Research Engagement Toolkit

Resource and Development eBook

Coordinating Engagement Activity at Salford

2023-24

Contents

Welcome

This booklet is ***Coordinating Engagement Activity at Salford.*** It combines a quick start guide to the principles and best practice around public & community engagement and provides information and details on ways in which diverse teams across the University can help you to maximise the impact of your engagement activities.

Aims of this eBook:

- Helps you to understand the basic principles of public & community engagement
- Explains how to get started with planning, promoting and running an engagement activity or event
- Provides guidance and advice on evaluating and documenting your activity
- 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, staff teams who can assist, as well as 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:

Research & Enterprise - Home (sharepoint.com)
Public & Community Engagement (sharepoint.com)
Marketing, Recruitment & External Relations - Home (sharepoint.com)

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

Contact the Public & Community Engagement Officer:

Research & Enterprise has a Public & Community Engagement Officer who can support you with the design, direction, marketing and evaluation of your activity.

Please contact **Dan Williamson**: *d.williamson2 @salford.ac.uk*

Chapter 1 – Quick Start Guide to Public & Community Engagement

Introduction to public & community engagement in higher education

What is public & community engagement?

Public & community engagement refers to the many ways higher education providers (HEPs) engage with the public to exchange skills and knowledge that contribute to programmes and research that enrich the lives of both staff and students within the HEPs and the local community.

The ways this can happen are many and varied and a range of terms might be used to describe slightly different types of activity in different ways. These might include: outreach, patient involvement, collaborative research, citizen science, participatory arts, lifelong learning, community engagement, and engagement with partners. In addition, universities engage through community-based learning, widening participation, corporate social responsibility etc. They all describe ways that the University connects with society, and these are all strands of public engagement.

The relationship between university/researcher and public/community should be mutually beneficial and developed through an ongoing relationship and two-way conversations with equality at its heart. The benefits to all parties taking part include: learning, developing new skills, gaining new insights or ideas, developing better research, raising aspiration and being inspired.

Who are the 'public'?

It is widely accepted that this is a difficult term to define. One way to deal with it is to replace the work 'public' with 'publics' to help give it the broadest terms. It is always helpful to try to make the public the engagement activity is aimed at as defined as possible, such as a 'community of place' or a 'community of interest' rather than trying to include everyone.


The 'defining the territory' diagram (NCCPE)

Introduction to public & community engagement in higher education (cont'd)

Whilst we do wish to make our campus accessible to the public as much as we possibly can, we recognise that working with the public in research usually happens through partnerships with organisations who have strong links to a particular public or community. These include schools, festivals, museums and galleries, and voluntary sector organisations and charities. Developing and maintaining mutually beneficial partnerships is key to producing high quality, engaged research.

