

## **Information from the Trustee for North West of England**

### **u3a Day Feedback**

Having been postponed from June 2020 and September 2020 due to Covid, u3a Day was held on the first Wednesday in June this year. National, around 10% of u3as, representing over 60,000 members took part. In our regions 15% of u3as participated. The majority of activity was outdoors and interacting with the public. Examples of local press coverage has been provided by many u3as and reported on the u3a Day Facebook page. Numerous photographs of members celebrating u3a Day have been received, some of which are now on the national website. I was able to attend three of our u3as' events in person. Planning for u3a Day 2022 has begun. Feedback from members at the series of webinars will help our planning.

### **Positive Ageing Campaign**

The Pushback on Ageism campaign began with a survey of members citing examples of derogatory and sometimes offensive language used to describe older adults. This has been followed up with a survey of both members and public looking at fashion ageism. The resulting report led to around twenty radio interviews across the UK. Most interviews were on local BBC Radio stations. Many of the interviewees took the opportunity to also talk about the u3a movement and u3a day. I had a thirteen minute slot on BBC Radio Lancashire on the Saturday before u3a Day.

A Combating Ageism toolkit has been produced in conjunction with the Centre for Ageing Better. The next step in the campaign is being developed for discussion with the regional PR Advisors this month.

### **PR Advisor**

We are looking for a new PR Advisor for the region. If you know anyone who has a background in PR, Communications or Marketing who may be interested, please let me know. My email address is below.

### **Brand Centre**

The Brand Centre Merchandise section now has thirteen items available for purchase with a further seven being progressed. So far over a 1000 orders have been placed for branded goods. If you have any good ideas for new items, please let me know.

### **AGM 2021 Voting**

Your u3a should have received notification of voting for officers of the Trust. Ian McCannah, Hilary Jones and Richard Teare have all completed their terms of office and will be standing down. The posts of chair and vice-chair are contested with two candidates each. Candidates statements are on the national website [AGM 2021 \(u3a.org.uk\)](https://www.u3a.org.uk) Voting closes on Wednesday 11<sup>th</sup> August.

### **40<sup>th</sup> Anniversary 2022**

The 40<sup>th</sup> Anniversary celebrations will be an ongoing activity throughout next year. Planning is well under way with activities such as a 40<sup>th</sup> anniversary quilt and diary. A look at the next 40 years of u3a development is also planned. The team to deliver this is being established.

Neil Stevenson

Trustee, North West of England  
[neil.stevenson@beacon.u3a.org.uk](mailto:neil.stevenson@beacon.u3a.org.uk)

### **Message from the Chair**

Dear Members,

Thank you to all those u3a members that have sent in photographs about their recent activities and who have contributed photographs and art work to be posted as part of the 'My Street' project. It is heartening to read and see some of the activities that have been taking place and particularly on u3a day in June. The restrictions that were in place at the time did not prevent many of our members from enjoying taking part in outdoor and a variety of digital events. The day was a wonderful opportunity to celebrate locally and raise people's awareness of our u3a.

The North West Region has held three events since the last newsletter which we hope will prove to be useful for our members. Sam Mauger, Chief Executive from The Third Age Trust prepared and delivered an interesting and informative workshop about the newly revised Model Constitution. The presentation is available for all our members on the NWR u3a website, in the Events section. In June, Paul Martinez, the Chair of the Retention and Recruitment Committee gave an enjoyable presentation about retaining and recruiting members. The presentation was followed by group discussions. Many of the tools that Paul referred to can also be accessed from the u3a website and his presentation is available on request. At the end of April a meeting was held for group convenors from across the region. The purpose was to share ideas and information that was most relevant for members who undertake this role. The feedback notes can be read on the NWR website in the Events section. It is clear that members found this to be a useful session. We hope to hold similar network sessions for members with specific roles on the committee in the future.

To support us in the process of re-opening our u3as and increasing our activities, Jane Bailey, head of advice at u3a Office, is going to give a presentation about 'Resuming Activities Safely' on 28<sup>th</sup> July at 2pm and will answer questions on this topic. Please book your place on the website in the Events section see [North West Region : Events \(u3asites.org.uk\)](#)

We plan to hold another digital AGM on September 14<sup>th</sup> as we believe that, this year, this style of AGM is in the best interests of our regional u3as. Information about this will be sent to your u3a by the end of July.

With all good wishes for a happy summer,

Mo

Mo Eccles, Chair of NWR of u3as

[nwrworkshop@gmail.com](mailto:nwrworkshop@gmail.com)