

# Engage programme

## day 1: wednesday 5th

9.30am – 10.00am Registration and tea/coffee at Specialist Workshop venues

10.00am – 12.30pm **Specialist Workshops:**

- **M-Shed**  
M-Shed: The People’s Museum: Based on a case study of the M-Shed, this workshop will look at how museums and higher education institutions (HEIs) are working together
- **Council House**  
Creative Partnerships: New forms of collaboration and exchange – exploring perspectives of those not in HEIs who have attempted to develop partnerships with HEIs
- **Bristol Hotel**  
Public Engagement with Health Research: what can we learn from patient involvement in health research, and how the culture has changed to support it?

12.45pm – 2.00pm Lunch at The Bristol Hotel

2.00pm – 2.45pm **Welcome and Plenary: Navigating Change**

- David Sweeney, Director (Research, Innovation and Skills), HEFCE
- Paul Manners, Director, NCCPE
- Session chair: Sophie Duncan, NCCPE

3.00pm – 4.30pm **Workshops (see page 10 for further details):**

Evaluating research impact	Public engagement with risk	Broadcasting for public engagement	Breaking down the barriers	Engaged learning
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4.30pm – 5.00pm Tea and coffee break

5.00pm – 5.30pm **Plenary: Broadening the horizons of heritage: a view from the Heritage Lottery Fund**

- Carole Souter: Chief Executive, HLF
- Session chair: Sophie Duncan, NCCPE

6.45pm – 8.15pm **Launch Event**

- The Future of the Engaged University

8.15pm – 9.45pm **Conference Reception**

# Engage programme

## day 2: thursday 6th

9.00am – 9.30am Registration and tea/coffee

9.30am – 10.15am **Welcome and Plenary: Where are we now?**

- Phil Newton, Director, Science Delivery, Natural Environment Research Council
- Shearer West, Head of Humanities, Oxford University
- David Hughes, Chief Executive, NIACE
- Session chair: Sophie Duncan, NCCPE

*(Please note tea/coffee will be available throughout the morning plenary session)*

10.30am – 11.50am **Workshops (see page 12 for further details):**

RCUK Pathways to Impact	How to motivate researchers to engage	Community partners’ network	Modelling culture change	Evaluating public engagement
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12.00pm – 1.00pm **Public Engagement Showcase (see page 14 for further details):**

- 12 projects share their experiences and approach
- 12.00 – 12.30pm workshop sessions; 12.30 – 1.00pm drop-in sessions

1.00pm – 2.00pm Lunch

2.00pm – 2.45pm **‘in conversation’ (see page 16 for further details):**

- Conversation sessions with key leaders in engagement from across the world

2.45pm - 3.15pm Tea and coffee break

3.15pm – 4.15pm **Closing plenary: What next for public engagement?**

- April McMahon, Vice Chancellor, Aberystwyth University
- Jesús Granados, Research and Content Coordinator, GUNi
- Session chair: Kathy Sykes, University of Bristol

4.15pm **Conference end**

**Please note:**

- Our plenary sessions are held in the Ballroom.
- The workshops will be held in rooms on the ground floor.
- Details will be provided at the registration desk in the Conference Centre Foyer.
- Coffee will be available all day in the William Jessop Lounge.
- Lunch will be served in The River Grille, The Shore Bar and the Conference Centre Foyer.

# Workshop information

## day 1: wednesday 5th, 3.00 – 4.30pm

### Evaluating research impact: How can we tell if research has made a difference?

#### Workshop Leaders:

Trevor Collins, Open University; Sarah Morton, University of Edinburgh; Steven Marwick, Evaluation Support Scotland.

How confident are you in assessing the impact of research through public engagement and knowledge exchange activities? This workshop aims to explore what we know about assessing research impact and why it matters. It will explore common approaches to evaluating impact and discuss the key challenges, such as when and how to assess impact, and how to attribute change to research. During the session we will consider practical steps to improve the quality of engagement activities by including appropriate evaluation techniques and we will explore some of these in more depth. By the end, participants will have a clearer picture of the issues of research impact assessment and some tools that they can use in their own work.

#### Biographies:

Trevor is a Research Fellow in Technology-Enhanced Learning at the OU's Knowledge Media Institute. He has a background in Computer Engineering and specialises in the design and development of educational technology.

Sarah has a background in social research, policy and practice, and is currently working as knowledge exchange specialist in the Centre for Research on Families and Relationships and the Scottish School for Public Health Research at the University of Edinburgh.