Types of engagement

Some engagement activities can forge deeper engagement opportunities than others. The diagram below shows more highly engaged 'dialogue' type activities on the left, such as co-production and collaboration through to more 'dissemination' type activities on the right, such as podcasts, blogs and magazine articles. These activities can be made more highly engaged if co-produced with external partners.
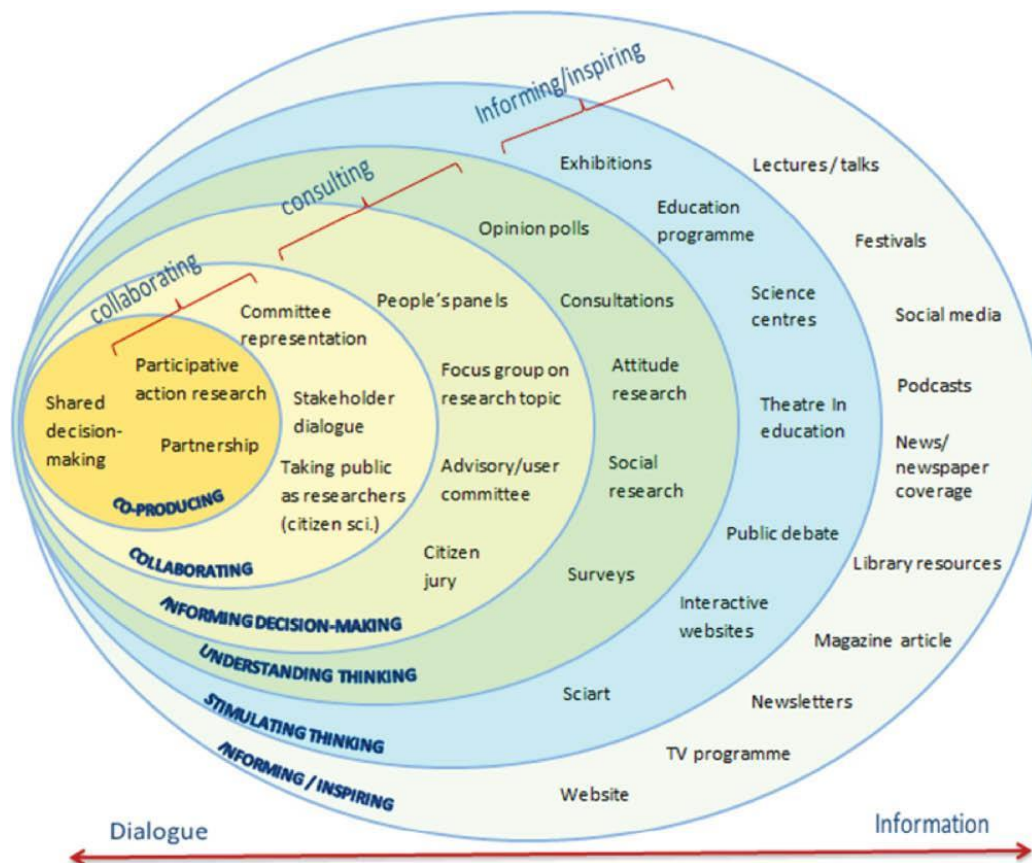
Engagement activities categorised by order (NCCPE)

Activities that use more collaborative methodology create more equitable outputs but can be complex to manage. Co-produced research is more likely to allow the 'public' to have greater ownership over the work. Activities can have multiple outputs and engage different publics in the subject matter in different ways. For instance, some people may be more involved in participatory research through the project whilst others may just watch a film at the end. This would be a highly engaged project and reach more people if considering the ways different publics might prefer to engage.

Overview: Getting started with public & community engagement

Before you begin, it may be helpful to clarify what your aims are for research engagement using this checklist:

Getting started checklist – aspirations, activity, and action

Aspirations: What do you hope to achieve (short-term or long-term)?

- ✓ To break down barriers between researcher and communities
- ✓ To communicate the impact and value of your research to key stakeholders, end users or policy makers
- ✓ To raise the profile of the research or yourself
- ✓ To generate interest in your research through social media platforms
- ✓ To develop an impact case study
- ✓ To communicate and disseminate your research to a wider audience
- ✓ To influence or change policy, process and/or perceptions
- ✓ To progress towards a key milestone such as publication, grant, REF or KEF submission

Activity: What sort of activities do you have in mind?

- ✓ Presentations or lectures
- ✓ Videos or TEDX style talks
- ✓ Live online streaming
- ✓ Participative and co-created
- ✓ Community or specific groups
- ✓ Blogs, vlogs, short articles
- ✓ Festivals and in-person events
- ✓ Schools and young people activities
- ✓ Inform, educate and tell a story
- ✓ Co-create the research and agenda
- ✓ Specialist and industry-related activities

Action: What are your initial thoughts on next steps to take?

Tip:

Need some inspiration as to what research engagement could look like?
Take a look at the Research and Engagement with Impact blog: https://blogs.salford.ac.uk/research/

Section 1: Engagement methodology

The four principles of quality engagement

The National Coordinating Centre for Public Engagement (NCCPE) considers the following principles to lead to high-quality practice across all forms of engagement.

