



Manchester
Metropolitan
University

MMU Engaged

Case Studies and Analysis illustrating the Social, Cultural, Community and Environmental Benefits of Manchester Metropolitan University.

Why this matters?



Maximising economic and social benefits is central to what we think we are here to do as a university.

We are convinced that viewing ourselves as a place-based and situated university, partnering on an equal basis with the communities in which we sit to mutual benefit, is a key driver of success. We believe that universities matter, that they can profoundly change the world for the better and that enabling the beneficial impact of our activities is a fundamental responsibility that we owe to society at large.

This collection of case studies and analysis is intended to illustrate MMU's engagement and impact on the world around us. It is not, and is not intended to be, comprehensive. It should though give an indication of the variety, range and energy associated with these activities. It should also convey the depth of activity, its embeddedness and the centrality of this agenda in the day to day functioning of the university. Whilst all of these case studies are examples of activity that we are very proud of they are not unusual in so far as they exemplify, for MMU, everyday activity.

Professor Gerry Kelleher
Deputy Vice-Chancellor (Strategic Planning)

MMU's Public Benefits Statements 2010

MMU is:

- **Working with people** in Manchester to identify and address civic, social and environmental challenges.
- **Exchanging knowledge**, developing two-way communications that broaden opportunities for university and community to interact.
- **Stimulating** a new mutual understanding between university and community. Listening to and learning from the knowledge and experiences of external partners.
- **Inspiring students** to be a force for positive change. Encouraging the development of world class professionals with a sense of civic, social and environmental pride and responsibility.
- **Valuing**, encouraging and embedding effective public and community engagement – providing opportunities and support for staff and students to get involved.
- **Measuring impact**, directing resources to activities that make a real difference.
- **Maximising economic and social benefits** of the University for the City and Region



MMU is a "situated" university - embedded into the heart of the city of Manchester

Working with people in Manchester...

To identify and address civic, social and environmental challenges.

MMU is a “situated” university with a strong sense of civic and social purpose derived from the origins of the institution in the nineteenth century as a teaching college for the local textile industry. The way in which we have developed over that 120-year period has meant that our teaching and research has been informed and shaped by a constant and sustained interaction with our local context. As a consequence our academic expertise is in tandem with the specific needs and challenges of the City of Manchester. Our teaching and research portfolio in areas such as urban education, public health, social care, environmental science and subjects allied to business and the creative and digital industries means that Manchester’s challenges and opportunities are MMU’s challenges and opportunities.



MMU Public Engagement Fellow Lynn Settrington at Hulme Community Garden Centre

Birley Fields Community Campus

This connectivity to Manchester and its people is exemplified in the development of a campus called Birley Fields in the Hulme area of the city. MMU, Manchester City Council, the North West Development Agency and HEFCE are partnering on the development that will bring social, cultural, community and environmental benefits to an area that has undergone a long and sometimes troubled history of regeneration. Birley Fields presents MMU with the opportunity to align its teaching, research and other resources to the particular needs of local people. The campus, aspiring to be the greenest in the UK, features a huge investment in cutting edge environmental technologies. Uniting MMU’s provision for education and healthcare, the development also includes community facilities and student accommodation.

Case Study:

Birley Fields Community Consultation

“We have been kept very well informed. Local people are very interested in the proposals and the more they learn, the more they are warming to it”

Tom McGee, Loreto College

“It will help to develop community cohesion, increase community spirit, more diverse business and positive activities in the area”

Resident commenting on the Birley Fields campus proposals

MMU’s approach to the consultation process has received praise for going well beyond the usual scope of university community engagement. Planning and staffing for the consultation was shared jointly between the City and the university with staff at all levels, from the Vice-Chancellor to administration assistants, actively engaged. Friendships and spin-off activities with and for the benefit of local people have been subsequently developed.

MMU Birley Fields Campus: The Consultation Process in Numbers

- £120 million community campus
- 43 consultation events over 12 weeks reaching an estimated 11,000 people
- 13,000 leaflets & questionnaires printed & distributed
- 3 Newsletters developed and circulated
- 1 website produced with over 20,000 visitors
- 835 responses received
- 79% of respondents agreeing that the campus is positive
- 58% of respondents interested in enrolling at a course

“We’re greatly encouraged by the positive response from such a wide range of local people, businesses and other organisations. Their contribution begins a new relationship between the university and our neighbouring communities which we fully intend to strengthen as the Birley Fields project evolves.”

