

Furthering public engagement – challenges, outcomes and future direction

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National Co-ordinating Centre for Public
Engagement

RATIONALE

- Why should universities engage with the public?

PUTTING ENGAGEMENT INTO PRACTICE

- How can you engage with the public?
- How do universities need to change to embrace public engagement?
- How can you measure the impact of that engagement?

WHY ENGAGE WITH THE PUBLIC?

Irrelevant and out of touch with society

Secretive and untrustworthy



Unaccountable and a waste of tax payers' money

Elitist and reinforcing inequality

FUTURES FOR HIGHER EDUCATION ANALYSING TRENDS

WWW.UNIVERSITIESUK.AC.UK

HIGHER
EDUCATION:
MEETING THE
CHALLENGES
OF THE 21ST
CENTURY



Universities UK

‘UK HE currently faces a number of possible futures. The most positive of these would see the increasing integration of institutional interest with the wider public good, placing universities at the heart of economic and social advancement. ..’

HOW?

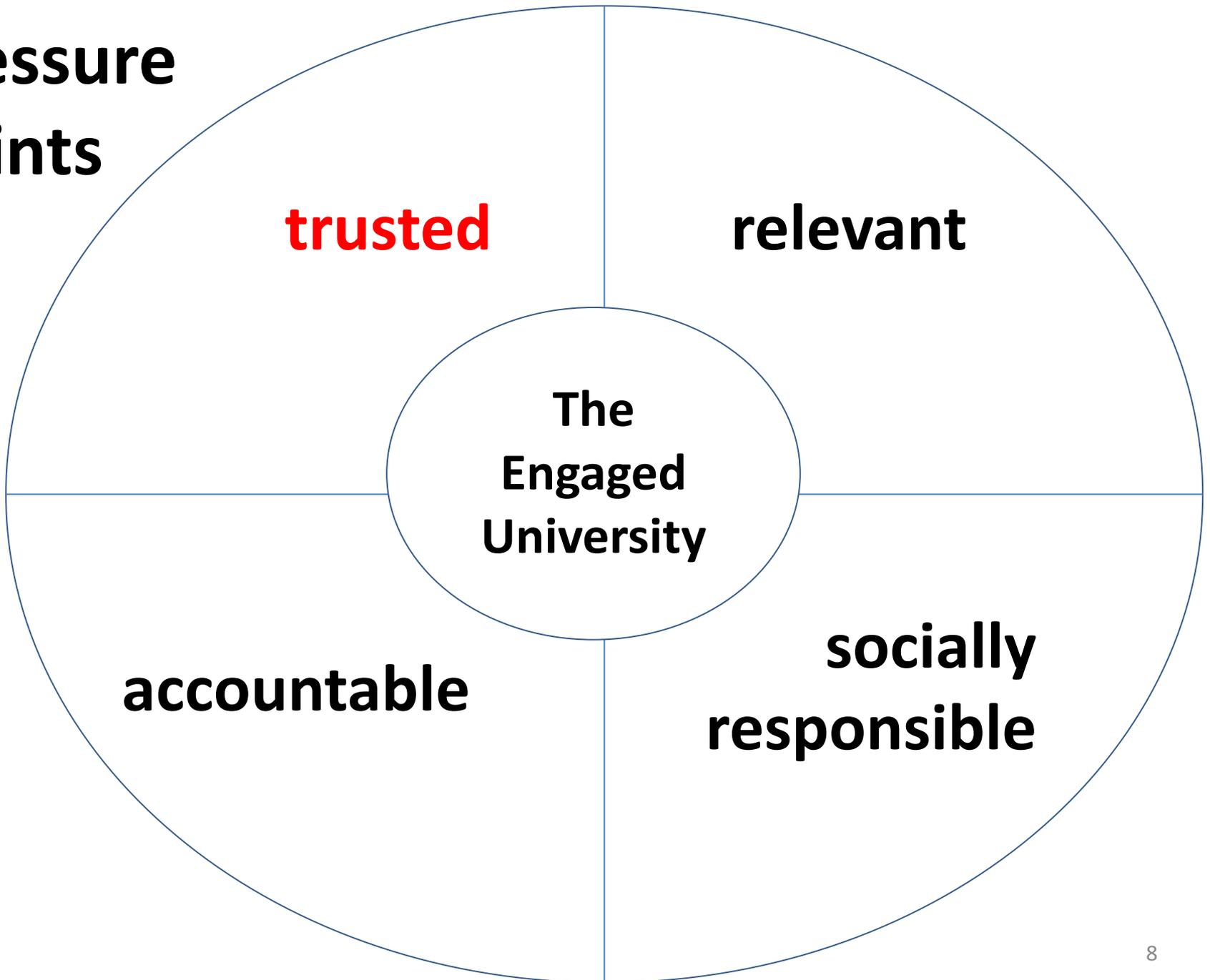
- ‘By ensuring that universities continue to remain fully engaged in society at all levels, understanding its needs and developments’

