

## **Membership Survey: Summary Report**

The survey of HV u3a members conducted in October 2025 reveals a very high level of satisfaction with the offering of the u3a. It is useful in flagging particular areas that the committee may wish to consider in moving forward.

### **What works well?**

Respondents value the work of u3a in bringing people together, and emphasise the friendliness both within groups and the larger monthly meeting. They consider HV u3a to be professional and well run, offering a wide variety of groups, and providing excellent communication. Both the groups and the general monthly meeting are highly valued. The membership is grateful for the commitment of committee members – with some front-facing roles being singled out for particular praise – and that of group leaders. A large number of groups are singled out for particular acclaim, including Spanish, Latin, walking groups, theatre group, days out, early dining, local history, gardening, pickeball, bridge, ukulele, bowls, wine appreciation, art appreciation, digital photography, discussion, poetry, tennis, tai chi, and maths.

### **What could be improved?**

Some group activities are oversubscribed, leading to frustration. One possibility, suggested by a respondent, that might be considered for oversubscribed groups would be to use a rotation system so that a larger number of members can access alternate meetings. Where places for specific events are limited by the capacity of transport (such as days out or theatre trips), several respondents perceive there to be a bias in the allocation of places – possibly because some members have easier access to communications than do others. An alternative to first-come first-served, suggested by one respondent, might be to impose a closing date for applications followed by a ballot.

The timing of the monthly meeting is an issue for some members – though there is no consensus on a best time (which in any event depends on the availability of suitable accommodation). The format of the monthly meeting is well received, although it is acknowledged that the quality of speakers (while generally high) can be variable. Some respondents would welcome more information about groups to be available at the monthly meeting, and would also welcome greater opportunity to become familiar with committee members. Respondents, particularly new members and those who attend on their own, would respond positively to a dedicated area in the monthly meeting where they could introduce themselves to each other and establish friendships.

Some respondents would like more information about groups to which they do not currently belong. Presumably what is provided in the regular newsletter is not fulfilling this need; some suggest the monthly meeting as an avenue for this.

Some respondents note the advance of new technologies. Going forward, groups may need to consider how to accommodate alternatives to cash. There appears to be appetite for extending communication channels (as some groups are already doing) via increased use of facebook, whatsapp and SMS where appropriate.

One respondent (presumably a group leader) calls for more clarity on GDPR issues around reporting (of accidents).

One respondent suggests streaming occasional committee meetings on zoom in order to encourage more people to come forward for committee membership. (Perhaps a first step in this direction would be to reiterate an open invitation for members to attend the committee face-to-face).

Some suggestions are specific to particular groups. One respondent suggested that days out could benefit from a more leisurely schedule; another would like a trip abroad each year! Another suggested that the art appreciation group could invite artists to talk about their work and could initiate museum trips. Another suggested exploring intergenerational opportunities such as occasionally inviting grandchildren to the craftworking group.

### **What changes should be considered?**

Some suggestions indicate that some of our communications are missing the target. In particular, information about groups beyond those currently attended by members is an issue. And some respondents appear to be unaware that the newsletter performs a ‘dates for your diary’ function.

Respondents provide specific suggestions for new groups, including: IT, Italian, dance/movement, health/wellbeing, cookery.

A respondent notes that outdated and gendered terms (such as ‘chairman’) should be avoided.

One respondent asks for membership fees to be pro rated over the year for late joiners.