Mary Heaney, Director of Services, MMU

Identifying and addressing civic, social and environmental challenges

Birley Fields has been a catalyst for MMU to consolidate its vision and articulate and capture the benefits of genuine partnership working between universities and communities. University expertise and community knowledge are coming together in new and innovative ways. This has resulted in an approach to engagement that has sought to mobilise all aspects and departments of the university and its resources.

Community engagement activity around Birley Fields has included:

- Longitudinal research studies investigating the educational and health impacts of the new campus.
- Public engagement fellowship schemes with projects selected by an online public vote.
- Volunteering opportunities and placements for students and staff with local organisations and groups.
- Computer recycling programmes linked to skills sharing and volunteering initiatives.
- Culturally sensitive leadership programmes aimed at managers from local community organisations.
- Employment partnerships designed to find pathways for local people to work in universities.
- Funding to stimulate partnership building.
- Formal and informal arts and cultural exchanges exploring local heritage.
- Regular walking tours bringing together staff, students and the local community.



The Birley Fields campus aspires to be the greenest in the UK and features a large investment in leading edge environmental technologies

The benefits of a new University campus

“This campus will be a world class development bringing new jobs as well as improved educational and community facilities.

I’m delighted that these proposals have met with such an enthusiastic response from Moss Side and Hulme residents who recognise the enormous benefits they will bring.”

Sir Richard Leese, Leader of Manchester City Council

The new Birley Fields campus will create jobs, open new training opportunities and create links with local schools to help children and young people progress into higher education. The campus will incorporate shared community facilities including a major new public square fronting Stretford Road at the heart of the site.

Case Study:

Listening and Learning from Local People

An MMU urban geographer has been running regular guided walks as a way of building understanding and dialogue between university staff and local residents. The walks take in the area affected by MMU’s new campus development and they explore the social and cultural history of the inner city district and its people.

There is a concentration on past, sometimes failed, attempts at regeneration and the walks also stimulate a conversation about the future of the area with a new university campus. University staff at all levels have been attending the walks to listen to local people and to ensure that their thoughts and opinions are taken into account in the delivery of the new campus.

More available at www.mmu.ac.uk/hulme

The NWDA is delighted to be involved in MMU’s Birley Fields project which will transform the way education is delivered in the region. The campus will encourage opportunities for learning, create new jobs and improve the overall perception of the area. The development will incorporate leading edge environmental technologies ensuring efficiency savings can be made as we move towards a low carbon future.

Steven Broomhead, Chief Executive,
Northwest Regional Development Agency

Did you know?

MMU has been recycling computer equipment to voluntary groups to build opportunities for local people.



Hulme Ward

Exchanging Knowledge...

Developing two-way communications that broaden opportunities for university and community to interact.

Through a long history of university-community engagement MMU has learnt that it isn't only what you do that is important but the way in which you do it that can make a real difference. Social media tools such as twitter are opening up processes and approaches to engagement. MMU has developed channels such as a community-facing website (www.mmu.ac.uk/community) to maximise contact between the university and local people.

It is important that all branches of academic work find ways of engaging in two-way conversations with those whose futures depend on the exploitation of academic knowledge”

Professor John Brooks, Vice-Chancellor, MMU

Did you know?

“Moving Memories” a film made by MMU with local people in Hulme and Moss Side has been shown on BBC 1.

Case Study: Engaging Fellows

MMU established a Public Engagement Fellowship scheme to fund projects addressing real needs identified by local communities. The £60,000 programme has directly involved over 570 local people from 66 different community organisations, working alongside 74 members of MMU staff and students.

It was important that the fellowship scheme provided a practical example of two-way engagement, with both university staff and community partners collaborating on the form and outcome of the projects.

12 proposals, short-listed by both community representatives and MMU senior managers, were posted onto the front of MMU's website for an open public vote. University staff and community partners promoted the scheme through online networks using social media tools. The open nature of the scheme proved to be extremely successful as 2,575 votes were cast in just over 10 days with 74% of votes coming from outside MMU.

The 6 winning projects reflected the diversity, passions and excitement of local people – they ranged from a film about the experiences of the first West Indian and Sikh families to settle in Manchester in the 1960s, to embroidery projects exploring notions of home, to open source software programming workshops and multimedia projects with local schools to a conference addressing the high exclusion rates of young black males in Manchester's education system. More information at www.mmu.ac.uk/community



Local film-maker Karen Gaby with Franklin Jackson and MMU Public Engagement Fellow Marion Hewitt Photo by jasonlock.com

Stimulating...

