

## **Public & Community Engagement Sub-Strategy**

“Transforming Lives, Stimulating Discovery, Realising Potential”

### **OUR VISION**

We are a university that engages with society to bring positive benefits for all. We work in partnership with the people of Salford, Greater Manchester and the global community to educate, inspire, empower and transform lives. Through our civic commitment we bring value to our city region and respond to society’s challenges in ways that are relevant to our city, and the wider UK and international community.

### **OUR MISSION**

To work collaboratively for the benefit of local, regional, national, and global stakeholders, capitalising on our key areas of strength in education, research, enterprise, and industry partnership.

### **OUR VALUES**

We prioritise :

- enabling cross-sector co-creation and community empowerment
- promoting equality, diversity and inclusivity, integrity and openness
- creating social benefit and dialogue
- building trust and relevance within our communities
- fostering a culture of health, wellness and environmental sustainability.

### **GOVERNANCE AND ACCOUNTABILITY**

Our PCE activity is overseen by the Engagement Forum (EF), a cross-University entity which consists of membership from key academic and professional services units, including all School representation; Marketing, Recruitment and External Relations (MRER); and a variety of other principal internal stakeholders whose work involves engagement of all kinds.

The EF works towards maintaining open dialogue with the University community about how to progress, invest, and sustain engagement activities. The EF meets every 3 months and reports to the Knowledge Exchange Framework (KEF) Steering Group, which is Chaired by the Pro Vice-Chancellor for Research and Innovation.

## **DRIVERS AND CONTEXT**

Public engagement:

- connects the University to local, national and global stakeholders, fulfilling our duty as a civic institution and commitments as part of the GM Civic University Agreement
- contributes positively to our local communities and society as a whole
- builds the profile of the University, and the city as a place to study, live, work and visit (thereby supporting recruitment and student/graduate retention)
- is expected and prioritised by most public funding bodies
- leads to the development of research impact, which forms part of the Research Excellence Framework (REF) assessment
- supports our submissions to the Higher Education Business and Community Interaction (HE-BCI) return, the Knowledge Exchange Framework (KEF) and the Knowledge Exchange Concordat (KEC)
- helps researchers explore new perspectives and new research angles
- contributes to the development of commercial and entrepreneurial opportunities
- enables professional development for staff and students
- through the development of partnerships and student work-based learning experiences with external organisations, facilitates new opportunities in research, enterprise, and engagement.

## **OUR FRAMEWORK FOR ACTION**

This strategy sets out 8 priority areas for action: deepening relationships with key stakeholders; delivering an annual programme of festivals and events; showcasing our achievements externally and recognising staff and student contributions; providing support for undertaking PCE within the staff and student development programmes and connecting publicly-engaged individuals within a university network; resourcing PCE activities and ensuring we have an effective evaluation process to keep improving our practices.

## ACTIONS

	MECHANISMS	OUTCOMES (with KPIs where known)
<b>1. CONNECTING:</b> <b>We will identify and work with our key stakeholders, building new and nurturing existing partnerships, and deepening our long-standing relationships with local, national and international organisations</b>	<ul style="list-style-type: none"> <li>Through identifying key stakeholders with whom we undertake engagement activities or share engagement priorities and define the quality and level of activity with each, ensuring we are working with a range of partners locally, nationally and internationally</li> </ul>	<ul style="list-style-type: none"> <li>➤ A list of priority partners with whom we will deepen our relationship and seek to develop new initiatives</li> <li>➤ An updated strategy action plan including tasks to be jointly undertaken with key stakeholders</li> </ul>
	<ul style="list-style-type: none"> <li>Through developing wider public engagement regionally and nationally through parliamentary and policy engagement</li> </ul>	<ul style="list-style-type: none"> <li>➤ Improved service for policy engagement leading to future impact generation</li> </ul>
	<ul style="list-style-type: none"> <li>Through strengthening our existing relationships, cultivating new ones with local schools (primary &amp; secondary) the Salford Local Cultural Education Partnership, and colleges and developing these networks</li> </ul>	<ul style="list-style-type: none"> <li>➤ Increase in the number of schools with which we work</li> <li>➤ Increase in the number of events aimed at school children and young people, teachers and families (outside of WP aims)</li> </ul>
	<ul style="list-style-type: none"> <li>Through networking, exchange of knowledge and practice with local community groups and organisations focussed on PCE work</li> </ul>	<ul style="list-style-type: none"> <li>➤ Establishment of a Community of Practice as a mechanism for regular knowledge exchange between UoS and external organisations</li> </ul>
	<ul style="list-style-type: none"> <li>Through new University-level relationships fostered with organisations undertaking PCE</li> </ul>	<ul style="list-style-type: none"> <li>➤ Utilisation of the Engagement Forum as a conduit for sharing proposals for partnerships leading to future cross-School events within our calendar</li> </ul>
<b>2. DELIVERING:</b> <b>We will provide opportunities for staff and students to engage with the wider public and communicate regularly about upcoming events to encourage participation</b>	<ul style="list-style-type: none"> <li>Through commitment to delivering: festivals (e.g. Festival of Innovation, ESRC Festival of Social Science); services for the local community (e.g. SILKS, healthcare clinics); cultural events (e.g. New Adelphi Theatre, Salford Art Collection); events with Salford Culture &amp; Place Partnership; and public lectures (e.g. professorial, TedX University of Salford)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Achievement of a broader reach of audiences and more diverse communities by providing accessible engagement activities</li> <li>➤ Evidence of a broader range of internal and external venues and types of event format used (online, in person, hybrid)</li> <li>➤ Development of new partnerships evidenced by follow-on activities/projects/events</li> </ul>
	<ul style="list-style-type: none"> <li>Through collation of engagement activities on a regular (quarterly) basis, for the purpose of providing communications to the University community about upcoming opportunities and the work of the</li> </ul>	<ul style="list-style-type: none"> <li>➤ Increase in numbers of staff and students organising, volunteering or participating in public engagement activities</li> </ul>

