

Public & Community Engagement Toolkit

Resource and Development eBook

Coordinating UoS Engagement Events

2022-23

Contents

Welcome	<u>3</u>
Overview: The importance of public & community engagement at Salford	<u>4</u>
Introduction: Getting started with public & community engagement	<u>6</u>
Section 1: Pre-notification of an engagement event	<u>7</u>
Section 2: Collation of data during and after an engagement event	<u>8</u>
Section 3: Post-evaluation of an engagement event	<u>9</u>
Other resources	<u>10</u>
Examples of Salford's public & community engagement activities	<u>11</u>
Key contacts	<u>12</u>
Further reading, references and practice	<u>13</u>
Exercise and reflection	<u>14</u>
Key dates	<u>15</u>

Welcome

This booklet is ***Coordinating UoS Engagement Events*** and provides further information and details on ways in which diverse teams across the University can help you to maximise the impact of your public & community engagement activities.

Aims of this eBook:

- Specifically focuses on how to get started with planning and running an engagement event, with links
- Provides guidance and advice on evaluating and documenting your engagement event
- Provides information about the training & development and internal funding available
- Encourages reflection and self-evaluation throughout the development process
- Sign-posts to useful internal and external resources, tools, tips and techniques
- Promotes goal setting and development of confidence and capability

Essential information at a glance:

We have a dedicated **Professional Services** space on the Staff Hub with further information and resources relating to engagement within the Marketing, Recruitment & External Relations and Research & Enterprise areas respectively.

Please go to:

[UoS Staff Hub \(sharepoint.com\)](https://sharepoint.com)

Additional links and resources have been provided throughout this booklet to continue your development journey.

Overview: The importance of public & community engagement at Salford

Definition of an 'engaged' university

The **National Coordinating Centre for Public Engagement (NCCPE)** – an independent body which seeks to inspire and support the UK higher education sector in engaging with the public – describes an 'engaged' university as being one that ***'does not treat public engagement as an 'add on' or fringe activity. It embeds public engagement into the way it approaches its work. Typically, engaged universities will have activities in place which incorporate public engagement into their research, knowledge exchange, teaching, and social responsibility.'***

An engaged university embeds a commitment to public engagement in its institutional strategy and mission to ensure staff and students alike have a shared understanding of the purpose, value, meaning and role of public engagement.

Capturing engagement at the University of Salford

Engagement activity at Salford is collated, communicated and reported on in a number of different ways and for a variety of purposes. The key mechanisms in place for capturing our public and community engagement are:

- [Knowledge Exchange Concordat \(KEC\)](#): as a signatory to the KEC, the University has submitted an Action Plan containing a commitment to undertake activities to improve our knowledge exchange against eight guiding principles, including **Principle 3 – Engagement** [*To build effective relationships by having clear routes to access information and expertise in the University with engagement mechanisms and policies developed to suit the needs of a wide range of beneficiaries and partners working with institutions as publicly funded bodies*]
- [Knowledge Exchange Framework \(KEF\)](#): the University takes part in the regular KEF exercise run by UK Research & Innovation (UKRI) in order to demonstrate the way in which we work with many different types of partner outside of higher education to ensure that this knowledge can be used for the benefit of the economy and society, known as knowledge exchange (KE). Salford is part of **Cluster E** (large universities with broad discipline portfolio across STEM and non-STEM generating excellent research across all disciplines) and is required to report on 6 main KE areas, including **Public & Community Engagement**
- [HESA Higher Education Business and Community Interaction \(HE-BCI\) survey](#): data is collected annually across the University and submitted to the Higher Education Statistics Agency (HESA) to provide a rich, open source of HE information for data users. This includes HE-BCI survey data, which requires the University to submit non-financial information on its **social, community and cultural engagement**.

In order to continuously improve our submissions to these exercises and to support our colleagues in developing a shared understanding of the role of engagement at Salford, we have set up a cross-University **Engagement Forum**.

Overview: The importance of public & community engagement at Salford (cont'd)

The role of the University's Engagement Forum

The Engagement Forum was set up in September 2021 and is chaired by Professor Andy Miah, Chair in Science Communication and Future Media.

