed that Study Days should be run by one or more U3As. The network would help if asked.

SI suggested that Carole Chapman who is Research Ambassador and Trust Volunteer might be worth contacting.

### **What U3As do for internal and external publicity**

#### **Stubbington**

Distribute a monthly newsletter by email, and if needed by post.

Have information kept at the local library for access by the public.

All details of the committee, groups, and group leaders are made public.

A stall is held at a local fete on August Bank Holiday.

#### **Solent**

Have a website

Produce a quarterly programme for members with groups list matrix.

Have two general meetings a month, open to all members

### Waterlooville

A general meeting and a coffee meeting each month.

Annual open day (opened by the Mayor of Havant)

Use Highbury College for courses which are free.

News Bulletin monthly sent by email, and for those not on email use a printing company for a combined print and post cost of 63p each.

There are 100 groups.

### Warsash

Monthly newsletter.

Use Highbury College for teaching/ courses which are free.

Leave flyers in local dentists and doctors.

MOTO group and café society for members on their own, to address loneliness issues.

### Gosport

Use library and local museums.

Information boards set up at general meetings to advertise events.

### Portsmouth

Operate on term dates.

News letter is mainly retrospective.

Leaflet for distribution colour coordinated to identify issues.

Have a dedicated notice board in the Somertown Community Hub (where most meetings are held )

Overlap group meetings so that coffee breaks coincide to enable communication.

A group that has 50 members is used to pass information by word of mouth.

### Portsdown

Stands at general meeting together with visual displays.

Newsletters 3 times a year.

Are in the Pompey Pensioners Group.

Website shows notices within 72hrs of general meeting

Use Highbury College for displaying, arts and crafts and photography courses, all free.

Information about the Annual Lecture is on the website.

### Locks Heath

Monthly news letter with all group information.

In an ante room details of leaders /coordinators/all groups /committee members are displayed at general meetings

Display leaflets in the community hospital.

### Meon Valley

Good attendance at general meeting.

8/9 groups active.

Meeting info sent to 7 parish magazines.

Recently held an open afternoon which attracted new members and raised enquiries to group leaders.

### **External Liaison Barbara Spiegelhalter**

BS has a list of publicity info (appended to this report)

TAT Sam Mauer has contacted all Clinical Commissioning Groups, to suggest the U3A should be sign posted for loneliness...learning not lonely...

BS requested contact details for Highbury College for shared learning possibilities.

BS to offer info re possible study days for U3As to action.

It was decided by the group that a Publicity/ External Liaison meeting should be held annually

BS will call for External Liaison meetings as appropriate, as it is likely that the opportunities will be time sensitive.

### **A.O.B**

Portsmouth asked if meeting times could be pm. Answer, that is the preferred time, but sometimes availability of rooms means there are am meetings

BS said she would pass her notes on press releases to Kevin for circulation.

SI said that there is also useful info on the TAT website under Advice, Media.

SI reminded people that any images used from the internet must come from a site that allows their use. A U3A has been prosecuted for using copywrite material.

SI asked if U3As could create a list of resources that they would be willing to share or lend to others in the network.

Meeting closed at 12.02

## External Liaison Officer

Barbara Spiegelhalter 07966 219764 [barblspiegel@gmail.com](mailto:barblspiegel@gmail.com)

	<b>Strategy:</b> Gain knowledge of ways in which U3As may benefit from working with external organisations	<b>Strategy:</b> Work within the South Central Network of U3As to communicate ideas, share good practice and generate future projects and events
<b>Tactics:</b>	Make personal contacts with:	Hold and chair regular Network meetings in order to:
	University of Portsmouth eg Maricar Jagger re programme of Public Lectures by staff.  University of Portsmouth for possible topics and speakers for Study Days (individual U3As to present)	Provide updates on progress
	The Record Office of Portsmouth to investigate data sets	Hear contributions from individual U3As
	Libraries to investigate access to special collections.	Set some future targets
	Organisations for Ageing to enquire of any research needs	
	Request and set up meetings with small groups of willing members of individual U3As with experience of Shared Learning Projects.	

## **Publicity Materials from U3A Trust**

**Website** [www.u3a.org.uk/resources/shop](http://www.u3a.org.uk/resources/shop)

Getting Involved in Research Booklet (file download) Free

Getting Involved in Research Booklet (Pack of 1) Free

Leaflet – “Who we are” (Pack of 50) Abseiling photo on front Free

Learning Not Lonely Report (file download) Free

Publicity Booklet – Learn, Laugh & Live (Pack of 50) Free

Publicity Poster – for overprinting Free

Publicity Poster – Learn, Laugh & Live Free

Merchandise: Badge £1.00

Lanyard £0.85

Pencil 10p

## Writing Press Releases

Notes made by Barbara Spiegelhalter whilst attending Francis Beckett's workshop 29.08.18 at the U3A National Conference and AGM 2018

First create a list of local media: email addresses

- local blogs
- local authority freesheet?
- tweets,
- local radio stations
- hospital radio
- regional television
- community news sections of local newspapers

Make regular contact with these people. They need to get to know you so that a human relationship is established.

## Writing

- The first paragraph is the most important. 1 or 2 sentences. Write from the top down. Editors will cut from the bottom up.  
(We looked at extracts from the I newspaper) Cram in the information.
- Should always be short. Short paragraphs
- Headline in capital letters - brief – one line if possible. Should generally have a verb in it.
- Background then put in and selected carefully.
- Two general rules – if starting a sentence, write the number. Later spell out 1-9. Then later write the figures for numbers bigger than 9.  
Spell out initials of organisations etc for first use. Then subsequently use abbreviations.
- Add at the end - For further information contact .... Name, email address and phone number

## Content

What sort of stuff should we send out? News is new and interesting. About people, about individual people. Give names, faces and ages. Ask first of course for photographs. Make sure photographs are of reasonable quality, sharp and well-lit. Have 3 or 4 people, not too many. Look round the edges and in the background. No need to be cropped. Not a "firing squad" picture. Send pictures by jpeg in a separate file.

As this was a workshop there were examples to look at and tasks to do.



An example:

#### New Group – Meet and Fish

Wigan U3A has just commenced as a group and like all new groups finding groups that people are interested in is all part and parcel of making each U3A successful. So after general chats about what members wanted I decided to get a fishing group together. It is unusual to find a fishing group in a U3A but as I now have time off since I've just retired to enjoy my love of fishing again I thought why not.

The word was out and a couple of members signed up and off we went to local lakes. We had an early start and as the morning progressed each one of us started to catch. The weather was kind to us and we all enjoyed our love of fishing.

We have other dates set in our diaries for future adventures with our fishing tackle and no doubt there will be many tales at the meeting about the ones that got away.

#### **Things that you might want to include:**

There are currently only 10 U3A fishing interest groups around the country

Around 10,000 U3A interest groups meet up every week!

Story submitted by Jimmy from Wigan U3A

Wigan U3A <https://u3asites.org.uk/wigan>

@AnglingTrust