

# COMMUNICATIONS WORKSHOP

Yorkshire and Humber Region u3a (YAHR)

Friday 17<sup>th</sup> March 2023, 10.30 – 3.00



## Housekeeping (AG)

- ❖ Fire exits, FRPs
- ❖ Toilets
- ❖ MOBILE PHONES - off or to SILENT please
- ❖ PHOTOS



**Importance of Good Communications** (Pat Collard)

**Maximising the Value of Your Website** (Elaine Toms)

*Comfort Break*

**Social Media** (Margaret Fiddes & Helen Stevens)

*12.30 Lunch Break*

# Importance of Good Communications

*Planning and Integration*

Pat Collard  
Cottingham u3a  
Chair of YAHR

## What do we mean by communication?

- Greeting people
- Give information or instructions
- Seeking information or answers to questions
- Advertise
- Encourage participation
- Share thoughts
- Build / maintain a relationship
- Keeping in touch
- Requesting something
- Express emotions

## **Ways to communicate**

- Face to face conversation / meetings
- Online conversation / meetings
- Landline / mobile phone
- Text
- Email
- Beacon
- WhatsApp
- Messenger
- Social Media

## **Ways to communicate**

- Letter
- Newsletter
- Announcements
- Flyer / poster / leaflets
- Website
- Information packs
- Magazines

## **Best way?**

- Audience – individual, groups, members, non members
- Number of people involved in the process
- Reason for the communication
- Two way process
- Whose responsibility?

# Maximising the value of your website

+ *Q&A re websites and issues*

Prof Elaine Toms

(Ilkley & District u3a)



# Maximising the Value of your U3A Website

Elaine Toms  
Professor of Information Innovation &  
Management

University of Sheffield  
[elaine\\_toms@hotmail.com](mailto:elaine_toms@hotmail.com)  
March 2023

# What gives your Website Value?

Happy visitors!  
New members!  
Repeat visits!

*They can find & do what they need  
They can find & do what you want them to find & do*

How?

- ❖ Clear intent
- ❖ Consistency, simplicity, functionality
- ❖ Appropriate use of colour, topography, imagery
- ❖ Invokes trust, safety and security
- ❖ Usable

And its awesome!

*Effortlessly  
Efficiently*

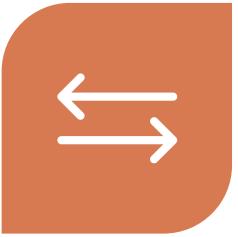
# What is the purpose of a website? of your website?

Do you have a clear intention?



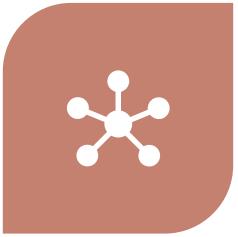
## INFORMATION

Provides information for users & visitors; enables findability



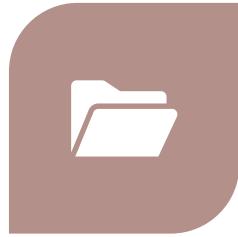
## TRANSACTION

Enables an exchange usually of money; join, renew, sell tickets



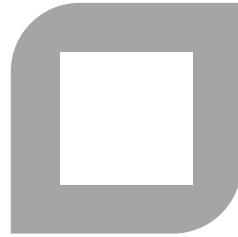
## INTERACTION

Enables user engagement with content; browsing, gaming, exploration



## ARCHIVE

Used to store information in the formal sense; aimed more at the organisation's administrators than the users



## REPUTATION

Build a reputation locally for the group

*What is your Call to Action (CTA) on the Homepage, on other pages?  
Get new members? Keep members? Join and pay fees? ....*

# People! Users!

- ❖ Who are you building this for?
- ❖ Who is your primary group? What are their needs?

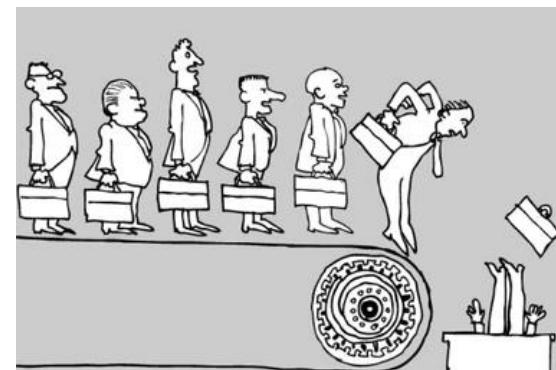
Remember: in any design/development, you are not your user.

- Why do they come?
- What do they do?
- What do they expect?
- Do you really know?

❖ Random Visitors? Members? Prospective Members? Supporters of Prospective Members?

❖ Or is all your data based on supposition and 'looking around the last room'?

The U3A Conveyor Belt!



*Who starts is not the same person that finally leaves at a ripe old age!*



## What affects their 'visit'?

# Fonts

- ❖ Highly legible, not artsy, minimal script
- ❖ Good Contrast with background
- ❖ Typical: 3 fonts in 3 sizes

You don't want to read this.

OVERVIEW ECOMMERCE PHOTOGRAPHERS BLOGGERS ARTISTS RESTAURANTS MUSICIANS WEDDINGS [GET STARTED](#)

**Templates**  
Squarespace websites are created with modern browsers and mobile devices in mind. They employ the latest HTML, CSS and Javascript techniques.

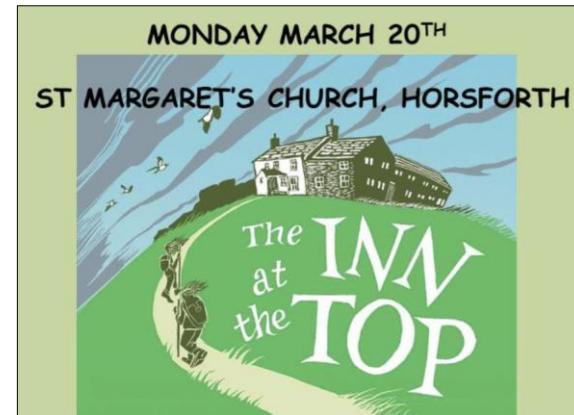
**Customization**  
Make any design your own using the Style Editor. Personalize fonts, colors, and layouts to create the custom look you want.

**Domains**  
Squarespace makes adding your custom domain simple, and every annual account receives a free custom domain.

**Social**  
Import. Sync. Publish. Make your website the center of your online identity on the web with our powerful social integrations.

**SEO**  
Squarespace websites are loved by search engines. They include clean article links, proper tagging, XML sitemaps, and valid XHTML code.

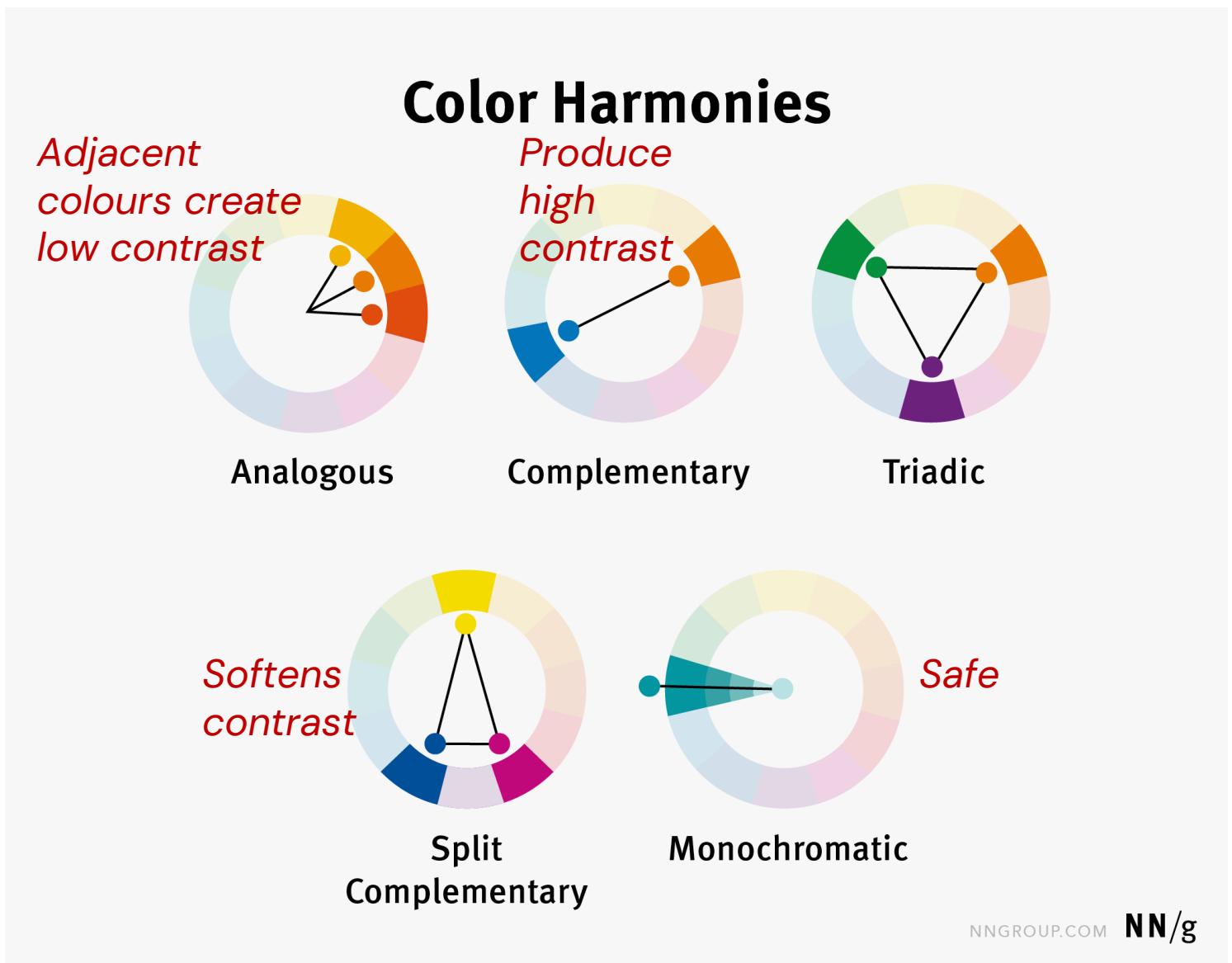
**Analytics**  
View the traffic and behavior of visitors in real-time. Learn where they're coming from, and what search keywords they're using to find you.