Steven advises charities and voluntary organisations to help them evaluate impact. He is particularly involved in helping groups to develop self-evaluation processes in order to become providers of 'learning in evidence'.

### Public engagement with risk: Parental decision making around childhood immunisation?

#### Workshop Leaders:

Adam Finn and Alex Bentley, University of Bristol; Margaret Fletcher, University of the West of England.

Parents have to make health decisions on behalf of their children. Vaccines prevent disease in the recipients and reduce transmission of infection more broadly, thus benefitting society. As diseases prevented by vaccines become rarer, the risks of getting them fall and fear of them recedes. Receiving vaccines can carry modest risks of minor side effects and very small finite or theoretical risks of severe side effects. Although parents routinely make risk benefit

judgements for themselves and their children in many areas, the influences on and determinants of their decisions can be diverse. Parents allowing their children to be enrolled in research studies involving vaccines can have an additional level of uncertainty to handle. This session will describe and explore how parents approach the issue of childhood immunisation, how parents can engage in clinical research involving vaccines and how research into the way people make important decisions can help us understand how better to implement immunisation programmes. This workshop will be of value to those engaging in research (participant or researcher) where decisions about participation are coloured by individual and societal views on what is acceptable and what is safe.

#### Biographies:

Adam is Professor of Paediatrics at the University of Bristol and honorary consultant in paediatric infectious diseases and immunology at Bristol Royal Hospital for Children. He directs the South West Local Research Network for Medicines for Children and also leads the paediatric immunology and infectious diseases clinical service for Bristol and the South West region.

Margaret is a Children's Nurse by background and Professor of Clinical Nursing at the University of the West of England, Bristol with UHBristol NHS Foundation Trust, and a Co-Director of the South West Medicines for Children Local Research Network.

Alex's research concerns modelling and understanding collective "herding" behaviour in society, and testing these models against real-world phenomena. Alex has applied his work to real-world problems in government policy, NGOs and community development, including projects with the Department of Health (in their effort to promote safe-sex practices), Sanofi Pasteur pharmaceuticals (on vaccination behaviours) and the Gates Foundation (on public awareness of global health issues). His recent book is called I'll Have What She's Having: Mapping Social Behaviour (MIT Press, 2011).

### Broadcasting for public engagement

#### Workshop Leaders:

Professor Alice Roberts, University of Birmingham; Professor Bruce Hood: University of Bristol; Mathew Dodd, BBC Radio 3; Sophie Duncan, NCCPE.

Broadcast media is one way in which researchers can reach large numbers of people to share information about their research. How can these broadcast opportunities lead to further engagement with research? What are some of the different ways broadcasters and academics can work together to help make this happen? This session will explore these questions and some of your own in a front and back dialogue.

#### Biographies:

Alice is a clinical anatomist and Professor of Public Engagement in Science at the University of Birmingham. She has presented a range of programmes on BBC2 including Coast, Wild Swimming, The Incredible Human Journey, Origins of Us, and Prehistoric Autopsy. She is also to be heard occasionally on Radio 4 and has authored four popular science books about anatomy and human evolution.

Bruce is a Canadian-born experimental psychologist who specialises in developmental cognitive neuroscience and is Director of the Bristol Cognitive Development Centre, based at the University of Bristol. He is also a research fellow at Cambridge University and University College London, a visiting scientist at MIT and a faculty professor at Harvard.

Mathew Dodd is Head of Speech programmes and Presentation at BBC Radio 3, where he oversees programmes such as the nightly discussion programme Night Waves, The Essay, Free Thinking – Radio 3's annual festival of ideas, and the New Generation Thinkers Scheme, a partnership between the BBC and the Arts and Humanities Research Council.

### Breaking down the barriers

#### Workshop Leaders:

Dr Lucy Leiper and Heather Doran, University of Aberdeen.

This session will explore a new approach to researcher development. At the University of Aberdeen, we have developed a strategy for progressive researcher empowerment whereby the provision of skills and personal development is closely coupled with tangible and real life opportunities to put skills into practice through public engagement and other channels. We will explore the model, share good practice and investigate new ways to engage researchers to get involved, demonstrate their progress and embed public engagement in the research process.

#### Biographies:

Formerly a developmental biologist, Lucy is now in charge of Researcher Development at the University of Aberdeen. Lucy is responsible for ensuring that development opportunities and training provision complements internal strategies and is aligned to research council expectations and the national researcher development agenda.