- **Purpose**: Why are you doing the engagement?
- **People**: Who is involved in the project as participants, partners, or deliverers of the project? How have you considered their needs and interests in developing your approach?
- **Process**: Is the process appropriate to the purpose and people you are engaging with?
- **Evaluation**: Have you considered how to use evaluation to both inform your approach, and to assess its value?
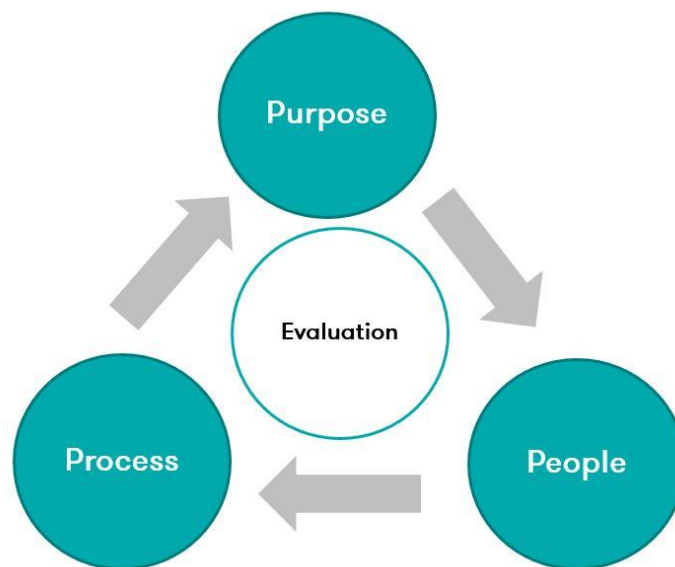
Quality engagement diagram (NCCPE)

Tip:

Read more about quality engagement at: [Quality engagement | NCCPE (publicengagement.ac.uk)](publicengagement.ac.uk)

Section 2: Identification and planning

Exploring what you can do

Purpose - Motivation and reason for engagement

Spend a few minutes identifying your What, Why and How?

Here are some possible reasons and motivations for engaging with the public to get you started:

- Responding to societal needs or requests – is there a problem that needs solving?
- Sharing what we do to inspire learning and sense-making
- Creating and applying knowledge together or doing research together through collaboration and co-production
- Learning from others
- Changing attitudes or behaviour
- Influencing and changing policy

Once you have an idea of your purpose and motivation it is time to think about who it might be most relevant to engage with this.

People - Who would you like to engage with your research?

Rather than looking at the 'general public' as the audience for the work it is better to narrow it down to a community of place or interest. Think about who your idea might be most relevant to or who may have lived experience of your area of interest. It is important to engage and consult the publics you are interested in working with from the earliest possible stage and for them to help shape the project using their experience.

Process - Type of event or activity

There are lots of possible ways to engage with the public and integrate this into your research. When considering the practical arrangements and reach, thinking about the level of involvement is useful. Are you wanting to inform, consult, involve or give people direct control through delegation?
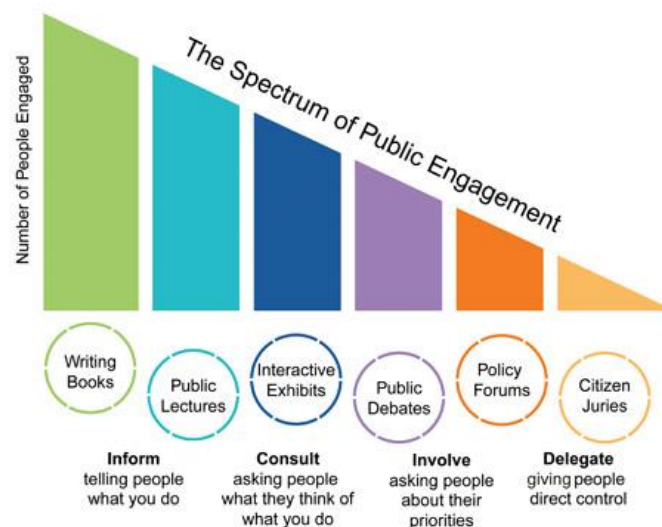
The spectrum of public engagement (Beltanenetwork.org)

