

Final Minutes – Basingstoke and Old Basing u3a Committee Meeting – 29th November 2022

Attendees

Rod Marshall – Chair
Janet Field
Paul Dodge
Tony Summers
Richard Field
Elaine Budd - minutes
Apologies from Janice Vaughan and Madeline Hussey

Item

1. Paul Dodge was voted onto the Committee in a co-opted position
2. Minutes agreed, although discussions took place on handbooks which was covered later in the meeting
3. Review completed on actions – see action register

4. Financial review

Numbers reported was as at 22nd November. On P&L, we predict to finish somewhere between forecast and budget due to venue costs. Overspend against budget on website costs is incorrectly marked as it is Beacon costs. The website is around £100. TS stated they looked higher last year.

Action: Nov22/01 TS to make forecast change to reflect website and beacon items in appropriate places and look further into last year's website figures so we are accurate.

TS stated that we need a further person who can authorise signatories on cheques. EB was put forward and approved. **Action: Nov22/02** TS to add EB as person who can authorise signatories and set up a call to train on new role.

TS showed a model for seeing costs is available from him, if any Committee members want to have access.

5. Marketing update

- a) As MH was not in attendance the Committee discussed key issues outlined in the Marketing report or pertain to the Marketing direction.
 - I. *Chatter and natter days*. Agreement was reached that we would go ahead with these. However the Committee does not want these to happen at St Thomas's, so another venue is required. A question had been raised if people attending need to sign in, the answer is yes due to health and safety requirements.
 - II. Previous discussions have taken place on which groups have a higher level of men. RF informed the Committee that Beacon can be utilised to find out which have a high proportion of men to help market those groups to new male members. **Action: Nov22/03** MH to discuss with Marketing sub-committee if we want to move this forward. RM asked if this breakdown is important, and the Committee did not feel it was as our proportion of men is in line with the national average.

- III. To drive up membership numbers, RF raised should we be targeting the partners of members, this will we referred to the marketing. **Action: Nov22/04** MH to refer this to the Marketing sub-committee and report back.
 - IV. We discussed needing to strengthen the material we have available for marketing and it was agreed that we should have *supplementary videos* of personal statements from a diverse set of enthusiastic people on why they joined the u3a. **Action: Nov 22/05** EB to discuss with MH and GC.
- b) *Handbook* - Background is that a sub-committee agreed in August that we would produce a handbook. JF wrote to group leaders saying we are producing one and requested information. The requests have been a lot higher than expected.
- I. It was agreed we are not where we want to be due to communications issues and we need to address. It was agreed that we send information we have – i.e. electronic version of handbook, timetables etc, via mail, confirming that we will be doing it this way going forward and we are hand delivering to people who don't have the internet. Will not provide paper copies to those on the internet. For the 20-30 that are not on the internet we will send them out.
 - II. **Action: Nov 22/06** RM to send out the email to all members confirming our position
- c) *Leaflet distribution* It was agreed that the leaflet needs to be more eye catching to get new members. **Action Nov 22/07:** EB to discuss with MH
- d) *Facebook*
- I. EB put forward that we need a Facebook strategy which should be discussed at the Marketing sub-committee
 - II. Discussion took place on a more open public Facebook it was agreed following training that PD, MH and EB are undertaking in December we will discuss at the marketing meeting recommend a way forward **Action: Nov 22/08** Marketing sub-committee to report back to committee on learnings from training
 - III. JF wanted information for GL's on the Committee's stance on Facebook and its uses. Following Marketing meeting and decision on public Facebook, a statement will be released from the Committee. **Action: Nov 22/09** Facebook statement to be written by MH and EB
 - IV. JF brought to the Committee's attention "An introduction and guide to the u3a recruitment and retention" from the u3a "Growth Matters" training. It is suggested that all Committee Members read. It is available on the u3a website.
- e) Reciprocal advertising topic to be deferred to January meeting.
- f) Over 55's EB asked our relationship and RM suggested that we are rivals – they have monthly meetings but we are not sure about groups **Action: Nov22/10** – EB to talk to Over 55's to see if there is any benefit in closer working

To support the increasing focus on the Marketing sub-committee Paul Dodge has been asked and agreed a to join.

6. Membership update

- a) /b Review of membership numbers. In the absence of JV, RF gave update.

Current members on Beacon – 801 of which there are 54 non renewals – 56 outstanding renewals. 747 members have paid. 93 new member since September. (71 Sept, 7 Oct, We are getting new people through regularly so it was felt we would meet numbers in budget.

- c) We are awaiting the information to follow up on those that have resigned. It was felt strongly we should understand why people leave so this needs to be done soon.

(subsequent to the meeting, Janice provided statistics, which showed that resignations plus non-renewals was over 130). **Action: Nov 22/11** JV to provide plan to progress.

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7. Group update

- a) Feedback from group leaders meeting.
- Request was made if we would pay for first aid training – the answer is that we would not. Except in a situation where it is physical activity away from a building and this would need the GL to request approval from the committee. We will not proactively seek this out. **Put on decision register**
 - PAT testing – one of the venues require PAT testing – guidelines on u3a website. Sue Seamour as asset manager is dealing with.
 - Holiday and trips risk assessment – the GL should furnish the committee with a list of who is going and where they are going. They do go to Tony by default due to fees. But we have to formalise it – **Action: Nov22/12** JF to ask formally for GL to provide data.
 - Cable protectors – for example for Chineham – Phil Males is responsible for undertaking this and u3a will pay.
 - Policies were discussed and Janet committed to let GL's know what policies have been updated and send one policy per month.
- b) Risk assessments are ongoing

8. Meetings update

- a) December meeting – one member complained about hymns being played. This has been dealt with by giving people options
- b) It was questioned, who is responsible for monthly meetings now? RM reported that Natalie is going to speak to Liz Ilet about taking back monthly meetings. RM to deal with once we have an answer. Venues need to be booked. QMC will continue to be the venue

9. Administration

- a) *Healthcheck* JF has updated numbers on the Healthcheck. In response, to the question do at least 90% of new members renew their membership after their first year of membership, only 70% of our new members have renewed, based on numbers from Sept 2021 – August. This led to further discussion on the importance of action associated with item 6 b so we can better retain people next year. Healthcheck recommendation is that you have 1 group to 10 members, last year we were 1 to 12 members, now we are 1 to 10.7. The number of people that volunteer eg GL, committee members, GL deputies has gone up from 16% to 18% since March 22. Overall message is we are doing well where some other similar organisations are having problems
- b) Update on training from central u3a - JF undertook a number of training sessions provided by central u3a, based on them, Janet recommended that all the Marketing -group do the "growth matters" training .

Key take outs for JF

- c) Good input about selling ourselves that it is not just a take relationship from members but we want them to do things as well and we should start positioning this early in their membership.
- d) Conversation is more important than paper contact
- e) Committee members may not be the best people to persuade people to go on committee or other voluntary activities and maybe GL's should attend the new members meetings.
- c) Mandatory training requirements - JF suggested we look at the u3a training that is available. Need to discuss at next meeting

10. Review of Polices and Procedures

- f) Code of conduct – after discussion RM to produce code of conduct based on his thoughts but on the u3a template **Action: Nov22/13**
- g) It was agreed we want all Policies and procedures to look the same **Action Nov22/14** EB to review all polices and ensure they are on the u3a template

11. AOB

EB to extend committee meetings to 3 hours

Next meeting is on Thursday January 5th at Christ Church Chineham. Time is am but exact time to be confirmed once meeting extended.