

**Yorkshire & Humber**

# **NEWSLETTER**

**September 2023**

<https://yahru3a.uk>

## **NOTES FROM THE CHAIR**

Looking back over the summer, YAHR had a wonderful MusicFest in York and a great summer school in Easingwold. These are covered in separate articles. I know that, more recently, many of you have been busy with events during u3a week, some of which appear on Facebook. I hope they achieved what you hoped for – increased membership in some cases!

Looking forward in YAHR, we have a workshop in November and, as always, it will be lovely to meet up with u3a members from around the region. Planning has started for YAHR Summer School 24 which will be held in The Hawkhill Conference Centre in Easingwold again from 22<sup>nd</sup> to 25<sup>th</sup> July. Watch out for announcements as the year progresses.

The most exciting news about the u3a is that York has been chosen as the venue for the first ever national u3a Festival. This hopefully makes it easily accessible for all the u3a members in our region. Planning is well on its way and it looks as if it should be a very special event, hopefully drawing members from all over the UK. If you want to be involved let me know and I'll direct your email to the proper place.

As winter draws nearer we find in our u3a that members are even more keen to join in indoor activities and meet up with others. Winter can be a lonelier time for folk on their own. I hope all your plans in your individual u3as are going well. It's always good to hear from you. If you have any thoughts regarding things you would like to see happening in our region please let me know.

Pat Collard, YAHR Chair

**YAHR Summer School 2023**

The YAHR Summer School 23 took place in late July in the Hawkhills conference centre in Easingwold. 106 delegates, mainly from Yorkshire but also from Lowestoft, Inverness, Buckinghamshire, Cambridgeshire, Worcester and London, enjoyed the stunning grounds (despite the rain), the excellent accommodation and food, the company and the fun as well as the courses they participated in. The ten tutors did a wonderful job, giving their time and sharing their expertise. The evening activities were enjoyed, as was the opportunity to meet friends, old and new, in the bar.

Thank you tutors – you are certainly appreciated. Thank you delegates for participating so enthusiastically. And thank you to the planning group for making it all happen. The keywords for me summing up the summer school are enjoyment and enthusiasm, fellowship and fun and of course, learning for pleasure which is what u3a is all about. Planning has already started for summer school 24 in the same venue. It will be held from 22nd to 25th July 2024, which is the week following Festival 24 in York. Check the YAHR website for more information later in the year. <https://yahru3a.uk/>

Pat Collard

### YAHR MusicFest

It all started with Trevor Barrowcliffe, a member of the YAHR Management Team, saying he would like to organise a regional Musical Festival. Venues were explored, a small planning group was formed, all the u3as in the Yorkshire and Humber Region were approached and the result was the first ever YAHR MusicFest in York St John University on the 13<sup>th</sup> June this year.

Twelve different groups performed in two different auditoria. Each had their own inimitable style. Members had come along from different u3as across the region to enjoy the music making, which they certainly did; there were over 200 delegates. There was also the added bonus of meeting members from other u3as which always happens at regional events.

A buffet lunch was provided and refreshments were available all day. Stewards from u3as around the region were on hand to ensure the day ran smoothly.

So, thank you music makers and singers, thank you stewards, but most of all, thank you Trevor for not only having a good idea but for turning it into such a successful, enjoyable day. We look forward to the next one when hopefully even more u3as will participate.

Pat Collard



## RECRUITMENT & RETENTION

It's a mixed bag for this bulletin as I've a few loose ends to tidy up before launching into the next Hot Topic on Retention. So,

**Recruiting Committee Members** : The Pilot Council set a deadline of 20 July for responses to its paper on Potential Changes to the u3a Model Constitution. I had 9 replies altogether from the Region and it's clear that quite a lot of thought went into these – many thanks. I'll be following this up with the Council at its next meeting.

