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u3a learn, laugh, live

National marketing for local growth

Building the awareness, tools and capability to help the u3a movement grow

We have a huge impact but limited profile



438,000 members, vs 500k target



45m hours of activity each year



18% Just 18% of public recognize u3a name

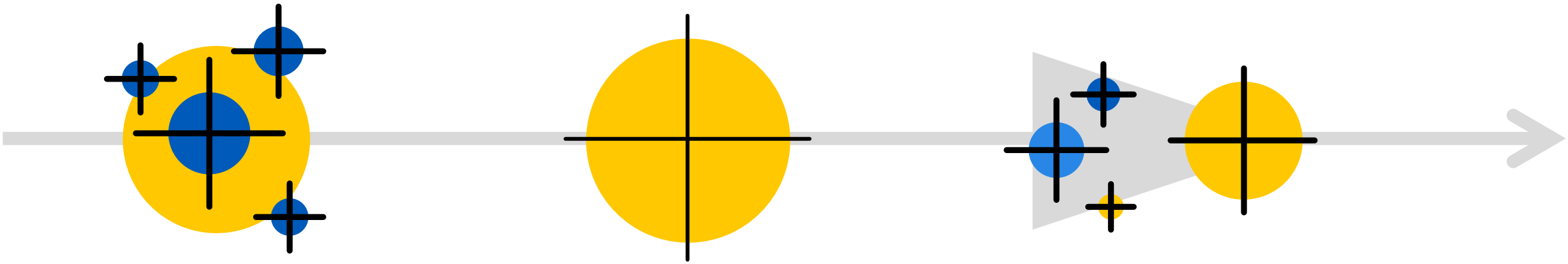
u3a

We have a huge impact but limited profile



Large gap between our **scale** and our **profile**

A marketing mindset



Understand our different audiences

- National insight
- Local knowledge

Make informed choices

- data
- evidence
- good practice

Test learn and improve

- Share what works
- Use what's relevant

What have we changed so far?

Advertising

Broad print and radio ads

Targeted paid social

Website journeys

Hard to find your local u3a

Effective u3a finder tool



PR

Regional and specialist press focus

National profile building

Evidence and data

Research reports produced

Actionable local insights and content

Early impact of a fresh approach

Advertising

1.84m people reached

2.6m video views

Website journeys

140k+
potential member referrals



PR

7 national features

2m potential print and TV audience

Evidence and data

Over 10,000 responses for u3a and me

Hard evidence u3a impact

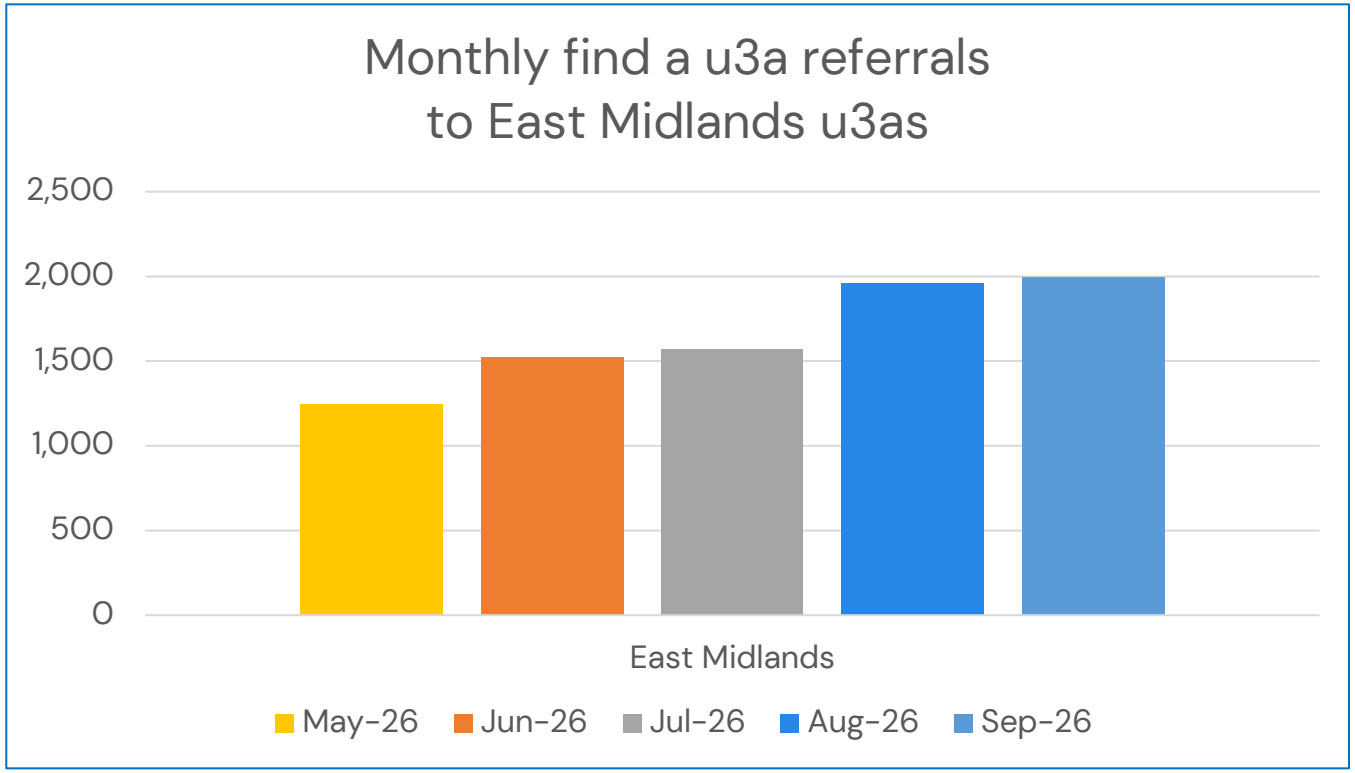
95% say it has improved their life...

u3a

What have we changed so far?



More people are finding East Midlands u3as



8,290

Potential member referrals since May

1,247 → 1,992

Monthly referrals form May to September

60%

Growth in monthly referrals

Growing membership – with more opportunity to connect

38,512 members in East Midlands

+1,523 since 2024/25

+4.1% annually

67% of East Mids u3as are growing

14,575 u3a matters subscribers

–579 (3.8%) in 2026 to date

39.6% currently above 50% subscription benchmark

Practical help for local u3as



Research & Insight

- evidence of u3a's impact
- member stories and proof points



Ready-to-use content

- social assets
- messaging
- design ideas
- web copy
- hero imagery



Local marketing

- Build local awareness and interest
- Turn interest into new members

From national insight to local impact

The next important step: building capability

u3a

Build support

Recruit skilled volunteers

Increase local visibility

Social
Web
Search

Learn and evolve

Start focused
Build over time

Practical opt-in support for local u3as