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*"Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit."*

*NCCPE*

# Key indicators for quality engagement work suggested by researchers

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*Inspiring*

Participatory

*Purposeful*

*Planned*

*Respectful*

Community-led

Enjoyable

*Impactful*

Respected

Feeds into research

Interesting

Interactive

Co-created

*Valued*

*Two way*

*Sustained*

*Evaluated*

*Time - bound*

Fun

Embedded

Relevant

*Professional*

# High Quality Public Engagement

## 1: PURPOSE

I will put purpose at the heart of my engagement

## 2: PEOPLE

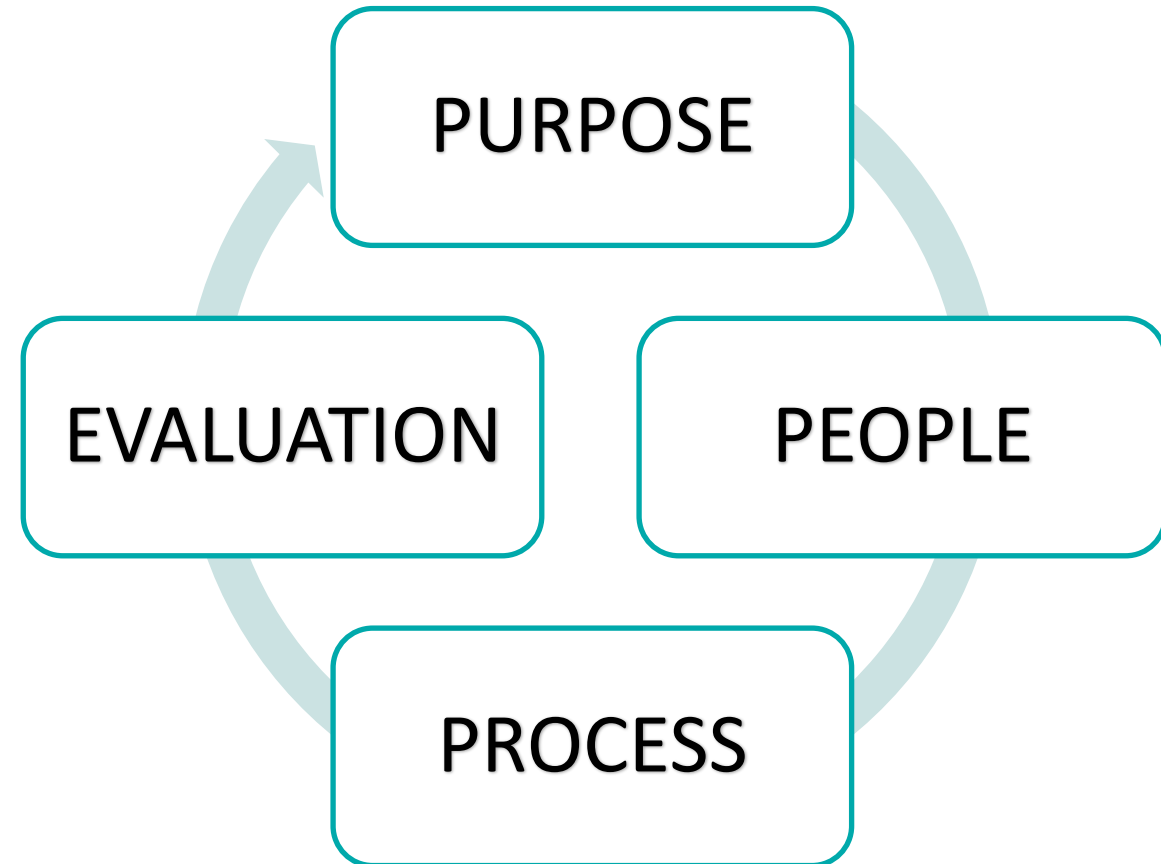
I will strive to ensure my engagement is appropriate to the participants and framed around their needs

## 3: PROCESS

I will plan my projects in a professional manner and ensure the process is fit for my purpose and audience