Heather's passion for public engagement began during her PhD, where she established the Au Magazine – Aberdeen's very own student-led science magazine. She is actively involved in numerous national and international outreach projects. Heather recently joined the Public Engagement with Research team and will be

working closely with the development team in order to embed public engagement in the role of a researcher.

### Engaged learning: Public engagement and the taught curriculum

#### Workshop Leaders:

Maggie Leggett and Kate Miller, University of Bristol; David Owen, NCCPE.

Public engagement continues to play a growing role within the taught curriculum as universities seek to meet the needs of their locality, whilst developing students with the skills and attributes that enable them to contribute to society. This workshop will provide perspectives from students, community partners and academics involved in engaged learning. We will invite delegates to join in discussion around how engaged learning can help tackle major local issues and ways to include the less obvious subjects.

#### Biographies:

Maggie joined the University of Bristol as Head of the Centre for Public Engagement in January 2008. Previously, as Head of Public Engagement at the Biotechnology and Biological Sciences Research Council (BBSRC), Maggie led projects including national public dialogues on specific areas of research and developed touring exhibitions on subjects including biodiversity and the use of animals in research.

Kate's role is to provide advice and support to staff and students wishing to get involved in public engagement activities. This includes helping researchers develop, evaluate and obtain resources for their projects and working with academics to articulate public engagement as part of Pathways to Impact statements and REF case studies.

David is Project Manager at the NCCPE. He manages a range of externally funded projects that contribute to the centre's goal to increase the social and public value of universities.

# Workshop information

## day 2: thursday 6th, 10.30 – 11.50am

### Research Councils UK (RCUK) Pathways to Impact: Public engagement case studies

#### Workshop Leaders:

Ruth Williams, RCUK; Phil Newton, Natural Environment Research Council and Public Engagement Champion for RCUK Research Group.

Pathways to Impact are included within Research Councils' application and assessment processes to encourage applicants to explore, from the outset, who could potentially benefit from their work in the longer term, and to consider what could be done to increase the chances of their research reaching those beneficiaries. In this session we want to highlight some of the case studies we have recently developed on the different approaches to public engagement as a Pathway to Impact. The session will include personal accounts from researchers featured in the case studies and RCUK guidance. This workshop will also provide an opportunity for participants to ask questions and discuss their approaches with other delegates.

#### Biographies:

Ruth studied for a degree in experimental psychology at the University of Bristol, then joined the Economic and Social Research Council as a psychology case officer. In 2008, Ruth joined the RCUK Strategy Unit as an Impact Policy Manager, and subsequently became a Senior Policy Manager within the Public Engagement with Research Team, supporting the RCUK Public Engagement with Research Strategy.

Following a degree in chemistry (Bristol) and a PhD in oceanography (UEA), Phil worked as a NERC and Royal Society funded marine biogeochemist, and subsequently headed a marine research group within the French Atomic Energy Agency. Phil then spent five years as an editor at Nature, with responsibility for the journal's environmental science content, before joining NERC.

### How best to motivate researchers to engage with the public

#### Workshop Leaders:

Cissi Askwall and Maria Lindholm, Vetenskap & Allmänhet, Sweden (Public & Science); Camilla Modéer, Riksbankens Jubileumsfond, Sweden; Sophie Duncan, NCCPE.

A failure to listen to the fears and concerns of society endangers the trust people have in research and the success of research itself. Therefore, public engagement must become an intrinsic part of

research and fully integrated into the work of universities. How do we meet this challenge? How can we make researchers believe in and initiate engagement activities?

A European-wide survey by ESF Member Organisation Forum on Science in Society Relationships will be presented by Camilla Modéer. A review of activities and methods used in various European countries to foster public engagement will be presented by Maria Lindholm and action research that looks at the enablers and barriers to embedding engagement into academic culture will also be discussed.

#### Biographies:

Cissi is Secretary General at VA (Public & Science), a Swedish non-profit association aimed at promoting dialogue and openness between the public and researchers. She has also worked as a news reporter, a producer and as Communications Director at the Royal Swedish Academy of Engineering Sciences and at the Swedish Radio among others.

Maria has been Director of Research of VA since September 2012. She received her PhD in Language and Culture in Europe from Linköping University in 2007. Her thesis dealt with the communicative practices of the European Commission. After her PhD, Maria worked as a lecturer and researcher, but mainly outside academia, at the Swedish Medical Association, the Swedish Association of University Teachers and at the European Commission.