‘Engagement implies strenuous, thoughtful, argumentative interaction with the non-university world’

Association of Commonwealth Universities

ENGAGEMENT 'PRESSURE POINTS'

**Pressure
points**



trusted

relevant

**The
Engaged
University**

accountable

**socially
responsible**



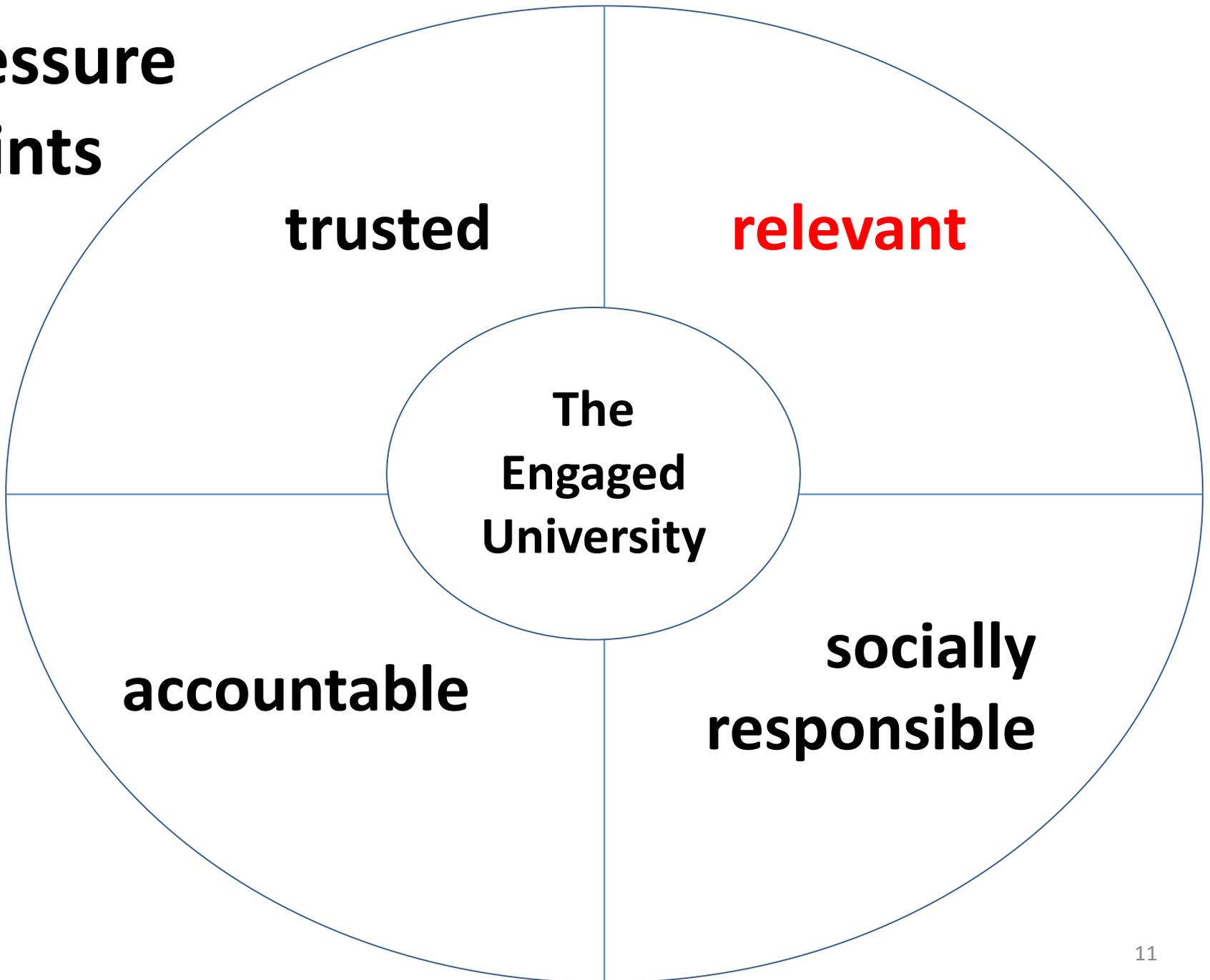
Consumer opposition: The public, and especially organisations such as Friends of the Earth, have not taken to the idea of genetically modified crops, or 'Frankenstein foods' as they are commonly known

Pressure points

trusted

- Researchers are trusted to act ethically and responsibly
- New, controversial areas of research are debated and public attitudes are taken account of

**Pressure
points**



82% agree science is such a big part of our lives that we should all take an interest