**Membership Numbers** : I've now received a schedule of figures from u3a Office for the Region for the end of March 2023. It's not complete as not everyone has sent their returns in as yet. Where I have been able to make direct comparisons, they are as follows:

Year Ending	31.03.2020	31.03.2021	31.03.2022	31.03.2023
YAGR Membership	24370	19478	20850	21511
Change	n/a	-20%	+7%	+3%

These are relative and not absolute figures. They merely show a trend. And that trend is that, having suffered big losses as a result of Covid, we continue to make a slow recovery. I have no reason to believe that this is any different to the picture nationally however.

**Facebook Advertising** : I've recently received an item from John Hancock of Ilkley & District u3a about the results of a Facebook Advertising campaign. He's happy for me to share this with you so this is now appended below.

If you have any other comments or tips which would be helpful, do please send them in to me. My email address for this, and any other R&R related communications, is [randr@yahru3a.uk](mailto:randr@yahru3a.uk)

And don't forget there's plenty more to support your Recruitment & Retention efforts on the webpage at <https://yahru3a.uk/yahr-information/recruitment-and-retention>

*Nick David, York u3a*

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### **Facebook advertising - Ilkley**

We used Facebook advertising to promote our annual showcase event in July.

We targeted those over 50 within 10 miles of Ilkley and spent £25. The results are as follows:

- Reach (number of people to whom the post was shown): 3,622
- Engagement (total number of reactions, comments, photo views, link clicks): 482
- Reactions (number of people who liked or commented on the post): 45
- Link clicks (number of people who clicked on the link): **70**

Our social media guru Helen says the key here is the link clicks – each one of these cost us 36p (£25 divided by 70). But of course, the £25 also covered the additional general exposure (i.e. people who saw the post and potentially 'noted' it, but didn't click the link to the website).

In the 7 days from Sunday 18<sup>th</sup> June we had 5 new members so close to our average of one per day. In the 7 days following Sunday 25<sup>th</sup> June we have been joined by 22 new members. So the impact of publicity surrounding the event and the day itself clearly had an impact.

*John Hancock (Ilkley & District Communications team)*

## EVENTS

### TRUSTEES' WORKSHOP

As YAHR's prime aim is to support all the u3as in our region, we hold a variety of workshops aimed at helping and supporting those who are actively running our u3as. Our next workshop will be held on **TUESDAY 7<sup>TH</sup> NOVEMBER** and is aimed at all current Trustees and potential Trustees who might be considering taking on the role and getting more involved.

It will be held at the **BAR CONVENT, YORK**, which is a useful venue as it is within a very short walk from the train station and has 'Park and Ride' bus stops nearby.

There will be further information on our YAHR website shortly and, because the capacity of the venue limits our numbers, you are encouraged to register early to avoid being disappointed to find it fully booked, as has occurred in the past.

We will aim to cover the main issues that impact on the Trustees' roles and our usual practice is to encourage networking and sharing of issues and problems as often resolutions can be found within the experience of our participants. In typical u3a fashion - it's all about learning together and sharing our experiences. If you have any issue(s) that you would like to be covered at the workshop, please e-mail the organiser, Angie Grain, on [events@yahru3a.uk](mailto:events@yahru3a.uk)

So – if you are already a Trustee, or are considering taking on the role – do come along, it will be great to meet other interesting and enthusiastic people ready to share the 'highs' and perhaps some 'lows' and all get to know each other and share good ideas and have a most enjoyable and fun day. I'm looking forward to meeting you there.

Angie Grain

### Inaugural u3a Festival 2024 at York

You may have read in the '*Third Age Matters*' magazine, or been told by your own u3a, about the **first National u3a Festival** to be held at **York University** in July 2024.

It is going to be a really ambitious event and plans are already underway to ensure there's lots to do and to enjoy for three days from **18<sup>th</sup> – 20<sup>th</sup> July**. All u3a members from across the country will be welcome and/or participating in the wide range of activities on offer to everyone.