Store Mac iPhone Watch iPad iPod iTunes Support [Contact Apple Support](#)

# Colour 1

- ❖ Colours must work together, not overwhelm; and communicate the same kind of information everywhere in the interface.
- ❖ Use the 60-30-10 rule:
  - 60% for dominant,
  - 30% for secondary, &
  - 10% accent colour.
- ❖ Small number of colours reinforces visual hierarchy and contrast
- ❖ If you are inexperienced, choose monochromatic;
- ❖ Colour harmony is critical. If you don't know what you are doing have a look at <https://color.adobe.com/explore>
- ❖ Use them consistently throughout the site



<https://www.nngroup.com/articles/color-enhance-design/>

# Colour 2

How many colours are on this page?  
Does it affect readability?  
Does it affect focus?

**Learn more about u3a**

**What is Ilkley & District u3a?**

- The chance to pursue hobbies, interests and discover new ones
- Getting involved, staying active, having fun
- Volunteering, giving back. More than 100 local groups
- A summer programme, study days and monthly talks

[Learn about the Ethos and Principles of u3a](#)

Ilkley & District u3a was founded in 1997 as part of a UK-wide movement. Our parent body is the Third Age Trust, a national charity. We are managed by a Committee of Trustees ([select here](#) for information and contact details).

One of our members has written a short poem that captures the opportunities that u3a provides to help build friendships and share new experiences. [Select here to read](#).

Any queries please email [info@ilkleyu3a.org](mailto:info@ilkleyu3a.org)

**What is the cost of membership?**

- Costs are covered by an annual subscription (currently £7.50 from 1st January to 31st July).
- Our local u3a has no paid staff and is run for the benefit of members, by its members.
- The subscription includes a fee (currently £4) paid to our parent body. This covers the cost of a quarterly magazine posted to your home address, plus items such as insurance cover for u3a events.
- Attendance at talks, events and groups only incur charges to cover costs such as refreshments and venue hire.

**Join an interest group**

Our groups cater for a wide range of interests and ability levels. New ones are formed all the time and we are always keen to hear new ideas for groups. Join one group or many – it's up to you although some popular groups have waiting lists.

Select these links for more information:

[Groups by A to Z list](#) [Groups by Category](#) [Groups by Day](#)

**Select or click here to** [to inquire about vacancies on a group before committing to membership or check the Group Description page using the buttons above.](#)

**Membership Eligibility**

Many of our members, but by no means all, live in Ilkley, Otley & adjoining areas.

Whilst there is no upper or lower age limit, a typical member is not in full time work. We are a voluntary charity, members being encouraged to help in any way they can.

We have reciprocal membership arrangements with 3 other local u3a groups. [Select here for more information.](#)

**The Ethos and Principles of u3a**

The u3a movement is based on the principles of mutual aid. Ilkley & District u3a is a registered charity with no paid staff. As an Educational Co-operative there is an expectation that members will share their interests and skills.

**Principles of the u3a Movement**

The u3a Movement is non-religious and non-political and has three main principles:

**The Third Age Principle**

Membership is open to all in their third age, which is defined not by a particular age, but by a period in life in which full-time employment has ceased.

Members promote the values of lifelong learning and the positive attributes of belonging to a u3a.

**The Self-help Learning Principle**

Members form interest groups covering as wide a range of topics and activities as they desire; by the members, for the members.

No qualifications or awards are sought or offered. Learning is for its own sake, with enjoyment being the prime motive, not qualifications or awards.

There is no distinction between the learners and the teachers; they are all u3a members.

**The Mutual Aid Principle**

Each u3a is a mutual aid organisation, operationally independent but a member of The Third Age Trust, which provides mutual aid, advice and guidance to the u3a movement.

No payments are made to members for services rendered to any u3a.

Each u3a is self-funded with membership subscriptions and costs kept as low as possible.

Outside financial assistance should only be sought if it does not imperil the integrity of the u3a movement.

**Small print**

[Code of Conduct of Ilkley u3a](#)  
[Privacy Policy](#)  
[Statement on use of electronic images & videos](#)  
[Ethical guidance notes](#)  
[Ways to Pay](#)  
[About Gift Aid](#)

**You are here** [HOME](#) > [About Us](#)

[">>>>](#)

[Site Map](#) [Facebook](#) [Twitter](#)

[© Ilkley & District u3a](#) [Privacy & Cookie Policy](#)

**Do you/should you follow the U3A brand?**



<https://www.u3a.org.uk/brand-guidelines/u3a-brand-guidelines-2022/download>

From the u3a:

- use secondary colours sparingly.
- make use of white space and avoid large areas of black
- be sensitive when using the Dark Blue; it can overpower
- only use the secondary colours as highlights, page dividers or as part of a set
- avoid an excessive amount of different secondary colours in one design

# Images/Graphics

- ❖ Establish a relationship with visitors – invoke trust, security, etc
- ❖ Use what is *necessary* and what is *value added*
- ❖ Need *human faces of the organisation*; not stock photos that are mere decoration
- ❖ Users pay close attention to images that contain relevant information, but ignore fluffy pictures used to "jazz up" web pages.
- ❖ Example: shoppers are more confident when seeing people just like them with a product

Avoid background images which take up bandwidth and make your site slower, particularly if local network issues



Afternoon Classical Music



Our RUMMIKUB Group



Scrabble Group

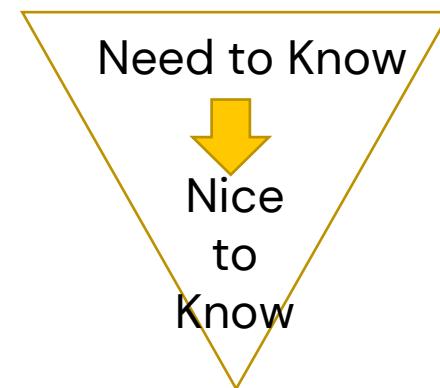


Learn to play Bridge

# Text & Writing

- ❖ Be succinct: write no more than 50% of the text you would have used in a print pub
- ❖ Note: digital text does not affect reading speed, but it does affect comprehension!
- ❖ Write for scannability: don't require users to read long continuous blocks of text.
  - Use paragraph breaks.
  - Use lists. Studies show that more people will look at lists with bullet points than other formats.
  - Organise content in logical 'buckets' with distinctive labels.
- ❖ Think mobile!

- ❖ Write like a journalist! Use the *Inverted Pyramid*
- ❖ Plan story structure where the most important information (or what might even be considered the conclusion) is presented first.
- ❖ gets to the point quickly and supports all types of readers



## Join Us

Join online

Rene

## What is u3a?

It is a unique and exciting self-help educational movement and for its own sake, u3a is part of an international network.

## Who can join Sheffield u3a?

Anyone no longer in full-time work can join. There are no fees for activities. We have **members** not **students**. Groups are formed to want to join a specific group, we have other activities and the

## What is the cost?

All u3as set their own annual subscription, part of which is individual groups may make a small charge to cover admin

## How do I find out more?

1. Browse this website.
  2. Contact the Sheffield u3A Initial Enquiries Officer, Ms Clare Chiba, [enquiry@su3a.org.uk](mailto:enquiry@su3a.org.uk)
  3. Come along to our monthly 'Drop-In', held on the first Tuesday of each month in Sheffield (not August or New Years Day).

RIPON AND DISTRICT U3A MEMBERSHIP

## New Members

If you are interested in joining Ripon and District U3A please download the Membership Form (see link on this page), complete it, then post it to the bottom of the Form together with your cheque and a stamped addressed envelope.

For further information/clarification please contact the Membership Secretary by using the Contact Tab and sending a message via the Beacon system.

The annual Membership runs from 1st April to 31st March (See also below)

Membership entitles participation in any of the many Ripon and District U3A Groups, although some of these may involve small extra payments for hire, refreshments, etc.

Non-Members may attend one Group session as a taster. After that they are invited to enrol for Ripon and District U3A Membership if intending to join a Group.

New Members enrolling for the first time between 1st January and 31st March – the membership fee is £15.00 for Single and £25.00 for Joint Membership valid until the 31st March the following year. Fifteen months for the cost of twelve!

New Members enrolling for the first time between 1st September and 31st December – the initial membership fee is £10.00 for Single and Membership which is valid until 31st March the following year.

## Associate Members

Members of other U3A Branches, where Ripon is not their home town, may join as Associate Members. Home town branch membership number verification. The annual membership fee is £10.00 for Single and £20.00 for Joint membership.

## Renewing Membership

Members can renew their Membership, valid from 1st April to 31st March, either by completing the Membership Enrolment/Renewal Form, to download from the right hand side, and sending it to the address at the bottom of the form, together with a cheque payable to The Ripon and District U3A, plus stamp in an envelope.

OR

by using the BEACON MEMBERS PORTAL (see Link on the right hand side) you can pay on line using your credit/debit card via the U3A PAYPAL account and download and print your Membership Card.

If you are unable to download and print your own Membership Card using the online Beacon system, please enclose a stamped addressed envelope and cheque in order that your new Membership Card can be posted to you.

There is to be a change in the Membership Card format with effect from 1st January 2023; this is to allow Members the option to add EMERGENCY which could prove very helpful should the need arise.

## Groups

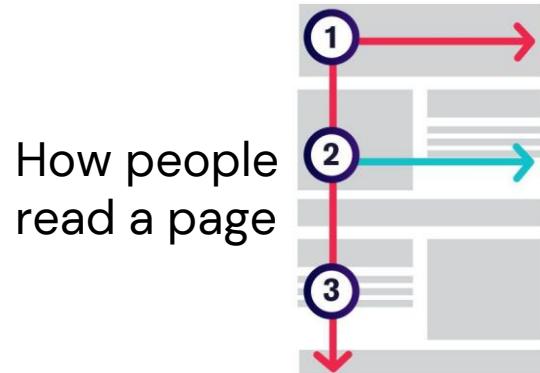
A list of Interest Groups, with Group Convener/Leader contact and venue details, can be found on the website [u3asites.org.uk/ripon](http://u3asites.org.uk/ripon) under the 'Interest Groups' tab. Alternatively you can send a message via email to the Group Co-ordinator using the Contact Tab.

