



London Region of U3As

Hello u3a colleagues,

PR, Publicity and Outreach

April 2022 is upon us, and here is the ninth 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 may recall the **Do Something Brilliant Today** film we mentioned in the last mailing. The first of a series of short films focussing on u3a members in the initial film DSBT has been released on our YouTube channel. Within this series, each video will focus on a member from the Do Something Brilliant Today film, and go into their u3a story and

the impact u3a has had on them in more detail. This one focusses on Geoff from Upholland u3a and you can see it on our YouTube channel - <https://www.youtube.com/watch?v=dQSpcAn5o9s>

Also, the relationship between u3a and Specsavers continues to develop

U3a 40th Anniversary

London Region Vice Chair Derek Harwood has sent out a note to all London u3as to see if there is interest in the Walking Group of each u3a to participate in a London wide event. This is basically to see if some or all 43 London based u3as agree to **“walk around London”**. We are not sure if this will be the London Loop (150 miles) or the Capital Ring (78 miles) - or both! This will depend on you - and your support. We hope that you / your walking groups, will offer to walk a Section (in your area if that's what you want). We are thinking of not doing it all on the same day (might be too hard logistically), but hope that we can all do it during the same week. Some suggest doing it within 'u3a Week' but others think that will clash with other events already planned. Please respond to Derek's mail to confirm if your u3a is going to participate.

Are you on board with participating in the planned Picnic in the Park on June 1st? If you were not aware, there is a Project Planner available to help you plan your event, which was attached to issue 8 of the PR Mailer. **Do let me know if you plan to participate.**

Seriously, what is your u3a planning to do for the 40th Anniversary / u3a Day / Week? Let me know and I will publicise to your colleagues across the Region!

The next London Region PR Peer Group meeting will take place at 2pm on Monday May 9th. The subject at hand will be the vitally important yet difficult issue of **identifying, attracting and recruiting new, younger members to our u3as**. If we are to survive as a viable, vibrant organisation into the 2030s, we need to do some things differently, without losing the overall u3a ethos. Will your u3a have a representative in the workshop?

Residents Associations

Have you explored any recruitment opportunities you might find by established a closer relationship with Residents Associations in your geography? We certainly share many interests concerning local interests. We will already probably share many members with the RA. Many of their members may not even be aware of the existence of your u3a, or even of the u3a movement. What about agreeing some coverage on each other's website? What about articles in each other's Newsletters? What about participating in their social / community events?

Here is an article that Ruislip Residents Association has recently placed on its website and also in its regular Newsletter **The Town Crier** (apologies for a couple of errors, introduced by the RA, not ourselves), which is distributed to 10,00 households twice a year!)

<https://www.ruislipresidents.org.uk/u3a-university-of-the-third-age/>

Storytelling for PR and internal communication

I came across the attached document from the PR Academy. Though not planned specifically for the voluntary sector, it's designed to help you explore the theory of storytelling and apply it in practice to make your communications, both internal and external, more powerful.

Rodney's 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 have been asked to join her and her 5 colleagues covering other parts of Hillingdon borough in their next group meeting.

If you want to build up your knowledge about social prescribing, I suggest you look at the Social Prescribing Academy, here is their website

<https://socialprescribingacademy.org.uk/>

The link states that the organisation is dedicated to the advancement of social prescribing through promotion, collaboration and innovation: and that they work to create partnerships, across the arts, health, sports, leisure, and the natural environment, alongside other aspects of our lives, to promote health and wellbeing at a national and local level. Look out for their podcast S2-EP8, which focusses on Social Prescribing Link Workers, this is the role of the people I am working with in Hillingdon.

Here is another example of raising your local public profile. In itself it is unlikely to generate a stream of membership

applications, but needs to be considered as one of an armoury of ways to get the u3a message into the local community.

The coop has a website called Co-operate, and its aim is to **"Make good things happen in your community Find things to do in your area"**.

Here is an entry placed by Croydon u3a:

<https://co-operate.coop.co.uk/groups/croydon-u3a/>

We want such articles, good ideas, etc to be about **YOU** and your u3a! Please do supply them, we can all benefit in taking good ideas back to our home u3a environment.

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

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