### Community Partners – challenges and opportunities for a UK Community Partners' Network

#### Workshop Leaders:

Steve Pool, Freelancer, Film & Media; Sharon Court, Freelance Creative Practitioner; Susanne Martikke, Greater Manchester Centre for Voluntary Organisation; Russell Hogarth, University of Central Lancashire; David Wolff, University of Brighton.

Community-university partnerships (CUPs) in research hold the promise of leveraging two different sets of expertise, for the benefit of each partner and for that of the communities they serve. However, this potential can only be realised if both partners are equally empowered to influence the work such CUPs do. Join the organisers of the first-ever UK Community Partners' Network to discuss how such a network could empower community partners to get the most out of their work with universities, as well as providing a one-stop shop for those interested in CUPs. The workshop will outline progress so far and give an opportunity for stakeholder input.

#### Biographies:

Sharon is a freelance creative practitioner with over twenty years' experience in the field of youth and children's work. She is based in Portsmouth and works with the University of Portsmouth to strengthen their partnerships with the Somerstown community.

Susanne is a researcher at GMCVO, a sub-regional VCS infrastructure organisation, where she conducts research with and about the third sector in Greater Manchester. She runs the Greater Manchester Third Sector Research Network, a forum where academics and VCS staff can come together to discuss research issues.

Russell Hogarth, Honorary Fellow, Chair, Independent Community Involvement Team. Associate Lecturer [Comensus] School of Health & Social Work University of Central Lancashire.

David Wolff is Director of University of Brighton's Community University Partnership Programme ([www.brighton.ac.uk/cupp](http://www.brighton.ac.uk/cupp)). Prior to this he worked in the community and voluntary sector, primarily in services for street homeless people.

### Modelling culture change: Using theories to shape strategy and action

#### Workshop Leaders:

Helen Featherstone and Robin Durie, University of Exeter; Sharon Clancy, University of Nottingham; Richard Holliman, Open University; Paul Manners, NCCPE.

What does it take to change the culture of a university, and to embed public engagement within cultures of research? Like many others we are working to find answers to this question. This workshop will be particularly suitable for those who support, or are responsible for developing, a culture of public engagement within an academic community. We will discuss different approaches to culture change, involving three of the eight universities taking part in the RCUK-funded Catalyst programme: Nottingham University, who are using Communities of Practice; The Open University, who are using Action Research; and The University of Exeter, who are using Complexity Theory. We will also draw on the work of the NCCPE in supporting culture change within higher education. Take part in this workshop to hear how these models are shaping intervention strategies, and share your experiences.

#### Biographies:

Helen is leading the University of Exeter's Catalyst project. Helen's background is in public engagement with science as both practitioner and academic.

Robin is the lead academic on the University of Exeter's Catalyst project. Robin is a Senior Lecturer in Philosophy and has research interests deriving from complexity theory in health and community change.

Sharon is Head of Community Partnerships at the University of Nottingham. Her background is in the third sector and social enterprise, as a practitioner and researcher. She has taught social policy in Higher Education and has a particular research interest in the public role of the university and in adult education.

Rick is the Open University's (OU) Champion for Public Engagement with Research. He has overall operational responsibility for co-ordinating and leading all aspects of the OU Catalyst project, and helping to shape the university's strategic objectives for public engagement with research.

### Evaluating Public Engagement: What questions work for you?

#### Workshop Leaders:

Suzanne Spicer, University of Manchester; Becci Feltham, NCCPE.

Evaluation is the art of asking the right questions. This interactive session will explore the nature of questions, and how they can be used to uncover unique insights into your public engagement activity, and the impact it has. Aimed at people with experience of evaluation, the workshop will encourage participants to develop effective questions that will ensure that their evaluation is fit for purpose and REF-ready. If questions mean questionnaires to you – don't be put off. We will explore how creative evaluation techniques can be embedded into your activity, and help you answer the questions that matter to you.

#### Biographies:

Suzanne has over 20 years in public engagement. Currently Social Responsibility Manager at the University of Manchester, Suzanne believes that reflection and learning from experience are essential to being a good engager.

Becci looks after the Public Engagement Ambassador scheme and supports NCCPE projects and communications.