### Monthly Meetings

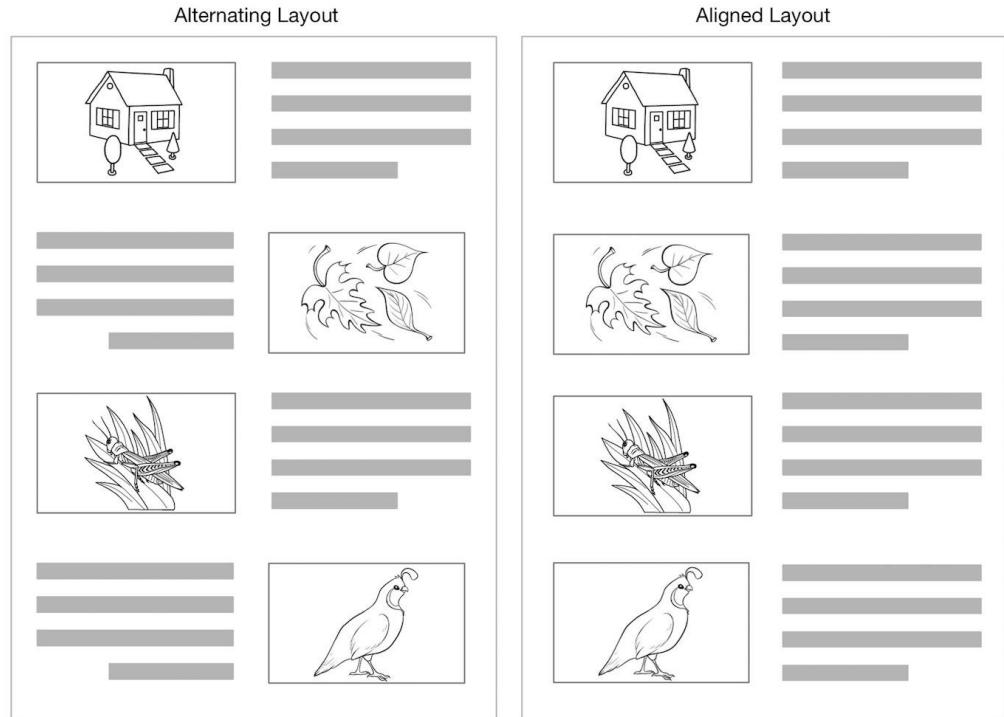
Details of the General Monthly Meetings can be found on the website under the Events Tab and/or The Newsletter

# Layout 1

- ❖ Content that is too big or small usually is visually a disaster
- ❖ Need a flexible layout
- ❖ Predictable layout helps users read and scan efficiently
- ❖ Think about what will appear 'above the fold'
- ❖ Whitespace is important; without it a page can be overwhelming



- ❖ Use a grid!



Aligned: traditional

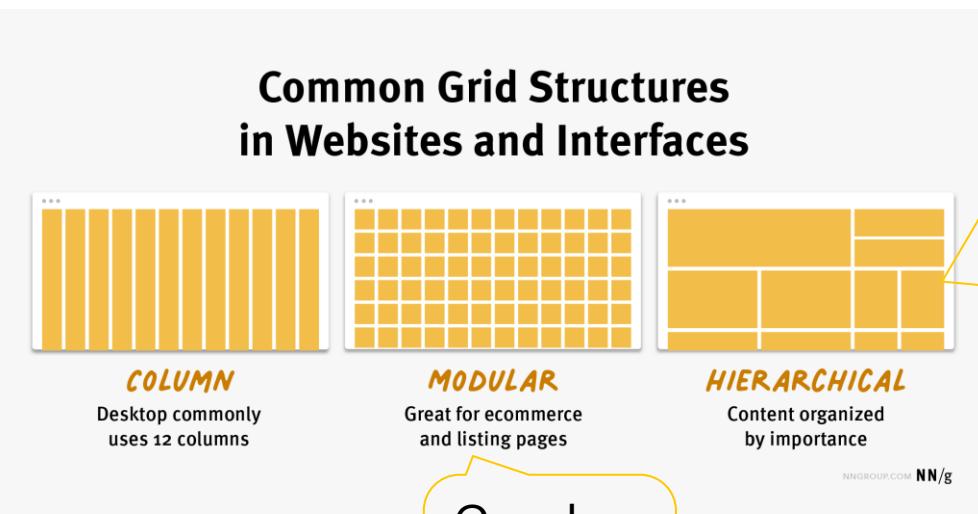
Alternating: popular, breaks monotony, but more awkward to scan

But...

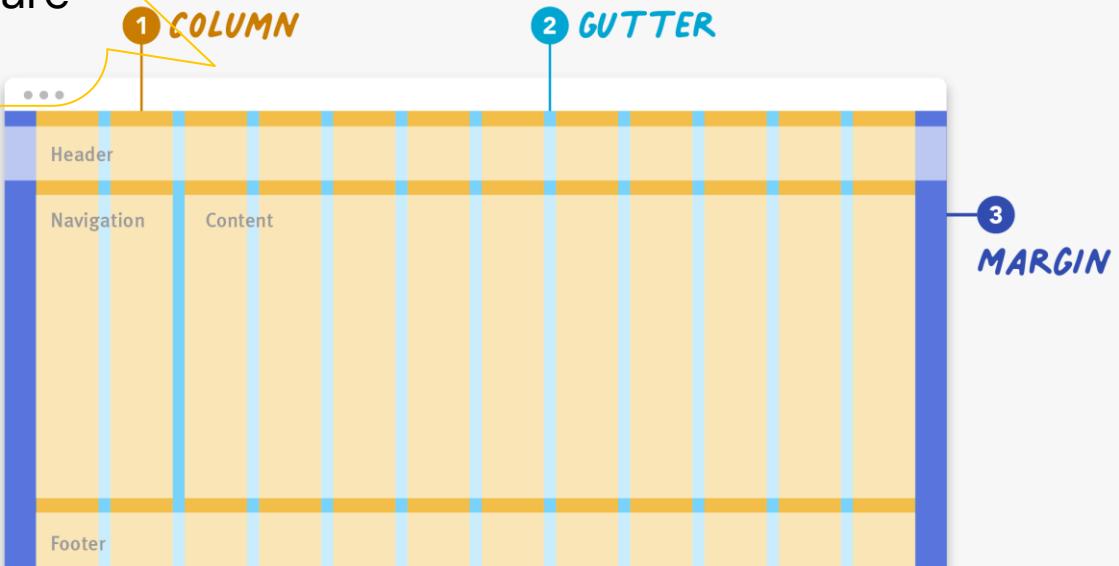
Images that are **informational** are looked at more often than those that are decoration regardless of the alignment

# Layout 2 – Grids

- ❖ Predictable layout helps users read and scan efficiently
- ❖ Align the content to the cells in the grid
- ❖ Good grid is adaptable to different screen sizes and orientations
- ❖ Use 'gutters' to add whitespace to columns, although you can create a texture effect (e.g., quilt)



Content in columns; gutter & margins are white space



Most important elements in largest chunks

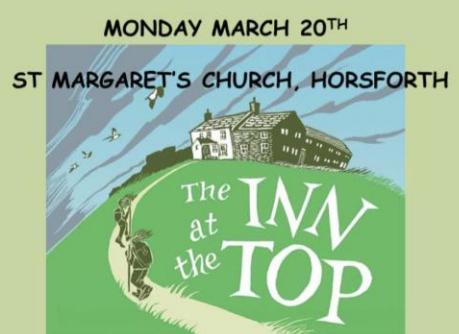
# Layout 3 – Grids

HOME JOIN US EVENTS NEWS GROUPS ▶ GALLERY CONTACT

## WELCOME TO OUR WEBSITE



Trip to RIPPON Thursday June 1<sup>st</sup> 2023  
For Details of the 3 options and to Book go to the Events Page



Column

## News Headlines

[Theatre Group](#)

05 Mar 2023 10:31 AM | [Anonymous member](#)

[Book Group 4?](#)

03 Mar 2023 9:08 AM | [Anonymous member](#)

[All things Social](#)

02 Mar 2023 11:38 AM | [Anonymous member](#)

[Registration is NOW Open for the Day Trip to Ripon](#)

27 Feb 2023 11:35 AM | [Anonymous member](#)

[No Mah Jong at The Willows March 3rd](#)

25 Feb 2023 10:04 AM | [Anonymous member](#)

## Meetings of our U3A

We appreciate your comments, particularly about St Margaret's Church not being very warm. The meetings from April to June are being held in the church because we cannot meet during the school holidays at CVH

Modular

HOME | Join Us | About Us | Groups | Events | News | Search | For Members

## Join us today.



[Select here](#) for 50% off the joining fee

Just £7.50

[Read a poem about joining u3a](#)

## What's New....

- [latest jokes - 01/03/2023](#)
- [Members' Market Place](#)
- [latest newsletter - 02/03/2023](#)
- [Otley Sewing Collective offering free "make your own draught excluder" sessions](#)
- [Channel 5 Star visits u3a Railway Group](#)
- [Prospective New Groups](#)
- [in Otley](#)
- [suggest a new group](#)

## Latest Reads...

- [newsletters](#)
- [press briefings in 2023](#)
- [stories from previous years](#)
- [newspaper cuttings from 1948](#)

