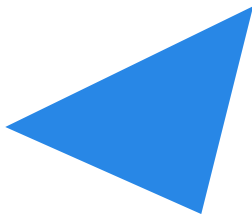




London

Region



Approach

- With and for older adults
- Co-design and delivery (note design approach by outside agencies)
- Recognising change is everyone's business
- Everyone no matter what age, experience or place in life has something to offer
- Respect
- Volunteering
- The u3a.

The u3a – a powerful movement

Changes lives – Learning not Lonely

Make new friendships and feel supported

Learn new skills

Feel healthier

Become engaged with your community

Manage life changes, retirement, illness or bereavement

Build confidence

Key Areas of Focus for the Trust

- **Strategy**
- **Digital Strategy**
- **Fit For the Future (Governance)**

Four Strategic Aims

- To promote a u3a collective identity (*single u3a*)
- To maximise the benefits of u3a membership to current members and to attract the next generation (*Next Gen*)
- To advance an exciting u3a learning experience (*enjoy*)
- To collaborate with like minded organisations at all levels of the movement (*emerge and collaborate*)

Digital Strategy

- Linked to main is the digital strategy
- This will upgrade our systems and practices to support u3as more effectively
- E.g. in relation to areas such as communication, advice, learning and the u3a member management and websites
- Work towards assessing our current and future digital culture
- Remembering we cannot be digital by default

Third Age Trust

- Provide – advice, guidance, model policies, constitutions, and help when things go wrong for u3as
- Work with the Charities Commissions
- Provide communications, newsletter, Facebook and other social media, sources blog etc to spotlight what u3as are doing and externally with the media
- Link with other organisations e.g. Design Age Institute, WI, Age UK, Independent Age, International Longevity Centre
- Learning – national programme, u3a online, subject advisor support, licences
- Grants to u3as for workshops and special events, relaunch grants, and new u3as

The Trust Teams

- All the staff and volunteers are divided up into 3 teams
- Member services – covers Advice, Learning, Regional Support and Beacon
- Policy and Communications- TAM, the newsletter, mailings, social media, events e.g. u3a week, external media, promotional resources, leaflets & branded materials, external relations
- Internal services- finance, data, compliance, legal, insurance, contracts etc

TATTL

- Reasons for TATTL
- What does TATTL oversee?
 - Beacon, SiteWorks, Sitebuilder
 - Merchandise
 - TAM
 - Member Added Value

TAM

- TAM currently is taken by just under 200,000 households
- Large circulation for charity publication
- Production – advertising
- Distribution – charge £3.60 per annum = 72p per edition
- Several large contracts
- Working with Redactive who will begin to work with us on scoping a digital version
- Importance of paper/digital copies to prevent digital exclusion (a current but not forever issue)

The u3a impact A Tale of Two Endings

- The lady at Christmas
- The man and his poetry

Thank you for having me