Section 2: Identification and planning (cont'd)

Evaluation and impact of the activity

What does your activity mean to you and your target audience? What does success look like? Considering how this is measured is important and critical in the planning phase: will you collect feedback or use other methods to measure impact, e.g., through numbers attended, outputs or social media or online engagement etc.?

Here are a few 'getting started' prompts:

1. What does success look like?
2. What is the single most important take-away message?
3. What do you want to avoid?
4. Complete this sentence: 'It would be good if participants did......'
5. How will you document your event or activity?
6. Who else needs to be involved?
7. How long should the impact last (during the event only or after?)
8. What is the 'call to action' for participants?
9. What data is needed, are there any constraints and restrictions on how this collected or stored?
10. Who should evaluate this: will you or will someone independent?

Space for your ideas:

Tip:

The National Coordinating Centre for Public Engagement has a range of evaluation tools and resources to get you started: Evaluating public engagement | NCCPE

Some alternative evaluation toolkits and examples maybe also useful to explore:
- NHS Evaluation Toolkit: https://nhsevaluationtoolkit.net/
- Government Digital Inclusion Evaluation Toolkit: Digital Inclusion Evaluation Toolkit - GOV.UK (www.gov.uk)
- Queen Mary London Public Engagement Evaluation Toolkit: https://www.qmul.ac.uk/publicengagement/goodpractice/evaluation-toolkit/

Section 3: Developing and connecting

Developing your activity or event

This process involves the conversion of research into a format that can connect or be consumed by your intended audience, stakeholders or participants. This table showcases a few ideas that you may wish to use to help engage with your target audience and explores different environments and types of interaction:
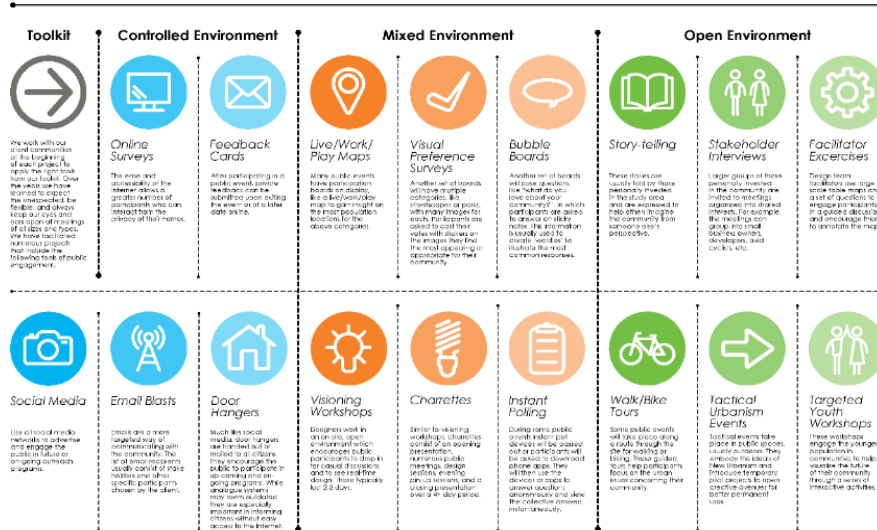
Starting the development process

There are some tools you can utilise to start the development process and identify how you can connect to your target audience or pilot events.