## Forthcoming Events

These are in addition to our 100+ interest groups

### National u3a Online Events

### National u3a Online Groups

### Advance Notice:

#### [Yorkshire and Humber Region u3a MusicFest](#)

#### [Yorkshire and Humber Region u3a Summer School](#)

### NEW MEMBERS' MEETING

14 Mar 2023 2:00 PM • Jack Loftus Annex, Clarke Foley, Cunliffe Road, Ilkley, LS29 9DZ

### DROP IN AT ILKLEY

17 Mar 2023 10:30 AM • Clarke Foley Centre, Cunliffe Rd, Ilkley, LS29 9DZ

### MONTHLY SATURDAY TALK - SIR RODNEY BROOKE

18 Mar 2023 10:00 AM • Main Hall, Clarke Foley, Cunliffe Road, Ilkley, LS29 9DZ

### DROP IN AT ILKLEY

07 Apr 2023 10:30 AM • Clarke Foley Centre, Cunliffe Rd, Ilkley, LS29 9DZ

### DROP IN AT OTLEY

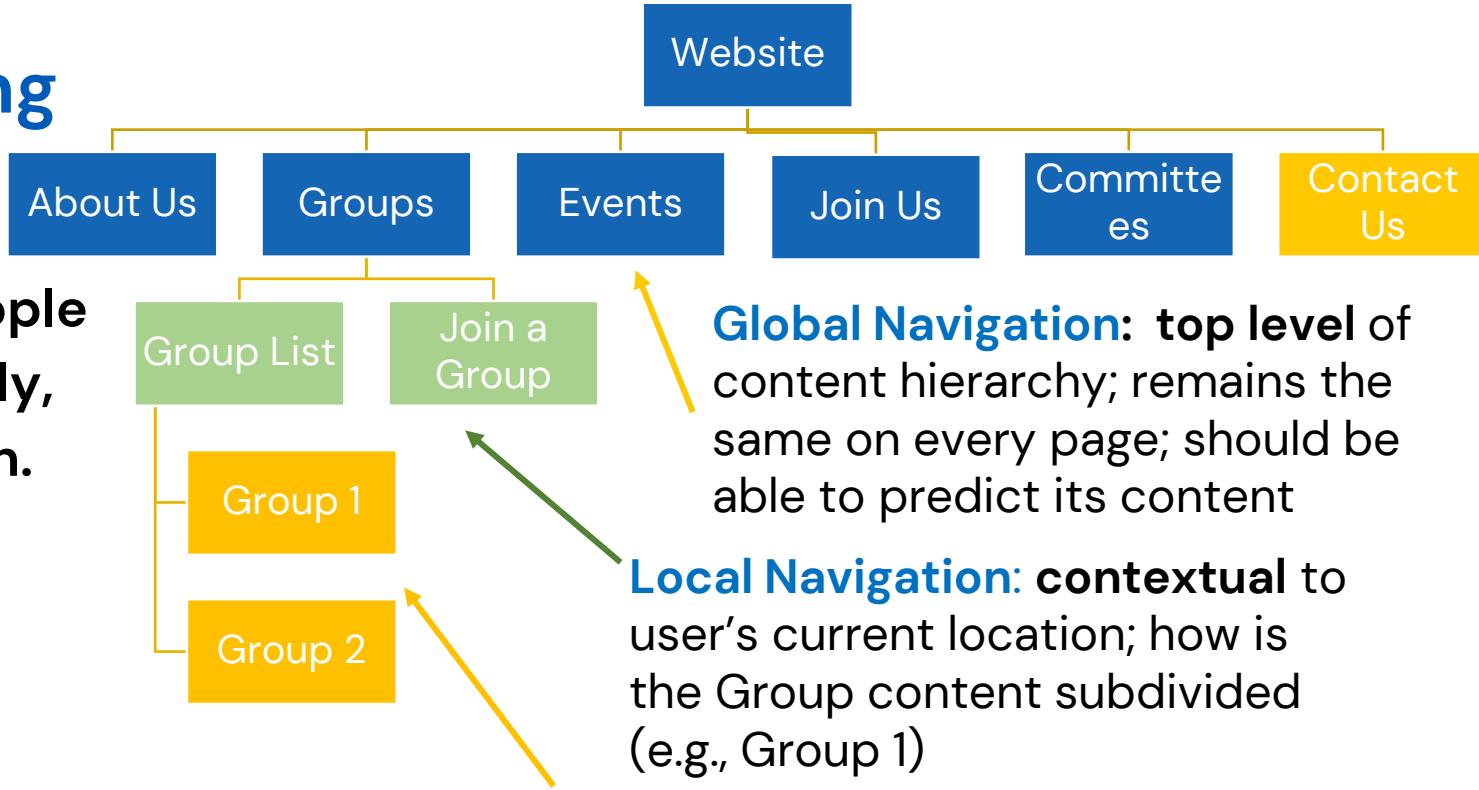
14 Apr 2023 10:30 AM • The Otley Core, Orchardgate, Otley, LS21 3NX

### MONTHLY SATURDAY TALK - NORTHERNERS: A HISTORY

15 Apr 2023 10:00 AM • Main Hall, Clarke Foley, Cunliffe Road, Ilkley, LS29 9DZ

# Navigation – the Wayfinding

- ❖ **KISS principle; make it easy for people**
- ❖ **Hick's Law: more options you supply, the longer it takes to make a decision.**



## Types of Menus:

- ❖ *Global Navigation*: top level, appears on every page and provides access to all pages, directly or indirectly
- ❖ *Local Navigation*: subsite specific; the detail underneath each option on the global navigation

Also

- ❖ *Search*: use if you have good and I mean good search, otherwise an exercise in user frustration
- ❖ *Sitemap*: a categorisation of content (what do we have) and not navigation (how do I get there?)

**Current Page**: Content page

**Global Navigation**: top level of content hierarchy; remains the same on every page; should be able to predict its content

**Local Navigation**: contextual to user's current location; how is the Group content subdivided (e.g., Group 1)

# Global Navigation – the Top Level Menu

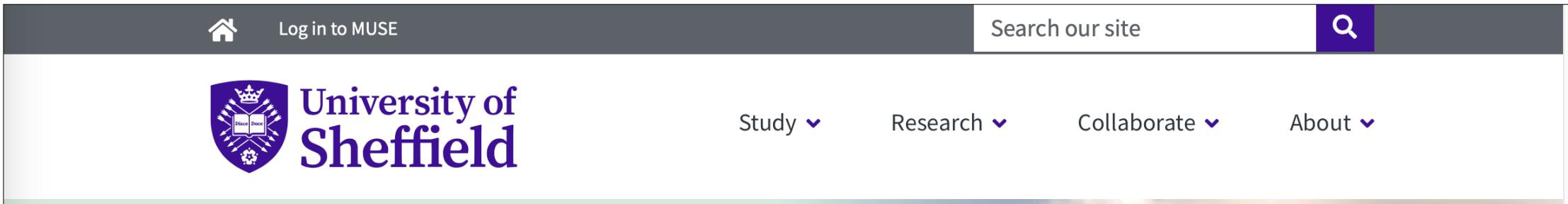
- ❖ 5-7 items unless there is a very good reason!
- ❖ Clearly named categories, mutually exclusive, prioritization – beginning and end for key items. Avoid generic labels (e.g., documents, videos)
- ❖ Optimise for easy access to frequently used ones
- ❖ Make them visible and look clickable; avoid using buttons which are visual clutter. Use buttons for actions, e.g., download, sign up
- ❖ Use both logo and home to link back to the home screen

## Global Navigation Bar Examples – Which ones are the most effective?



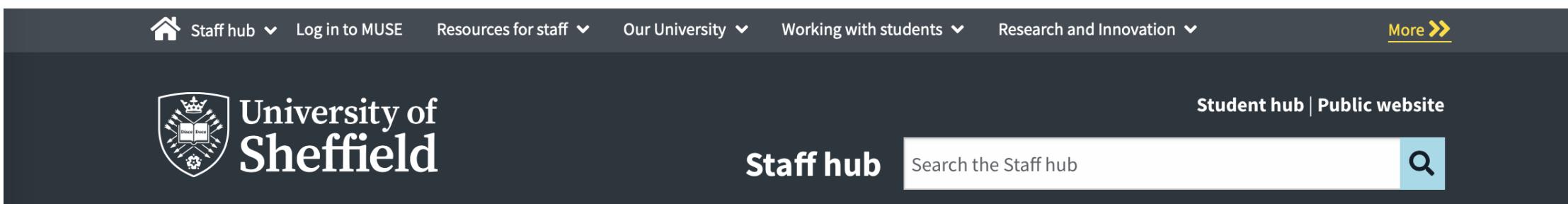
1. How many menu options?
2. Are these the best groupings?
3. Can any be merged?
4. What does a user need to see first?

## Public site

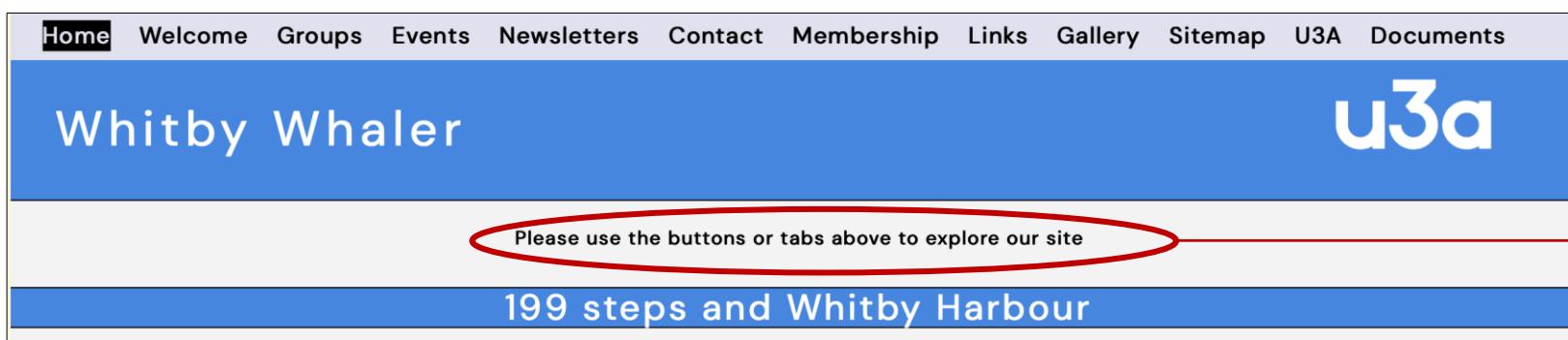


The header of the University of Sheffield's public website. It features a dark grey navigation bar at the top with a home icon and 'Log in to MUSE' on the left, and a search bar with a magnifying glass icon on the right. Below the bar, the university's crest and the text 'University of Sheffield' are displayed. To the right of the crest are four main menu items: 'Study', 'Research', 'Collaborate', and 'About', each with a small downward arrow indicating a dropdown menu.

