

NEWSBITES!

April 2021

Sharing ideas across 34 u3as in Nottinghamshire

MESSAGE FROM THE CHAIR OF NOTTS NETWORK

A chance to get your thinking caps on.

Our next zoom meet-up of the Notts Network is on 28 April from 10.00 -12.00.

This is a social gathering and whilst there will be some discussion over two topics:

Niche Interest Groups which can be shared between u3as

Notts Network facebook group – should we have one?

there will also be an opportunity to chat in break out rooms and to take part in a quiz.

I am reliably informed that at least some of the quiz questions will be about “The u3a” so here’s a chance to impress us with your knowledge or learn more about this great movement.

The Treasurer’s PSG continues to meet and has proved to be a very valuable resource, so if you haven’t joined you can still do so. The Third Age Trust recently held a Q&A session for treasurers and the notes from the meeting have been sent out to all u3as. The document acts as a very useful reminder about such matters as “duality of signatures”, the independent examiner, guidelines re paying speakers and payment of external speakers. The document can be accessed from the u3a national website Support for u3as/Financial Matter/Finance Workshop FAQs. A copy of the document is being sent with this issue of Newsbites.

At long last it does seem as though we can begin to resurrect some of our activities with walking groups, particularly, able to enjoy the countryside in staggered groups of 6. Perhaps some garden visits will be possible too in May and the National Garden Scheme is advertising local gardens.

I wish you all the best and hope to see many of you on the 28th.

Take care,
Rosie Allen

April shower bring forth May flowers



The deadline for articles and photographs for the next issue of Newsbites! is 15th May

Any plans for 2021—will we all be able to meet again? Anything else you want to tell other u3as? Tell us about good speakers you have had on Zoom.

Any u3a member can send in items, not just committee members.

Please submit your articles using font Arial 10pt if possible

Articles/photos please to
jane.newsbits@gmail.com

u3a DAY— WEDNESDAY 2 JUNE 2021

Is your u3a making plans for u3a day? We do not know whether lockdown will be over and you can have publicity events with visitors or whether what you do will have to be virtual—you could make plans for either eventuality. The idea is to publicise the u3a movement and its benefits to as many people as possible. u3a Office is planning to contact the national media, but your u3a can do its bit to help by contacting your local press and radio. There is information available on the website to help with planning and publicity material will be available via the office.

Members are using the [u3a day Facebook group](#) as a platform to share and generate ideas with each other. You can also find the two versions of the u3a day logo on our [u3a brand centre](#) which you can use as part of your publicity.

Many u3as are using u3a Day as an opportunity to showcase everything that is so positive about the u3a movement to both present and prospective members alike. For many it may be the first time they have been able to see other mem-

NEWS FROM PEER SUPPORT GROUPS

The Peer Support Group for Publicity re-started its meetings in December 2020. Our first meeting was a sharing-of-ideas session and to decide on an idea from another u3a to trial. We also discussed developing a shared approach to publicity in the Notts Network.

Chris Hartny-Mills, the Regional PR Advisor joined us for our second meeting where we focused on the use of social media to recruit and retain members. John Butler from Ravenshead u3a gave a very informative presentation.

We recently met to share ideas for u3a Day on 2nd June.

Our next meeting is on 27th April at 1.30 via Zoom where we will be discussing Social Media; The Way Forward. If you would like to join us you would be very welcome.

Contact me, Chris Niven, on chrisniven1@yahoo.co.uk

u3a IS ALIVE AND WELL IN NOTTINGHAMSHIRE

RADCLIFFE-ON-TRENT u3a

On Thursday May 6th at 2p.m, via Zoom, Graham Keal will regale us with stories from his long career.