As plans develop, information about registering to attend, accommodation and booking activities etc will be posted in the magazine and on the Third Age Trust's website: [www.u3a.org.uk/events/festival-2024](http://www.u3a.org.uk/events/festival-2024) so you can keep up to date with developments.

Many people are already offering to run events and activities, if you would like to get more involved and run a session, then you can e-mail [festival@u3a.org.uk](mailto:festival@u3a.org.uk)

As one often gets more enjoyment at any event, when actually involved with helping it run smoothly, if you would like to help with any aspect of running the Festival, such as registering folk, acting as stewards etc, then can you please e-mail me (Angie Grain of Ilkley & District u3a) on [events@yahru3a.uk](mailto:events@yahru3a.uk) We will need lots of helpers and this is just an expression of interest at this stage, and not any firm commitment yet. There will be lots of different ways to help and contribute to the Festival.

Many thanks for reading this.

Angie Grain [events@yahru3a.uk](mailto:events@yahru3a.uk)

## ***Public Relations Adviser***

YAHR are seeking a new PR Adviser to take over from Helen Leech. The role involves supporting u3as across the region with promoting their work and engaging new members, as well as publicising the work of the u3a generally. In this role you will be a Trust volunteer and meet regularly with other regional PR advisers from across the country and link in with the Trust communications team. To find out more email: [hcleech@aol.com](mailto:hcleech@aol.com)

To express your interest contact Pat Collard, YAHR Chair, or Margaret Fiddes, Regional Trustee.

## **From the Regional Trustee**

*Hi everyone,*

Firstly I'd like to thank every u3a who voted for my return as Regional Trustee for a second term. I am very excited about continuing to work in the region and at national level at this time. There are many good things going on, not the least of which are the Fit for the Future programme and the first national Festival which takes place in our region next summer.

Check your calendars! Our national u3a festival is beginning to take shape and so if you haven't made a note of the dates please do. It will be held at the University of York next July between Thursday 18<sup>th</sup> and Saturday 20<sup>th</sup>. It's a fantastic opportunity to connect with fellow members, participate in all manner of interest groups, and celebrate the joy of u3a membership. We'll be sharing more details as we can. You can sign up to regular updates about the festival via the national newsletter.

Please do and feel free to share [the link to sign up to newsletters](#) with your fellow u3a members. We want as many people as possible to be able to come if they wish. As many of you know we are going through a process to make the Third Age Trust Fit for the Future and I remain positive about these changes and how they will enable the Trust to better serve the u3as in the regions and in particular, how your voices will be better heard. The most recent pilot council meeting which took place on 20<sup>th</sup> September was very positive. There will be more about this at the Trust AGM on 18<sup>th</sup> October.

Whilst the programme of change is challenging I endorse its aims to explore new ways of strengthening our U3A movement. At our last meeting the agenda was primarily made up of items suggested by u3as. If you have anything you would like to be discussed in a wider forum and which you think is of importance to u3as across the movement please do let me know and I will put them forward. Finally the National Annual General Meeting (AGM) will take place on 18<sup>th</sup> October. Please make sure you check out the national website if you wish to be there in person or online. You will also find all the details for your u3a to register to vote and details of the resolutions put forward.

**If you have not already done so, please complete the vote registration form** to nominate someone to vote on behalf of your u3a at the AGM and confirm the method of voting to cast your allocated vote/s. This must be completed in advance of the AGM. **The final cut-off deadline by 11am 16 October 2023.**

<https://www.u3a.org.uk/events/agm-2023>

Finally if you want me to visit you I will! I have been here there and everywhere lately and have very much enjoyed visiting u3as and networks in the region. It helps me to know what your issues and challenges are, and it gives you an opportunity to ask me questions directly. Please email me and I'll be happy to come –  
Margaret.fiddes@u3a.org.uk

*Margaret Fiddes  
Regional Trustee*

*Thanks to all contributors.*

*Trevor Barrowcliffe*