## Internal Staff site



The header of the University of Sheffield's internal staff website. It has a dark grey navigation bar with a home icon and various staff-related links: 'Staff hub', 'Log in to MUSE', 'Resources for staff', 'Our University', 'Working with students', 'Research and Innovation', and a 'More >>' link. Below the bar, the university's crest and the text 'University of Sheffield' are displayed. To the right, there is a 'Student hub | Public website' link, a 'Staff hub' link, a search bar with a magnifying glass icon, and a 'More >>' link.



A screenshot of the Whitby Whaler website. The top navigation bar includes links for Home, Welcome, Groups, Events, Newsletters, Contact, Membership, Links, Gallery, Sitemap, U3A, and Documents. The 'Home' link is highlighted with a black border. The main content area has a blue header with the text 'Whitby Whaler' and the 'u3a' logo. A red oval highlights a message in the center of the page: 'Please use the buttons or tabs above to explore our site'. At the bottom, a blue footer bar contains the text '199 steps and Whitby Harbour'.

If you have to  
tell us, then  
they are not  
very visible!

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World Leaders in Research-Based User Experience

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We provide research-based UX guidance, by studying users around the world.

Training & Events Consulting Services Research Reports

Recent Articles from NN/g

**Livestream Ecommerce Supports Both Goal-Oriented and Impulsive Shoppers**  
March 5 | On ecommerce apps, livestream helps answer user questions in real time. On social-networking apps, it encourages shopping as a new way of entertainment.

**The Anatomy of a Good Design: An Analysis of 4 Sites**  
March 5 | Visually pleasing designs use consistent type styles and spacing, create a visual hierarchy, and utilize an underlying grid structure.

Upcoming UX Training

*Live learning with a variety of courses in UX Design, Research, and Management topics. Includes the opportunity to earn UX Certification.*

**Virtual Training**  
**March 13 - 24**  
3 pm - 6:30 pm London time  
2 Half-days per Course

- Note order from top to bottom
1. Name
  2. Tagline
  3. Menu
  4. CTA (Call to Action)

## Breadcrumbs

- ❖ Works like “you are here” on a map; Shows the pathway home
- ❖ Use breadcrumbs so visitors can see where they are in the hierarchy.
- ❖ Insert at the top, not the bottom of the page, but they do not replace the top level menu
- ❖ Include homepage as first and the current page as the last item in the breadcrumb trail
- ❖ Very tricky on mobile; use with caution

*You are here >>>>* **HOME** > **Groups** > Groups by Category

[Home](#) » [About Groups](#) » [Group Schedules](#) » [Monday- Groups for 2023](#)

# Local Navigation

## ❖ Displayed in one of these ways:

- Horizontally, below the global navigation
- Sidebar (on the left); presents options in form an L-shape
- As dropdown menus
- Conserve screen space
- Don't use long dropdowns that require scrolling
- Keep the label in view when dropdown is open

## ❖ Must be visible but not dominate the global navigation bar

## ❖ Footer navigation

- Used on large sites

*Good menu design needs a good information architecture*

Examples with dropdown menus

The image shows three examples of local navigation design. The top left example is a mobile screenshot showing a dropdown menu with 'Information' and 'Services' sections. The top right example is a desktop screenshot of a 'Groups' dropdown menu with options like 'Art & Literature' and 'Volunteers'. The bottom example is a footer navigation bar with links for 'Information and advice', 'Services', 'Get involved', 'Our impact', and 'Buy products'.

Information and advice ▾

Services ▾

Get involved ▾

Our impact ▾

Buy products ▾

Latest jobs with Age UK

From Age UK

Levels 2 & 3 are collapsed into one display

# The 'Groups' pages

- What is the best way to handle groups?
- Many classifications: by
- Title
- Topic
- Day/Time of meet
- Availability (e.g., spaces, full)
- Group leader
- Fee or free
- Venue or place
- Frequency
- Group leader
- Colour key?
- Sometimes confused with new group ideas, joining a group, groups in other areas or at national level, purpose of u3a
- presence of decorative icons that occupy what could be useful information
- What is the best order?
- What is the best layout?

**ACTIVE ACTIVITIES**

Short Walk 1 up to 4 miles	Short Walk 2 up to 4 miles	Short Strolls.
Monthly: Monday a.m. Various Locations £1 per walk	Monthly: Wednesday a.m. Various Locations £1 per walk	Monthly: 1st Wednesday a.m. Various Locations £1 per Walk
Medium Walks - 6-8 miles		
Last Wednesday in the Month Various locations East Yorks.		

**Explore our Groups**

About our Groups	Art & Crafts	Discussion Groups
Film & Photography	Foreign Languages	Gardening
Indoor Game	Literature	History
Open To All	Outdoor Pursuits	Physical Activities
Research	Science	Social
Wine Appreciation	A-Z	

**Activities**

About our Groups	Art & Crafts	Discussion Groups
Film & Photography	Foreign Languages	Gardening
Indoor Game	Literature	History
Open To All	Outdoor Pursuits	Physical Activities
Research	Science	Social
Wine Appreciation	A-Z	

**Group Contact**

mjgreen1@btinternet.com	
mary.merkin46@gmail.com	
Information	

Astronomy	Nearly full	More information	timmallet@gmail.com
Badminton	Open	More information	g.watson912@btinternet.com
Information			
Bird Watching	Waiting list	More Information	berylaustwick@gmail.com
Birding 1			
Birding 2	Open	More information	geoffbennett101@gmail.com
Birding 3	Open	More information	brian.os@ntlworld.com
Book Group	Open	More information	annie130.aw@gmail.com
Book Group A			
Book Group 2	Open	More information	chris.brownlee@ntlworld.com
Book Group B			
Book Group C			
Bridge			
Card Making			
Choir			
Cinema			
Country Dancing			
Cycling Easy			

Generic introduction

About health

About a paper copy

About new groups

About administering a group

A push to join a group

Explanation of navigation

Finally – toward bottom of second page, the groups!



**Groups**

We have, currently, some 120 groups at Barnsley U3A. Groups are what makes the U3A work – it brings people together with a common interest to share knowledge and learn from each other. The schedule of when groups meet may be found on the [Group Calendar](#).

**Personal Health and Accessibility needs**

Groups have us, **people**, in them and you may have personal needs. We do our best to be inclusive and so to assist in your personal needs you should review the [Wellbeing](#) page where you will find personal health information as well as Accessibility details of the Group Venues.

Here are some of our [Group activities](#)

We have well over a hundred diverse groups in Bu3a. A short booklet summarising these groups has been drawn up to help both new and existing members see at a glance what we do. A copy of the booklet is on the right, hardcopies will be available at our Monthly Meetings and New Members Link meetings.

Despite having all these groups we can always use more and if you feel an area of interest is not represented, anybody can start a new group. Support and advice for starting a group can be obtained from our Development officer, [Indu Kumar](#) or alternatively from [Helen Dew](#) for the Penistone area. A new Group needs to be registered so that details can be passed to members of the Executive Committee, venues booked and paid for, announcements and calendars set up.

Although not mandatory, most groups have a web page presence here. This can be a simple or elaborate affair, but mostly serve to inform people of the purpose of the group, when and where it meets and who to contact to join.

Group leaders are called **Coordinators** and some like to be responsible for their group's webpage. Whilst not difficult, this does require some basic knowledge of the editing interface which uses it. There are 8 video lessons on how this is done, although just the basics are required and covered in the first two of these. They may be viewed here [Group Webpage Editing Tutorial](#) – you may need to open a new window to view them. The videos are made available by a past Webmaster who has donated their use to us. You may, of course, do more than the basics if you wish, by viewing

If, having viewed, the first two of these you feel you could do this you may apply to be come a [webpage editor](#) here [Webpage Editing Request](#). This is sent directly to the [Webmaster](#) who will then supply you with both a [Logon name](#) and a [Password](#). Naturally the Webmaster will be happy to help and advise you with this editing. Should you prefer not to edit your own page the Webmaster will do it for you, but you'll need to tell him/her what you want.

Lastly, it is not obligatory to join a group when you join U3A. However, we find that those who do find the experience uplifting and the social contact both entertaining and enlightening. Many join several groups – there is no limitation, except time. As stated in the Welcome page, a donation of £150 is made for each member attending a group which requires a venue to be booked. This **blue box** helps offset the charge for the venue.

**Site navigation**

Click on any of the following pages to go there [Events](#), [About Us](#), [Contact](#), [Wellbeing](#), [Group Calendar](#).

Or

Here are a few [Arts and crafts in Barnsley U3A](#)

Page last reviewed 1/02/2023 by [Webmaster](#)

Group List			
Art Appreciation	Friday a.m. 1st Friday 10am	Art Craft and Painting Groups	
Art for Beginners	Wednesday a.m. Fortnightly 10-12	Badminton	Friday a.m. 9.30am Fridays
Barnsley Rocks	Friday a.m. 3rd Friday Burton grange	Beginners Guitar Group	Monday p.m. 2pm to 4pm
Bird Watching	Monday a.m. 9:30am Monday, Week 2	Board Games Penistone	Monday p.m. 7-9pm 1st and 3rd Mondays
Book Forum 1	Monday p.m. 12:00-13:00	Book Forum 2	Tuesday a.m.
Brushstrokes	Thursday a.m. 10:30	Buddies Group	Thursday p.m. Every 4th Thursday 4pm - 6pm
Campervan & Caravan	As and when	Card Games	Monday p.m. Mon, Tues, Thurs.
Chinese Food Night	Dates announced in Monthly Mee	Choral Singing	Tuesday p.m. 2pm Tuesdays
Classical Studies	Tuesday p.m. Weekly 2pm Tues, 10am Fri	Computing Word and Excel	Wednesday p.m. Weekly 14:00 to 1600
Cosmology	Monday p.m. alt. Monday 7p.m. - 9p.m.	Country Dancing	Monday p.m. Mon or Wed fortnightly
Crafty Chat, Penistone	Friday p.m. 2-4pm Alternate Fri	Crown Green Bowling, Ardsley	10am Mon to Fri
Crown Green Bowling, Penistone	Tuesday a.m.	Current Affairs	Wednesday a.m.

