

# Linking University & Community

Case studies in public engagement and  
research impact

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# Public Engagement and Research Impact

- Direct engagement with the public / press
- Engagement with National Government
- Engagement with Local & Regional Government
- Broader engagement with industry

## Direct engagement with the public / press

- Educational outreach into schools and the community
- Public communication through the media explaining discoveries and their implications
- Engaging in public debate on major national decisions

# Lifelab – engaging young people in health issues



# New Forest Cicada – engaging the public in research



Involving the public in new research:

- Species native to the UK
- Only in the New Forest, near Southampton
- Most people >40 can't hear it
- Those who can, hear it even 60m away
- App on iPhone and Android
- Public gathering data as they walk in the forest



Bringing research to life

# Overview

## Other initiatives

- Archaeological digs in collaboration with local volunteers, open to the public and with presentations on findings
- Blogging from oceanography research cruises
- “No limits dementia” – using the arts to collaborate with groups of people with dementia
- Lifelong learning – allowing the public to dip in and learn about a range of subjects
- From 2013 MOOCs in Web Science, Oceanography and Archaeology

# Engagement with National Government

Providing evidence for policy

Specific commissioned research for policy

Identifying new economic opportunities



# Helping Governments understand migration



Influencing  
national policy  
and creating  
new economic  
opportunities:

The Open Data Institute

# Engaging with Local and Regional Government

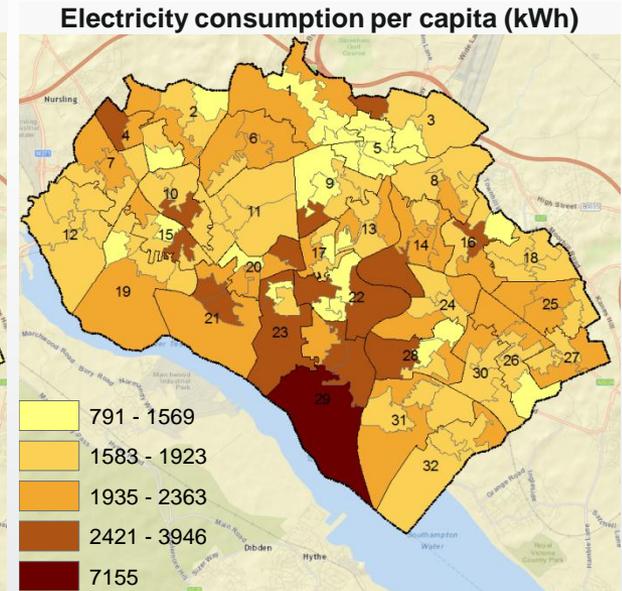
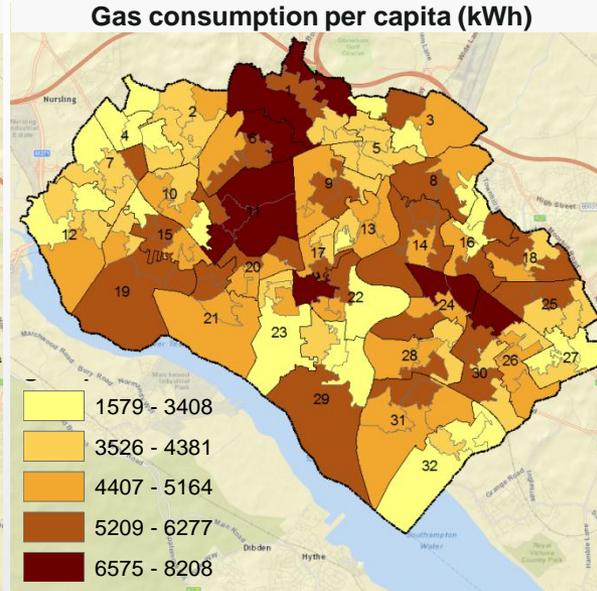
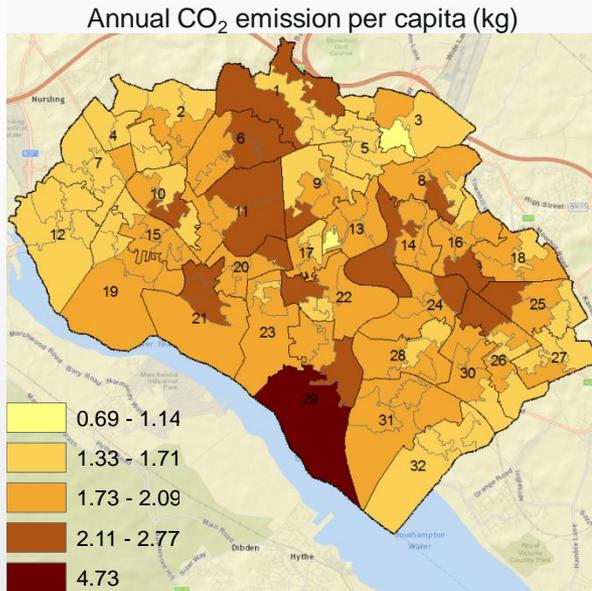
UNIVERSITY OF  
Southampton

