

Basingstoke - Old Basing u3a Committee Meeting 9.30-12.30 4th May at Christ Church Chineham – top room

Agenda

1. Apologies – RM
2. Sign off minutes of last meeting – RM
3. Finance - TS
 - Finance update
 - Agreement on new yearly fee - TS
 - Update on gift aid

Anita to join

4. Review outstanding actions - EB
5. Feedback on growth/retention meeting – EB/All
6. Update on AGM preparation - EB
 - Confirmation of any changes to those standing
 - Confirmation of quorate number
 - Do we have zoom attendance?
 - Request to send nomination form in advance of main pack
7. Group update – RF?
 - Feedback on new members meeting – PD/RF
 - Ukulele situation -MH/RF
 - Update on picnic – EB

- Update on monthly meeting venue – TS/RM
- Planning for Meet and Greet - RF

8. Marketing - MH

- General update on new activity
- New members meeting update – PD/RF
- Poster distribution – EB
- Business cards - EB

9. AOB

Basingstoke - Old Basing U3A Financial Budget for 2023 - 24 as at 27th April 23

Income & Expenditure, 1st June - 31st May

	<i>Budget @ £38</i>		<i>Budget @£40</i>		<i>Actuals a/o 27 Apr</i>		<i>Forecast to May 2023</i>		<i>Budget 2022/23</i>		<i>Actuals 21-22</i>	
Category												
Membership	£34,820.00		£36,800.00		£ 38,020.17		£38,270.00		£35,438.00		£29,621.00	
Capitation	£0.00		£0.00		£ 340.98		£340.98					
Gift Aid	£4,014.00		£4,014.00		£ 2,670.93		£2,670.93		£2,500.00		£1,847.65	
Donations	£350.00		£350.00		£ 305.23		£400.00		£260.00		£285.26	
Sale of Goods	£150.00		£150.00		£ 146.00		£150.00					
BCOT lunches	£1,400.00		£1,400.00		£ 1,282.35		£1,282.00					
Social Excursions	£25,000.00		£25,000.00		£ 21,580.10		£24,000.00					
Interest					£ 74.00		£144.00		£1.00		£1.27	
Total Income		£65,734.00		£67,714.00	£ 64,419.76		£ 67,257.91		£ 38,199.00		£31,755.18	
Expenditure												
Venue & Zoom Hire	-£35,000.00		-£35,000.00		-£ 26,686.00		-£31,000.00		-£34,883.00		-£15,027.30	
Capitation	-£4,750.00		-£4,750.00		-£ 3,956.01		-£4,785.00		-£3,938.00		£0.00	
Speakers Fees	-£2,000.00		-£2,000.00		-£ 281.35		-£400.00		-£2,000.00		-£965.00	
Stationery, Printing	-£500.00		-£500.00		-£ 402.69		-£500.00		-£250.00		-£169.35	
Insurance	-£100.00		-£100.00		-£ 60.00		-£60.00		-£150.00		-£60.00	
Post, Tel, Travel	-£150.00		-£150.00		-£ 38.45		-£80.00		-£250.00		-£41.62	

No of Members		950		950		833		844		788		751
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Gift Aid claims for 2022-23		Basingstoke - Old Basing u3a			
Total income a/o 26/4/23	37485.00		Expenses included:		
Total members paid	833		Capital expenditure	595	
No of members claiming gift aid	491		U3a subs	4165	
Total fees paid by them	22095.00		Zoom	144	
			SumUp	50	
			Stationery, printing	403	
			Website	143	
			Insurance	60	
			New Members meetings	260	
			Publicity	320	
			Expenses re sales	33	
			Post, telephone, Travel	110	
			Committee meetings	120	
			Monthly meetings	400	
				6803	

			Proportion of Gift Aid to total	0.59	
			Gift aid to be claimed	4014	
			Gift Aid/member	8.17	

Asset Register updated April 2023

Asset No	Description	WDBV by asset type				Dep'n yrs to date	Purchase value	Date of purchase	Asset type	Dep'n years	Location	Groups used by	Responsible person
		Misc	Furniture	AV	IT								
		£	£	£	£								
217	Portable PA			54.00		9	540.00	7/11/14	AV	10	Home M Devenport	Folk dancing	M Devenport
251	Projector Viewsonic			400.94		1	501.18	2/19/22	AV	5	CC upstairs cupd	History	Philip M
261	Printer				211.99	1	264.99	6/27/22	AV	5	Home Janice Vaughan	CommNee	Janice V
262	Projector TOPTRO			239.99			239.99	14/4/23	AV	5	Home Paul Dodge	Transport	Paul Do