# Public engagement showcase

## day 2

**Title: Active Science: Possible extension to an international dimension**  
**Showcase Leader: Andrea De Bortoli, Inter-University Centre Agora Scienza**

**Summary:**  
'Active Science' is a widely tested approach, using innovative tools for science communication and scientific citizenship. Almost entirely based on the use of the Web, it is founded on the processes of deliberative democracy. It provides new insights to teachers and students about current problems of modern science, and aims at making the students themselves the main actors of the learning process by stimulating their curiosity, creativity and critical thinking. 'Active Science' links the world of scientific research – researchers - with the school - teachers and students - thanks to a wide panel of experts who offer the participants their expertise with suitable, up to date material and direct dialogue.

The showcase will be organised in the form of a Scenario Workshop in order to debate and share possible operative strategies, aimed at extending 'Active Science' to a European dimension.

**Title: UAL and V&A: Delightful engagement & spectacular insights**  
**Showcase Leaders: Jo Morrison, University of the Arts London, & Leanne Manfredi, Victoria and Albert Museum**

**Summary:**  
Connections between the University of the Arts London and the V&A are myriad and diverse. This session explores how, at a time of significant flux within the higher education and museums sectors, institutions can collaborate to build and sustain valuable public engagement activities, student learning experiences and much more.

The informal workshop draws on knowledge gained from the past three years of collaboration between the university and the museum - often with leading cultural and industry partners - and shares practical recommendations for successful partnership.

You will be invited to think about how you can foster innovative and joyful collaborations with higher education institutions and museums through an interactive mapping exercise.

**Title: Hiding in the pub to cutting the cord? A creative approach to public engagement**  
**Showcase Leader: Dr Laura King, Arts Engaged, University of Leeds**

**Summary:**  
This session will focus on a public engagement project which was run by Laura King at the University of Warwick in 2011/12. This was based on Laura's historical research into fatherhood in Britain, and involved partnerships with cultural organisations, such as a theatre group and a poetry publisher. Laura will give a short introduction to the project and show a 15-minute documentary film of these events, followed by a Q&A/discussion of how engaging with cultural industries can produce exciting and innovative impact activities. In the drop-in session, delegates will be able to experience some of the project's outputs through a visual exhibition and audio recordings.

**Title: Cells, genes, mutation and cancer**  
**Showcase Leader: Karen Reed, Cardiff School of Biosciences**

**Summary:**  
Shockingly, more than a quarter of people do not realise that good lifestyle choices (like healthy eating, taking regular exercise etc.) can reduce your risk of developing cancer. We have developed an informal workshop which deploys hands-on activities, using play-dough and children's building blocks to explain "what are cells?" and "what is cancer?", combined with DNA models and other props to explain "what are genes?" and "why DNA damage causes cancer". Participants gain an increased awareness of how DNA damage occurs and an understanding how this affects lifetime cancer risk, thereby facilitating an increased appreciation of the impact lifestyle choices can have on cancer risk.

**Title: Public engagement through the curriculum: Science Shops**  
**Showcase Leaders: Emma McKenna and Eileen Martin, Science Shop, Queen's University Belfast; Anna Kingston, University College Cork, and Madge Fogarty, Postnatal Depression Ireland**

**Summary:**  
Science Shops work within universities, reaching out to community organisations who want research carried out and linking them with students who need to carry out a research project as part of their degree. This model places a premium on understanding what the community wants. It makes academic knowledge available and accessible and can contribute to local policy and research and ultimately can make a positive impact on people's lives.

This workshop will be interactive and will offer an opportunity to discuss Science Shops, including how they work, how they have become embedded within universities and how they co-operate internationally via the Living Knowledge Network and the EC-funded Public Engagement with Research and Research Engagement with Society project.

**Title: Rhetoric or reality**  
**Showcase Leaders: Lisa Malihi-Shoja and Ernie Mallen, University of Central Lancashire**

**Summary:**  
The showcase will examine the reality and restraints in achieving genuine authentic user and carer involvement, examining issues of tokenism, authenticity and barriers to involvement. We will work together with the audience on finding solutions to these issues. We will introduce a variety of tools and methods for examining involvement and engage the audience in mapping their current situation. We will then together examine the reality of achieving authentic involvement in today's climate and culture. The format will be a round table debate with full audience participation when mapping and finding solutions.