The Engagement Forum acts as an advisory and consultative group at key stages of the design, development and delivery of a wide range of engagement activities, encompassing research, teaching, industry collaboration and enterprise, informed by University values around widening participation, corporate social responsibility, public involvement and communication. It is aligned with the eight guiding principles of the KEC.

Membership includes School representatives (Associate Deans for Research & Innovation and Enterprise & Engagement respectively) and representatives from across a wide range of Professional Support services, including: Research & Enterprise; Marketing, Recruitment & External Relations; the Library; and Environmental Sustainability.

Public & Community Engagement Sub-Strategy

As part of the Engagement Forum's commitment to continuously improving its engagement activities, both internally and externally, a Public & Community Engagement Sub-Strategy has been developed, which speaks to the [Innovation Strategy 2021-26](#) and aligns with the ongoing KEF and KEC action plans.

The sub-strategy sets out our vision for public & community engagement at Salford and outlines our framework for action, including 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 public & community engagement within the staff and student development programmes and connecting publicly-engaged individuals within a university network; resourcing public & community engagement activities and ensuring we have an effective evaluation process to keep improving our practices.

This guide links to information, resources and support to enhance your public & community engagement development journey and is split into an **Introduction** and **three key sections**:

1. Section 1: Pre-notification of an engagement event
2. Section 2: Collation of data during and after an engagement event
3. Section 3: Post-evaluation of an engagement event

Additional resources and reading are also provided at the end of this guide.

Tip:

A link to all of our engagement toolkits can be found on the [Staff Hub \(sharepoint.com\)](#) under 'Public & Community Engagement'

Introduction: Getting started with public & community engagement

Through our four Schools

Support is available within each School to assist colleagues who are looking to coordinate one-off public engagement activities, such as a public lecture, an externally-facing workshop, an exhibition or a performance, as well as engagement activities that occur as part of a series (for example, linked workshops or seminars).

- Each School has an **Associate Dean Enterprise & Engagement (ADEE)** who can provide or signpost to advice and guidance on planning and coordinating an event, including completion of risk assessments and other key documentation
- Each School has a **Communications** contact to help promote events internally and externally (contact details for each School are available on the [Staff Hub](#))
- Each School has its own **buildings, facilities, laboratories and resources** that could be used to coordinate and host an engagement activity, for example: MCUK, New Adelphi Theatre, Morson MakerSpace, acoustics chambers and health clinics.

The [School web pages](#) on our corporate website provide information and contact details.

Through Professional Services

Assistance with certain types of engagement activity can also be sought through our Professional Services teams, in particular [Research & Enterprise \(R&E\)](#) and [Marketing, Recruitment & External Relations \(MRER\)](#).

- **R&E** provides assistance with funding, planning and participating in **research festivals** (e.g., our own Festival of Innovation, and external festivals such as ESRC Festival of Social Science, AHRC Being Human, Manchester Science Festival)
- **R&E** assigns a **Strategic Partnership Manager** to each School to develop relationships with businesses and other organisations and this may include coordination of related public & community engagement activities
- **MRER** provides tailored assistance with **Outreach & Widening Participation** activities (working with schools and colleges) and **Corporate & Regional Affairs** (working with local, regional and national government), for example
- **MRER** develops its own annual **events calendar**, including Art Collection activities, conferences, alumni events and the inaugural professorial lecture series

Key contact details can be found towards the end of this toolkit.

The following sections provide some tips on how to notify the appropriate team in advance of your planned engagement activity, what kind of details to record and collate during and after your activity, and how to complete a post-evaluation of your activity.

Tip:

The online [Document Library](#) on the R&E section of the Staff Hub provides relevant templates and guidance to support these activities, as indicated in each of the 3 sections

Section 1: Pre-notification of an engagement event

When planning a public & community engagement event it is important to notify either your School (through the ADEE) or relevant Professional Services team so that the appropriate support can be provided to you in advance of the event taking place.