43% feel informed about science and research

Ipsos MORI
Social Research Institute

PUBLIC ATTITUDES TO SCIENCE 2011

Main Report
May 2011

BIS | Department for Business
Innovation & Skills

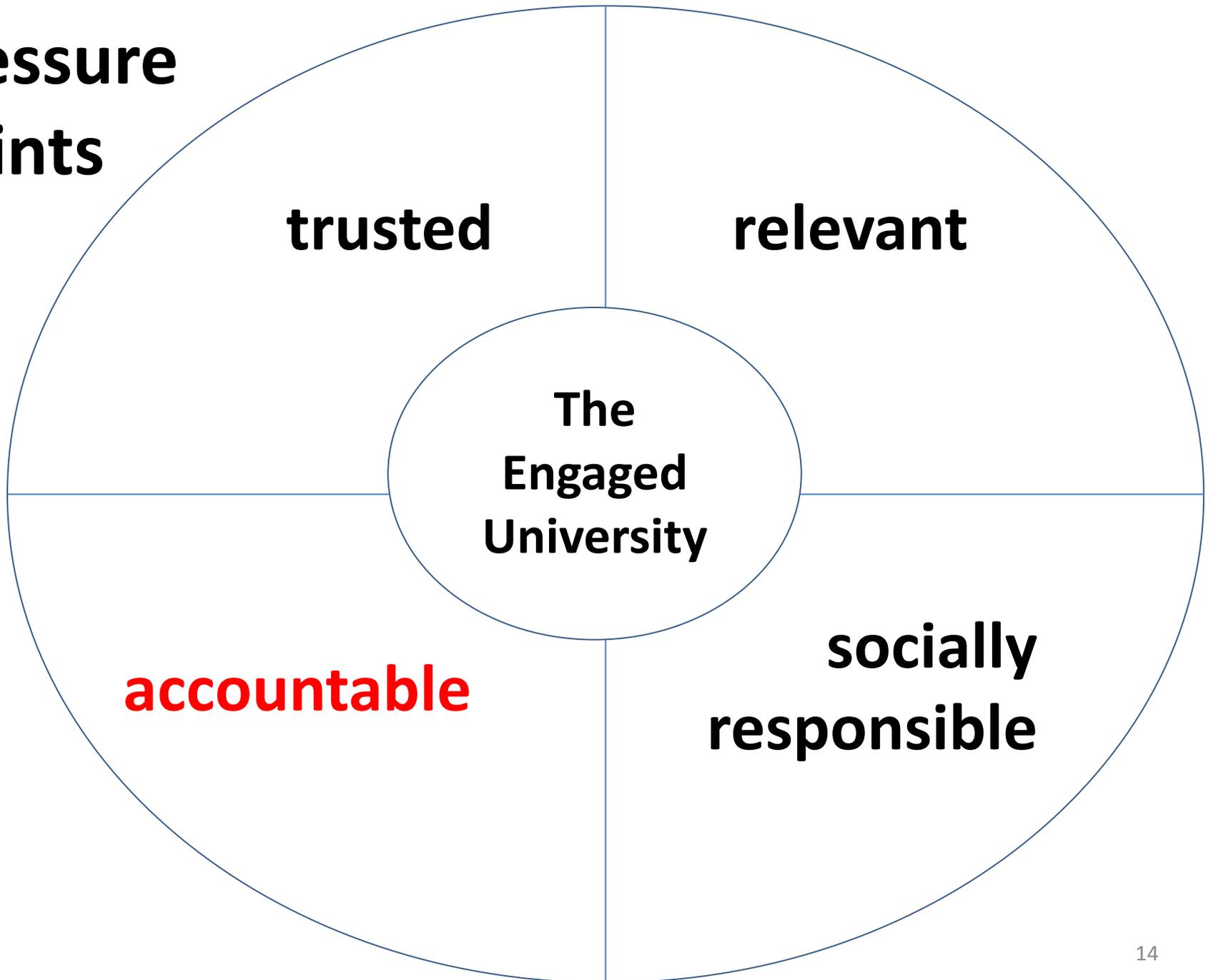


Pressure points

relevant

- Research is more finely tuned to society's needs
- Young people see research careers as relevant and attractive
- Innovation flourishes as new ideas / insights flow into HEIs
- Research outputs are easily accessible and widely used

