

Public Engagement Strategy 2016-2020

Overview

The University of Huddersfield was founded as an institution for applied research and in keeping with this history endeavours to make a strategic and valued contribution to society through its public engagement activity. The University aims to interact, consult and collaborate with the public in order to obtain the maximum possible benefit from research, teaching and innovation for all participants.

Open Innovation

We recognise that many groups and individuals who do not usually have a formal relationship with the University through research, teaching or knowledge exchange nevertheless have important experience, perspectives and knowledge that can inform our work and our place in the community. Public engagement should therefore encourage mutual understanding and exploration of the potential for change and growth.



The University's commitment to open innovation in research and knowledge exchange extends to public engagement and through the "[quadruple helix model](#)" of innovation recognises citizens as equal partners in creating new ideas, perspectives and programmes.

The Dimensions of Public Engagement

The University acknowledges seven broad dimensions of public engagement:

- **Public access to facilities** – Access to university libraries, buildings and physical facilities for conferences, meetings etc.; access to shared facilities such as museums, art galleries.
- **Public access to knowledge** – Access to university curricula; public engagement events such as science fairs etc.; publicly accessible database of university expertise; public involvement in research.
- **Student engagement** – student volunteering; experiential workshops; collaborative research projects; curricular engagement; student-led activities.
- **Staff engagement** – Research centres draw on community advisers for support/direction; volunteering outside working hours e.g., on trustee boards of local charities; promotion policies that reward social/community engagement; public lectures; alumni services.
- **Widening participation** – Improving recruitment and success rate of students from non-traditional backgrounds through innovative initiatives such as access courses and peer mentoring.

- **Encouraging economic regeneration and enterprise in social engagement** – research collaboration and technology transfer; meeting regional skills needs and supporting SMEs; initiatives to expand innovation and design; business advisory services; prizes for entrepreneurial projects.
- **Institutional relationship and partnership building** – Collaborative community-based research programmes responsive to community-identified needs; community-university networks for learning/dissemination/knowledge exchange; community members of boards of governance; public ceremonies, awards, competitions; events, conferences with public access and public concerns.

All of the University's schools have an embedded portfolio of appropriate public engagement activities across these seven dimensions and actively encourage and incentivise public engagement by their staff and students.

A Civic University in a Global Research and Innovation Environment

The University of Huddersfield is an international research institution embedded within the culture, society and economy of Kirklees and of West Yorkshire. We aim to concentrate our public engagement in the local region and to reach individuals and groups currently under-served by university engagement.



THE GLOBAL GOALS
For Sustainable Development

We will, however, retain a global perspective and aim for the broadest possible impact from our local and regional public engagement activities through our commitment to using research and innovation to make a significant contribution to each of the seventeen Global Goals for Sustainable Development <<http://www.globalgoals.org/>>.

Our Commitment

The University was an early signatory of the National Coordinating Centre for Public Engagement's 'Manifesto for Public Engagement' and supports the principles of the 'Concordat for Engaging the Public with Research,' which are

- **Principle 1:** UK research organisations have a strategic commitment to public engagement.
- **Principle 2:** Researchers are recognised and valued for their involvement with public engagement activities.
- **Principle 3:** Researchers are enabled to participate in public engagement activities through appropriate training, support and opportunities.
- **Principle 4:** The signatories and supporters of the Concordat undertake regular reviews of their and the wider research sector's progress in fostering public engagement across the UK.

Achieving the Vision

In order to achieve our vision we will ensure that

- public engagement is an embedded component of research and innovation activity;

- opportunities to participate in public engagement are available to all staff and students;
- the University works in collaboration with other organisations to achieve maximum impact and to share experience;
- public engagement is recognised in our appointments and promotions processes;
- training and professional development in public engagement is readily available.

Monitoring and Evaluation

To monitor the strategic development of public engagement within the institution as a whole the University will use the [EDGE tool](#) of the National Coordinating Centre for Public Engagement (NCCPE) and detailed KPIs will be set and evaluated as part of the implementation plan for the University Research Strategy 2016-2025.

To ensure individual public engagement activities are audited, benchmarked and evaluated to international standards the organisers of each event will be encouraged to select appropriate tools from the NCCPE's [Briefing Paper: Auditing, Benchmarking and Evaluating Public Engagement](#). This will increase our confidence and expectation that decisions on the measures and forms of evidence needed to demonstrate the success or failure of an initiative are taken during the design stage of each activity. Through this approach the University will progressively refine its public engagement goals and attainment.

Our Goals

During the lifetime of this strategy we will

- Devise and deliver training programmes that are popular, valued and effective;
- Build a comprehensive and accessible portfolio of public engagement opportunities;
- Provide funding for public engagement activities led by students and staff;
- Create a web-based resource of case studies submitted annually from across the University;
- Establish strategic relationships with significant public engagement partners;
- Ensure that public engagement is recognised and rewarded throughout the University;
- Provide recognition for public engagement partners and notable community projects;
- Provide structured opportunities for feedback from the public;
- Become a hub for citizen science and public collaboration in research.

April 2016