Assets in use WDBV Nil

175	Projector Epson EB-X11-EDU			0		>5	358.98	2/28/11	AV	5	CC upstairs cupd	various	Commit
210	Projector Screen	0.00				9	35.00	4/10/14	Misc	10	CC cleaners cupd	various	CommN
	Bridge tables		0.00			8	160.00	7/15/14	Furnitur	10	Locked cupd at Sherborne SJ VH	Bridge	Jean Bal
219	Megabox amplifier with cable			0.00		>5	139.99	3/26/15	AV	5	CC upstairs cupd		E Dows
220	Bridge boards	0.00				8	70.82	3/15/15	Misc	5	Locked cupd at Sherborne SJ VH		J Babb
221-234	Android tablets				0.00	8	350.00	9/1/16	IT	5	Home of arian Redding	Bridge	J Babb

241	HP laptop			0.00	5	549.88	11/13/17	IT	5	CC upstairs cupd	History	Ray Wil
242	HDMI to VGA converter for laptop			0.00	5	49.99	11/13/17	IT	5	CC upstairs cupd	History	Ray Wil
244	AV lead		0.00		5	10.49	3/20/18	AV	5	CC upstairs cupd	Various	Comm
247-249	Card table		0.00		4	141.00	11/9/18	Furnitur	10		Bridge	
250	Steel cup'd and security lock		0.00		4	126.00	11/5/18	Furnitur	10	CC upstairs landing	many	Comm
Change to asset value £200		total value of wriMen down items £291.32										
	Mixer/Amplifier Subzero SZ - Pmix 6		0.00		5	n/k		AV	5	Home A Craig	Monthly MeeCngs	Alistair
	UHF ,Mic		0.00		5	n/k	n/k	AV	5	Home A Craig	Monthly MeeCngs	Alistair
	2 VHF Mics		0.00		5	n/k	n/k		5	Home A Craig	Monthly MeeCngs	Alistair
	2 Speakers and cables		0.00		5	n/k	n/k	AV	5	Home A Craig	Monthly MeeCngs	Alistair
	Logitech OS21 Stereo speaker sys		0.00		>5	n/k	n/k	AV	5	CC upstairs cupd		
	PA System					124.98	12/12/19	AV	5		n/k	Alistair
	CasseNe player Mega pulse + mic		0.00			n/k	n/k	AV	5	CC upsCrs cupd	n/k	Comm
	Laminator	0.00				22.20	9/1/21	Misc	n/a	Janet Field	Comm	Janet Fi
	Sum up card m/c			0.00		99.99	1/5/22	IT	n/a	Janice Vaughan	Comm	Janice V
173	DVD player SonyDVP SR7 60H		0.00		>5	26.34	3/7/22	IT	5	CC upstairs cupd	Film	E Dows
	Banner					132.00	9/15/22	Misc				
	CD Player (Roberts)		0.00			89.99	1/2/23	AV	5	Home Diane Charnell	Music and Words	Diane C
	Cable Cover Mat	0.00				33.44	1/25/23	Misc		CC cleaners cupd	Film	P Male



u3a

Basingstoke – Old Basing

Questionnaire – April 2023

29 responses (out of 34 attendees)

1. How did you hear about the u3a?

23 – Friends / word of mouth (79%)

3 – Internet (10%)

2 – Advert / magazine (17%)

1 – Previous member (3%)

2. What things are we doing well and what could we improve upon?

20 – Positive comments – Monthly meetings, friendly, good communication, Website, varied groups, trips.
2 – improvements -better publicity, one contact point only

3. How happy are you with the current range of groups?

24 – Happy
1 – nothing grabbed me yet

4. List any new groups which you feel could be provided? What contribution would you be willing to make to running these groups?

Environmental / biodiversity /sustainability

Italian

IT – 3

Food

Recorder

Guitar playing / jamming

Classical music appreciation

Pilates

Geography

Cribbage*

Bowls*

Wine tasting (Bramley) *

*May be able to help set up

5. We are a self-help group, run by members for members. Do you have any skills which could be used in particular groups, such as bridge, history, crafts, etc. or in skills in running our u3a, for example, finance, IT, publicity/marketing, planning events?