Pressure points

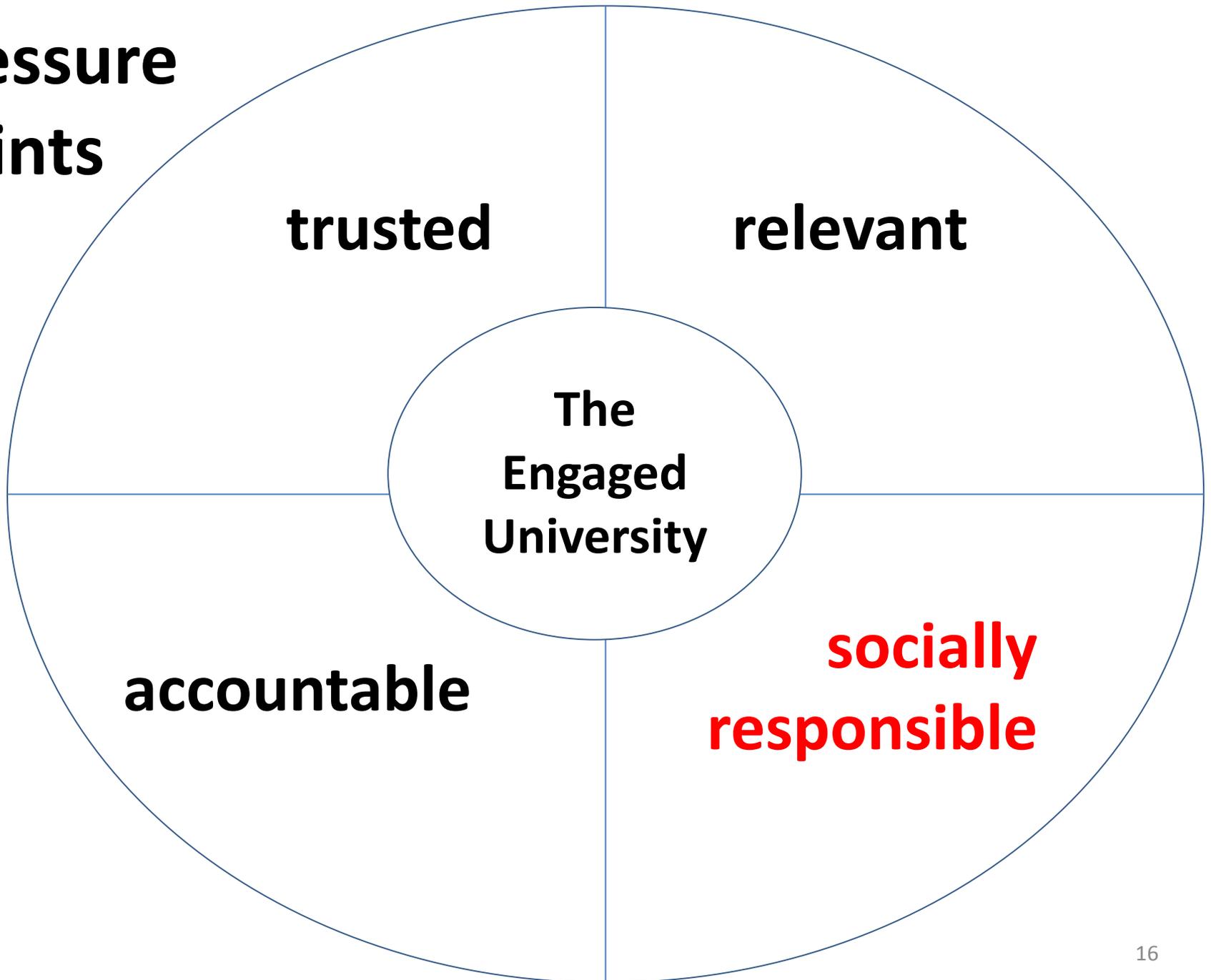


Pressure points

accountable

- Those with a stake in the impact of research feel they can influence investment priorities
- The purposes and impact of research are understood and valued by wider society

**Pressure
points**



Pressure points

Socially responsible

- Research institutions are seen to act in socially responsible ways, minimising their environmental footprint and supporting social mobility

THE BEACONS FOR PUBLIC ENGAGEMENT

science communication

Barriers to science communication

- Sixty-four per cent said the need to spend more time on research was stopping them getting more engaged (the top response);
- 29% said that time taken away from research was the main drawback for engaging with the public;
- 20% agreed that scientists who engage are less well regarded by other scientists;
- 3% cited peer pressure as a barrier.

This initiative aims to create a culture within UK Higher Education **where public engagement is formalised and embedded** as a valued and recognised activity for staff at all levels, and for students.

Funded by the UK Funding
Councils, Research Councils
UK and the Wellcome Trust



Manchester Beacon

connecting people, place & knowledge



Image: Michael Colvin



The Beacons for Public Engagement are funded by the Higher Education Funding Council for England and Research Councils UK in association with the Wellcome Trust, the Higher Education Funding Council for Wales and the Scottish Funding Council.