What is the call to action on a Groups' page?

Why do people select Groups from the top?

The 'Fold'

Would you re-structure this page?

# Homepage 1

Home Welcome News Groups Events Committee Join the U3A Contact  
Newsletters Links

## Driffield & Wolds

**u3a**

Monthly meeting is on Thursday 9th March. East Yorkshire Hedgehog Rescue. 2pm

Please use the buttons or tabs above to explore our site

### Welcome to Spring



Home Welcome Groups Events News Contact u3a

## Caves

Please use the buttons or tabs above to explore our site

### Cave Castle



Software notice: This site was created using the [U3A Site Builder](#), which is subject to the terms of the [Apache licence](#).  
It was last updated on 25/2/2023

*What message do these project?*

# Homepage 2

WETHERBY & DISTRICT U3A

**Ready to Renew your Membership?**

Click on the button below to renew your membership or Click already done if you have renewed.

You will next need to enter your email address and password to login to the payment system.

[Renew Now](#) [Already done](#)

Culture - Do you have a Story to Tell? [MISSIED IT! Don't worry click here](#)

Welcome

John Pentith Chair

*What message  
do these  
project?*

Welcome Groups Events Contact Links Gallery U3A Membership

Haxby & Wigginton

Please use the buttons or tabs above to explore our site

Haxby & Wigginton U3A showcase

Haxby & Wigginton

u3a learn, laugh, live

Watch on YouTube

**Welcome to Swanland u3a**

Browsing of our Web site will imply your acceptance of our [Terms & Conditions](#).



**Swanland u3a**

To enter our Web site Please Click on our picture.  
Check our 'Noticeboard' page for the latest news.

Visitors: 07265

# Homepage 3

- ❖ the most valuable part of the website real estate – get this wrong and everything else is lost.
- ❖ What is the focus? What does the visitor see and intuit?
- ❖ How much of your space on the homepage is used wisely?
- ❖ How much is devoted to ads, filler, stock photos, too much blank space?

Perform a blink test!

A visitor should be able to gather the main message in less time than it takes to blink, i.e., less than five seconds.

## Design of Homepage

- ❖ Who you are? Logo?
- ❖ Include a tag line that says what and who you are. Not everyone will know what the U3A is
- ❖ One click from anywhere on website to get here. Typically the Logo in upper left
- ❖ Navigation menu horizontally toward the top of each page
- ❖ Use negative (i.e., white) space to advantage so there is no overcrowding
- ❖ Include a search input box, but only if it works!
- ❖ Start each link with the most important word

*First impressions count! Takes 50 milliseconds for people to form an opinion about your website. Impacts 'stickiness' and credibility*



## Home

Welcome! We hope you enjoy exploring our website. We are a friendly organisation (if you're not already a member) and have grown from seven founder members to over 400.

We run self-help education in the Todmorden area, as well as a range of leisure, via a wide number of special interest groups. We are a pleasurable, stimulating and friendly atmosphere. (Third Agers) can join. [About us](#) has much more information on our organisation, how we're run, our meetings, groups etc.

Our next meeting is on Thursday 16th March via Zoom. The meeting is on the theme of 'The Magnificent Seven (The Story of Seven Great...)

\*\*\*\*\*



Home Welcome About Login

V 11.3.0

**Join Our U3A**

**Our Activities**

Help

Links

Contact Our U3A

**News and Events**



## WELCOME TO SCARBOROUGH U3A

U3A is a self-help organisation for people who are retired, or not in full-time employment. It provides opportunities for members to pursue educational, creative and leisure activities in a friendly environment as well as using their skills to contribute to the running of Scarborough U3A.

Our Groups for September 2022 onwards are available to view now, click on Our Activities. The Membership Fee for 2022-2023 is £40.00, and membership applications will be open from 14th July. Once you have paid you can choose your Groups from 9.00am on Friday 29th July.

**JANUARY MEMBERSHIP FEE for 2022/23: For New Members who join on or after 1 January 2023 the fee will be £25 for the duration of the year.**

Select [Groups by Day](#) or [Groups by Category](#) for further information.



*Scarborough u3a invite you to*

### A CUPPA AND A CHAT

At the Friends Meeting House,  
Woodlands Drive, YO12 5QZ



On Saturday 11th March

From 10 a.m. to 12 noon



Tea or Coffee and biscuits £2

Membership Gallery U3A



Click on a picture below to see it full-size

**t U3A**

East Yorkshire, and are

activity groups, not all of which are 20+ groups set

come together and share their skills and life experiences between them.

is a £1 contribution to

Any of our members are sufficient and some



[info@cravenu3a.org](mailto:info@cravenu3a.org)

[Click Here To Join](#)

## Craven u3a

The charitable purpose of Craven u3a is the provision in the locality for older people, particularly those retired from full time employment, of opportunities for learning and personal development through educational, social, sporting and outdoor activities.

We also have social, sports, games, and walking groups so there should be something of interest to everyone. If you have expertise in some other area you are welcome to suggest, to the Committee, a topic for a group that you are willing to lead.

### Craven Monthly Meeting

Champions Church  
April 1, 2023

24  
days to go.



## Craven u3a Monthly Meetings

These are usually held on the first Saturday of the month at around 10am. Monthly meeting on 1st April Our monthly meeting on 1st April at Champions Church and we look forward to a great informative talk by Andrew Thwaite, a chocolatier from York cookery school. He will be bringing along samples. This will [...]

[Read More...](#)

## Schedule and diary – what's coming up

Most groups meet weekly although some, such as the walking



# Does the 5 sec test work here?

Free time? Join us for social, learning & other activities.

[Member log in](#)

[HOME](#) | [Join Us](#) | [About Us](#) | [Groups](#) | [Events](#) | [News](#) | [Search](#) | [For Members](#)

## Join us today.



[Select here](#) for 50% off the joining fee

Just £7.50

[Read a poem about joining u3a](#)

## What's New....

- [latest jokes - 01/03/2023](#)
- [Members' Market Place](#)
- [latest newsletter - 02/03/2023](#)
- [Otley Sewing Collective offering free "make your own draught excluder" sessions](#)
- [Channel 5 Star visits u3a Railway Group](#)
- [Prospective New Groups](#)
- [in Otley](#)
- [suggest a new group](#)

## Latest Reads...

- [newsletters](#)
- [press briefings in 2023](#)
- [stories from previous years](#)
- [newspaper cuttings from 1948](#)

## Forthcoming Events

These are in addition to our 100+ interest groups

### National u3a Online Events

### National u3a Online Groups

#### Advance Notice:

[Yorkshire and Humber Region u3a MusicFest](#)

[Yorkshire and Humber Region u3a Summer School](#)

### NEW MEMBERS' MEETING

14 Mar 2023 2:00 PM • Jack Lofthouse Annex, Clarke Foley, Cunliffe Road, Ilkley, LS29 9DZ

### DROP IN AT ILKLEY

17 Mar 2023 10:30 AM • Clarke Foley Centre, Cunliffe Rd, Ilkley, LS29 9DZ

### MONTHLY SATURDAY TALK - SIR RODNEY BROOKE

18 Mar 2023 10:00 AM • Main Hall, Clarke Foley, Cunliffe Road, Ilkley, LS29 9DZ

### DROP IN AT ILKLEY

07 Apr 2023 10:30 AM • Clarke Foley Centre, Cunliffe Rd, Ilkley, LS29 9DZ

### DROP IN AT OTLEY

14 Apr 2023 10:30 AM • The Otley Core, Orchardgate, Otley, LS21 3NX

[MONTHLY SATURDAY TALK - NORTHERNERS: A HISTORY](#)

15 Apr 2023 10:00 AM • Main Hall, Clarke Foley, Cunliffe Road, Ilkley, LS29 9DZ

# THE GLOBAL LONGE OUTLOOK:

People Age 50 and Older are Making Contributions and Creating Opportunities

## Equity by Design

#BuildEquity

EQUITY BY DESIGN &gt;

**AARP International**

The Journal ▾ Initiatives ▾ Resources ▾ Living 100 ▾ Events ▾ About Us ▾

CONTACT US AARP.ORG

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<b>AARP at the United Nations</b>	<b>Future of Work</b>	<b>Aging Readiness &amp; Competitiveness (ARC)</b>	<b>Healthy Longevity</b>
AARP-UN Briefing Series	Five Megatrends Shaping the Future of Work	The Aging Readiness & Competitiveness Report 1.0	Harnessing the Potential of Population Aging: Insights and Opportunities for Development Finance
Network for the Digital Inclusion of Older Persons	Growing with Age Digital Learning Platform	The Aging Readiness & Competitiveness Report 2.0	Innovation and Leadership in Healthy Aging: Global insights to inform policy and enhance the well-being of older adults
Global Dialogue with UN Secretary-General Antonio Guterres	Living Learning and Earning Longer	The Aging Readiness & Competitiveness Report 3.0	
		The Aging Readiness & Competitiveness Report 4.0	

**AARP International**

The Journal ▾ Initiatives ▾ Resources ▾ Living 100 ▾ Events ▾ About Us ▾

CONTACT US AARP.ORG

Home > Initiatives > AARP at the United Nations >



**AARP AT THE UNITED NATIONS**



[Home](#)[News](#)[Learn](#)[Events](#)[Our Impact](#)[Support for u3as](#)[Get involved](#) Search**Do So**

u3a is a UK-wide collection of 1000+ groups. We offer the opportunity for those no longer in work to come together and learn for fun.

Make the most of life and join more than 100,000 people exploring new ideas, skills and interests.

[Join a u3a](#)[About Us](#) [Contact](#)[Login](#)[Home](#)[News](#)[Learn](#)[Events](#)[Our Impact](#)[Support for u3as](#)[Get involved](#) Search

## Do Something Brilliant

u3a is a UK-wide collection of 1000+ groups. We offer the opportunity for those no longer in work to come together and learn for fun.

