



## London Region of U3As

Hello u3a colleagues,

### **PR, Publicity and Outreach**

Hello again, my name is Rodney Fox, and I am one of about a dozen PR Advisers for the geographic u3a regions / nations.

With a role of PR/Publicity/Media Adviser for the u3a London Region, it is my intention to send out a regular (but not too frequent) mailing to those with a role related to PR and Publicity, and also the Chair of each u3a. I will provide information on national 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!**

I will also do my best to help support **you** with any PR / Publicity / Outreach activities that you undertake.

Why is such a dialogue important now?

As each u3a looks to raise its local profile and attract new members, each Committee needs to consider the most effective ways of achieving these objectives.

This note is the third of a series of regular mailings aimed to help our u3as explore ways to move forward.

### **U3a 40<sup>th</sup> Anniversary**

In 2022, u3a will celebrate its 40th anniversary and a number of national events are planned throughout the year. These can be interwoven into your own u3a activities for image building during the year.

Look out for planned national 40<sup>th</sup> Anniversary activities in the coming months.

## **U3a Day 2022**

From the website, "Across the UK, members hold events and showcase what u3a is all about. u3a day is held on the Wednesday of the third week of September every year, along with a week of celebrating what it means to age well.

In 2022, u3a day will be held on 21 September or on a day between 18 and 26 September; the decision on the date will be taken by individual u3as."

Now you know. Now you can factor u3a Day / Week into your 2022 plans!

## **Facebook Pages**

On October 4<sup>th</sup> we held the London Region Communicators Peer Group workshop on using a Facebook Page to spread exposure of your u3a and recruit from a much wider audience than we have had before. Both Waltham Forest u3a and Ealing u3a are in the process of stepping up Facebook Page activities, so the timing was great! We had an excellent session led by Nicky Lee of Chepstow u3a, with a very open Q and A session. The presentation and related notes will shortly be on the London Region website along with a short video about Chepstow Open Day that was placed on their Facebook Page.

## **Celebrating your u3a Anniversary.**

Here is an article in the **Evesham Journal** about Evesham u3a's 20<sup>th</sup> Anniversary celebrations.

<https://www.eveshamjournal.co.uk/news/19648178.evesham-u3a-community-group-celebrate-20th-anniversary/>

It may give you ideas for publicity of your own u3a's anniversaries.

## **Promoting u3a Membership: The Islington Experience**

Thanks to Ann Weyman for providing this update about how Islington U3A is doing with promoting membership.

"Following a very helpful Zoom meeting with the member of Croydon U3A who looks after their Facebook page, we started actively using it early this year. The Islington U3A member who runs it regularly posts photos of our activities, some of which other members boost. We've also used ads to promote a period of free membership over the summer and now our Open Day. And we are posting ads on Next Door too. We've put eye catching much less wordy leaflets in our local libraries and have had three street stalls, where we have given out hundreds of leaflets. We're delighted that it all seems to be having an impact. Recently, one or two new members have joined every day and we now have more members than we did before the pandemic started."

Further to the above, I think this is an interesting approach to laying out your offerings for a poster or a Facebook Page posting:

**Here are just some of the things you could do as an Islington U3A member:**

- Join one of our seven book groups
- Up your chess, Scrabble or bridge game
- Play table tennis, go for walks, do Scottish dancing
- Argue the toss on philosophy, international affairs or green issues
- Start painting - in oils or on an iPad
- Enjoy classic or current films, theatre or opera

**Free Open Day**  
2.30-4.30 Monday 4 October 2021  
The Resource Centre  
(next to Waitrose)  
356 Holloway Road  
N7 6PA  
07784 336219  
islingtonu3a.org

And how did the Open Day go? Ann tells me “We had a really good turn out - 53 visitors and 175 members. 15 new members signed up on the day and at least another 10 have joined since. People are still signing up and we are going to follow up by email those who haven't joined yet.

### **Next Door as well as local conventional media**

In the section above, Ann mentions **NextDoor**. A recent note from Ted Baker from Ealing mentions that Ealing u3a publicised its Summer Talks Program in Nextdoor as well as the Ealing Today newspaper.

Do other u3as use Nextdoor? If so, let Rodney know, so we can all see how and when you use it. If not, should we run a session in a future PR/Communicators Peer Group session?

