

MINUTES	
Meeting Title:	COMMUNICATORS PEER GROUP - THIRD MEETING
Date/ Time:	28th June 2021, 2.00-4.00pm
Venue:	Via Zoom

	TOPIC	ACTION BY
1.	<p>This was the 3rd meeting of the Communications peer group. Subject: The meeting focused on public relations through outreach and collaboration – establishing relationships (informal or formal) with local organisations that have relevant objectives, in order to strengthen the u3a’s capabilities, offerings, and public image. The topic was suggested by attendees at the Peer Group launch meeting.</p> <p>Agenda outline:</p> <ul style="list-style-type: none"> • Introduction to London Region • Peer Groups • Outreach examples • Break out discussions and review • More Outreach examples • Forum • Wrap-up <p>Outreach and Partnerships – Presentation by Rodney Fox has now uploaded to the Sharing page of London Region Website</p>	
2.	<p>Meeting Notes: Feedback from the Breakout groups and points from the open forum considering u3a Outreach activities and potential partnerships to maximise outreach opportunities. u3a has a poor public profile, which is a hurdle.</p> <p>a) <u>Partnership opportunities (reciprocal benefits):</u></p> <ol style="list-style-type: none"> 1. Involve the community: seek out venues for u3a activities in e.g. libraries, garden centres, local pubs, clubs, places of worship, thereby publicising u3a within the community 2. Develop relationships/partnerships with local organisations such as residents associations, civic societies, police, councillors, neighbourhood forums , the MP or Mayor– all involved in local community issues. 3. Use opportunities to develop ‘diversity’ e.g. search out meeting rooms in community venues frequented by diverse groups, such as diverse places of 	

	<p>worship. Invite members of diverse communities to talk about their cultures.</p> <ol style="list-style-type: none">4. Through specific interest groups develop links with relevant local institutions e.g. art groups joining together to put on study days or exhibitions with local art gallery; history groups with local museum or history society; choirs, music and drama groups giving performances in events programmes of local societies, thus increasing attendance5. Develop links with Universities through research and Shared Learning Projects, and other academic opportunities such as providing a forum for students to present dissertations and lecturers to give talks.6. Have your members explore their own personal and sometimes professional networks that they might share with their u3a to develop partnership opportunities.7. Local relationships with Age UK, care homes and other organisations for older people?8. Links with local employers (e.g. local government, including teachers) for involvement in retirement seminars, articles, literature.9. Face-to-face outreach is best way to deliver key messages <p>b) <u>Publicity opportunities:</u></p> <ol style="list-style-type: none">10. Look for media links e.g. share u3a newsletter articles with society magazines, or u3a podcasts for local radio or tv.11. Book stalls/table tops at regular markets or Summer Fair events and Pop Up shops to hand out publicity and engage with the public.12. Build on the benefits of zoom to link with speakers and members of the public remotely. Perhaps run coffee mornings/social gatherings alongside zoom monthly meeting to attract recruits?13. Possible places for posters mentioned, including theatres, garden centres, Job Centres, Estate Agents? (Why not arrange for a regular u3a feature in Estate Agents' newsletters?)14. Adjacent u3as carry out joint activities where it makes sense?	
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APPENDIX

ATTENDANCE

u3a	Name	Surname	Role
Bexley	Sandra	Goulding	Chairman
Bexley	Jo	Livingston	Subject Adviser - Living History
Bromley	Sandy	Boden	Chair
Croydon	Jenny	Wilson	Chairman; LRU3A Vice-Chair
Dulwich & District	Liz	Day	LRU3A Learning Coordinator
Ealing	Derek	Atkinson	Chairman
Ealing	Edward	Baker	Planning & Communications Officer
Hammersmith & Fulham	Pamela	Keep	Chair
Hillingdon	Rodney	Fox	Communications & PR; LRU3A PR Advisor
Hillingdon	Hilary	Place	Newsletter editor
Hounslow	Sally	Eggett	Newsletter Editor
London South East	Roger	Mead	Newsletter editor
Merton	Catherine	Ware	LRU3A Talks Coordinator
Norwood	David	Reeds	Group Leader
Northwood & District	Alan	Lester	Vice Chairman & Newsletter Editor
Tower Hamlets	Jane	Earl	Membership Secretary
Waltham Forest	Christine	Farnes	Publicity

Number of people registered to attend: 24 / Number of attendees: 17

U3As represented: 14 (33% of London u3as)

Apologies:

Harrow: Anne Gerrard, Vice Chair

Merton: Alan Hendrich, Communications Coordinator

u3as not represented (29): Abbeywood & Thamesmead; Barnet; Beckenham; Brent; Crouch End; Dagenham; Enfield; Hackney; Hampstead Garden Suburb; Harrow; Havering; Hillingdon South; Islington; Kenton & District; Kingston; Mill Hill; North London; Orpington; Palmers Green & Southgate; Richmond; Sidcup; Stanmore & District; Sutton; U3A in London; Upminster; Wandsworth; Wanstead & Woodford; Welling