Engaging in the development of regional policy

Directly contributing to economic development in the region

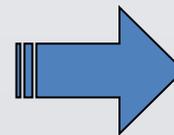


# Energy Use in Southampton



## Other Data Sets to Address:

- Transport: bus routes, traffic flows, road works.
- Health, pollution status within the city
- People centred statistics – working from home.
- Demographics!
- Businesses / industry / supply chain.
- ----
- ----



- Dashboard of city activities
- Inform decisions etc.
- Support and prioritise investments
- Supply chain

# Redeveloping Southampton



Urban Design



.....ENERGY.....

- WASTE
- TRANSPORT
- DENSITY
- WATER
- BUILDINGS

Shipping /  
harbour  
operations

- Energy an overarching envelope
- Refurbishment and new buildings
  - ✓ Design for energy efficiency / local generation
  - ✓ Housing, work, leisure, health, industry?
- Mobility
- Future proofing / Changing climate?

# Innovation development and technology transfer at Southampton Science Park

45 acre park, home to more than 50 companies from early stage start ups through to businesses that lead the world in the fields of pharmaceuticals, software design, satellite broadcasting and mobile telecommunications.



# Engagement with Industry

Contract research  
Knowledge transfer  
Long term partnerships



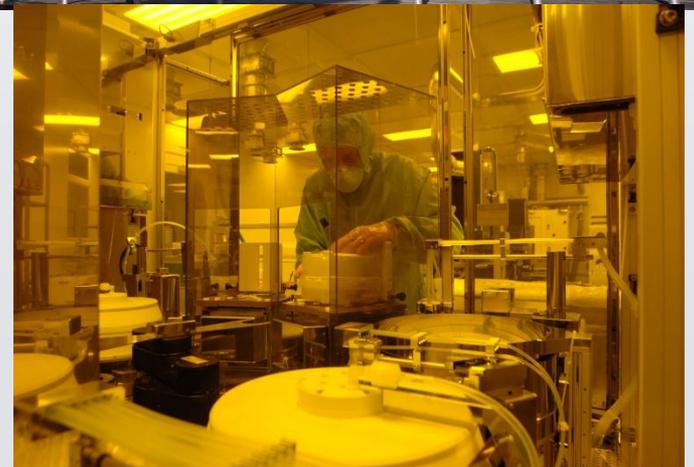
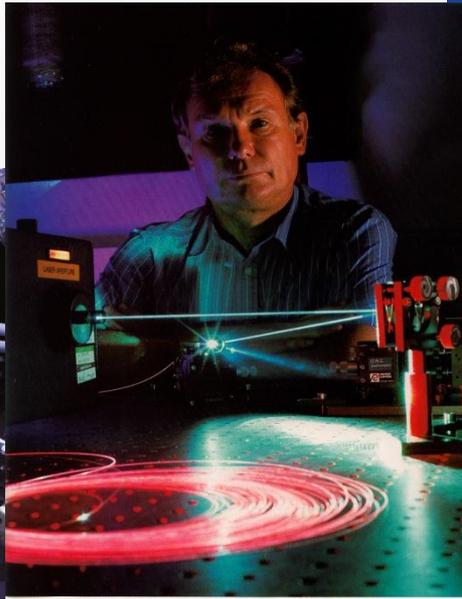
# Some of Southampton's Industrial Partners



# Southampton Marine & Maritime Institute



# Photonics & Nanofabrication Cluster



# Conclusions

- Public Engagement is an established and integral part of the way we operate
- Several incentives in the UK higher education system – money, reputation, ability to operate
- Increasingly universities are recruiting dedicated, specialist staff to better manage media, government and community relations alongside established technology transfer offices
- Increasingly our staff are aware of their responsibilities and opportunities for community engagement, and are better trained



Footage Courtesy of Southampton University, Physoc