



London Region of U3As

Hello u3a colleagues,

PR, Publicity and Outreach

Here we are heading into August 2022, and here is the latest of a series of regular mailings aimed to help our u3as explore ways to progress in image building and recruitment.

With a role of PR/Publicity/Media Adviser for the u3a London Region, it is my intention to send out a regular mailing to those with a role related to PR and Publicity, and also the Chair of each u3a. I will provide information on national and Regional PR and publicity initiatives, interesting examples of Outreach activities, etc. I would like to include examples of **your** activities that may be of interest to your fellow London Region u3as. **This only works if your u3a participates!**

Please start by appointing someone with a specific responsibility for Publicity / PR in your u3a!

Please note that earlier editions of these PR Mailings are now available on our London Region Website. You can find them at: <https://u3asites.org.uk/london-region/page/110690>

New from The Third Age Trust:

A new Press & PR Officer for the u3a

Welcome to **Elise Sargent**, who has been appointed to this important role in the u3a Office. Though new to the u3a movement, Elise has worked in local news for over two decades. Over the years she has worked with u3as and she knows how important relationships with reporters are in order to publicise what u3as do.

I will be working with Elise in helping your u3a increase local community media visibility (and pick up some new members along the way!)

By the way, don't forget other sorts of local news distribution, such as Residents Association Newsletters, local Church and Community Newsletters (see this from the Ickenham Church News

http://www.ickenhamchurchnews.co.uk/wp-content/uploads/Editions_pdf/2022/2022AugSep.pdf

local sports club newsletters, etc.

Retention and Recruitment Workgroup, Campaign and Toolkit

At the recent Delegates meeting, it was surprising to see that it was reported that “many were not aware of the “Pathfinder” Toolkit. This is very disappointing, as the Toolkit includes so much in terms of ways to address falling membership and many real examples of actions already undertaken by u3as to address the issue. Please note that there is an imminent message going to all Chairs of all U3as, providing full access and guidance to the Toolkit. It may look daunting at first sight, because there is so much in it: but a

study of the contents will prove invaluable. Your u3a could consider establishing a small sub-Committee to select and address the most important retention and recruitment issues and opportunities facing your u3a.

A Week Long Celebration of u3a

Within the context of u3a week in September, I hope you are all aware of a specific London Region activity in which u3a Walking Groups will each cover at least one sector of the **London Loop** walk (150 miles in 24 sectors) and the **Capital Ring Walk** (78 miles in 15 sectors) within the period 12th-25th September, with a target of all sectors of both walks being trodden by at least one pair of u3a feet! Some 23 London u3as have agreed to participate.

We are working on a plan to gain pan-London coverage for this event.

Rodney's continued excursion into Social Prescribing

In the last mailing I mentioned working with a Social Prescribing Link worker who looks after 11 doctors' surgeries in Ruislip and Ickenham. I was asked to join her and her 7 colleagues, each covering surgeries in other parts of Hillingdon borough at their next group meeting. I was given about 40 minutes to cover and discuss the u3a and the potential role we can play, much as it is described in the 2018 u3a publication "Learning not Lonely". Now the task is to persuade each Link worker to take and put our posters, brochures etc in their in their doctors' surgeries, and refer social prescribing patients to u3a when appropriate. While I was doing an interview with Uxbridge FM several months ago, I managed to put their guy in touch with my principal

contact. She has just completed an interview, and the next development is “for Uxbridge FM to get all the other team members i.e Clinical Pharmacist's, Health & Well-being Coaches etc involved as well!” Here is my contact’s Uxbridge FM interview within the July podcast.

<https://uxbridgefm.co.uk/podcast/>

A new start after 60: ‘Alone for the first time in my life, I learned how to be happy’

I came across this positive outcome article from a Newsletter from my North East England PRA colleague Kelvin Rushworth. The article is attached.

How to Write Impactful Case Studies

Also, from Kelvin is this article entitled “How to Write Impactful Case Studies” originally written by Mary Wessell.

Hillingdon u3a Bookmark

A London Region colleague asked for more specific detail about the u3a bookmark Hillingdon u3a has printed to celebrate the u3a 40th and its u3as 21st Anniversary.

The bookmarks were ordered as follows:

Personalised Bookmarks x1000 | Bookmark - 55x175mm | Portrait | 400gsm Silk | Double Side | Round Cornering (x4 - 10mm Radius) | Lamination - Gloss (Front Side)

Attached to this Mailing is the front and back image of the bookmark as one pdf file.

The printing company we used was “Where The Trade Buys”, WTTB, here is their website:

<https://www.wherethetradebuys.co.uk/>

Croydon u3a article in Inside Croydon (whose byeline is “living life on the fringes of London”!)

Thanks to Jenny Wilson and her very productive publicity team in Croydon u3a for this new article.....

<https://insidecroydon.com/2022/07/22/get-right-ingredients-together-to-celebrate-u3a-anniversary/>

By the way, Jenny has recently been the star of a video on Cake Decoration which can be called “Then just add some sprinkles”, part of the Generation WOW campaign with Specsavers.

<https://app.frame.io/presentations/a9458801-27c6-4ba3-9785-9ad44230d4e5>

That’s all for now. I hope something within the content of this mailing gives you some pause for thought. Tell me what PR / publicity activities your u3a is undertaking! Let me know if I can help you!

Regards

Rodney Fox

PR Adviser, u3a London Region,

pr.lru3a@gmail.com