**Title: From patient and public involvement to co-design: new paradigms for health research**  
**Showcase Leaders: Dr Sonia Vougioukalou, King's College London, Melanie Gager, Royal Berkshire NHS Foundation Trust, Matt Wiltshire, ICU Patient Support Group**

**Summary:**  
This workshop will discuss new ways of engaging patients and relatives in healthcare research, not as passive participants in complementary activities but as co-designers of improved services. Experience-based co-design methodology was adapted, using materials from a national archive of patient experiences held at the University of Oxford, to accommodate the current need for speedier healthcare innovations. Staff, patients and relatives worked together in co-design groups to plan and materialise mutually agreed priorities for improvement in intensive care and lung cancer services in two NHS Foundation Trusts. This study is funded by the Service Delivery and Organisation Programme of the National Institute for Health Research, reference 10/1009/14.

**Title: Durham University Business School: Delivering public engagement through volunteering**  
**Showcase Leader: Vicky Ridley, Durham University**

**Summary:**  
Durham University Staff Volunteering & Outreach team has worked extensively with Durham University Business School to engage community partners in their work, particularly in non-research related activities. Through a round table discussion and case study material, this session will explore how DBS has engaged with local community groups, bringing together their staff, students and third sector organisations. In particular, we'll explore how students enrolled on MA Marketing, MA Social Marketing and MBA programmes are working with community groups to develop marketing and strategic business plans.

**Title: Catalyst presents... Patchworks**  
**Showcase Leaders: Sharon Calverley and Dave Hagan, Signposts; Asa Calow, MadLab; Rod Dillon, Maria Angela Ferrario and Erinma Ochu, Lancaster University**

**Summary:**  
Curious about how technology might support social change in your community? Then join the Patchworks team to see how scientists, volunteers and homeless people have co-designed #PAT, a prototype using cheap technology to help the homeless in their everyday lives. Talk to the team, meet #PAT, watch videos and find out how #PAT is used by homeless people to remind them of key appointments.

Patchworks is a collaboration between Morecambe-based community support group, Signposts, Manchester DIY innovators, MadLab and Lancaster academics from biology, management, computing and sociology. Patchworks is part of Catalyst, a research project based at Lancaster University and funded by the Engineering and Physical Sciences Research Council.  
[www.catalystproject.org.uk](http://www.catalystproject.org.uk)

**Title: Cracking nature's code**  
**Showcase Leaders: Erinma Ochu, MOSI; Caroline Ward, BBC Outreach and Jonathan Swinton**

**Summary:**  
Join the Turing's Sunflowers team to explore how sunflower growers from around the world contributed to the mathematical story of how sunflowers grow. We'll present the results, showcase the growers' gallery and Turing's sunflower film, crowd-sourced from growers and produced by BBC Outreach. Turing's Sunflowers is a MOSI initiative in association with Manchester Science Festival and supported by The University of Manchester and Manchester City Council.  
[www.turingsunflowers.com](http://www.turingsunflowers.com)

**Title: Creating publics**  
**Showcase Leader: Dr Nick Mahony, Open University**

**Summary:**  
When we talk of 'the public' in 'public engagement', what do we mean? How are contemporary publics formed? What resources are needed to play a role in these mediation processes? To explore these questions, in theory and in practice, this showcase previews early results of a three-year Open University project called Creating Publics. There will be a short exercise to draw out differences between 'audiences', 'publics' and 'users'. We will also be introducing plans for a new digital platform that aims to archive, showcase and encourage further innovation in the increasingly varied and exciting field of participative, public and democratic experiments.

**Title: Tackling ethical challenges in community-based participatory research**  
**Showcase leaders: Sarah Banks, Centre for Social Justice and Community Action, Durham University**

**Summary:**  
This showcase will introduce a recently produced guide – Community-based Participatory Research: A Guide to Ethical Principles and Practice – along with accompanying case materials and exercises for promoting ethical awareness, reflection and action. Funded by the AHRC Connected Communities programme, these were developed by community partners and academics, following public consultation, coordinated by the Centre for Social Justice and Community Action, Durham University and published by NCCPE.

The first 30 minutes will comprise a round table discussion, introducing the process of developing the materials, sharing common ethical challenges and considering how the guide and case studies might be used.  
[www.publicengagement.ac.uk/how](http://www.publicengagement.ac.uk/how)  
[www.durham.ac.uk/beacon/socialjustice](http://www.durham.ac.uk/beacon/socialjustice)

# 'in conversation'

## day 2

**Theme title: New collaboration for engagement with scientists**  
**Theme leader: Laura Holland, Diamond Light Source**

**Theme details:**

Many scientists in the UK carry out at least part of their work at research facilities. At Diamond, we have a research community of over 5,000 users, from all over the UK and in almost every discipline. This discussion will ask how universities and facilities can work together to help researchers discuss this aspect of their work, and the resources already available. Is there anything else research institutes can offer, to bring together like-minded scientists in new collaborations for engagement? Are universities aware of the role facilities can play in supporting engagement?