UEA University of
East Anglia

cueeast
community-university-engagement



EDINBURGH BELTANE
open minds

**PUBLIC
ENGAGEMENT UNIT**

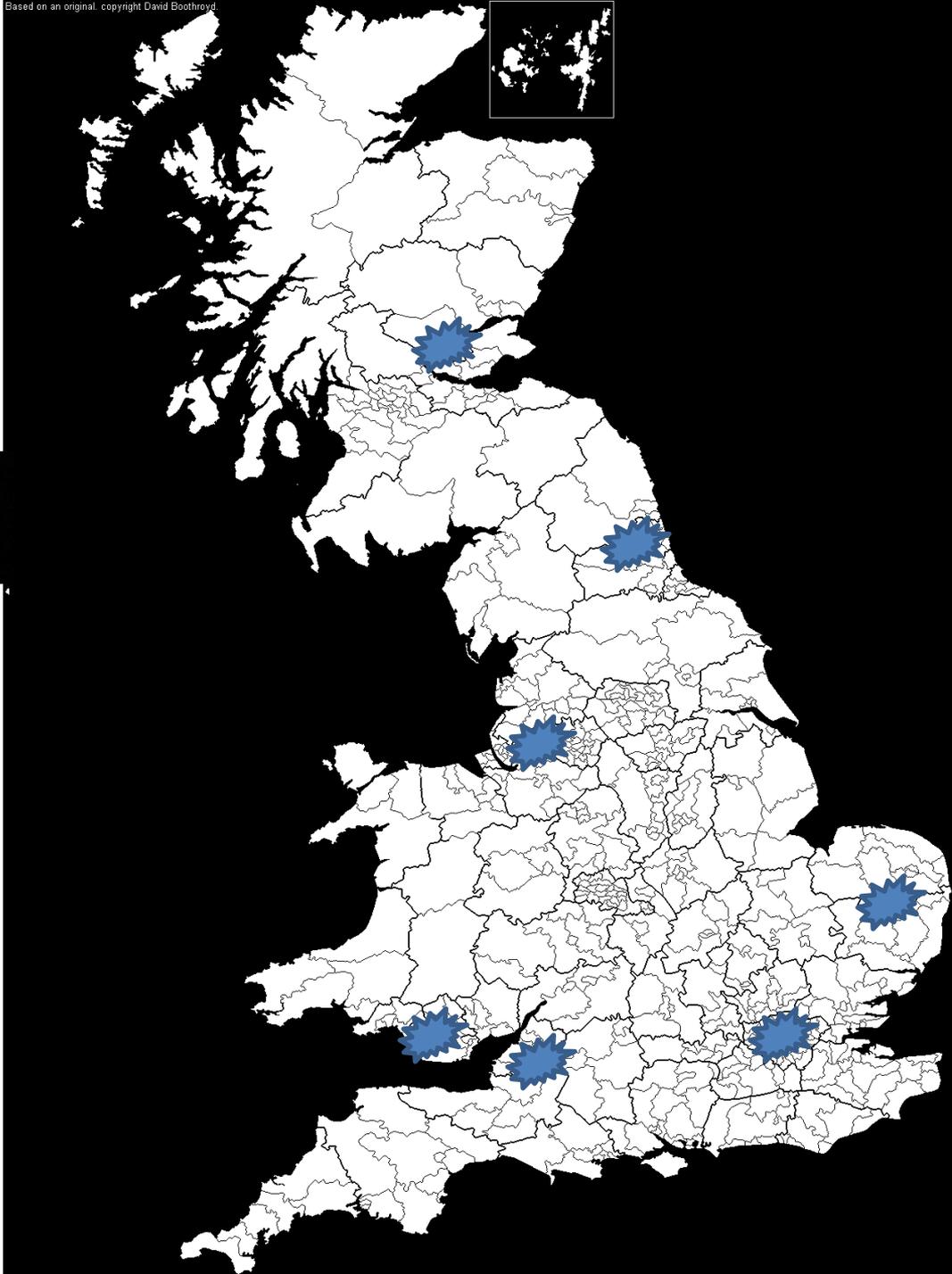


Manchester Beacon
connecting people, place & knowledge



goleufeydd
ar gyfer ymgysylltu
â'r cyhoedd

beacons
for public
engagement





Search

HOME

WHAT IS PUBLIC
ENGAGEMENT?

WHY DOES IT
MATTER?

HOW TO
DO IT

HOW TO
SUPPORT IT

HOW WE
CAN HELP

ABOUT US

Universities across the UK are signing up to our manifesto for public engagement



Find out why ►

Are you new to this?

[Easy ways to get started](#) with public engagement

How to engage

We've created a [toolkit](#) for people who want to engage the public.

Ways we can help

- [Join our public engagers' network](#)
- [Ask us for advice](#)

Universities already signed up include:



The NCCPE is part of the [Beacons for Public Engagement](#)

We also run [vinspired students](#).

Sign up for our newsletter

Sign up

Latest

PUTTING ENGAGEMENT INTO PRACTICE

How engage with the public?

