

MINUTES

Meeting Title: **DELEGATES MEETING**
Date/ Time: **23rd April 2021, 2.00-4.30pm**
Venue: **Online via Zoom**

ACTION

1. Reports

1.1 Reports had been circulated ahead of the meeting and the following issues were raised:

- a) Update on section 6 - Beacon 2 - Third Age Trust are now in dispute with their supplier and the roll-out programme is on hold while a new supplier is sought.
- b) A question was raised about advice on hybrid meetings (mixture of live and online). LRU3A's IT/Webmaster Peer Group had started working on this and some early notes are available on the website, but they are still quite sketchy. Nationally, Thirds Age Trust (TAT) are also working on this through the Pathfinder U3As.
- c) Risk Assessments are becoming a hot topic as we start to move out of lockdown.

Afternote: Risk assessments have always been required for various types of u3a activities, but it appears they not well understood or widely implemented. Advice is available on the TAT website -- See [Risk Assessments](#) under Support for U3As. Advice on additional [Covid-related risk assessments](#) is being updated as appropriate in line with government regulations. Jane Bailey's presentation [Coming out of Lockdown Safely](#) can be viewed on the LRU3A webpage for Peer Group Networks -- Groups Coordinators network. Jane is happy to talk to other groups and answer questions if required.

2. London Region Trustee's Report (John Bent)

- 2.1 U3A input to London Age Friendly Forum (LAFF) was continuing with contact being made with all London mayoral candidates to try to get their buy-in to the LAFF manifesto.
- 2.2 Although the Treasurers peer group had not met since an initial meeting, John was keen to revive this and would be contacting all Treasurers in the region again to get this up and running. John Bent
- 2.3 Ahead of U3A Day, National Office had hoped to have a full range of merchandise available but supplies had been disappointing to far, mainly due to

import problems during the pandemic. It was hoped to resolve this very soon.

- 2.4 In connection with the merchandise, a "Click & Save" scheme was being launched in August for the benefit of members. A notice had been disseminated to Chairs and Delegates regarding a presentation arranged for 28th April with 2 places available for each U3A.

3. National U3A Day (Sue Stokes)

- 3.1 LRU3A were very grateful to Sue Stokes from Barnsley U3A for an excellent presentation about what our members can be doing for U3A Day on 2nd June 2021.
- 3.2 Sue's presentation is available to download from the Delegates page of LRU3A website: [u3a Day 2021: Wednesday 2nd June](#) and also on the Events page.
- 3.3 Request to all u3as: Please send information about your plans for u3a Day to Rodney Fox as soon as possible for forwarding to Sue who is collating a national level presentation of activities to create a maximum PR impact.

4. Breakout Session 1

- 4.1 Sue Stokes' enthusiastic delivery inspired U3A delegates to brainstorm new ideas for the Celebration Day and share ones their committees have already been planning.
- 4.2 Three aims were identified for the day:
- a) To involve current members and to reconnect after a long period of lockdown
 - b) To connect with their local communities (e.g. Nextdoor forum in London)
 - c) To try things out this year for a more comprehensive celebration next year.(some thoughts that 2nd June too early re Covid Roadmap)
- 4.3 Plans that u3as are already making include:
- a) Generating individualized u3a pamphlets, to distribute on the day. National leaflets might be personalized for individual u3as. Advertising members' presence by dressing in blue and yellow to walk, engage with the public, distribute publicity. Setting up Interest group stalls to share their learning focus(also informative for current members).
 - b) Advertising u3a activities through social media and contacts with other local organisations.
 - c) Nominate a friend and offer free taster sessions.
 - d) Link U3A Day with Diversity initiative , reaching out for new members in less well represented neighbourhoods.
 - e) Linking Croydon u3a Exec com with Croydon in Melbourne, Australia.
 - f) Some u3as were otherwise engaged with just trying to survive and grow

members and not focused on the u3a Day.

4.4 Further Possible ideas were mentioned:

- a) Using pop up shops that are empty, planting yellow and blue flower beds, hanging baskets, linking with local garden centre.
- b) Open one of the London Region Talks to the general public, by advertising to other organisations e.g. National Trust, Age UK, London Gardens Trust.
- c) u3a members dressed in blue and yellow to walk the Capital Ring.
- d) Name a yellow Rose after u3a (for 40th Anniversary next year).
- e) Evening talks and other events

5. Public Relations and Publicity (Rodney Fox)

5.1 Rodney's presentation on [Public Relations/Publicity](#) can be downloaded from the Delegates page of LRU3A website along with other documents relating to this Delegates meeting.

6. Breakout Session 2

6.1 Delegates were asked to break up into groups and discuss ideas for PR and Publicity and what they could take back to their U3A Committees. The following is a summary of ideas and comments put forward.