## Bromley u3a Reaching out for New Members

Sandy Boden, Chair of Bromley u3a, shares information about very recent promotional activity.

“Within the last fortnight we had been invited to take part in a pilot event on October 9th focused around the ‘High Streets for All’ initiative (<https://www.london.gov.uk/coronavirus/londons-recovery-coronavirus-crisis/recovery-context/high-streets-all>) that Bromley Council is submitting a bid for funding.

This was the first Bromley u3a ‘outreach’ activity (in my time with them 3 years!) and it seemed an ideal way of getting out into the public and hopefully attracting new members. It had the added benefit of galvanising us into creating some vibrant new handouts and posters. The cream on the cake was that everything we needed would be provided and they would print all the material we needed.

I have attached a sample of the poster and the handout (see below) which have developed the theme of our u3a as Bromley’s best kept secret, which was an idea I picked up on in one of your Communicators workshops.

The day was very enjoyable (luckily very sunny) and we will have to see if there are any tangible results!”

**learn, laugh, live**

## DO YOU WANT TO KNOW A SECRET?

u3a Bromley has been around for over 30 years, how come you've never heard of it?

If you are no longer in full time work or raising a family – we call it your third age. – u3a gives you opportunities to develop your interests, make new friends and have fun.

From Walking to Talking, Computing to Gardening, Philosophy to Psychology, Current Affairs to Lunch Clubs – the choice is endless – and the decision about what to do is made by the members for the members.

Contact us by email: [membershipsecretary@u3abromley.org.uk](mailto:membershipsecretary@u3abromley.org.uk)

\*Larger groups may require a small contribution to cover hire costs.

Membership costs just **£20\*** a year

**u3a**  
Bromley

A world of new experiences is open to you in your third age – so what's stopping you?



**u3a**  
Bromley



**Bromley's Best Kept Secret**  
**u3a Bromley**

Membership Secretary Richard Jones  
[membershipssecretary@u3abromley.org.uk](mailto:membershipssecretary@u3abromley.org.uk)  
 Tel. 020 8464 5920  
 Website:  
[www.u3abromley.org.uk](http://www.u3abromley.org.uk)



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**HERE'S A TASTER OF WHAT WE HAVE TO OFFER**



**Art Appreciation**



**Computer Club**



**Creative Writing**

**Crafts & Painting**



Bienvenue

**Language groups**

Bienvenue

**Weekend outings and lunches**



**Play Reading**

**Membership costs just £20 per year, plus a pound or two per meeting for room hire where necessary**

**Music Appreciation**



**Singing for fun**



**Guitar Group**



New to retirement? Our 'Learning to be Retired' workshop could help you get the most out of this time of your life



**PHILOSOPHY**

**Talks and Lectures**



**Golf**

**Gardening outings & talks**



**Theatre Group**



Finally,

### **Seniors Residential Developments**

I had my covid booster jab several days ago, and got chatting to a lady sitting next to me in the 15 minute recovery zone.

She and her husband live in a 55+ development with independent living close by Winston Churchill Hall in Ruislip, where the jabs were being given. She hadn't really heard of u3a.

The thought crossed my mind, a 55+ residential complex should represent a fairly targetted marketing opportunity for an organisation such as ours.

I think I identified the property concerned. It has 61 apartments. It is about a 10 minute walk from where we hold our monthly meetings!

What an excellent opportunity for a poster and brochures drop to spread the u3a word! (of course, we may already have a member who lives there, even better with an inside spy!) Perhaps they may even have a newsletter for residents..perhaps also a room for meetings!).

A very quick Google search quickly showed another 2 similar 55+ developments very close to this one! I am sure a more detailed Google search will identify quite a few more such developments.

Another example of Outreach! I bet you have some similar examples in your u3a geography.

### **London Region**

Just a really final point. We are a very small organisation, and due to a variety of reasons we are running very short on people to do things with us! We are looking for someone to fill our Regional Secretary role, a Newsletter Editor for a planned new Regional Newsletter and also people who can assist with London Region Events. CAN YOU HELP? DO YOU KNOW SOMEONE WHO CAN?

That's all for now. I hope something within the content of this mailing gives you some pause for thought. Let me know if I can help you!

Very best regards

Rodney Fox

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