## 4: EVALUATION

I will embed learning and improvement into my work



## Researching Age-friendly communities



## SMASHfestUK



## Understanding



Stimulating curiosity,  
understanding and empathy

Impacts on people

... communities & organisations

## Understanding



Stimulating curiosity,  
understanding and empathy

## Capability



Building capacity and  
networks



Impacts on people

... communities & organisations

...policies and processes

## Understanding



Stimulating curiosity,  
understanding and empathy

## Capability



Building capacity and  
networks

## Innovation



Improving decision making  
and the way things work

Impacts on people

... communities & organisations

...policies and processes

## Understanding



**Changing how people  
think or feel**

## Capability



**Changing what people/  
organisations can do**

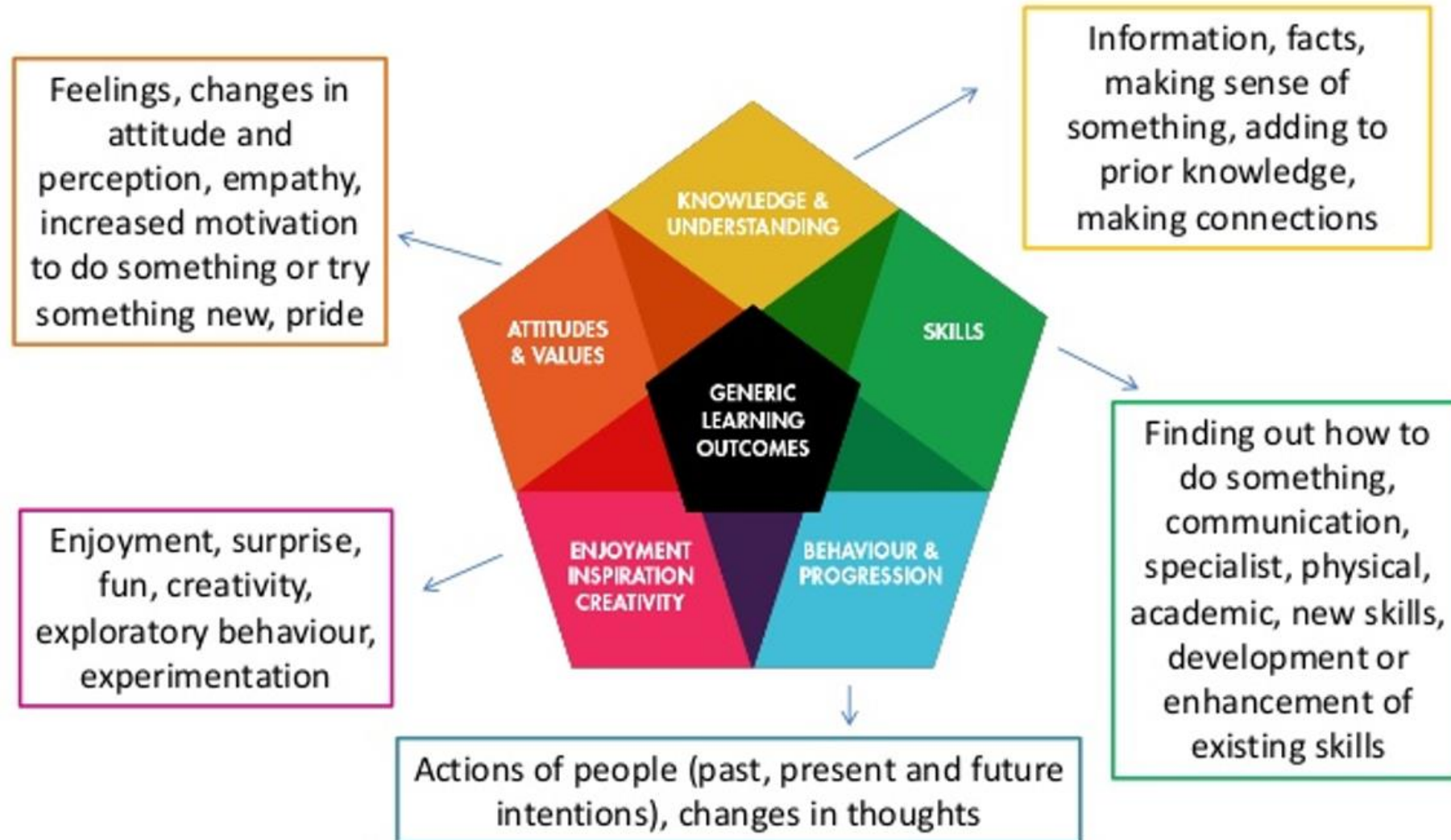
## Innovation



**Changing how the  
world works**



# The Generic Learning Outcomes Framework



## Researching Age-friendly neighbourhoods



## SMASHfestUK



## Purpose

What purposes will my engagement serve?

