



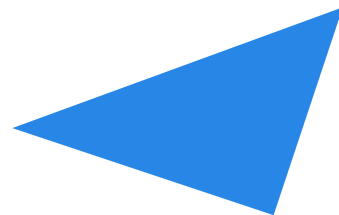
London Region of U3As

Groups Coordinators Meeting

19th April 2021

News Updates

Liz Day and Catherine Ware



RAISING THE PROFILE OF THE u3a

u3a is acting as an INFLUENCER to improve lives for our sector.

They are involved in conversations with other decision makers, representing older people/seniors, influencing decisions that can affect us all

Suggestions for Action

1. National and local leadership that prioritises **social connection**
2. **Give people more say** in decisions that effect them- and learn to **disagree better**
3. Make sure everyone can **communicate** with each other
4. **Re-energise citizenship education**
5. Ensure building design and planning **promotes social connection**
6. Take action to **support volunteering**
7. Encourage a **culture of hospitality**
8. Post Covid recovery plans should promote sport, cultural, environmental, community activities.
9. **Celebrate communities** and what we have in common.

Further information on u3a national website:
[u3a contributes to Together survey](#)

Action Plan for an Age Friendly London

Some Key Concerns

- Challenge Ageism in UK, recognising widely different needs of 'older' population
- Consult with representational bodies and develop active partnerships
- Set up accountable Governance system e.g. Deputy Mayor for 'older' people.

Domains for consultation

- Health and social care
- Transport
- Built Environment
- Communications & Digital Inclusion
- Housing
- Age friendly Employment
- Respect and Social Inclusion

Further information:

[Positive Ageing in London \(PAIL\)](#)

LRU3A & National Surveys of London u3as (January 2021)

Managing through Covid period:

- 92% committees continued meeting regularly
- 83% u3as classed as 'open' but 92% still taking new members
- Wide range in number of groups that kept functioning (15-80%); mostly on Zoom

Learnings from Covid period

- Helped to increase IT skills'; some buddy schemes; some increase in socialising and friendliness; some increase in attendance

Expected falls in membership:

- 5 u3as don't expect any fall off in membership level
- Most u3as are expecting about a 10% drop off
- No correlation between u3a membership size and the size of membership losses

Measuring health of u3a:

Some don't measure; most use anecdotal measures; some judge by number & strength of Groups;

Interest Groups and Online Activity

- About 40% of u3as had 0-30% groups operating online; 50% had 40-60% operating online
- 81% are expecting a high proportion of their Interest Groups to resume, in-person if allowed
- 25% of u3as said more than 50% of their members that won't 'engage' online
- Some may try blended; some looking for bigger/outdoor venues

Retention & Recruitment

Sources: Click on links for further information

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- [Introduction and index of the u3a recruitment toolkit](#)

- [Preparing to recruit new members](#)

Do we have an attractive offer (e.g. a variety of interest groups which are active face to face or...? Are all our interest groups open to new members? Do we have activities available at different times to attract potential members who may be semi-retired or have child-minding responsibilities? If there is a request for a new group, are we able to respond and support the new group?

- [How to make your u3a offer irresistible – interest groups](#)

New groups are vital to the growth of a u3a

- [Recruiting interest group convenors](#)

- [How to guide: Retaining your current u3a members](#)

Multiplying social, general u3a and interest group opportunities online

- [Screen sharing for u3a interest group convenors: Video Resource](#)

- [Hosting your u3a interest group on Zoom: Video Resource](#)

- [Every interest group can go online: Video Resource](#)

- [How do I create a Facebook group?](#)

Retention & Recruitment

Communicators Peer Group presentation: [Public Relations/Publicity](#)

1. We are recruiting fewer new members and fewer newly retired people (average age of u3a members: now 74 years)
2. Presently many members are not renewing their subscription because of Covid (what are they doing instead?)
3. Outside of our membership, not many people know about us
4. Traditional 'word of mouth' publicity -- more of the same
5. Competition in the virtual space: [Rest Less](#), [Mirthy](#), [Sixtyandme](#), [Silversurfers](#)

What is u3a's unique selling proposition (USP)?

Target audiences:

- Existing members: [Member Link](#)
 - Younger (55+) – more tech savvy; possibly still working -- free time?* interests? (*Short courses e.g. TED/MOOCs can lead to longer-term interest groups)
 - [Diversity and inclusion](#)
 - Hybrid/Blended learning
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