**Biography:**

Laura manages outreach and public engagement activities for Diamond Light Source, the UK's synchrotron facility. She runs training and development for researchers in engaging the public, and directs the programme of events at Diamond for schools and the public. Previously, Laura managed the Newcastle Science Festival, and has a background in cell biology and public health.

**Theme title: Intercultural competence: an essential skill for engagement**  
**Theme leader: Nevin Brown, Siena Italian Studies**

**Theme details:**

University community engagement entails the need for developing greater intercultural skills on the part of faculty members and students who encounter the many ethnic, racial, language and socioeconomic cultures and differences that characterize most British and increasingly other European cities. I am interested in hosting a discussion about how universities can develop effective curricular and assessment tools to help faculty members and students in this dimension of their engagement work. I will bring my own experience and the expertise of my Italian-based organisation but will invite others to share their experiences and strategies (and questions) in the discussion.

**Biography:**

Nevin serves as Senior Fellow with Siena Italian Studies. He is involved in the development of the International Center for Intercultural Exchange (of which Siena Italian Studies is a unit), including organisation and implementation of conferences and symposia on intercultural education issues, engagement in proposal development for presentations to other conferences and proposals for funding new initiatives, and overall advice on organisational development and management.

[www.sienaitalianstudies.com](http://www.sienaitalianstudies.com)  
[www.ticfie.com](http://www.ticfie.com)

**Theme title: Leading engagement**  
**Theme leader: April McMahon, Aberystwyth University**

**Theme details:**

As a university leader, I want to encourage staff to engage: with the University's strategic priorities; with business; and of course with the public and our community. What are the best ways of doing so? How do we show we value public engagement? For instance, at Aberystwyth we have recently reconfigured our academic promotions system so we can take a much wider range of contributions into account. How can we reconcile the need for a Public Engagement Strategy with the lively, spontaneous and varied nature of engagement events?

You can view Aberystwyth's new strategic plan here: [www.aber.ac.uk/en/strategicplan](http://www.aber.ac.uk/en/strategicplan).

**Biography:**

April became Vice-Chancellor of Aberystwyth University in August 2011. She is currently combining setting a new strategic direction for the University with learning Welsh. April was previously Vice-Principal at the University of Edinburgh, where her main responsibilities involved strategic planning, resource allocation, research, and estates. Her academic field is linguistics, and her research interests include how and why languages change; language families; the evolution of language; and the history of varieties of English and Scots. She has published 10 books and a wide range of articles and book chapters.

**Theme title: More Than Words Festival**  
**Theme leader, Claire McGinn, Radio 4 and Dr Shawn Sobers, University of the West of England**

**Theme details:**

The workshop will provide plenty of opportunity to discuss the experience of BBC Radio 4 producers, university staff and students involved in the More Than Words festival and will explore topics such as Control vs Creativity; National vs Local; and Collaboration and Reciprocity. More Than Words was the UK's first festival of listening which took place in Bristol in February 2012. It was a multi-partner project that took place in various locations across the city, including supermarkets and concert halls. BBC Radio 4 and other partners worked in this way for the first time and the experience provided rich learning for everyone. If you are interested in creative partnerships this workshop is for you.

**Biographies:**

Clare McGinn is Head of BBC Audio & Music Production in Bristol. She runs a team of Bristol-based programme makers working mainly for BBC Radio 4 who make radio documentaries, drama, readings and programmes like Poetry Please, Any Questions, Farming Today and The Food Programme. In Spring 2012 she was the Director of More Than Words which was Radio 4's first ever listening festival.

Dr Shawn Sobers is a senior lecturer in photography and media at UWE and a filmmaker, writer, photographer and facilitator of community media and arts. His PhD explored the motivations, impacts and cultural sustainability of stakeholders' involvement in community media education. He co-founded Firstborn Creatives, a participatory production company, with Rob Mitchell in 2000.

