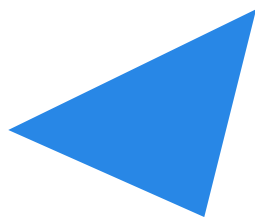
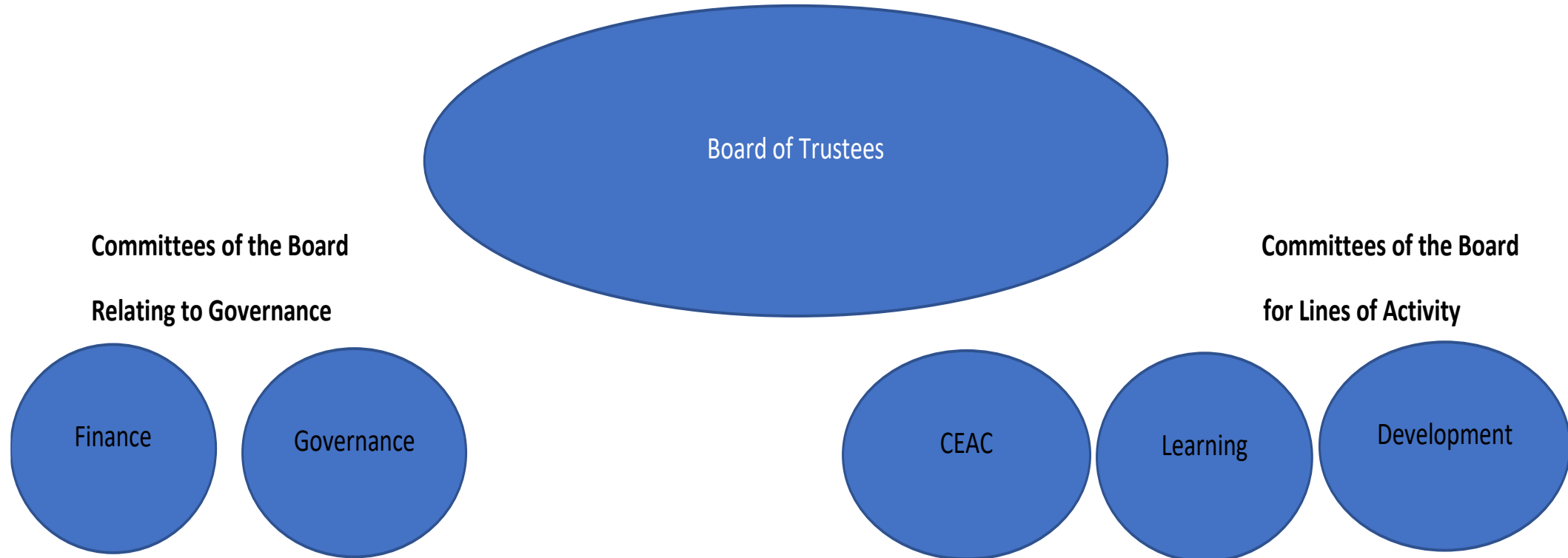


Working towards a Strategic Vision



Main Committees of the Board



There are a range of sub committees and working groups that feed into each committee

ANALYSIS 30TH JUNE 2021

The trustees met in groups to consider the *Strengths, Weaknesses, Opportunities, Threats* facing the Trust as the first step in shaping the main aims of the Trust looking forward.

In discussions developed the themes and focus of Trust activity for facing a post pandemic movement.

There were four key aims identified in the feedback under which activities to achieve these were explored.

KEY THEMES FROM TRUSTEE DELIBERATIONS

Aim 1

Supporting An Engaged, Strong and Vibrant Movement

Aim 2

Making u3a membership an attractive opportunity for all Retired People

Aim 3

Developing the u3a Voice

Aim 4

Maximising the u3a Learning Model

Aim 1 - Supporting an engaged, strong and vibrant movement

The Third Age Trust will:

- **Provide foundation and structural support**
 - ✓ legal advice
 - ✓ insurance
 - ✓ an operational advice line/ email
 - ✓ support in difficult or complex situations/mediation
 - ✓ workshops and training
- **Provide a platform for u3as to share their experiences/ successes/ skills**
- **Provide a platform for innovation and development**

Aim 2 - Making u3a membership an attractive opportunity for all retired people

The Third Age Trust will:

- **Promote membership of u3as**
 - ✓ attractive and engaging website national and local
 - ✓ social media engagement
 - ✓ national awareness campaign

- **Provide a range of opportunities and service for individual as members of the movement**
 - ✓ learning opportunities
 - ✓ voice opportunities
 - ✓ products and services
 - ✓ programmes and community engagement

Aim 3 - Developing the u3a Voice

The Third Age Trust will:

- Provide a platform to demonstrate the productivity and creativity of retired people locally, regionally, nationally
- Engage with u3as and u3a members in conferences, consultations and policies to change the narrative on ageing
- Develop partnerships with like-minded organisations to promote the productivity and creativity narrative

Aim 4 - Maximising the u3a Learning Model

The Third Age Trust will :

- Document the u3a learning model
- Promote the model within the u3a movement
- Develop the Shared Learning Programme
- Contribute to the development of peer-led learning with like minded organisations

Engaging the u3a movement

- The Strategy of the Trust belongs to all of us, the Board, staff, volunteers and u3as
- Consultation on the initial 4 aims and how to achieve them, September to October 2021
- Online questionnaire
- Focus groups
- Dedicated email address strategy@u3a.org.uk
- Board review in November 2021