What difference am I trying to make?



Purpose | **People** | Process | Evaluation

The right side of the slide features a decorative pattern of vertical bars of varying heights and colors, including white, light teal, and dark teal, set against a dark teal background.



# Purpose | People | Process | Evaluation

## Who are the public?





## Many publics

Lots of segmentations, e.g.:

- Age
- Gender
- Ethnicity
- Relationship status
- Education
- Occupation
- Leisure interests
- Political views
- Existing interest in a subject
- Geographical



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**i** A family playing outside at Osterley Park and House, London

Share:    





A family enjoying the half term activities at Castle Ward, County Down



1

## EXPLORER FAMILIES



'It's a subtle moment when they come back and ask you something about the trip and you feel they have learnt something. I like to see that.'

Self starters. Proactive. Enjoy adventure as an entire family. Into castles and ruins, high users of the internet, less likely to spend on catering/souvenirs, self sufficient. Active attendance to NT properties in last twelve months.

Number of people in segment nationally: 7.7m

Spend per NT visit: High

They visit because... they want an active and stimulating experience.



2

## OUT AND ABOUT

'We just sit and ask one another what we want to do and we go somewhere every week. It doesn't take an awful lot of planning.'

Moochers, doing things together is more important than what they are doing. The Trust is a backdrop for socialising. Go where the fancy takes them. Picturesque towns and villages interest them, and art and architecture. Like to dip in and out of information and experiences.

Number of people in segment nationally: 8.7m

Spend per NT visit: Low

They come because... we offer them something to do.



3

## GREY MATTER

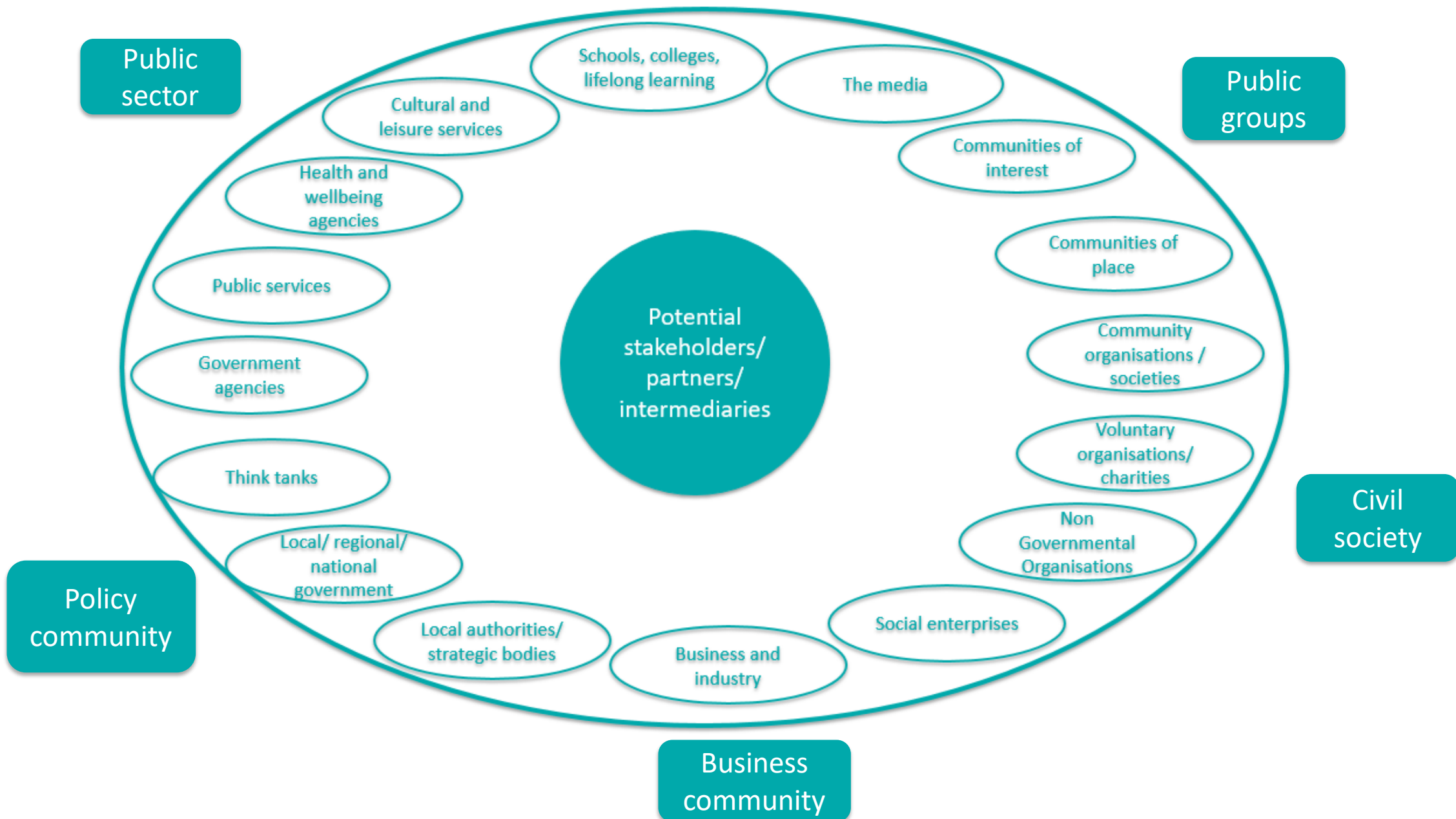
'For me I find it almost like an antidote to the 21st Century. You charge your aesthetic batteries a bit.'