Step-by-step guide

1. Identify whether internal or external funding is needed to support the event (e.g., internal funding via the [Research Impact & Public Engagement Fund](#), School funds, discretionary funds; or external funding from research festival partners, for example) and apply for the funding in good time

NB: internal and external funding schemes run throughout the year – keep an eye on the Staff Hub news items for details

2. Having secured any funding required, identify the appropriate contact to assist with coordination of your event: either your School ADEE or Professional Services team (R&E, MRER)
3. Access and complete the documentation required to be in place before the event takes place: this will include risk assessments, consent forms, participant information sheets and so on
4. Arrange the venue and any refreshments (if an in-person or hybrid event) or determine the online format
5. Set up a booking link for your event (via EventBrite or similar)
6. Notify your School Communications contact or Professional Services support contact so that the event can be advertised internally and externally in advance and also promoted via the Engagement Forum where appropriate
7. Access our range of [Engagement Toolkits](#) on the Staff Hub to help plan out your activity

Document Library Key Resources:

Ethics approval, risk assessment and related templates as well as engagement toolkits

Section 2: Collation of data during and after an engagement event

We require colleagues to record information on their engagement activities, particularly where these serve a public audience and the local community. There are two main reasons for doing so:

1. To support a greater understanding within the University of the scale and nature of public engagement so that staff and student efforts can be recognised. This increased awareness and communication around our engagement activities help us to achieve **Innovation Strategy priority 5 – ‘Delivering successful public and civic engagement’**
2. To support data capture for the annual HE-BCI (Higher Education Business Community Interaction) return, which collects data on all HE public engagement activities where there has been an exchange of knowledge between the University and external community. Here, the impact is measured in attendee numbers and academic staff time rather than any financial benefit.

Guidance on data capture

The following data is required for each engagement event, or linked series of events, that takes place so that we can accurately report on our activity:

- Details of staff involved – both academic and professional services
- Lead School
- Number of events taking place (e.g., if a series of lectures or live streams)
- Type of event (public lecture; performance arts; exhibitions; museum education; other)
- Delivery format of the event (in person; online; hybrid)
- Target audience (general public, adults, community groups, families etc.)
- Name of main contributing organisations (external, non-academic), where applicable
- Description of activity or event
- Start and end date of event
- Number of attendees (for podcasts etc. this will be ‘total views’)
- Academic staff time (in days) for the event itself (not preparation time)
- Professional services staff time (in days) for the event itself (not preparation time)
- Student volunteer time (in days) for the event itself (not preparation time)
- Student paid time (in days) for the event itself (not preparation time)
- Whether the event is free or chargeable

Where possible, the following additional data helps us to describe and evidence the impact that these public & community engagement activities have generated:

- Links to event information (e.g., recorded sessions/media interest/website)
- Evaluation questionnaires or audience feedback gathered at or after the event
- Final report on activities (required by some funders, for example)

[Document Library](#) Key Resources:

Public engagement toolkits and templates

Section 3: Post-evaluation of an engagement event

Having collected the requisite data during and after your public & community engagement event, this information should be reported centrally via one of the following mechanisms:

Online public engagement post-event record

If you undertake occasional ad hoc engagement activities (i.e. fewer than a handful in any one academic year) you may wish to report these as they occur via the online [public engagement post-event record](#) available on the Staff Hub. This information is received by our R&E team and will be recorded centrally.

The benefit of completing the record immediately after an event is that the information is fresh and you will not be required to supply this again at a later date when the details may not be so readily available.

Annual HE-BCI spreadsheet

If you undertake multiple engagement activities throughout the year, or would simply prefer only to report on your activities once a year, you will have access to a **HE-BCI spreadsheet** from late August of each year so that you can fill in the information for all of your events which took place during the previous academic year (August – July).

The spreadsheet will be available in the first instance to all Engagement Forum members (ADRs, ADEEs, Professional Services colleagues) so that they can filter down requests to all staff undertaking public & community engagement activities.