	Engagement Forum to encourage wider participation from staff and students	➤ Capture of attendance data for these engagement activities
<b>3. SHOWCASING:</b> We will showcase our expertise, achievements and activities to a global audience to co-create, educate, inspire and empower	<ul style="list-style-type: none"> <li>• Through growing our portfolio of digital content and using this to increase online engagement via our corporate website and social media platforms (Twitter, LinkedIn, YouTube etc.) to more effectively communicate our messages</li> </ul>	➤ Demonstrable improvement in activity, measurable through number of visits, engagements, comments
<b>4. ENABLING:</b> We will deliver effective training and development, tailoring engagement support for academic and professional services staff as well as students, and providing opportunities for practice	<ul style="list-style-type: none"> <li>• Through creation of a range of resources accessible to staff and students, including engagement toolkits, the staff development programme and Communities of Practice</li> </ul>	<ul style="list-style-type: none"> <li>➤ Enhanced diversity of resources available and activities undertaken (e.g. talks, workshops, online materials, training modules)</li> <li>➤ Increase in the number of effective training and CPD opportunities accessed across all University units, measurable through evaluations and feedback</li> </ul>
<b>5. RECOGNISING:</b> We will recognise staff & student contributions, more effectively communicate our achievements and celebrate success	<ul style="list-style-type: none"> <li>• Through development of an effective R&amp;E comms strategy to regularly report on outcomes of engagement activities</li> </ul>	➤ Creation of an annual engagement report to be communicated internally and externally and used to inform KEF and KEC narratives
	<ul style="list-style-type: none"> <li>• Through creation of annual internal awards for engagement, impact and other related PCE areas at the Festival of Innovation, for example</li> </ul>	➤ Number of annual applications for awards presented at future Festivals of Innovation
	<ul style="list-style-type: none"> <li>• Through actively applying to appropriate external impact and engagement-related award schemes</li> </ul>	<ul style="list-style-type: none"> <li>➤ Number of applications made to external award schemes each year</li> <li>➤ Winning applications/notable success in external award schemes each year</li> </ul>
<b>6. EVALUATING:</b> We will evaluate our engagement by monitoring, measuring and improving our activities to enhance effectiveness	<ul style="list-style-type: none"> <li>• Through adopting best practice provided by key external bodies, such as the NCCPE, PraxisAuril and the UK Research Councils</li> </ul>	<ul style="list-style-type: none"> <li>➤ Roll-out of a toolkit to support evaluation of the effectiveness of different types of engagement events</li> <li>➤ Development of strong impact case studies with a public engagement element submitted to future REF exercises and as an evidence base for the KEF</li> <li>➤ Built-in evaluation process for all training or engagement events to gather evidence of effectiveness and to indicate areas for improvement</li> </ul>
<b>7. FACILITATING</b> We will connect publicly engaged colleagues across the University to facilitate networking, strengthen	<ul style="list-style-type: none"> <li>• Through utilisation of the Engagement Forum to maximise the benefit for individuals, for research</li> </ul>	➤ Documentation of the key activities undertaken by the Engagement Forum through minuted updates on School and PS directorate activity, including newly awarded grants with PE

<p><b>existing networks, as well as to share opportunities and best practice</b></p>	<p>activity and for the University in terms of REF, KEF and the KEC</p>	<ul style="list-style-type: none"> <li>➤ Creation and documentation of Communities of Practice to engage both internal and external stakeholders</li> </ul>
<p><b>8. RESOURCING</b>  <b>We will effectively resource PCE activity through a diverse range of funding and partnership/ sponsorship activity</b></p>	<ul style="list-style-type: none"> <li>• Through internal public engagement funding streams, such as RIPE and the Festival of Innovation</li> <li>• Through applying for external funding to support PCE activities, such as the partnership with the ESRC Festival of Social Science</li> </ul>	<ul style="list-style-type: none"> <li>➤ Increase in the range and number of recipients of internal funding awards</li> <li>➤ Increase in the number of impact action plans created that contain a strong public engagement element</li> <li>➤ Number of annual reports generated by recipients of all internal funding to demonstrate quantitative and qualitative evidence of ROI and progress with engagement and impact activities</li> <li>➤ Increase in amount of external funding acquired to support engagement events</li> </ul>

Details around timescales, action owners and status updates for the above actions are recorded, updated and periodically reviewed on the KEF Steering Group Action Plan.