

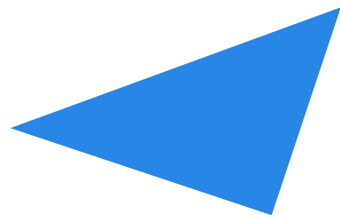


London Region of U3As

Communicators Peer Group Workshop

Outreach and Partnerships

**Rodney Fox
London Region
Communicators
Liaison**



Outline Agenda

- **Introduction to London Region**
- **Peer Groups**
- **Outreach**
- **Break out discussions and review**
- **More Outreach**
- **Forum**
- **Wrap-up**

London Region

- **A regional network**
- **Network Affiliation Agreement with Third Age Trust**
- **Funding and support via Regional Trustee**
- **Exists for the benefit of all London U3As and members**
- **A registered charity**
- **Executive Committee + U3A Delegates per U3A**

London Region

- A voice for London u3as
- Regional communications e.g. /Delegates forum / Peer Groups Workshops/ /Advice & best practice/ Website/News updates
- Support for local networks
- Regional publicity/influence/outreach & collaboration



Regional Peer Groups

- **A Peer Group is defined as a grouping of members holding similar responsibilities within their individual U3A organisation.**
- **e.g. a ‘Treasurers’ peer group.**
- **A London Region Peer Group is planned to engage in mutual support by solving shared problems, describing best practice, exchanging ideas for new developments, etc.**

Regional Peer Groups

- **Though initiated by u3a London Region, the direction of a Peer Group is determined by its members.**
- **The Peer Group is planned to be self managing and responsible for its own management style, frequency of meetings, methods of communication and subject content.**

Regional Peer Groups

- **The London Region Committee provides support to the Peer Group.**
- **Although a Peer Group is planned to be self-managing, it is expected that there will be regular communication with u3a London Region regarding developments, performance and any issues arising.**

The u3a.....

- **A movement of self-help membership organisations, each with charitable status**
- **Members no longer full-time employed**
- **Shared learning in face-to-face meetings across a wide range of topics and interests and related social activities (and then?)**
- **By the members for the members**

COMMUNICATOR PEER GROUP

- All those involved in their u3a's internal and/or external communications activities

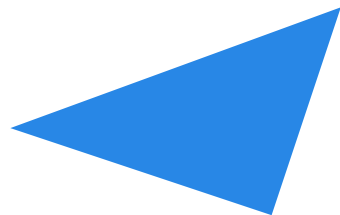




London Region of U3As

Communicators Peer Group

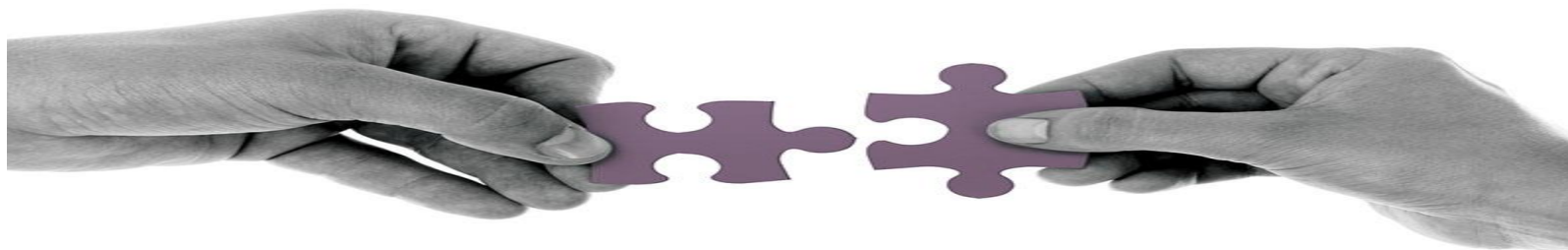
**Outreach and
Partnerships**



Caution.....