Planning – the development	Planning – 'a virtual walk-through'
Break down your plans into eight steps: 1. **P**eople 2. **P**laces 3. **P**olicy 4. **P**ractice 5. **P**reparation 6. **P**resentation 7. **P**ilot/Proof of concept 8. **P**urpose	Test your ideas by walking through your event with PDCA: • **P**lan • **D**o • **C**heck • **A**ct
Connecting – reviewing your approach	**Connecting with your audience – using SAID**
Review your development through a SWOT analysis and identify: • **S**trengths • **W**eaknesses • **O**pportunities • **T**hreats	Developing your message and connection points: • **S**tory – what is it and why does it matter? • **A**udience – what are your audience needs? • **I**nformation – what is the take-home message? • **D**uration vs. Detail – the more time you have, the more detail you could afford

Tip:

Further developmental resources: Resources | NCCPE (publicengagement.ac.uk)

Section 4: Evaluation and management

Measuring reach, impact and success

It is important to consider a method of evaluating the work we do to measure the impact and value. Ensure that evaluation is an ongoing part of the project and is used to assess progress and see how things are going at each milestone so that adjustments can be made if required. It should not be left until the end of the project and that is why we include the evaluation stage as part of the planning process.

A critical part of public engagement is impact and assessing this over time. This NCCPE Discussion Paper explores public engagement through a REF lens and provides interesting insights into how this is viewed within the REF process and beyond: Discussion Paper (publicengagement.ac.uk)

Spend some time thinking about your strategy:

Strategy Development:

What are your key activities and/or outputs?
How will you measure their success and when?
What are the key stories or messages – from your target audience? (Current or anticipated)
Key dates and deadlines (You may wish to use this space to map out a timeline for your strategy, considering key milestones in the next couple of months to the next couple of years)
Resources, requirements and next actions:

Tip:

Further evaluation and management resources: Resources | NCCPE (publicengagement.ac.uk)

Chapter 2 - 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 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 annual 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 7 main KE perspectives, 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**.

Tip:

A link to information on the KEF, KEC and HE-BCI return can be found on the [Staff Hub (sharepoint.com)]() under 'Research & Enterprise'

The role of the University's Engagement Forum

The Engagement Forum was first 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 the School Knowledge Exchange Fellows) and representatives from across a wide range of Professional Services, including: Research & Enterprise; Marketing, Recruitment & External Relations (which includes Alumni and Arts Collection teams); 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.

Tip:

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

Section 1: Support for public & community engagement at Salford

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 Manager** contact to help promote events internally and externally (contact details for each School are available on the Staff Hub)
- Each School has a **Knowledge Exchange Fellow** who can provide support, signposting and link up your activity both within the School and help foster cross-School partnerships where there are links
- Each School has its own **buildings, facilities, laboratories and resources** that could be used to coordinate and host an engagement activity, for example: MCUK Dev Lab, New Adelphi Theatre, Morson MakerSpace, Acoustics Labs and Health Clinics. There is also the Zine Makers Space in the Library and the New Adelphi Art Gallery
- 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)**, **Marketing, Recruitment & External Relations (MRER)** and **The Library**.

- **R&E** provides assistance with funding, planning and participating in **research festivals** (e.g., our own Celebration of Innovation, and external festivals such as ESRC Festival of Social Science, AHRC Being Human, Manchester Science Festival): get in touch with our **Public & Community Engagement Officer** to discuss your plans and project requirements at an early stage of development
- **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: discover more about our wider **Business Innovation Services** team
- **MRER** provides tailored assistance with **Outreach & Widening Participation** activities (working with schools and colleges) and **Public Affairs** (working with local, regional and national government), for example
- **MRER** events team that run our **public lecture series,** including inaugural professorial lectures, and our **Arts Collection Team** are also part of this directorate
- **The Library** team comprises the **Archives and Special Collections** and **Open Research** teams, providing research support and open research services to all University of Salford researchers
- Digital resources for making your engaged research publicly available include:
  - **Research and Engagement with Impact Blog**
  - **The Sci Comm Space website**
  - **Salford Digital Archives**
  - **Salford Figshare**