Make the most of life and join more than 100,000 people exploring new ideas, skills and interests.

[Join a u3a](#)[About Us](#) [Contact](#)[Login](#)[Home](#)[News](#)[Learn](#)[Events](#)[Our Impact](#)[Support for u3as](#)[Get involved](#) Search

## Future Lives

[Home](#) / [Our Impact](#) / [Future Lives](#)

Future Lives is a UK-wide u3a group which shares information and resources to inspire, influence and inform members about how we can improve our future lives.

How can we add life to our years, and maintain our independence and quality of

# u3a

40th Anniversary



# Designing for which Device(s)? How U3A Yorkshire is viewed on different devices



iPhone



iPad



Desktop

- Mobile is how most accesses the Internet.
- Search engines recognize this and reward mobile-friendly sites that are mobile-friendly. 70% of first page results are optimized for mobile devices.
- Website must be **responsive** to screen size and displaying correctly across, phones, tablets and desktop
- Check <https://search.google.com/test/mobile-friendly> to see how your website fares

*Note: this also illustrates the commonly used principle: important stuff 'above the fold'. What is below the fold here?*

# What gives a Website Value?

Happy visitors!  
New members!  
Repeat visits!

## Key considerations

- ❖ A **logical information architecture** that supports a **useful top level menu** which leads to a **secondary local menus** or to a page
- ❖ **Legible text**, easily scannable
- ❖ Appropriate **use of colour and images**
- ❖ **Informative homepage** that clearly identifies who and what you are in a **easy to read layout**
- ❖ Works as well in **mobile** as it does on a laptop

## How?

- ❖ Clear intent
  - ❖ Consistency, simplicity, functionality
  - ❖ Appropriate use of colour, topography, imagery
  - ❖ Invokes trust, safety and security
  - ❖ Usable
- And its awesome!

*They can find & do what they need*

*They can find & do what you want them to find & do*

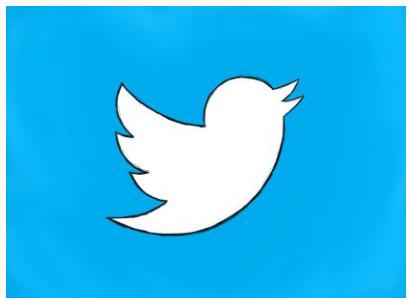
*Effortlessly  
Efficiently*

# Social Media

*what's in it for us?*

Margaret Fiddes  
(Regional Trustee/Sherburn u3a)

& Helen Stevens (Ilkley & District u3a)



# LUNCH BREAK

(please allow with Special Dietary Requests go first)

We re-convene at 1.00pm



## AFTERNOON PROGRAMME

Communicating with our members (Angie Grain)

*Comfort Break*

Rethinking your u3a's Communications (Elaine Toms)

Closing Remarks, Q&As, Feedback

3pm Close

# Communicating with Members

Hessle u3a

File Message Help

Delete Archive

Reply Reply All Forward

Holidays Rail To Manager Team Email

Move

Mark Unread Categorize Follow Up

Tags

Read Aloud Immersive Reader

Translate

Zoom

Delete

Respond

Quick Steps

Move

Tags

Editing

Immersive

Language

Zoom

ZR

## Latest Newsletter

hessle.u3a@gmail.com  
To: ldh@innovationgame.com 

Tue 14/03/2023 12:35



Dear Laurence,

I have Attached the latest Newsletter, the first one of 2023. It is attached as a PDF, which you should be able to read using the Adobe Acrobat Reader DC. If you do not have the reader, it is available via following the following link:

<https://get.adobe.com/uk/reader/>

You should be able to open the file attached to this email by double clicking the PDF icon. Otherwise, right click it and then use either 'save as' or 'copy'. You can then select a folder on your system and open it from there.

Should you have difficulties opening the PDF file, please let me know by replying to this email and I will try to help you.

With kind regards

Laurence Howe

Dr L D Howe  
Chairman  
Hessle u3a



NAME

DATA

ROWS TO EMAILS

@EMAIL

BODY

ATTACHMENTS

SEND



Profile Name

Newsletter

### Optional Tabs

 Show Rows To Email tab Show SMS tab Show Chart tab

NAME

DATA

ROWS TO EMAILS

@EMAIL

BODY

ATTACHMENTS

SEND

&gt;

Select a data file: Google Sheets, Excel or CSV

Data Source File (csv or xlsx or google sheet)

C:\Users\innov\My Drive (hessle.u3a@gmail.com)\003\_U3A\002\_Membership\Membership 2022-2023.xlsxm

Worksheet : Auto\_Email selected

SELECT (FILE SYSTEM)

SELECT (GOOGLE SHEETS)

OPEN

RELOAD

1 of 120 rows selected

Search



<input type="checkbox"/>	row #	Ref	Sent	Roll_Number	ForeName	Surname	email
<input type="checkbox"/>	0	1	1	406			
<input type="checkbox"/>	1	2	1	6			
<input type="checkbox"/>	2	3	1	422			
<input type="checkbox"/>	3	4	1	7			
<input type="checkbox"/>	4	5	1	426			

Rows per page:

5

1-5 of 120



You can choose a subset of the data by using the checkboxes on the left

NAME

DATA

ROWS TO EMAILS

@EMAIL

BODY

ATTACHMENTS

SEND

&gt;

## Rows to emails method

- Each row creates an email
- Each row creates an attachment
- Each row appends to the PDF attachment
- One or more rows generates an email

NAME

DATA

ROWS TO EMAILS

@EMAIL

BODY

ATTACHMENTS

SEND

&gt;

 CC  BCC  Reply-To  SMTP From  SMTP Unsubscribe

Email

Subject

Latest Newsletter

To address - the merge field that contains the email addresses to send to  
[{{email}}](#)

SMTP From address

hessle.u3a@gmail.com

NAME DATA ROWS TO EMAILS @EMAIL BODY ATTACHMENTS SEND >



upload to broadgun upload to google drive insert merge field email templates

Dear {{ForeName | capitalize}},

I have Attached the latest Newsletter, the first one of 2023. It is attached as a PDF, which you should be able to read using the Adobe Acrobat Reader DC. If you do not have the reader, it is available via following the following link:

<https://get.adobe.com/uk/reader/>

You should be able to open the file attached to this email by double clicking the PDF icon. Otherwise, right click it and then use either 'save as' or 'copy'. You can then select a folder on your system and open it from there.

Should you have difficulties opening the PDF file, please let me know by replying to this email and I will try to help you.

With kind regards

Laurence Howe

Dr L D Howe  
Chairman  
Hessle u3a

█ p

Chars: 586 Words: 130

Note: Images may be uploaded to a Broadgun server and deleted after a few months.

NAME

DATA

ROWS TO EMAILS

@EMAIL

BODY

ATTACHMENTS

SEND

&gt;

## PDF Attachments

ADD DYNAMICALLY GENERATED PDF

ADD STATIC FILE

## Static Attachments

file name

C:\Users\innov\Emailer\Newsletter\_2023\_01.pdf



## Dynamic Attachments

 Enabled  Enabled on condition  Disabled

Template File

C:\Users\innov\Emailer\Membership Card.pptx

SELECT FILE

OPEN FILE

PDF Attachment Name

E-Membership\_card

PDF SECURITY SETTINGS

PDF WATERMARK SETTINGS



NAME

DATA

ROWS TO EMAILS

@EMAIL

BODY

ATTACHMENTS

SEND

&gt;

## PDF Attachments

ADD DYNAMICALLY GENERATED PDF

ADD STATIC FILE

## Dynamic Attachments

 Enabled  Enabled on condition  Disabled

Template File

C:\Users\innov\Emailer\Membership Card.pptx

SELECT FILE

OPEN FILE

PDF Attachment Name

E-Membership\_card

PDF SECURITY SETTINGS

PDF WATERMARK SETTINGS





Hessle University of the Third Age

This is to certify that

{}{{Forename}} {}{{Surname}}

Is a paid up member of Hessle u3a

Membership Number {}{{Roll Number}}

Expires 31/10/2023



Hessle University of the Third Age

**This is to certify that**

**Laurence Howe**

**Is a paid up member of Hessle u3a**

**Membership Number 232**

**Expires 31/10/2023**

**Bob Jackson**

**Membership Secretary**

NAME

DATA

ROWS TO EMAILS

@EMAIL

BODY

ATTACHMENTS

SEND

&gt;