It is vitally important that as much public & community engagement data as possible are recorded so that they can be reported in our annual HE-BCI submission, selected to illustrate the public & community engagement narrative as part of the KEF submission and used as evidence against engagement-related actions in the KEC action plan.

Document Library Key Resources:

Online public engagement event survey / HE-BCI spreadsheet

Other resources

Internal funding

Internal opportunities to apply for funding to assist with engagement activities that seek to broaden reach and generate impact from research are available to staff throughout the year. For example:

Research Impact and Public Engagement (RIPE) fund

Up to £5K in funding can be applied for to support research impact for an existing project, research development or research dissemination and public engagement activities, including policy engagement (e.g. through creation of policy briefs).

Applications should align to one or more of the following themes:

- **Strengthening interaction** – seeking to nurture and build upon relationships with non-academic partners
- **Broadening research** – expanding the reach and influence of research outcomes, in addition to introducing greater partner contribution into the design of future research
- **Promoting social benefit** – demonstrating how the application of research-based knowledge might lead to practical and focussed solutions at a range of scales.

There are two funding calls per year, in September and January.

Research impact and engagement training

A comprehensive schedule of training and development activities is delivered through staff and PGR programmes and managed through Research & Enterprise.

All staff training activity is linked to the **Academic Career Framework**, supporting academic staff to progress in their careers at Salford.

Training and support covers these main areas:

1. **Developing grant proposals** - from initial ideas to submitting a grant application
2. **Disseminating your research** - publishing and open access for effective dissemination
3. **Research impact and engagement** - ensuring your research has real-world benefits
4. **Ethics** - ensuring ethical compliance in your research and engagement activities
5. **PGR supervision** - ensuring our students receive the highest quality support
6. **Enterprise & working with business** - realising the commercial benefits of research and exchanging our knowledge with the business community

Tip:

Links to all current funding and training can be found on the [Staff Hub \(sharepoint.com\)](#)

Examples of Salford's public & community engagement activities

Participation in festivals, exhibitions and public-facing events

At Salford we are involved in numerous festivals, exhibitions and public-facing events throughout the academic year, involving staff and students from across our four Schools and areas of Professional Support. These events provide us with a rich source of evidence about our engagement as a University with the wider public.

Key external events that the University participates in include:

- ❖ Dementia Action Week (May)
- ❖ Manchester International Festival (July)
- ❖ Manchester Science Festival (October)
- ❖ ESRC Festival of Social Science (October/November)
- ❖ AHRC Being Human Festival (November)

In addition, our **University of Salford Art Collection** (<https://artcollection.salford.ac.uk/>) and **New Adelphi Theatre** (<https://www.newadelphitheatre.co.uk/whats-on/>) have a full and varied programme of engagement activities running throughout the year.

Further up-to-date information on our engagement activities can be found at: [Staff Hub - P&CE](#)

Civic University Agreement

As an institution we have signed up to the **Greater Manchester Civic University Agreement**, which was launched in September 2021.

The Agreement focuses the efforts of the five Greater Manchester (GM) universities on improving the lives of GM's 2.8 million residents to drive social, economic and environmental change in our city-region. Support is provided in six priority areas: Education & Skills; Reducing Inequalities; Jobs & Growth; Digital Economy; Net Zero; and Creative & Cultural Economy.

People in the city-region recognise the role of universities in meeting these priorities through training professionals to work in public services, creating jobs and opening up access to higher education for young people from across Greater Manchester and beyond.

Further information on our participation in this agreement can be found at: <https://www.greatermanchesteruniversities.org/>

Tip:

Links to further examples of our engagement can be found on the [Staff Hub \(sharepoint.com\)](#)

Key contacts

Research and Enterprise (R&E)

R&E is a Professional Services directorate that covers a range of activities across research development & management, enterprise and knowledge exchange (KTPs, IP & commercialisation, for example). Its key drivers include: supporting the development of world-leading research and enterprise through the *Innovation Strategy* and aligning activities to the *Industry Collaboration* agenda; promoting awareness of the University's R&E successes through effective communication to internal and external audiences; and supporting the translation of our activities to create economic, social and environmental impact.