Through public & community engagement networks

- We have a **Community of Practice for Engagement** to bring together people working in this arena each month, either online or in person. Each session consists of a presentation about a P&CE project, time for Q&A followed by a round-up of up-and-coming activity and any questions people may have from others in the group. Recordings of each session are posted in the MS Teams Channel
- We have created a **Teams Channel** for the Community of Practice for Engagement that is open for anyone at Salford to join. This is a place to keep up to date with the Community of Practice sessions, access recordings and transcripts as well as post interesting articles and events, ask questions and share best practice
- Our **Newsletter** is published monthly on the P&CE hub page. It provides reviews and case studies of what has been happening recently, links to forthcoming activities and events as well as funding and best practice news
- The **Events Calendar** aims to bring together all engagement activity taking place at Salford in one place so you can see what is happening across the University.

Tip:

Contact the **Public and Community Engagement Officer** to find out more about any of these resources: d.williamson2@salford.ac.uk

Section 2: Pre-notification of an engagement event

When planning a public & community engagement research project or event it is important to notify both your School (through the ADEE and Knowledge Exchange Fellow) and Public & Community Engagement Officer (R&E) so that the appropriate support can be provided to you in advance of the start of the project or event taking place. This might include finding partners, linking with other academics or projects with similar aims or on similar subjects.

Step-by-step guide

1. Have a look over the guides and resources in Chapter 1 of this document to help you think about and develop your engagement project and write down initial ideas, plans and outcomes to help shape your project.

2. 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) and apply for the funding in good time. Links to other external funders that might be relevant to your project can be found here. Please get in touch with our Funding team if you are developing a bid. All internal funding schemes for 2023/24 can be found here.

3. Having secured any funding required, identify the appropriate contacts to assist with coordination of your event: this could be your School ADEE, Knowledge Exchange Fellow, Public & Community Engagement Officer or School Communications Manager. They will be able to assist you with planning your project, connecting with external organisations and people as well as promoting and marketing your activity both internally and externally.

4. Access and complete the documentation required to be in place before the event: this will include risk assessments, consent forms, participant information sheets, event plans, marketing plans and so on.

5. Arrange the venue and any refreshments (if an in-person or hybrid event) or determine the format and platform your online activity will take. Also contact the **Technical Services Team** in your School if you need assistance with technical set-up or specialist help or advice.

6. Set up a booking link for your event (via EventBrite or similar). If you do not have an account, ask if your department or School has one already set up that you can use or contact Professional Services for help in identifying the most relevant account to use.

7. Notify your School Communications Manager and the Public & Community Engagement Officer so that the event can be advertised internally on the staff hub and externally on the corporate website in advance. The activity can also be promoted via the Engagement Forum where appropriate. A calendar of University-wide engagement events can be found here.

Document Library ***Key Resources:***

Ethics approval, risk assessment and related templates

Section 3: 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
- Location of activity or event
- 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
- Reflections on the success and lessons learnt from the activity.

In addition, the following 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/blog/review)
- Evaluation questionnaires or audience feedback gathered at or after the event. A template for this and explanation on how to use it can be found here
- Final report on activities or short case study (required by some funders and useful to promote your activity to others in the future). This can be included on our research blog
- Good quality images of your activity and the public taking part in it. Plan this in advance and book a photographer for the event through MRER or contact Studio Salford.

Document Library ***Key Resources:***

Public engagement templates

Section 4: 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 (ADRIs, 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.

All pathway to impact/engagement activity of this kind should also be recorded on the **Worktribe** platform (part of the Academic Profiles and Research Information System [APRIS]) within the '**Impact**' menu through 'Notebooks' and tagged accordingly. Worktribe acts as a central database that provides key Professional Services colleagues with access to your engagement and impact data (where shared) that can be used for the purposes of KEF and REF submissions, for example.

Document Library *Key Resources:*

Online public engagement event survey / HE-BCI spreadsheet

Other resources

Engagement 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 £4K in funding can be applied for to support research impact for an existing project, research development or research dissemination and public engagement activities.