INSPIRING

Inspiring, involving and informing the public about research

How engage with the public?

INSPIRING

festivals

media

public lectures
and talks



How engage with the public?

INSPIRING

festivals

media

public lectures
and talks

CONSULTING

Actively listening to the
public's views, concerns
and insights

How engage with the public?

INSPIRING

festivals

media

public lectures
and talks

CONSULTING

public
dialogues

advisory
groups

Synthetic

Biology

Dialogue

How engage with the public?

INSPIRING

festivals media

public lectures
and talks

CONSULTING

public
dialogues advisory
groups

Working in partnership to solve problems,
drawing on each other's expertise

COLLABORATING

How engage with the public?

INSPIRING

festivals media

public lectures
and talks

CONSULTING

public dialogues advisory groups

citizen science co-produced research

knowledge mobilization

COLLABORATING

868,394 people taking part worldwide

ZOONIVERSE
REAL SCIENCE ONLINE

seafloorexplorer.org

Help explore the ocean floor

[View details](#)



**CHANGING CULTURE:
THE ENGAGED UNIVERSITY**

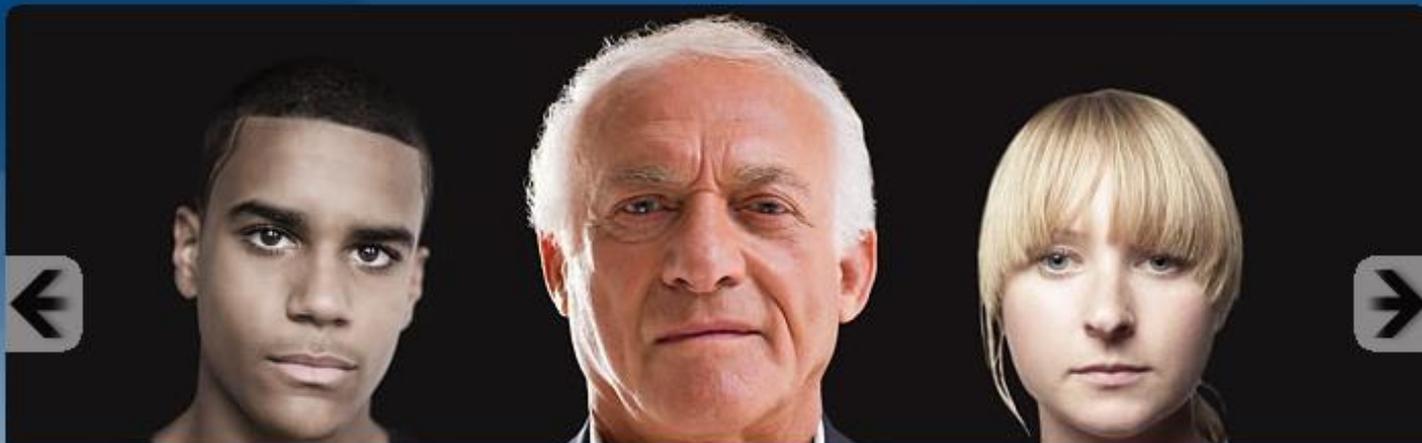


**Change
Ahead**

Our mission

To be a world-class research-intensive university, to deliver teaching and facilitate learning of the highest quality and to play a leading role in the economic, social and cultural development of the North East of England.

Vision 2021: Download PDF (1.7MB)



It's Not Just Black and White, Grey Matters

Pledge your support to Newcastle University's national campaign to change the way society views older people.

Our Mission

Undergraduate Study

Postgraduate Study

Research Expertise

International Students

Alumni Association

Services for Business

About the University

Academic Units

Services and Facilities

Current Students

Latest News

Garden birds shun organic

The notion that birds and animals prefer organic feed has been called into question by new research from Newcastle University.

Report on 'fair access' praises Newcastle University

A landmark report on 'fair access' to leading UK universities has cited examples of how Newcastle University is attracting students from a broader range of backgrounds.

Greenland glacier study will help improve sea level forecasts

Predicting sea levels could become more accurate thanks to a new discovery about how melting ice in the summer affects the movement of glaciers.