'Terry Wogan's Hairweave and other stories

Ex-showbiz journalist Graham Keal interviewed literally thousands of celebrities in nearly 35 years of TV columns and interviews, Terry Wogan included. He has entertained scores of Ladies' Luncheon Clubs, Rotary Charter nights, WI gatherings, u3as and professional groups with 'Oprah Winfrey Touched My Elbow'. He has a collection of amusing anecdotes from his countless celebrity encounters as a freelance roving reporter. Graham has written for every kind of publication from popular TV magazines such as TV Choice and TV Times to The Daily Telegraph, The Guardian and The Express, plus many other national and regional newspapers and women's magazines including My Weekly and Best. He's now compiled a sequel to 'Oprah' that's packed with fresh and funny stories featuring celebrity interviewees ranging from Terry himself to Ernie Wise to the former stars of Corrie and Crossroads. So just why did Graham think he was being propositioned by the manager of the Crossroads Motel? What was Pat Phoenix's desperate secret? Was Ernie Wise as funny as Eric Morecambe in real life? Was Wogan's hair ever truly alive? Book Graham to find out.



Advanced notice : Thursday June 3 at 2.00p.m. via Zoom. Jayne Darling will be presenting a programme of songs from the 1920s to the 1950s

Penny Tyler

GETTING PROSPECTIVE MEMBERS TO ENGAGE WITH YOUR FACEBOOK PAGE

Lots of Notts u3as now have a Facebook page. Not so many have used Facebook advertising to reach out to potential members. Chepstow u3a (Wales) has done this and their story may be of interest. Paul Martinez

Using Facebook as part of a Chepstow u3a Recruitment Campaign

We created our Facebook page a couple of years ago and have been learning how to best use it ever since. Last year we took the decision to begin using FB as a paid for recruitment tool. We wanted to reach an audience of 55+ people in the local area who were not familiar with Chepstow u3a.

Ann, who runs our FB page read up on the suggested do and don'ts, we took a deep breath and jumped! She noticed how another U3A had used circle shapes to focus attention and draw attention to key points. She expanded on that, adding photos from our library and using the u3a brand colours.

The campaign lasted one week, we reached 1,100 people with 200 engagements. Over the month we had 2069 hits on the website, against an average of 1200 per month. We spent £7 and FB gave us a £5 credit as an introductory offer. We understand that as you use FB more the costs increase, but we were delighted with the results. We also note that FB posts since the campaign have reached more people, and over time our results using FB grow.

As part of our marketing strategy to raise awareness of Chepstow u3a, and to drive people to the website to discover what we have to offer we feel that FB is an essential and cost effective component.

Nicky Lee

EDWALTON, GAMSTON & DISTRICT u3a

George Gollidge, the Chair, has sent in a presentation by Barry Start, which is being sent out with this issue of Newsbites. Barry has been a Trustee of the Framework Knitters Museum in Ruddington which his father played a major part in setting up. Since preparing and submitting his presentation to our u3a, Barry and his wife have become members.



NEWS FROM THE REGION AND u3a OFFICE

COVID-19



The National Office website is regularly updated to take into account the latest instructions from the Government. The current regulations can be found on the Home page under How to Run Your u3a: Covid and Beyond.

It is possible that, even when we have all had our 'jabs' it will be some time before we can meet again face-to-face, so in the meantime take care and stay safe. Your u3a will still be there when you can return.

NATIONAL WEBSITE

Have you looked at the national website recently? It is constantly being updated, with new information added. Have a browse, it's amazing what you can find there.

If you are unsure as to how to find your way round the website, there is a '**u3a website tour**' video which you can access through 'Running your u3a'.

Have you looked at the Online Learning Events that are available? Most of them are free and easy to sign up to.



NATIONAL NEWSLETTER

Have all your members signed up for the National Newsletter? If not, encourage them to do so. It goes out monthly, direct to each member's email address. It contains information about what other u3as are doing, news from u3a Office, information about learning events and lots of other things. Members can sign up to the newsletter on the national website.

SOURCES ONLINE

Do you and all the members of your u3a know about Sources Online? It is full of information from other u3as about what they are doing in their groups and projects they have worked on. Your u3a can send in articles and you might find inspiration to take your own u3a forward.