Bridge

Bowls

Cribbage

Marketing – already asked to be on marketing SC

The rest said no

6. How often do you attend u3a group meetings? Have you attended any Monthly Meeting, held at Queen Mary's College?

Yes – 13

No – 14

7. How likely would you recommend the u3a to friends or family

25 – Very / highly

1 – Not sure (only been a member a week)

8. Do you feel the u3a offers good value for the membership fee?

23 – Yes (95.8%)

1 – should be reduced (4.2%)

9. How often do you refer to the Basingstoke – Old Basing u3a website?

- 8 - often
- 6 - occasionally
- 8 - rarely
- 4 - Never

10. Do you follow the Basingstoke – Old Basing u3a Facebook page?

- 6 - yes
- 19 - No
- 2/3 said they didn't know we had one Most said they don't use Facebook

11. Do you have any comments you wish to make about Basingstoke – Old Basing u3a?

Well organized, efficient enrolment process and contact by group leaders, great organization, friendly, impressive choice of groups.

Very internet reliant – comment from a non –confident member.

Not all members answered all the questions.

Growth Retention Meeting Session objectives

- To discuss how the current committee members start the process of producing a growth/retention plan to be reviewed and progressed by the new committee.

How do we have a balance between growth and retention

Context:

- Our u3a lost 100 members last year!
- Our u3a achieved net growth above expectations
- Informal feedback suggests we have a high approval rating
- Basingstoke has the fastest growing aging population in the South so growth may increase without active marketing

Statements/questions to debate:

- Growth is good, but it must be balanced – we should target ourselves on this balance not an arbitrary growth percentage
- We must invest time in the product we offer to ensure we retain our existing members and attract new ones
- We need to become proactive as well as reactive to introducing new groups
- We must plan to ensure we don't tip into a situation with lots of waitlisted groups
- We need to analyse our data and then use the information when making decisions more for example; what part of our offer do new joiners take up?
- How do we develop new group leaders?
- What activities do we prioritise as resource is not limitless?
- Use the information generated by the Healthcheck

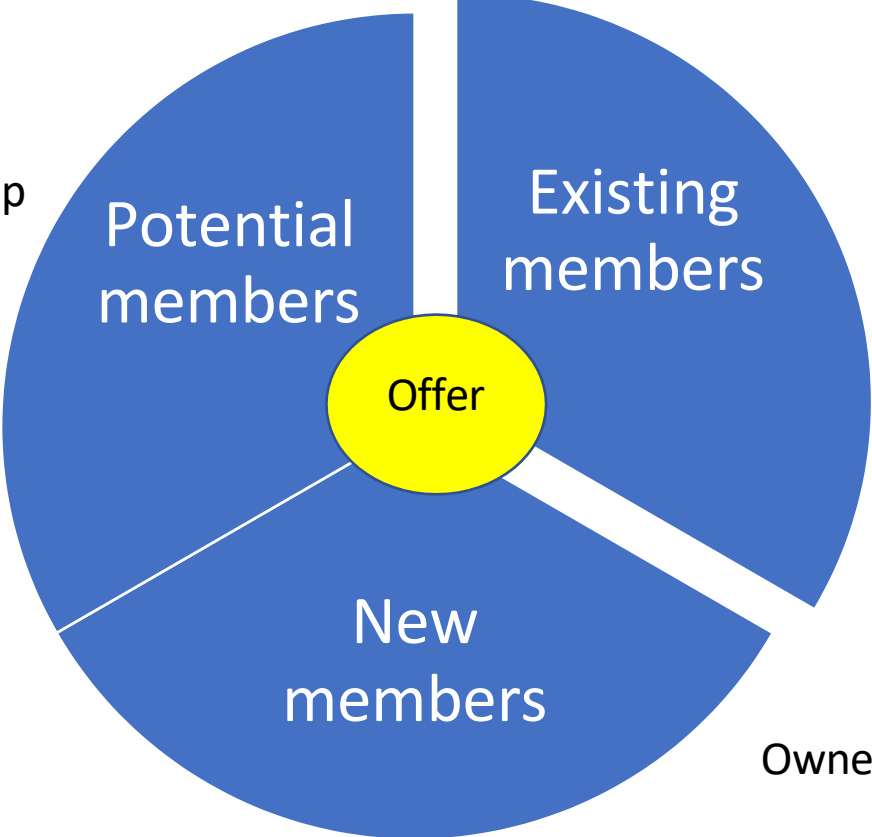
How do we managing our product?