Events

Newcastle Centre for the Literary Arts

21st January 2010 - 10th June 2010,
Time: 10:00 - 07:00

Info-Gap Theory: Visit and Workshop

17th May 2010 - 20th May 2010,
Time: 10:00 - 17:00

ICM Seminar

20th May 2010, Time: 16:00 - 17:00



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Focal points for embedding public engagement

PURPOSE

**Embedding a commitment to
public engagement in
institutional mission and
strategy, and championing
that commitment at all levels**

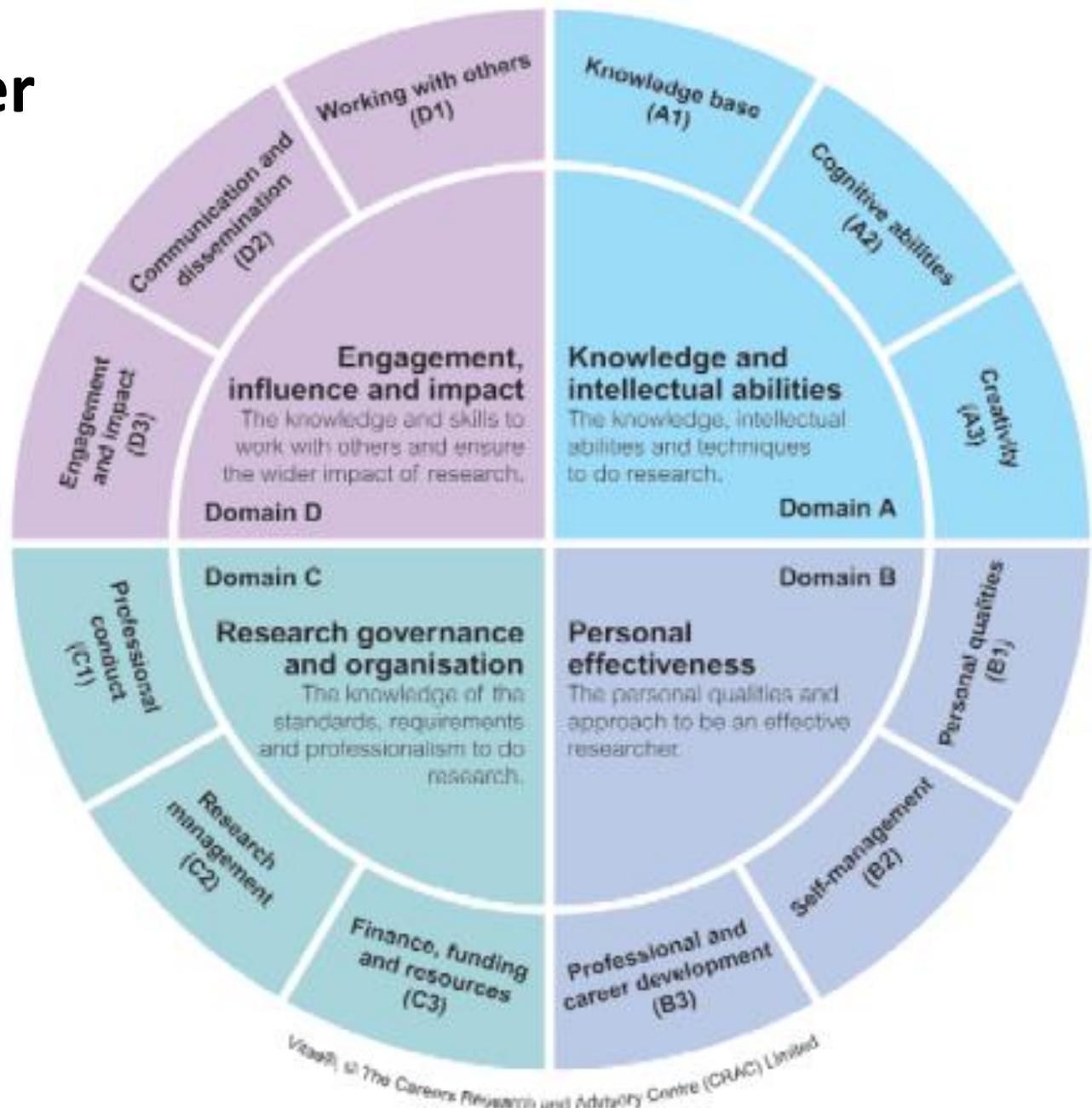


Focal points for embedding public engagement

PROCESS

Investing in systems and processes that facilitate involvement, maximise impact and help to ensure quality and value for money

The Researcher Development Framework



Focal points for embedding public engagement

PEOPLE

Involving staff, students and representatives of the public and using their expertise and feedback to shape the strategy and its delivery

MEASURING THE IMPACT OF PUBLIC ENGAGEMENT



IMPACT!

