



London Region of U3As

Hello u3a colleagues,

PR, Publicity and Outreach

Well, here we are well into February, and here is the seventh 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 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

You're "too old" to listen to Justin Bieber by the age of 39 and no one over 53 should attend an Adele concert, according to Brits.

This is the story on the national website:

<https://www.u3a.org.uk/latest-news/1256-aren-t-you-too-old-to-be-listening-to-that>

And a related story about u3a members' music experiences can be seen here:

<https://sources.u3a.org.uk/2022/02/08/what-music-means-to-you/>

The Third Age Trust has also just released **Do Something Brilliant Today** - a new film showcasing u3a members learning new skills, laughing together and living life to the full. This could be especially useful in attracting new members.

<https://www.youtube.com/watch?v=DgICh7ZyQDE>

U3a 40th Anniversary

This was one of the key subjects discussed at the January London Region Delegates meeting. The planned national events are publicised by the website. **Picnic in the Park on Wednesday June 1st** was generally appreciated as a good thing in which to participate. Perhaps several neighbouring u3as could collaborate for the event? Perhaps Brunch on the Beach for coastal u3as!

Here is the link to the national notice on the event, including a live Cookery demonstration to produce food for your picnic on May 16th.

<https://www.u3a.org.uk/events/40th-anniversary/40th-anniversary-national-events#picnic>

Do let us know if you plan to participate!

Other ideas generated in the meeting included joint participation in a 'Capital Ring Walk' (This Walk allows you to see some of London's finest scenery. Divided into 15, easy-to-walk sections, it covers 78 miles of green space), or a Local River Walk, perhaps in collaboration with other adjacent u3as.

U3a stand at a public event

(My home) Hillingdon u3a recently participated in a local **Day of the Older Person** event in an Uxbridge market. **We had produced 3 different posters (our normal one, one covering our Interest Groups and one with quotes from u3a members), which we put inside standing transparent A3 holders, making them nice and visible on the stand. We also**

had a **laptop and a connected monitor at each corner of the front of the stand running looped versions of recent Powerpoint slide shows that we show at our monthly meetings**. We certainly handed out well over 100 brochures during the day!

The Council claimed that there were over 1,000 visitors on the day. **Participating in such events is so much easier for us than generating our own footfall for our own events**. One was from the Engagement Strategy and Support Unit of **Brunel University**, which is based in Uxbridge. She said we should be doing things together. Let's see where that leads!

Collaboration between u3as

I mentioned in the last mailing that Redbridge and Waltham Forest u3as had collaborated in running several joint event stands late last year. Many u3as are members of local Networks, and often do work together in a variety of ways, perhaps in peer groups or sharing Interest Groups.

I came across this example from Yorkshire that demonstrates two u3as **sharing development of a news article** in the Barnsley & Rotherham **Aroundtown** magazine.

<https://www.aroundtownmagazine.co.uk/learn-laugh-live-with-u3a/>

In difficult times we can surely benefit by working together to maximise our resources.

What if you were really collaborating with your neighbouring u3as across a whole range of activities, to extend your offering to your members, to raise the u3a image across your local communities and to attract new u3a members?

What are your thoughts?

Working with the Local Media

How to write effective press articles for maximum impact was the subject of the London Region PR Peer Group meeting on February 7th.

We had the benefit of the involvement of Ray Hardisty who is PR Adviser for East of England, and who has had a lifetime in journalism. Ray's tips included – having a punchy headline to grab immediate attention; keeping the information local; be succinct; use simple language and sentences of no more than 20 words, and again keep the information local; include photos & images but get consent; your piece has to be a story; keep it to one page of A4; don't refer to your organisation as 'we' – always remind the reader you are XXX u3a; don't overdo the capitals, exclamation marks etc

Thanks to those that participated.

At the end of the presentation we had an open session coming up with ideas for headlines appropriate for the 40th Anniversary. The presentation and notes from the meeting will be placed on the London Region website under the **Peer Support tab**.

Hillingdon is developing a **2022 40th Anniversary** (which times with their own 21st Birthday) **bookmark**.

These can be provided to the libraries to be available for their visitors, available for handouts at events, etc. And we hope it will have a longer life than a leaflet.

This is where Hillingdon has got to as far as the design for both sides of a two-sided bookmark, the next step is printing. If we are happy with the printers we select, I will advise who has done the work! Not an original idea, but these can get wide usage across the entire year!

u3a
Hillingdon
2022

Come and join us
and help
celebrate
Hillingdon
u3a
21st
birthday
National
u3a
40th
Anniversary

Hillingdon
u3a

u3a
Hillingdon

No longer in full-time work?

The u3a is **FOR YOU!**

Pursue your interests, find
new ones, keep active and
make friends.

Monthly speakers
Interest groups
Outings
and lots more

Low annual subscription
Find out more

www.u3asites.org.uk/hillingdon

Tel : 07532 268002



Learn, Laugh, Live

Hillingdon
u3a

Croydon u3a has developed a postcard for members to use as part of their recruitment activities. Here are both sides of the postcard.



Chair Jenny Wilson advises me “It is intended for members to send or give to a friend / neighbour. We will invite members to **take a card to pass** on as Croydon u3a ambassadors.

She is happy to share details of their printers who developed the image design. The cost for 1000 cards which included design work, printing & VAT but not postage (they were collected) worked out at 16p per card.

Jenny asks that any u3a borrowing or adapting their design and concept credits Croydon u3a for the origination.

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!

regards

Rodney Fox

PR Adviser, u3a London Region,

pr.lru3a@gmail.com