

CROYDON u3a DEVELOPMENT PLAN 2026-2027

Focus	Prospective Outcomes	Initial steps	Next steps	Development	Evaluation
Website	New website is more attractive Prospective and existing members find the website easier to navigate	A web team of four members has been established	The web team has bi-monthly in person meetings and regular email exchanges	Photographs on the Home page and short easy to read summaries of who we are News and Group lists are kept up to date	Website is effective as our shop window for attracting new members; it provides information for current members that is easy to access
Technology	Enable members to make full use of technology that can improve their lives	Offer support on IT, smart phones. Zoom, using email, website	Monitor members' needs	Monitor the potential for IT group or training sessions	Members more confident with technology
Beacon Data Base	Ensure Croydon u3a makes use of all the functionality of Beacon	Relevant members to be set up as Beacon Service users	Encourage Service Users to keep Beacon details updated. Beacon Administrator to attend training	Use Beacon for emails	Beacon becomes a useful tool for our u3a administration
Retention	Looking after each other and reducing isolation in vulnerable members Maintain membership numbers All members are able to join a group or groups that interest them	Maintain welfare work with vulnerable members Continue to offer a good and varied range of talks Publish current lists of all groups Offer support to all GLs through the Committee Buddy system	Help new members to settle in – Welcome Team at MM Encourage and promote a cross section of subject areas and members who wish to start a new group and maybe team up with a more experienced GL, Committee member or off committee volunteer to get them started	Ensure our offer caters for a wide range of interests and experiences Encourage members to take part in more on-line learning Increase IT help Encourage GLs who need more members to attend the MMs and be ready to	Number of people not renewing their u3a membership is stable or reduced Increase in activities open to all our members The 'distance' between the membership & committee is reduced

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Retention (continued)		<p>Promote GLs having a deputy to relieve some of the burden of leadership</p> <p>Try to establish parallel groups for popular groups which are full and cannot take new members</p> <p>Encourage Committee Buddies to visit the groups for which they are responsible, and keep in regular contact</p> <p>Continue to encourage the formation of new groups, parallel groups when one is full, new areas of learning, new ways to learn. Keep the Interest Groups List an evolving document.</p> <p>Ask members for feedback – what could we do better? How could they help/support</p>	<p>Provide a wide range of outings/travel team</p> <p>Continue with lunches and other socials</p> <p>Continue with some virtual events</p> <p>Encourage GLs to submit info (including photos) about their groups' activities for inclusion in Bulletin/Magazine and on the website/FB</p> <p>Have more short-term groups (6-8 sessions) on particular topics and one-off workshop events</p>	<p>answer enquiries from prospective members</p> <p>Continue with News from Groups into the bulletin</p> <p>Members feel involved and suggestions valued</p>	

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<p>Recruitment</p>	<p>Continue to develop well established new members' meetings and follow up</p> <p>Maintain an active publicity team – to include Committee and off-committee members</p> <p>Maintain a wide variety of methods of communication/profile raising to encourage new members and maintain current members</p> <p>Pay attention to issues of inclusivity when promoting Croydon u3a such as gender balance, access, geographical outreach and demographics</p>	<p>Enhanced Social Media presence /website to be our showcase</p> <p>Review material sent to new members</p> <p>Actively look for new members who can offer experience / expertise in Marketing/PR etc</p> <p>Promote word-of-mouth endorsement of Croydon u3a through members wearing badges and/or carrying our business cards and leaflets, Ambassador Packs</p> <p>Aim for representation in local media in different neighbourhoods across the Borough – to ensure inclusive outreach</p> <p>Actively seek to establish groups which address imbalances</p>	<p>Interest groups – keep up to date information & visuals on the website</p> <p>Continue to establish new groups to attract younger, more active & tech savvy people</p> <p>Face Book – continue to broaden the reach and link to website</p> <p>Continue creating articles and adverts for local media outlets</p> <p>Continue to review and update our own promotional materials – flyers/pamphlets/posters etc</p> <p>Build up relationships with editors of different media outlets Borough-wide</p>	<p>Monitor national and local news sources for any relevant developments we can use in promoting Croydon u3a</p>	<p>Membership increases</p> <p>Positive feedback from new members</p> <p>Croydon u3a articles/adverts appear regularly in local media</p> <p>New members are recruited from all neighbourhoods of the Borough</p> <p>Gender imbalance starts to be addressed</p> <p>Cohort of younger members recruited</p>

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Recruitment (continued)		Make our own locally referenced /seasonally appropriate materials to be handed out by members			
Environmental Concerns	Maintain Environment and climate focused group Continue to promote our green pledges	Work with the Trust's Subject adviser and the Climate Matters on-line group Share resources with other u3as with Environment Focused Groups	Develop current group of members and topics covered Continue Bulletin items Continue the relationship with Croydon Climate Action	Work on encouraging Croydon u3a members to participate in more green initiatives	Green pledges understood by all members
Inclusion	Ensure Croydon u3a is seen as inclusive and contributes to the wider u3a inclusion agenda	There is always an agenda item on inclusion at every committee meeting We have an EDI policy on the website.	Check that we think about inclusion in everything we plan and do Pro-active Welcome Team for the Monthly Meetings	References to inclusion in the Bulletin, from time to time	Our membership is diverse We would keep inclusion in mind in everything we do

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Influencing and Campaigning	Maintain and encourage our campaigning activities that are in line with the objects of the u3a	Test any campaigning activities against the u3a Objects Encourage members to raise issues that they would like our u3a to campaign on	Contribute to local and national campaigns that aim to improve the lives of our members Encourage members to respond to Council surveys as private individuals, so their voice is heard.	Members feel able to take part in campaigning initiatives	Members' voices and opinions are valued and effective, at local and wider levels.
Management	Health and Safety	Ensure we review and update Risk Assessments, Health and Safety procedures, Safeguarding & EDI policies	Ensure GLs are aware of keeping Risk Assessments up to date	Hold occasional workshops e.g. provided by NHS	Key risks are mitigated
	Succession planning/increasing skills available to further the work of our organization.	Promote benefits of working on the committee or off-committee	Encourage and identify new members who have specific skills or potential to contribute across the branch in different ways and roles	Identify members who have skills to offer and potentially join the committee	Maintain full complement of committee members
	Data protection Social Media Policy	Ensure we review and update our Policies Update risk assessments	Ensure GLs are aware of need to maintain data protection for members	All members are aware of the need for data protection	Key risks are mitigated and here are no data protection incidents

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	Copyright	Ensure we follow best practice: Annual CLA licence for documents National u3a licence covers use of recorded music Use licence-free images in our promotional materials, Bulletin, Facebook Use licence-free printed music	Ensure Committee members and GLs of relevant groups are aware of best practice	Documents are updated as required	Key risks are mitigated