Contact details within the different areas of the Directorate can be found in the R&E area of the Staff Hub at [Staff Hub - R&E](#)

Marketing, Recruitment and External Relations (MRER)

MRER is a Professional Services directorate responsible for the core range of activities that promote and engage with the University's external environment and stakeholders. Bringing together the areas of Marketing and Communications, Student Recruitment and Outreach and External Relations, the Directorate is responsible for the strategic planning and operational delivery of key activities that support the University's ambitions for growth, diversity, increased profile and that gives greater engagement with our friends to support that ambition both in kind and through philanthropic support. Engagement activity is captured across areas ranging from Public Affairs and Alumni Development to the Art Collection and Outreach & Widening Participation.

Contact details within the different divisions of the Directorate can be found in the MRER area of the Staff Hub at [Staff Hub - MRER](#)

Our Schools

Each of our four Schools has an Associate Dean for Enterprise and Engagement (ADEE) who works with their respective School and relevant functions of Professional Services to ensure alignment of School engagement activities with central strategies and initiatives, including the *Innovation Strategy* and our institutional *Industry Collaboration Strategy*, as well as coordinating community-based activities across the School and ensuring dissemination of these activities within the University and externally.

Contact details within the different Schools can be found in the Schools area of the Staff Hub at [Staff Hub - Schools](#)

Tip:

The University also has an academic cross-School Impact and Engagement Lead, who chairs the University's Engagement Forum, Prof Andy Miah (a.miah@salford.ac.uk)

Further reading, references and practice

A range of external resources can be accessed to provide further advice and guidance on public & community engagement.

National Coordinating Centre for Public Engagement (NCCPE)

The NCCPE website focuses on what is meant by public engagement and why it matters to higher education. Specifically, it provides information on 'what an engaged university looks like', covering key areas around public engagement with research, engaged teaching, knowledge exchange and social responsibility. An 'engaged university' is defined as one which actively involves staff, students and the public to help shape the engagement strategy.

Additionally, the web pages provide ideas for doing and evaluating engagement and links to resources to support these activities, including toolkits, guides and frameworks.

All information can be found at: <https://www.publicengagement.ac.uk/>

UKRI

UK Research & Innovation is a non-departmental public body sponsored by the Department for Business, Energy and Industrial Strategy (BEIS) and is responsible for supporting research and knowledge exchange at higher education institutions in England. Involving people in our research, whether as participants, co-researchers or audiences, is beneficial both to the research community and to society through dissemination of knowledge, stimulation of dialogue and in providing insights, and UKRI recognises that public engagement can lead to better quality research and improved research impact.

Funding is available from UKRI to support public engagement activities and its web pages provide detailed guidance on the support on offer, guidance on engaging the public with your research and involving people in your research.

All information can be found at: <https://www.ukri.org/what-we-offer/public-engagement/>

Fast Track Impact

The Fast Track Impact consultancy run by Professor Mark Reed provides a range of resources for researchers, students and research professionals to help develop impact in their work, including impact arising from public engagement activities.

Resources include blogs on evidencing impact from public and media engagement, understanding impact vs. engagement as well as access to a **Public Engagement Evaluation Toolkit** developed by Fast Track Impact in conjunction with the NCCPE.

All information can be found at: <https://www.fasttrackimpact.com/>

Tip:

A link to external public engagement with resources can be found on the [Staff Hub \(sharepoint.com\)](#)

Exercise: 5 minutes to focus on your goal

Reflect on your goal

Consider what you want to do and why? What are your next steps?

What I need to think about.....

People to talk to.....

Things to do.....

Key dates and deadlines

We encourage you to explore the training and development opportunities on the Staff Hub Development Calendar and on the Advantage booking system. Please consider any forthcoming milestones, deadlines and PDR dates to help target or progress your development. This space has been provided to identify a list of the key dates, deadlines and development opportunities to help you focus on and move closer to your goal.

Date	Details

ISBN: 978-1-912337-71-2

Stay in touch..... for further information and contacts, please go to: [Staff Hub](#)
([sharepoint.com](#))