

## South Central Network

### Report for Publicity meeting 08.09.2020

#### Attendees

Sally Ingledew Manager  
Kevin Stock Administrator  
Chris Adams Stubbington  
Mike Young Stubbington  
Ken Arkell Havant  
Nick Hammond Warsash  
Stephen Kirby Locks Heath  
Les Hill Locks Heath  
Geoff Smith Horndean and District  
Dina Jung Isle of wight  
Peter Newman Havant  
Richard Handy Solent  
Keith Randall Solent  
Richard Ryan Solent  
Sandra Lemon Portsmouth  
Jo Derham Waterlooville

#### Visitors

Pam Davidoff Arun East  
Barbara Warburton New Forest Network  
Avis Furness TV Network

#### Welcome SI

#### Moving forward

SI Ian MacCannah's report for Lords

Some have seen this. CA has completed it and arranged for it to be circulated to members of Stubbington U3A

JD is doing the same for Waterlooville

SI commented that the U3A wants to be seen as an organisation to be consulted on matters concerning older people.

Concern was expressed about people who are not intending to return to U3A.

SI commented that an extract from the report may help to clarify ideas for the role of Publicity

CA has already put things in place for a gazebo etc on Stubbington Green

RR and CA suggested maybe 3 or 4 U3As could work together and all present in Fareham

Suggestion to target people just pre retirement. SI said that the Trust is creating a video for this. This will also mean the same message is given.

AF many organisations have stopped having retirement advice, but when they were and U3As presented at these with success

JD Local Authorities have pre retirement sessions. Has applied for a lottery grant to finance these presentations.

KA Havant have previously done many displays based on the interest groups.

RR leaflets in libraries.

BW used Dr's surgeries for Social Prescribing, and estate agents

PD put up balloons on a cycle path with information, also was considering working together. Issues of U3As getting too big problems for a quorum to be accommodated at AGMs

DJ where can they get info re grants ? SI suggested S E Region website

### **Volunteers/Ambassadors**

SI Explained that in the August news letter from Sam Mauger there is a request for Ambassadors for each region to promote the U3A movement. The role description will be of help to U3As for their Publicity member. Also, it is to be hoped that when the Ambassador is in place, they will support U3As in their publicity efforts.

### **Media Links**

SI Can U3As try to make as many media links as possible to help promote the movement in general. Such as local radio, local papers, magazines, websites. The Trust is discouraging use of the word university,

PD re the new logo. Had problems with finding yellow/blue logo for sending out a thank you card to group leaders instead of meeting with food etc. RH can be found. As a result of rebranding blue and white is being encouraged

JD suggested something like writing an article to be regularly submitted to local press, and approached Wave 105 and once the link is established was very productive.

SI asked if anyone had media links, could they be shared.

### **Roadshows/Newsletters/Facebook/ Open day**

AF Reading now send out monthly news letter and goes by post if necessary, which is very positive. Facebook Keeping in Touch page is very useful, added advantage can contact people nationally. There is some resistance to using Facebook, try to encourage use of Facebook.

PD had 4 group leaders not on internet so suggested zoom buddies/relative. Difficult because of changing covid guidance.

NH Warsash do newsletter every 2 weeks which are popular. A few only contribute, so intend to do a survey.

DJ Yes they have got more feedback from posted newsletters, not a lot of feedback overall.

GS suggested Survey Monkey. KS said that is limited to 100 replies. Survey Hero is free and Google forms

SI Petersfield member survey will send out link, and to the Lymington U3A survey <https://survey.zohopublic.eu/zs/U5B8pJ>

### **Hub for Resources and High Street Project**

GS HSP some problem with the documents. NH documents can be downloaded from website.

LH Locks Heath did not think it was what U3A should be doing, what would it really prove, and members should not be out unnecessarily. Waterlooville, Warsash (focussing on Whitely) Stubbington are all taking part.

### **Publicity role**

SI asked if there was anyone who would take on the role.

### **AOB**

Mailings from NO sent to chair, secretary, treasurer not always treasurer, seems not to be relevant. SI to follow up. KR circulates any information to all committee members

PD commented that proof reading for the sense of a communication. Does this still exist. SI to follow up.

PD constitutions will have to be changed to allow for zoom etc, is there any guidance from the Trust.

KA are producing a Read All About It booklet which is both popular and useful

GS has produced a card to give to interested people.

PD U3A is mentioned in an Anne Cleeves book.

Meeting ended 3.30

#### **Extract from Ian MacCannah's Beyond Lockdown Report**

a) Assess the impact of Covid19 by carrying out a SWOT (strengths / weaknesses / opportunities / threats) analysis for post lockdown based on criteria such as - what have been the most successful activities during lockdown; how have those without access to IT been helped; **have new partnerships been made with local organisations**; are there any activities that may have to be dropped (e.g. large monthly meetings), are there new activities that will emerge (e.g. digital based); **should there be a proactive approach to local community projects (environmental, cultural, historical , research, exhibitions, public consultations, publications, etc)**; how can newsletter, email contacts, blogs etc be made more engaging; what are the key issues that need to be addressed in the near future?

Based on the results the committee produces a draft relaunch plan, including a **publicity campaign** and a timetable to be discussed with interest group leaders, including their ability/willingness to restart their groups. Arrange for venues to be checked and if necessary, alternatives found. Communicate the agreed relaunch plan to all our members.

b) Offer membership for the first year at a discounted rate. Some U3As are encouraging membership renewal at a reduced fee, or postponing renewal for, say, 3 months, or renewing as normal but for a 15-month period.

Planning for the U3A Movement Post Lockdown – Chair of the Third Age Trust,

**c) Advertising and promoting U3A to external sources of members for example - Age Concern, village / town council meetings, parish magazines, religious bodies / supermarket notice boards, retirement homes, local shops, public libraries, hospitals, local bowling clubs, British Legion, local museums.**

**d) In addition to the current channels of communication - newsletters, leaflets, TAM, etc – consider using social media (Facebook, Twitter, Instagram etc ) to reach out to younger potential members. Put some interest group meetings on YouTube?**

**e) Use new external publicity channels - the Trust provides grants to help fund Open Days for example.**

**f) Book space in community venues / libraries, etc to show case examples of the work of interest groups – such as art, creative writing.**

**g) Approach employers and companies offering pre-retirement / redundancy programmes.**

h) Attract late 50 / early 60 year olds, made redundant by COVID, and suggest that they set up interest groups in their area of expertise.

i) Developing new ways to welcome, induct, support and enlist the enthusiasm of new members

j) If members do not have access to the internet, set up a “buddy system”. Those with IT access can share, with those without, by for example, passing on information and delivering a hard copy of the newsletter

k) Reviewing the “U3A offer”, especially the range of interest groups, by supporting and encouraging them to consider different ways of meeting and communicating including online learning material, language groups linking virtually with third age groups in the countries whose language they are studying. Consider “blended / hybrid” meetings where, say, six members meet physically and the others, for various reasons, opt to attend virtually.

l) Developing new activities and processes adapted to social distancing

**m) Approach universities / libraries, etc who may have large spaces that would allow interest groups to meet with social distancing.**

What can the Trust do to assist U3As?

- a) Put the Trust's regular workshops online. In addition, provide training materials, tips and suggestions, case studies, videos, bite size workshops, more advice on marketing and communications.
- b) Continue to collect, collate and share with the movement the successful and innovative lockdown experiences of U3As.