LIVE MODE EMAILING

TEST MODE EMAILING

GENERATE DOCUMENTS ONLY

Select Email Profile

Outlook hessle.u3a@gmail.com

EMAIL CONFIG

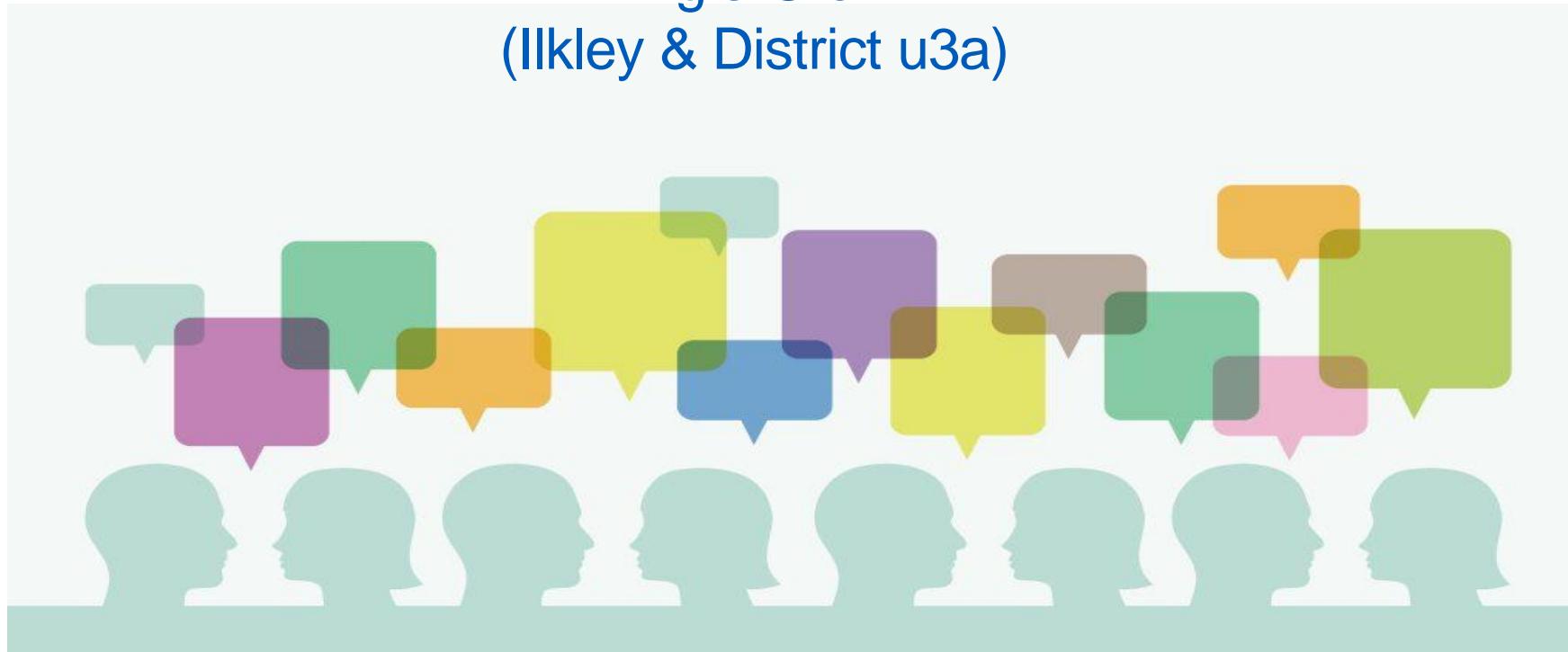
 Save Documents Associate with profile

✉ START SENDING EMAILS

# Communicating with our own members

## *(Group Discussions)*

Angie Grain  
(Ilkley & District u3a)



# FOR DISCUSSION.....

- a. Why are good Communications with your members important? (What is at risk if they are not good?) Is this a Retention issue?
- b. What media can you use and how do you decide what content is appropriate for each?
- c. Do you use printed (+ posted/hand delivered) newspapers/magazines? What is their role?
- d. What is the difference between an E-newsletter and a printed newspaper/magazine? Is there a need for both? What about the cost and environmental impacts?
- e. Do INTERNAL communications have any role in Recruitment of new members?
- f. How do you ensure that non-internet users are not sidelined?
- g. How to encourage members to contribute?



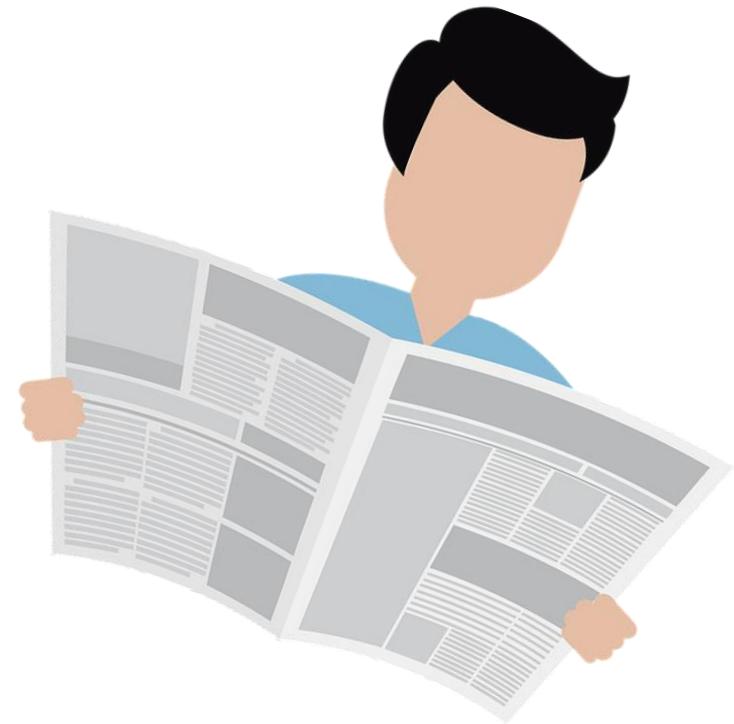
## E-Newsletters – the good, the bad and .....

- ❑ Examples of good practice
- ❑ What to avoid ?
- ❑ Compare with non-u3a newsletters you receive; what can we learn from them?



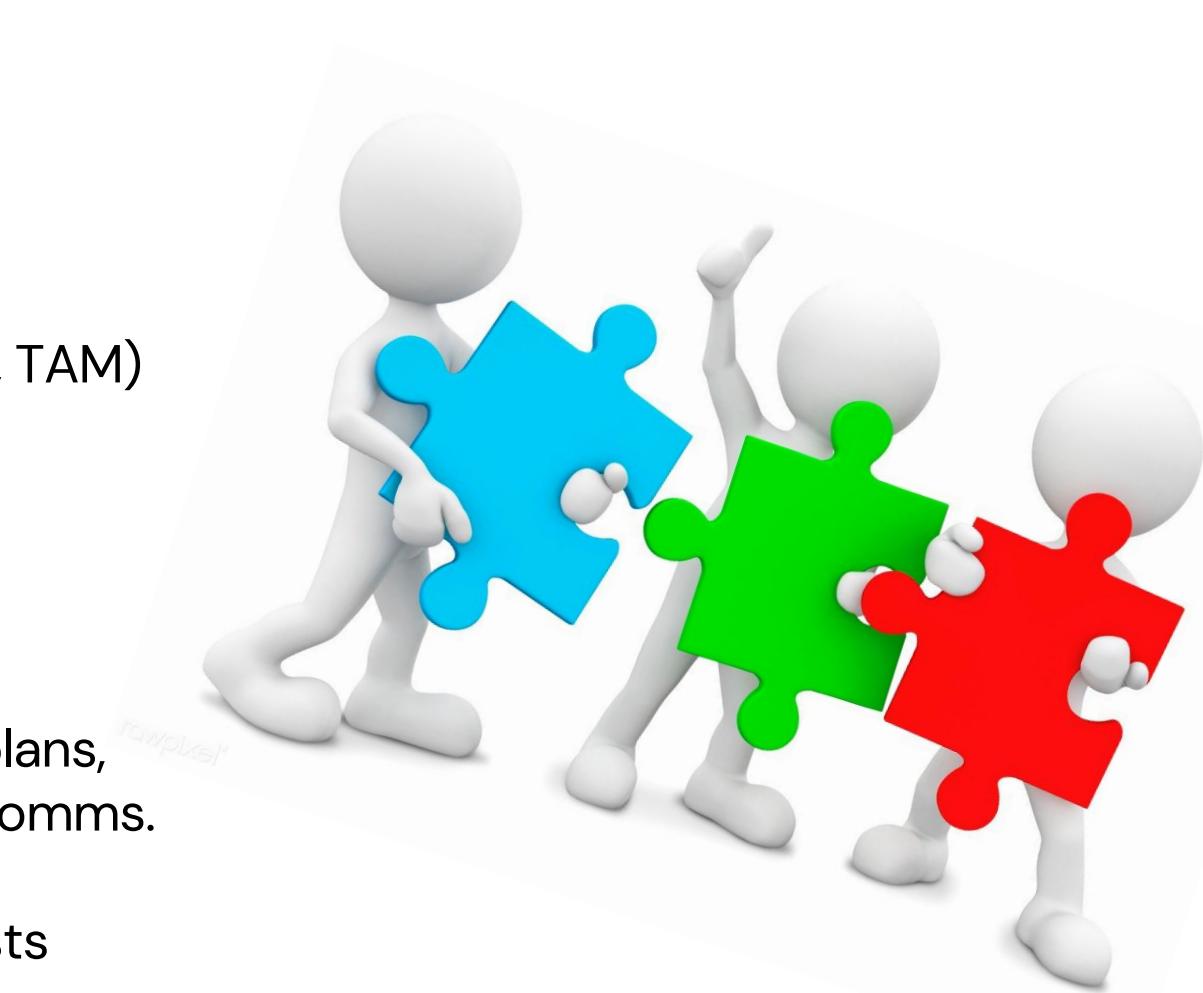
# Publications brought today

- Any examples of good ideas?
- In format, content, design etc
- What have you learned from them?



## SOME OF THE DANGERS WHEN COMMUNICATING WITH MEMBERS:

- a) Too much text – not enough images
  - b) Too worthy and not enough FUN?
  - c) Full of acronyms and/or jargon (e.g. YAHR, TAT, TAM)
  - d) Isolating the non-internet users
  - e) Dominance of retrospective content
  - f) Not keeping up with u3a activities (Trustees' plans, new groups, events etc). Need for joined-up Comms.
- 
- a) Publicising groups that already have waiting lists
  - b) Can members refer to back copies via the website?
  - c) Information overload and E-mail overload



# Communications to members – Scenarios

## How would you deal with these?

1. Local organisation (shop, sports centre, theatre) is offering discounts to u3a members.
2. A new residential housing provider in your town wants to publicise their open day event and invite u3a members.
3. Local Community-run Arts Centre requests you publicise their programme to members
4. A local charity needs more volunteers and asks you to circulate this to members
5. One of your members is organising an event (lecture, trip, concert, sports etc) in only TWO weeks time; inviting all members to participate.



# Rethinking YOUR u3a's Communications: *Developing a Plan*

Prof Elaine Toms



# Communications Plan

- 1. What is your objective? What is the communication trying to achieve?**
- 2. What information or actionable item will it contain? What will be the content, the essence of the message?**
- 3. When and how often will this information be communicated?**
- 4. What method will you use?**
- 5. Who will receive it?**
- 6. Who is responsible for dissemination? How will you know it has been done successfully?**

# Closing Remarks, Q&As, Feedback

Pat Collard



*Thank you for coming*

*We hope that you enjoyed it and found it useful*

*Have a safe journey home.*