Each of the three member types have different needs. Each need a focused member of the Committee and each needs a plan that is integrated.

All parts of the Committee need to share data better to inform actions

Marketing

- Communication to potential members and potential group leaders



Groups Facilitator

- Managing existing groups
- Meet and Greet
- Developing new groups

Membership retention

- Analysing data
- Plan to avoid waitlists
- Proactively seek out new groups
- Monthly meetings

Membership secretary –

- Integration
- New members meeting

- Picnic in the park Magazine articles
Newsletter Helpers / STARS
- Coffee mornings

	Issue	Discussion	Agreements	Actions
Big Picture	Have we defined who and what we are	The discussion was whether we have any local objectives outside the stated central objective	A Group for semi retired and retired people, we don't have a dictated social, economic or political agenda and neither do we want one.	
	Do we understand our membership and potential membership	We don't have enough data to understand our membership well i.e. age, ethnicity but we do have some perceived knowledge, not too many 60-65, we are happy with male/female split and we have some disabled and some ethnic minorities	We did not feel that we should target any particular type of member, what we should do is have a good offering and make all people equally aware, then it is potential members personal choice.	Committee to discuss further if we can capture age - EB to check with central u3a on GDPR rules
		The information in beacon does not cover many things and it should be determined if this data can/should be collected	Have a data analysis person on the committee - Chris Vickers volunteered	when we have an data analytic person, review how we can better use beacon for data analysis including what should be added to beacon
		We did discuss that as word of mouth was the most successful growth method. Which means that our geographical spread within Basingstoke areas is self fulfilling	We should ensure we have more publicity in areas such as Popley, Oakridge, Buckskin, South Ham etc.	EB to add community buildings to poster destinations. MH to ensure news items go into these local areas
	Identify lowest cost membership acquisition routes	Should be part of the new Marketing plan - we know that as per above, word of mouth is most successful, but can we increase publicity outside of the posters and increased use of social media		MH to build into marketing plan
Groups	People do not come forward as group leaders/ we rely to much on existing group leaders to start new groups How do we identify best vounteer recruitment methods	It was felt we need to do more to attract group leaders and advertising better may do it. The questionnaires at the new members meeting gave us potentially 4+ groups, perhaps poling wider members will help.	This is a major priority for the committee. Marketing role now becomes Marketing with two sub committees, Publicity and Group developent. Recruiting group leaders is part of this.	Marketing to write an email which encompasses what it means to be a group leader, the support u3a gives i.e. equipment, booking halls, training and what is in it for group leaders. This will be part of a drive for group leaders. EB to write new job description for Marketing role and present to committee next week

	<p>We need new groups</p>	<p>If we do grow by 12% as per this year, we will need another 20 groups if we are to hit 10-1 goal. But even to stay within the 12-1 we need a large number. We need to consider how it links to getting new group leaders</p> <p>We have a number of waitlisted groups 12% we need to work out if we can reduce. Addressing number of people registered for a group but not taking part? working out if we could address whatever objection there is for taking in new people, space, equipment, feasibility of control etc?</p>	<p>Role of developing new groups is part of Marketing - see above actions</p> <p>Ideas for addressing waitlists - ddressing number of people registered for a group but not taking part? working out if we could address whatever objection there is for taking in new people, space, equipment, feasibility of control etc?</p>	<ol style="list-style-type: none"> 1. Chris to do some analysis of the groups other u3a's have that we don't. Also look outside on internet on social interests by age type to help us encourage a wider membership. (David suggested he had looked at some, so worth talking to him). 2. Committee needs to finalise if Marketing are responsible for contacting existing group leaders to discuss how to split groups with waitlists, and look for new group leaders
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Group Leaders' Meeting

9th May 2023

10 – 12

Hatch Warren Community Centre

Welcome

1. Administration / reminders

- **New groups**
- **Beacon**
- **Waiting lists**
- **Changes**
- **Guy – photos**

2. Facebook

3. Meet and Greet

4. New models of funding

5. Managing growth

6. Committee recruitment

7. Finance

8. Group activity