Sarah Connolly, Polly Weston and Dee Smart were also heavily involved with the project. [www.bbc.co.uk/radio4/features/more-than-words](http://www.bbc.co.uk/radio4/features/more-than-words)

**Theme Title: Research for community heritage**  
**Theme Leaders: Jenni Chambers with representatives from All our stories project teams, AHRC and the HLF**

**Theme details:**

Research for Community Heritage 2012 has seen an exciting new partnership between the AHRC, the Heritage Lottery Fund and the NCCPE, to provide researcher support to community groups in developing proposals to a special fund called All Our Stories, and to continue this support as groups undertake their projects. Join representatives from the NCCPE, HLF, AHRC, AHRC-funded researchers and the community groups who have been working with heritage projects to hear about the mutual benefits of engagement.

**Biography:**

Jenni Chambers is also currently on a part-time secondment with the NCCPE working as a Project Manager for the Research for Community Heritage Project. Jenni will be joined by a range of people who are involved in this exciting project including community partners; academics; and funders.

**Theme Title: Community based research and knowledge mobilization: university engagement in Canada**  
**Theme Leader: Martin Taylor, Professor of Geography, University of Victoria**

**Theme details:**

As a researcher and senior university research administrator, Martin has played a very influential role in the development of civic and public engagement of universities in Canada. He acted as a champion for engagement at the University of Victoria, and was responsible for the establishment of the university's renowned Office for Community Based Research. He has played a key national role in the development of policies for 'knowledge mobilization'. In this session Martin will share examples and lessons from the Canadian university experience in civic engagement, and will explore how the challenges of changing university culture have been framed and dealt with in a different national context.

**Biography:**

Martin Taylor is Professor of Geography at the University of Victoria, a position he has held since 1998. From 2007-2012, he was the founding President and CEO of Ocean Networks Canada, responsible for the ONC ocean observatory, one of Canada's major science initiatives. From 1998-2007, he served as the University of Victoria's Vice-President Research. Prior to that, he was on the faculty at McMaster University (1974-98), where he was chair of Geography (1991-97) and founding director of the Institute of Environment and Health (1990-96). He holds a BA (Hons Geography) from Bristol University and an MA and PhD in Geography from UBC. He is the author of two books and over 100 peer-reviewed publications in the field of environmental and community health.

**Theme Title: Is social media the key to unlocking the Ivory Tower?**  
**Theme Leader: Julie Ovenell-Carter, Simon Fraser University**

**Theme details:**

If, as Marshall McLuhan famously declared in 1964, "the medium is the message," then this decade's message is clearly all about engagement. Indeed, can a university that fails to master the strategy and tactics of online social networking claim to be a fully "engaged" university? Julie will share the many ways in which Canada's Simon Fraser University (SFU) has embraced the possibilities (and faced the challenges) of online communications to distinguish itself in a crowded field, and to strengthen community relations at home and around the world. In the true spirit of social media, come prepared to muck in with questions, concerns, recommended resources and best practices.

**Biography:**

An award-winning writer and corporate communicator, Julie Ovenell-Carter is part of Simon Fraser University's External Relations team. After helping to coordinate SFU's enVision campaign – the largest community consultation process ever undertaken by a Canadian university – she recently served as communications lead in the roll-out of the

resulting Strategic Vision, which positions SFU as Canada's most community engaged research university.

**Theme title: A Discussion on Digital Engagement – Doing, Monitoring and Evidencing**  
**Theme leaders: Kent McClymont, Exeter University; Monae Verbeke, Warwick University; Simon Whitemore, JISC**

**Theme details:**

An in conversation session on new ways to better monitor and measure engagement activities and evidence their impacts through emerging technologies in the online sphere. Kent and Monae have been exploring these and related issues through the JISC funded Tracking Digital Impact (TDI) and Public Engagement with Research Online (PERO) projects and will talk about and lead a discussion of the findings from these projects, their learning over the last six months, interactions with other researchers and engagement specialists, and the challenges they encountered along the way.

**Biographies:**

Kent McClymont is an associate research fellow in computer science at the University of Exeter. Kent is working on the Interfacing Research and Impact Systems (IRIS) and Tracking Digital Impact (TDI) projects.

Monae Verbeke is a doctorate candidate at the University of Warwick. Her interests are in informal education, public engagement, and impact evaluation. Currently, she is the research manager of the "Public Engagement with Research Online" project, which has successfully developed a framework for evaluating the impacts of online engagement.

Simon Whitemore leads Business and Community Engagement (BCE) at JISC. The BCE portfolio is designed to support institutions in their 'third mission' - i.e. the management of strategic partnerships with external organisations delivering economic and social benefit - harnessing the innovative use of ICT. Simon was previously Deputy Head of the Business and Community team at HEFCE from 2003-07.