6.2 Delegates were appreciative of Rodney's excellent presentation which 'hit the nail on the head'.

6.3 Issues that are challenging our U3As

- a) Many U3As were having difficulty in finding volunteers to join their committees and therefore finding someone to take on a new role of PR/Publicity would be an extra challenge for them. Some delegates complained about being 'bombarded' with initiatives and struggling to cope with their roles. Some found national website difficult to navigate
- b) Also difficult with the age profile of some committees and other volunteers to get someone to manage website and social media accounts. They miss the word of mouth recruitment system. Many u3as have a sizeable cohort who are without internet access and getting left behind.
- c) Our age range of approx 60 to 90 (a 30-year spread) gave us a challenge; also imagery used in much of the publicity material showed too many "old people" which is not ideal for attracting new younger members.

6.4 Getting our message across

- a) Think about our USP (Unique Service Proposal)
- b) It would be good to get feedback from other U3As (e.g. Chepstow and Ilkley featured in the presentation) as to what actually worked and what didn't.

ACTION

- c) Target a new set of people becoming semi-retired.
- d) Consider u3a as an option for [Social Prescribing](#) [via local Clinical Commissioning Groups]. And can we get U3A mentioned in corporate pre-retirement seminars?
- e) Need to reach out and not be too introspective. Using Zoom during lockdown has tended to make some groups more insular.
- f) A Buddy system will help attract and retain new members.
- g) During the pandemic there seems to have been a drop in word-of-mouth contacts. This should start up again soon.
- h) Use of Facebook adverts can be quite economical and using very local media such as Postcode magazines.
- i) To get something into local media it's best to fully draft it yourself and provide interesting photographs.
- j) When targeting local media you need to think carefully about the audience of that media.

6.5 Getting help from National Office and LRU3A

- a) There was a reminder to delegates to look at the websites (National & LRU3A) to see what help there was rather than have a DIY approach.
- b) It was felt that sources of publicity material from National Office was not clear.
- c) Some members found it difficult to navigate round the TAT website. They don't seem to understand that it needs to be used by unskilled users. Needs to be updated.

7. Next Meeting

7.1 The meetings this year are as follows:

- 9th July - 2pm on Zoom
- 22nd October - 2pm on Zoom

7.2 Please let us know if you have ideas for subjects to be covered in these and future meetings.

ALL

APPENDIX 1

ATTENDANCE		
	<u>Present</u>	<u>Apologies</u>
LRU3A Committee & other posts		
Jt. Vice-Chair, North	Derek Harwood	
Jt. Vice-Chair, South	Jenny Wilson	
Treasurer	Jim Jenkins	
Learning Development Coordinator	Liz Day	
London Region PR Advisor	Rodney Fox	
Communications Coordinator	Vivek Nanda	
Talks & Summer School Coordinator	Catherine Ware	
Events Co-ordinator	Libby Barton	
SLP Co-ordinator		
Research Ambassador	Jo Livingston *	
Third Age Trust		
London Region Trustee	John Bent	
U3A Day National Coordinator/ member of TAT Communications & External Affairs Committee (CEAC)	Sue Stokes (Barnsley u3a)	
London Region Local Networks		
BOB	Sally Stalley *	
Greater SE London		Roger Mead
SW London	Libby Barton*	
London U3A Representatives		
Abbeywood & Thamesmead		
Barnet	Jim Jenkins*, John Bent*	
Beckenham	Salley Stalley*	
Bexley	Jo Livingston*	Sandra Goulding
Brent		
Bromley		Sandy Boden
Crouch End		
Croydon	David Apps	
Dagenham	Janet Nobbs?	
Dulwich & District	Angela Brown, Rona Black, Neil Abrahams	
Ealing	Derek Atkinson, Sylvia Stirling	
Enfield	Michael Witter	
Hackney	Janice Brunsdon	
Hammersmith & Fulham	Pamela Keep, Sue Adams	
Hampstead Garden Suburbs	Margaret Harris	

Delegates Meeting 23rd April 2021: Minutes (Amended)

Haringey		
Harrow	Anne Gerrard, Lynne Dorff	
Havering		
Hillingdon	Rodney Fox*	
Hillingdon South		
Hounslow		Pamela Crampton
Islington	Chris Bulford, Sally Fox	
Kenton & District	Diana O'Reardon	
Kingston		
London South East		Roger Mead
Merton	Catherine Ware*	
Mill Hill	Barbara Lenton	
North London	Michael Johns	
Northwood & District	Rob Thomasson	
Norwood	Brenda Whitaker	Judith Foskett
Orpington		
Palmers Green & Southgate	Sue Cook	
Redbridge & District	Liz Kite	
Richmond	Christopher Barclay	
Sidcup & District	Sandra Applegate	
Stanmore & District		
Sutton Area		
Tower Hamlets		Jane Earl
U3A in London		
Upminster	Courtney Moita de Deus	
Waltham Forest	Barbara Humm, Dorritt Okoye	
Wandsworth		
Wanstead & Woodford		
Welling	Maria Guest-Naharnowicz, Marlene Harmer	
TOTALS	40 London Region Members present + Sue Stokes (u3a Day) 26/44 (59%) u3as represented 7 apologies received 18 u3as not represented (of which 13 no response)	

*Duplicates on Committee & Other Posts not counted in totals