REF

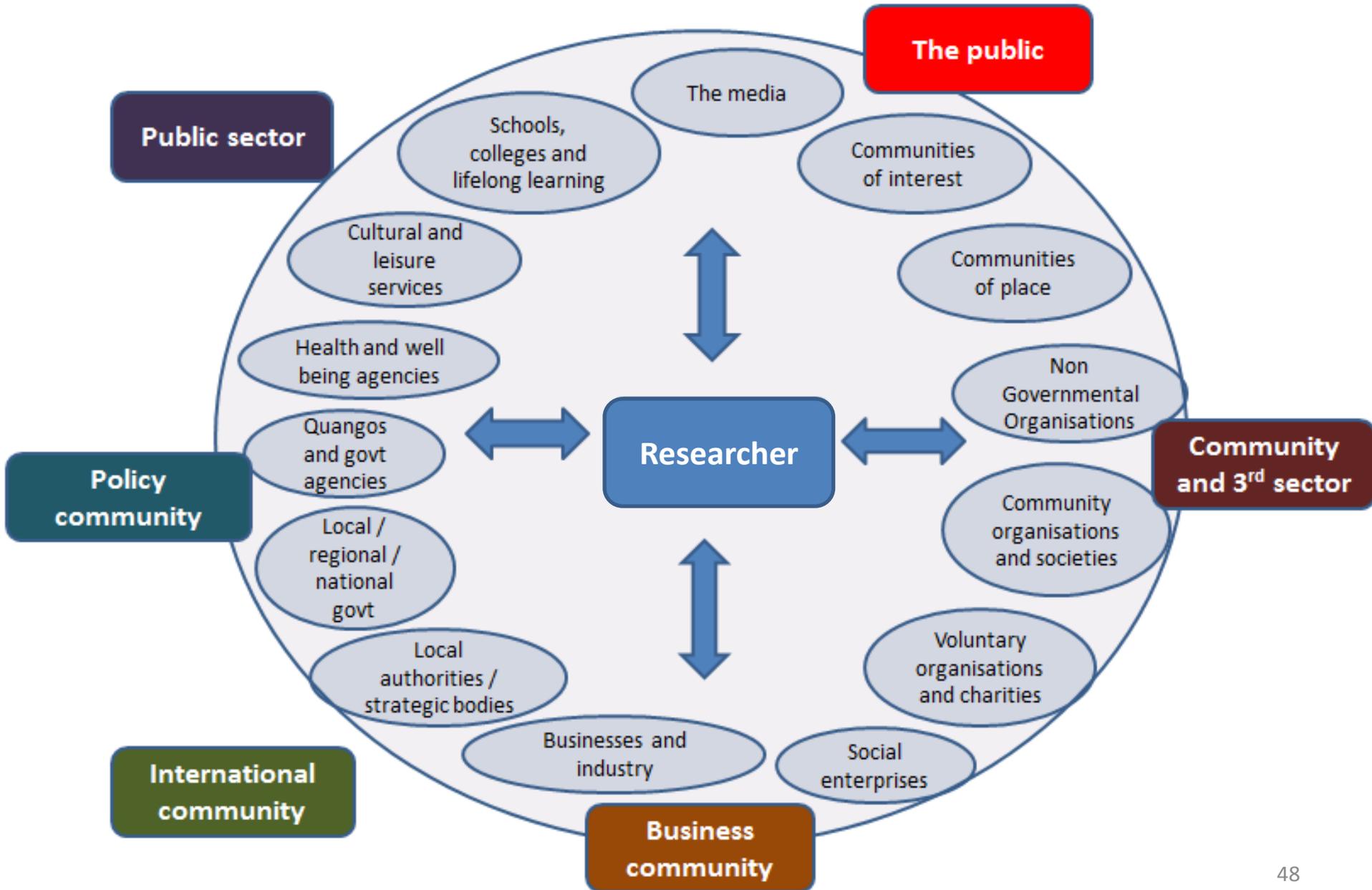
2014

For the purposes of the REF, **research** is defined as a process of investigation leading to new insights, effectively shared.

Impact is defined as an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia.

Impacts or benefits arising from engaging the public with the submitted unit's research will be included.

Who are we engaging with?



How are we engaging?

INSPIRING

festivals

media

public lectures
and talks

CONSULTING

public
dialogues

advisory
groups

citizen
science

co-produced
research

knowledge
mobilization

COLLABORATING

Impact domains

- Culture and society
- Economic and commercial
- Health and welfare
- Public policy and services
- Environment
- Practitioners and services

Indicators of Impact

Impacts on society, culture and creativity

- Visitor or audience numbers and feedback.
- Evidence of public debate in the media or other fora.
- Evidence of sustained and on-going engagement with a group.
- Measures of increased attainment and/or measures of improved engagement with science in non-HE education.

Impacts on practitioners and professional services

- Traceable references by practitioners to research papers that describe their use and the impact of the research.

Economic impacts

- Jobs created or protected.

Impacts on the environment

- Traceable impacts on particular projects or processes which bring environmental benefits.
- Documented case-specific improvements to environment-related issues.

Impacts on public policy and services

- Documented evidence of policy debate (for example, in Parliament, the media, material produced by NGOs).

Relevant

Accountable



Trusted

Socially
responsible

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www.publicengagement.ac.uk