Majority 65+, active minds. Highest proportion of members. Deliberate visits to well researched places. Fascinated by people stories. Seek peace and relaxation, likely to be members of other like-minded organisations.

Number of people in segment nationally: 5.6m

Spend per NT visit: Low

They visit because... we provide a source of mental stimulation to stretch their active minds.



Public sector

Public groups

Civil society

Policy community

Business community

Potential stakeholders/  
partners/  
intermediaries

Schools, colleges,  
lifelong learning

The media

Cultural and  
leisure services

Communities of  
interest

Health and  
wellbeing  
agencies

Communities of  
place

Public services

Community  
organisations /  
societies

Government  
agencies

Voluntary  
organisations/  
charities

Think tanks

Non  
Governmental  
Organisations

Local/ regional/  
national  
government

Social enterprises

Local authorities/  
strategic bodies

Business and  
industry



## Researching Age-friendly communities



## SMASHfestUK



Who are the publics  
you are trying to  
engage?



## People

Who am I trying to engage with?

Who could I work with?



Purpose | People | **Process** | Evaluation

The right side of the slide features a decorative pattern of vertical bars of varying heights and colors, including white, light teal, and dark teal, set against a dark teal background.

## INSPIRING

Inspiring, involving  
and informing the  
public about  
research



## CONSULTING

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



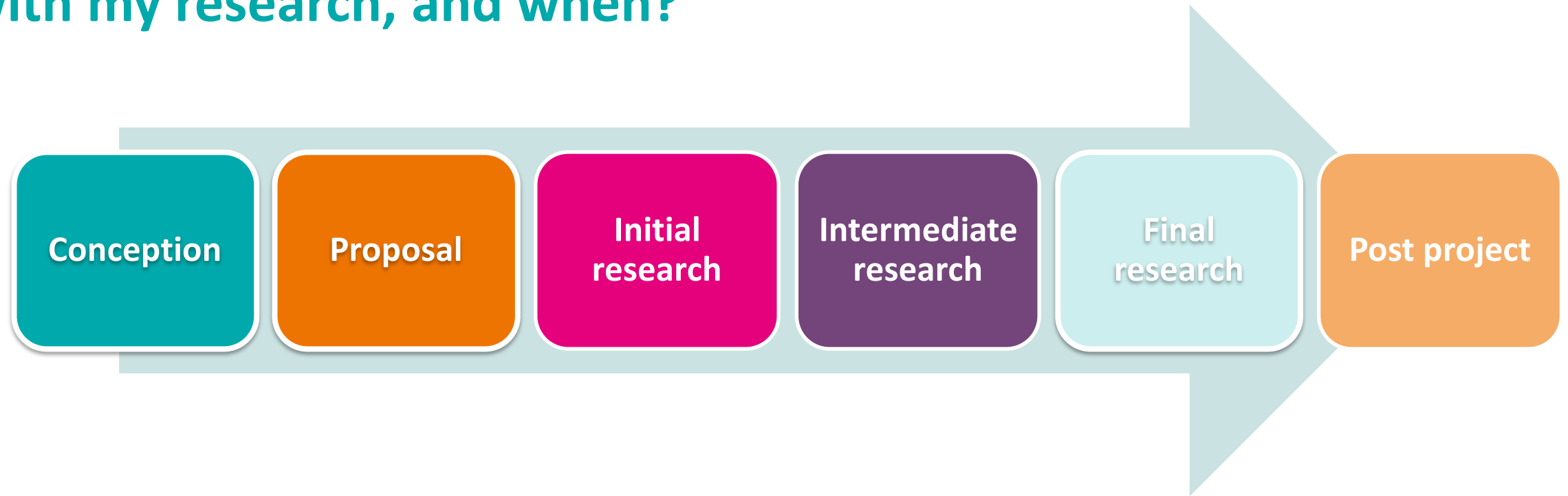
## COLLABORATING

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



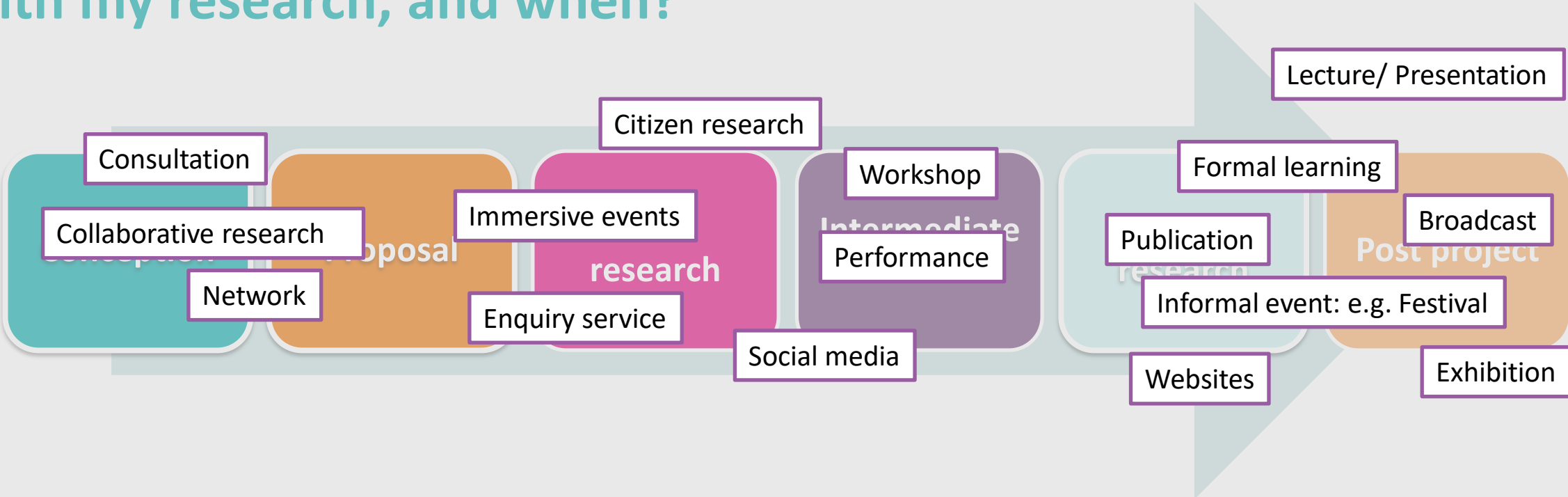


What methods will I use to engage people with my research, and when?



# Purpose | People | Process | Evaluation

## What methods will I use to engage people with my research, and when?



# Three things to think about

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1. Context

2. Experience

3. Help/ Design

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## 1. Context

## 2. Experience

## 3. Help/ Design

### Cafe Scientifique

How it works Start a cafe



### Welcome

Cafe Scientifique is a place where, for the price of a cup of coffee or a glass of wine, anyone can come to explore the latest ideas in science and technology. Meetings take place in cafes, bars, restaurants and even theatres, but always outside a traditional academic context.