- **This discussion refers to u3as establishing relationships with local organisations and gaining mutual benefits.**
- **Ongoing activities in both our u3as and also the partner organisations may be on hold due to recent circumstances.**
- **Please use examples as examples.....**

Establishing relationships with local organisations that will provide benefits both to that organisation and also to our u3as



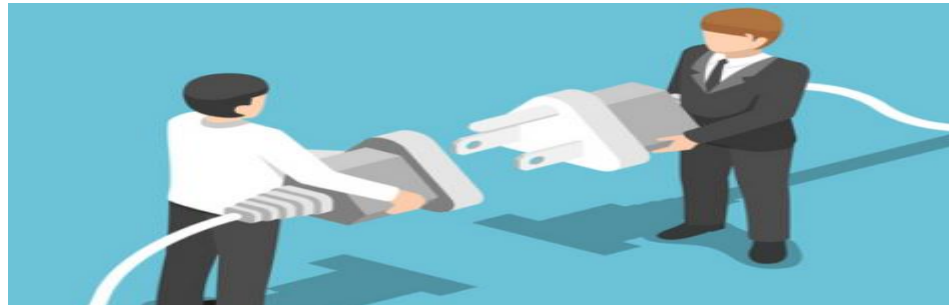


**.....to strengthen the capabilities,
offerings and public image of our
u3as**

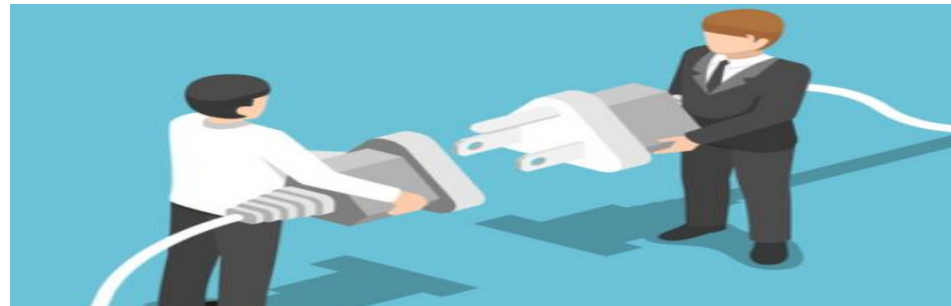
Relationships can be from simple and straightforward (putting a poster in a local friendly Church Hall)



....to transactional (hiring a hall from a local community centre



**....to complex and multi-stranded
(Research collaboration, lectures and
seminars etc, with a University) requiring
a written MOU / Contract**



National examples

- **Centre for Ageing Better (Anti-Ageism Toolkit)**
- **The Design Age Institute, EuroAgeism Project Researchers**
- **Natwest Banking Group Talks**
- **Bloomsbury Publishing Creative Writing Awards**
- **Independent Age, Advice Line**



Outreach : Reaching Out!

“Outreach is an effort of an organisation to connect its ideas or practices to the efforts of other organisations, groups, specific audiences or the general public. ... Typically non-profits, civic groups, and churches engage in outreach.”

Outreach : Reaching Out!

Outreach is an effort to bring services and/or information to people where they live or spend time



Outreach for u3a

- **As a membership organisation, a major u3a aim is to gain more members.**
- **As a responsible organisation made up of local people, we wish to be a valued component of our local community and to be viewed as such.**
- **Partnerships with other organisations should have mutual benefits, in many cases reciprocal ones.**

Outreach for u3a

- Many of our current activities to raise profile and attract new members are outreaching... e.g.
 - Posters, brochures, flyers, banners placed for public awareness
 - Our websites
 - U3a Day and similar events
 - Facebook, Facebook Ads
 - Press releases, local radio coverage
-

Example: A local Residents Association

- They are interested in issues affecting the local community.. so are we!
- They have members, many of which may not have heard of u3a!
- We have members who live in that residential area but haven't joined the Residents Association.
- (We almost certainly share some people who are members of both organisations!)

Example: A local Residents Association

-
- We can place articles in each other's Newsletters
 - We can offer speaking sessions at each other's meetings (e.g. u3a Local History Group speaker at a RA meeting)
 - We can have a stand at each other's events
 - We can work together on local campaigns
 - We can submit an article on the arrangement to the local press, local radio

• **Example: Use of meeting facilities**

- **Residents Associations**
- **Church halls**
- **Schools**
- **Colleges**
- **Universities**
- **Council Departments**
- **Village halls**
- **Libraries**
- **Sports centres / clubs**
- **Pubs and restaurants**
- **Seniors centres**
- **Supermarkets**

Example: A local Supermarket

-
- They have staff rooms for training, etc, often not in constant use
 - u3a has a need for meeting rooms for our Groups
 - We may obtain rooms for little or no cost
 - The supermarket gets to be viewed as a local community partner
 - They may pick up new customers from our membership

Breakout Session

Starting with your own personal experiences, please build up a list of types of organisations that we could link with to spread the u3a “story” and perhaps attract new members.