Applications should align to one or more of the following themes:
- **Strengthening interaction** – seeking to nurture and build upon relationships with non-academic partners, aligning with the University's Industry Collaboration strategy
- **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.

Funding is offered as a continuous call commencing in August each year.

Other internal funding sources that may be relevant to your project can be found here: Internal Funding Schemes 2023-24 (sharepoint.com)

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 covers introductions to the areas of public engagement, research impact and knowledge exchange through a programme of tailored sessions made up of a series of activities which includes online workshops, face-to-face sessions and one-to-one support. These complement the engagement toolkits, templates and other resources available on the Staff Hub and will help to promote connections, collaborations and build/enhance engagement with communities of practice.

Separate training is available to both PGRs and staff and includes induction training for new starters and delivery of material at both School level and centrally.

Tip:

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

Other resources (cont'd)

The Ordsall Method

The Ordsall Method was developed by a former researcher at Salford as part of a local project that forged deep engagement with multiple local community organisations and people through a 'researcher in residence' type approach. The PDF outlines the 15 steps taken and how this was achieved and combines best practice tips with mini case studies for this highly engaged project: View the PDF here

Influence locally with the Salford Learning City Group

The Learning City Group is a consortium of organisations based in Salford and led by Salford City Council to support the wider community and their access to life-long learning. The group meets regularly and has a web presence to promote activities, connect and communicate to the Salford community. Further details about the group can be found here: Salford Learning City | mycity Directory

How to develop engagement projects safely

A toolkit of compliance resources for public engagement – safety, ethics, participant information and data protection can be accessed here: Academic Ethics for Public Engagement (sharepoint.com)

Explore previous examples of public engagement from across the University

The University blog is filled with stories, case studies and reports from diverse University-led events across all disciplines and Schools. It is a great place to start, be inspired or gather vital lessons learned for developing your own engagement opportunities and stories: Research and Engagement with Impact Blog (salford.ac.uk)

Tip:

A set of writing and resources on and about collaborations between Higher Education and the arts and culture sectors can also be found through the National Centre for Academic and Cultural Exchange (NCACE): Collections Browser - National Centre for Academic and Cultural Exchange (ncace.ac.uk)

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 Services. 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)
- ❖ Cheltenham Science Festival (June)
- ❖ Manchester International Festival (July) – Biennial
- ❖ Manchester Science Festival (October) – Biennial
- ❖ ESRC Festival of Social Science (October/November)
- ❖ AHRC Being Human Festival (November)
- ❖ Lightwaves Festival (December)

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 can be found on our engagement through festivals page.

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 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 at: Staff Hub - MRER

Our Schools

Each of our four Schools has an Associate Dean for Enterprise and Engagement (ADEE) and a Knowledge Exchange Fellow who work 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 *Corporate 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 at: Staff Hub - Schools

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Tip:

The University also has an academic cross-School 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/

National Centre for Academic and Cultural Exchange (NCACE)

NCACE is an initiative led by TCCE and funded by Research England.

"We facilitate and support capacity for Knowledge Exchange between Higher Education and the arts and cultural sector across the UK, with a particular focus on evidencing and showcasing the social, cultural, environmental, as well as economic, impacts of such activities."

NCACE is working across a range of key areas designed to support our mission to facilitate Knowledge Exchange (KE), in partnership with a number of Higher Education Institutions (HEIs) across the country. The regional hub partners are all strongly networked with the arts and cultural sectors across the country, and include: Bath Spa University, Birmingham City University, Manchester Metropolitan University, and Northumbria University.

With a focus on realising and communicating the potential of Knowledge Exchange, in its widest sense, with the arts and culture sector, NCACE activities are open to all HEIs in the country and to those working in the arts and cultural sector.

"At the heart of our values is a keen attention to supporting inclusivity, difference and diversity."

All information can be found at: https://ncace.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.

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

Further reading, references and practice (cont'd)

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 engagement resources can be found on the Public & Community Engagement pages on the Staff Hub

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

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