<http://cafescientifique.org/>



### FIND A CAFE

- UK
- North America
- South America
- Europe and Scandinavia
- Asia, Africa, Australasia

# Three things to think about

1. Context
2. Experience
3. Help/ Design



Image: Bright Club Ireland, <https://www.youtube.com/watch?v=q96oJXFxmM>

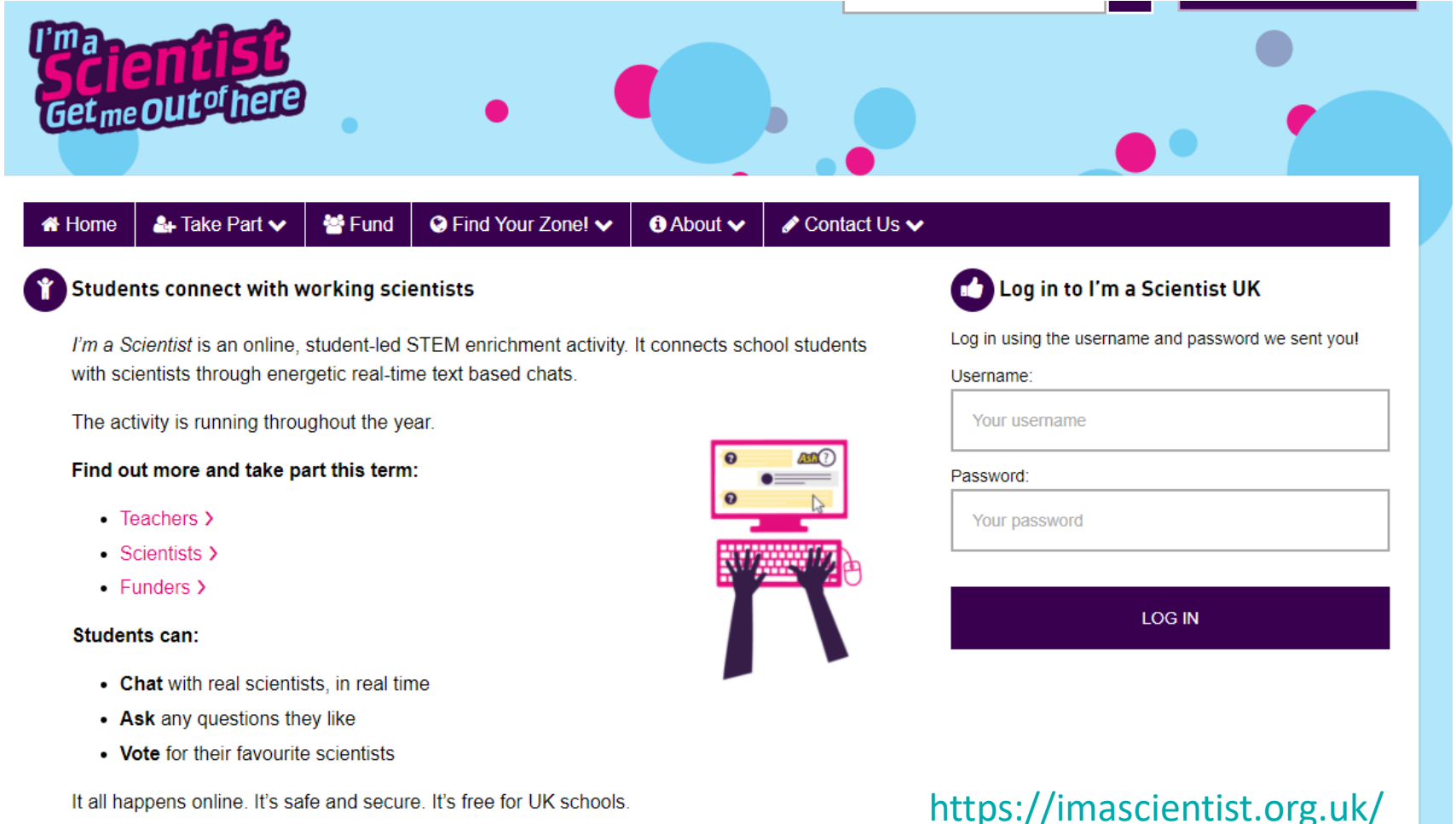


# Three things to think about

## 1. Context

## 2. Experience

## 3. Help/ Design



**I'm a Scientist**  
Get me out of here

Home Take Part Fund Find Your Zone! About Contact Us

### Students connect with working scientists

*I'm a Scientist* is an online, student-led STEM enrichment activity. It connects school students with scientists through energetic real-time text based chats.