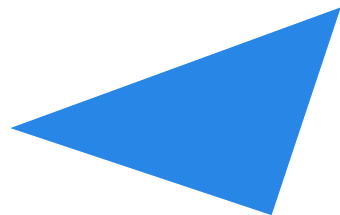


u3a

London Region of U3As

Communicators Peer Group

Let's continue



“Nextdoor is a free, private social network for you and your neighbours, which is being used by communities across Hammersmith & Fulham. On Nextdoor you can share recommendations for traders, babysitters or restaurants, plan neighbourhood events, set up a book club, get help finding a lost pet, offer items for sale or for free – and much more.”

“Nextdoor is also being used by **residents’ associations**, community organisations and Neighbourhood Watch groups. So, by joining Nextdoor, you can keep up with issues that matter to your street as well as discovering opportunities for volunteering, or finding out about local services or classes.”

Local Council

- **Driving so much of local community activities**
- **Has contact with the extensive local voluntary sector**
- **Publishes community literature, newsletters, etc**
- **Here is an example.....**

**4. Presentation 2 - University of the Third Age (U3A) Services
Rodney Fox, PR and Communications**

University of the Third Age is a caring organisation and not a care provider. Their members benefit from;

- Mental acuity
- Physical function
- Social connectivity

U3A brings together retired (third age) people to pursue educational, social and creative interests on a self-help basis in a friendly environment. The U3A model is low-cost, defined by participants and learner-led. It is not dependent on state funding; it has a life and existence of its own. The emphasis is on inclusion, enjoyment and the stimulation of pursuing interests together.

The U3A is a UK-wide voluntary movement providing educational, creative and leisure opportunities in a friendly and informal environment for those members of the community no longer in full-time employment.

Your Local Library

- **A community hub**
- **A natural partner for u3as**
- **Use of meeting rooms, exhibitions for Interest Groups, display of posters / brochures, run joint events, etc. etc.**
- **How many of your members heard about u3a through information from their library?**

-
- **Non-profit Service organisations undertaking community good works, strong membership ethos with a lot of social activities**
 - **Share some members with u3a**
 - **Often have Newsletters, events**
 - **Reciprocal arrangements**

- **Social prescribing involves empowering individuals to improve their health and wellbeing by connecting them to non-medical and community support services**
- **National Social Prescribing Network**

What is Social Prescribing

- **A means of enabling health professional to refer patients to local, non-clinical organisations.**
- **Designed to support people with a wide range of social or practical needs, loneliness and isolation.**
- **Often focussed on improving mental and physical wellbeing.**
- **Includes arts, group learning, gardening, befriending, cookery, sports.**

Our u3as fit the bill!

- **We have a proven positive impact on wellbeing**
 - **We have a wide range of interest groups, physical or mental, active or sedentary**
 - **We have lectures and outings**
 - **We provide opportunities to learn new skills**
 - **We support each other through friendship**
 - **It's empowering – by the members, for the members**
-

Who do we approach?

Clinical Commissioning Groups (CCGs) are clinically-led statutory NHS bodies responsible for the planning and commissioning of healthcare services for their local area. CCGs members include GPs and other clinicians such as nurses and consultants.