The activity is running throughout the year.

**Find out more and take part this term:**

- Teachers >
- Scientists >
- Funders >

**Students can:**

- Chat** with real scientists, in real time
- Ask** any questions they like
- Vote** for their favourite scientists

It all happens online. It's safe and secure. It's free for UK schools.

### Log in to I'm a Scientist UK

Log in using the username and password we sent you!

Username:

Password:

LOG IN

<https://imascientist.org.uk/>

# Three things to think about

1. Context
2. Experience
3. Help/ Design



<https://www.publicengagement.ac.uk/case-studies/objects-invention>

## Researching Age-friendly communities



## SMASHfestUK



## Process

What methods will I use to engage people and when?

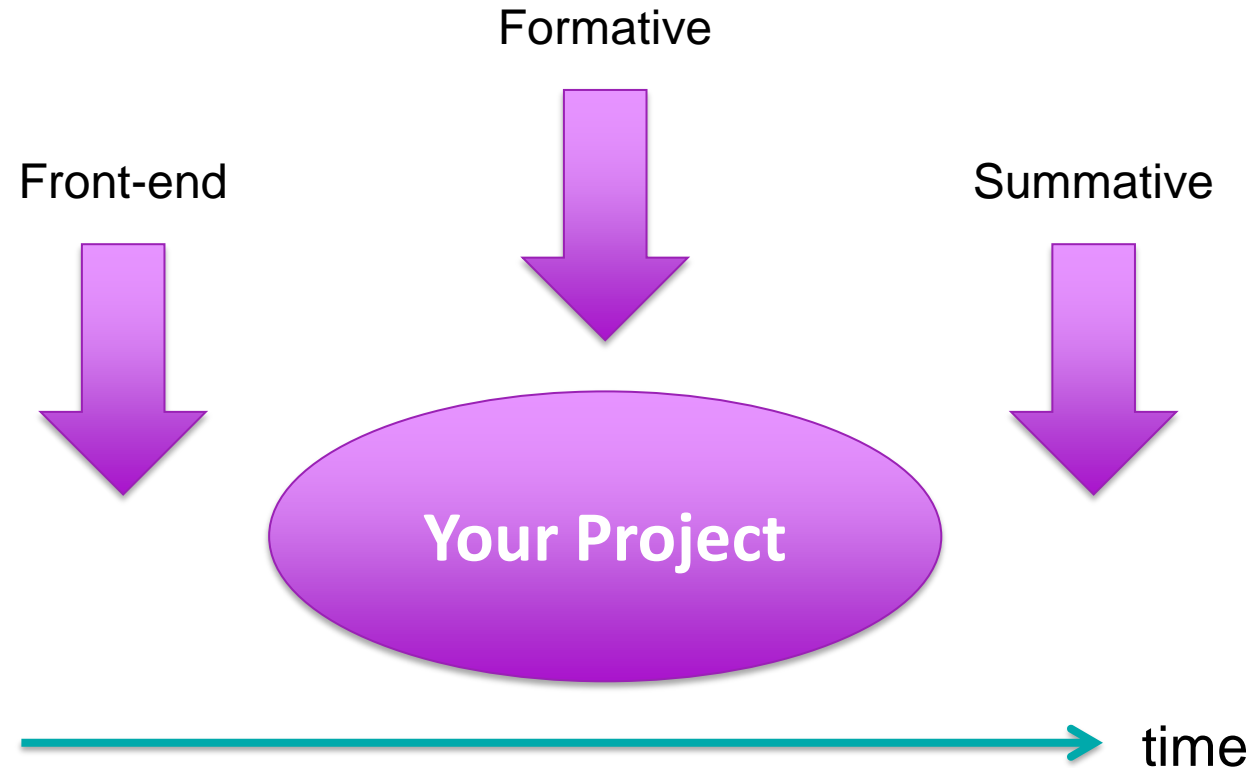


Purpose | People | Process | **Evaluation**





# Purpose | People | Process | Evaluation



# Purpose | People | Process | Evaluation

## New Philanthropy Capital's Four Pillar Approach



## Tools and approaches

What tools and approaches might you use to find answers to your evaluation questions?

- Questionnaires
- Focus groups
- Observation
- Mindmap
- Documentary analysis
- Reflective journaling
- Arts based approaches
- Participant lines of experience
- Graffiti walls

## Researching Age-friendly communities



## SMASHfestUK



## Evaluation

How will you plan to evaluate your work?

How will I evidence impact?

How else could evaluation help?



Putting it all  
together





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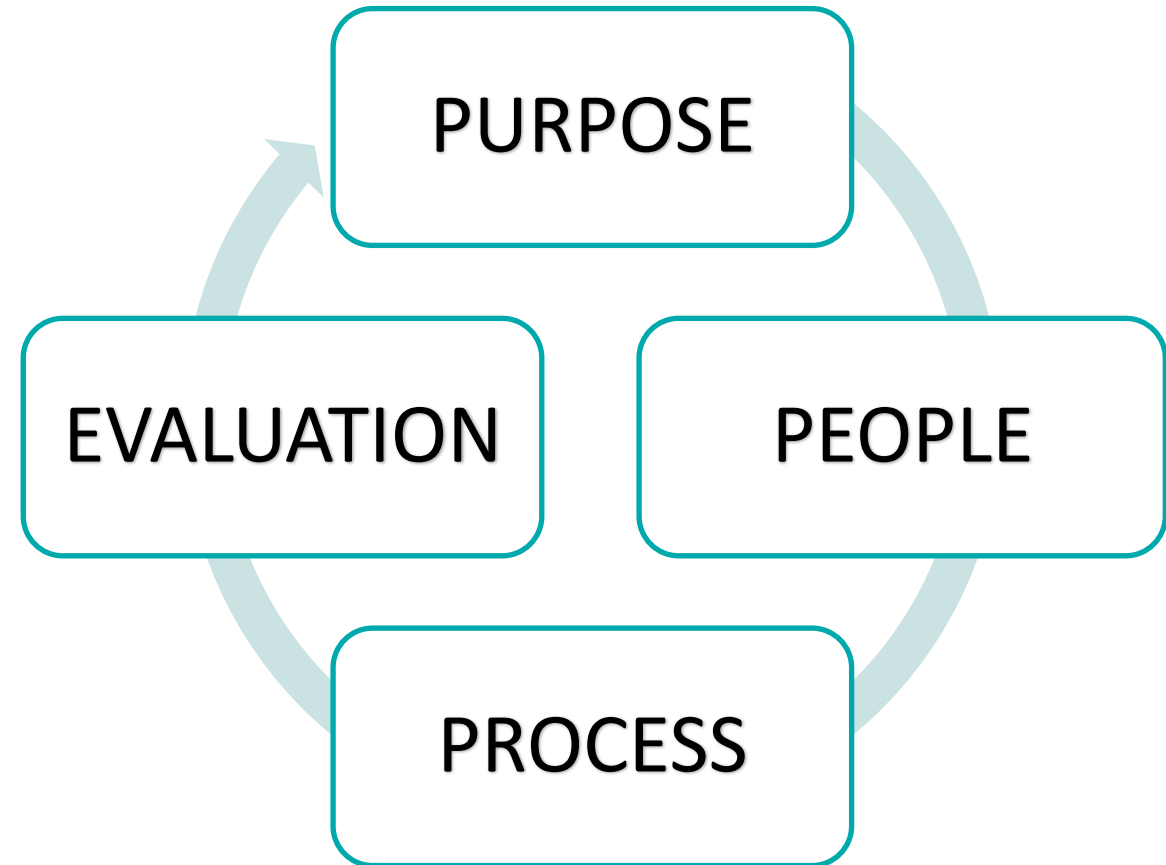
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# Your reflections and next steps

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**What are the indicators of high quality engagement?**

**Do you have any other key reflections from this webinar?**