**South East London
Clinical Commissioning Group**

**NHS Lambeth Clinical
Commissioning Group**

www.lambethccg.nhs.com

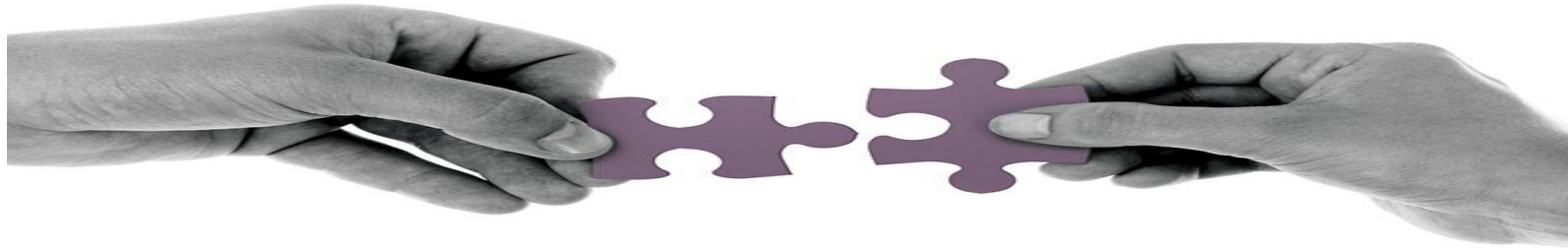


**Wandsworth
Clinical
Commissioning
Group**

“ I attended at the AGM of the local CCG, to press them to get GPs to encourage their older patients, (especially their “frequent flyers”, who go to them because they are lonely, and often have nothing organic wrong with them) to follow up with the local u3a “

Win / Win / Win!

- For the u3a-we say come and join in, have fun, make friends and learn new topics



- For the health professionals – they have made a “virtual prescription”, a referral to a u3a to improve their patient’s wellbeing

“ I attended at the AGM of the local CCG, to press them to get GPs to encourage their older patients, (especially their “frequent flyers”, who go to them because they are lonely, and often have nothing organic wrong with them) to follow up with the local u3a “

Retirement opportunities

- **Whether full-time retirement or a covid related move to part-time employment, new retirees may have time on their hands and a need to find new interests to occupy that spare time.**
- **Recruiting some of the latter may help us lower our average membership age!**

Retirement seminars, handouts

- **Approach local employers to participate in retirement seminars, provide u3a promotional materials and flyers inviting new retirees to attend upcoming u3a meetings**
 - **Contact agencies who provide retirement seminars on behalf of employers, so that they can include u3a materials in their presentations, handouts, etc.**
-

Retirement seminars, handouts

- **Agencies offering retirement seminars include, e.g. ageuk. This from one of their seminars.....**

The key areas focused on within our one-day workshops include:

- Money and Tax
- Legal issues
- Health & Wellbeing
- Planning your time and activities in retirement

- **An ideal fit in the 3rd and 4th areas! Do you work locally with ageuk?**

Shared Learning Projects

- **Research and Shared Learning Projects take many forms. Some are devised on a national or regional basis, and others are run by members of one or several u3as themselves.**
 - **Are there organisations in your own area that you can partner with for a project: local history societies, arts groups, libraries, museums, civic societies etc?**
-

Universities: Working together

- There has been a long-established tradition of initiatives taken by many u3as in establishing relationships with UK Universities.



- A reminder that examples given may not reflect the very latest state of a University / u3a relationship due to covid restrictions on activities. They are included to give you a flavour of typical activities.

Universities: Research collaboration

- In projects led by Universities, u3a members may volunteer to participate either as subjects of research or as research assistants.
- Shared Learning Projects (SLPs) enable u3as to collaborate as research partners according to an agreed format
- (For current situation please consult the u3a Research Database at www.u3aresearch.org.uk)

Universities: Lectures, seminars, etc

- **Attending or participating in lectures, seminars, study days, exhibitions, field trips and other events can provide learning opportunities for u3a members.**
- **U3a members can reciprocate by providing a forum for academic staff and students wishing to present dissertations, research ideas and findings for discussion and constructive comment.**

Universities: Student Support

- **U3a members can provide mature conselling or other support to students, including foreign students who may need language assistance, culture and local geography.**
- **Such international exchanges and intergenerational activities are also beneficial to u3a members, and perhaps Interest Groups.**

University relationships: Examples

- **London Birkbeck: participation as research subjects, assistance with project design**
 - **London Goldsmiths: classes, speakers, research subjects, focus group to assist with project design**
 - **London Imperial College: research subjects in Chariot Register, long-term project on dementia prevention research**
 - **London Royal Holloway: Partnership in the Citizens 800 project**
 - **London Kings College: Several SLPs and participation as research subjects**
 - **London University College: Participation on several research subjects**
 - **Roehampton: SLP, Study Day, workshops, research subjects**
 - **Kingston University: SLP, The Big Read,**
 - **Canterbury: research assistance and participation in many projects in different departments: Memorandum of Understanding**
-

Which new Outreach / Partnership ideas will go on the table for consideration by your Committee as you plan your re-launch to raise your image locally and re-grow your membership?



u3a

London Region of U3As

Communicators Peer Group Workshop

Outreach / Partnerships

**Summary, thank you and
goodbye**