A new mutual understanding between university and community. Listening to and learning from the knowledge and experiences of external partners.

MMU makes a positive impact on society in a variety of ways. The university makes a significant contribution to the region through the training of professionals such as teachers, healthcare workers and business managers. It is also true that applied research in areas such as sustainable aviation, biomedical science and the creative arts has a profound impact on people's everyday lives. But world-class teaching and applied research are just the tip of the iceberg. MMU also offers volunteering activities, exhibitions and cultural events, sports facilities, incubation for micro-businesses, pro-bono legal services, student placements, employability schemes, consultancy to local business, community-based evaluation, archives and collections. The list is as varied and diverse as MMU itself. Stimulating an understanding of, and helping people to access the range and quality of MMU's offering is an essential part of the role of a twenty first century university.

Did you know?

MMU's Poet Laureate Carol Ann Duffy is heading up Manchester's first ever Children's Book Festival.

Case Study: Stimulating an Understanding of Research Challenges

As part the Manchester Beacon for Public Engagement initiative, MMU played a lead role in designing and programming a unique RCUK-backed event that broke down barriers and improved understanding between academic researchers and the general public. The event called Comixed: a Networked Conversation brought academics, artists, technologists and residents together to explore some of the UK's key research priorities.

The discussions were tracked in real time using live blogging and a twitter stream that enabled participants to engage in different ways. Themes such as the digital economy, climate change, nanotechnology, food security and ageing were all part of the two-hour conversation which took place in a community arts venue during Manchester's Science Festival. The researchers, drawn from universities across the Northwest, gave short provocations about the themes which opened up passionate discussions and debate amongst the audience. Comixed proved that people in local communities want to engage in the challenges of Higher Education if they are stimulated through the things that they are passionate about such as sustainability, ethics and culture.

More information at www.comixed.org



Comixed was set up to break down barriers between researchers and the general public.

Inspiring Students...

To be a force for positive change, encouraging the development of world class professionals with a sense of civic, social and environmental pride and responsibility.

MMU is the fourth most popular university for applications in the UK with over 32,000 students enrolled. Students bring many economic benefits, spending money and creating jobs. But with over 100,000 students in Manchester's combined universities there is a need to ensure that they can make a positive civic, social and environmental contribution to the communities of which they are a part. MMU has links with over 900 community and voluntary organisations across Greater Manchester and Cheshire and last year 376 MMU students took up volunteering opportunities at projects ranging from local charity fundraisers and beach cleans, to helping out at music festivals and overseas development.

Case Study:

Switched on Students Switch-Off

Almost 5,000 MMU students joined a campaign to slash their electricity and gas bills and help save the planet. The Big Student Switch Off commits students to cutting 10% from their energy usage, whether they live in halls, or student flats and houses. So far 4,568 have signed up, with 450 committing to become team leaders or so-called 'Eco Power Rangers'; and others posting pictures of their energy-saving feats on Facebook.

MMU students are a powerful force when it comes to saving energy. In just under two months last year, MMU students living in halls collected and reused 11 tonnes of 'rubbish'; under the "Zero Waste" scheme, the equivalent of 8,700 pairs of jeans. MMU, which has recently jumped 10 places in the People and Planet UK green league, is supporting the positive student activity with a recycling scheme for halls which allows 2,150 students an easy and sustainable way of disposing of glass, tins, paper, plastic and card. The scheme could potentially divert up to 75 tonnes of waste from landfill, based on a 35% recycling rate.

Contact www.mmu.ac.uk/environment or go to the Facebook group - Manchester Metropolitan University Eco Power Rangers.

Did you know?

MMU students have been making radio programmes alongside older people to help break down intergenerational barriers.



MMU students worked with older people to co-create community radio broadcasts about Manchester.

Valuing...

Encouraging and embedding effective public and community engagement – providing opportunities and support for all staff and students to get involved.

In order to be able to sustain public and community engagement it is vital that universities can demonstrate that this activity is valued. Changing policies and procedures around reward and recognition is an important step towards embedding public engagement as this helps to legitimise engagement.

“I think it is fantastic that MMU is offering incentives to staff who are committed to bridging the gap between the university and the general public”

Khan Moghal CBE, Chief Executive of Manchester Council for Community Relations

Case Study:

Recognising and rewarding effective engagement

MMU is a partner in the Manchester Beacon along with the universities of Manchester and Salford, Manchester: Knowledge Capital and the Museum of Science and Industry. Funded by HEFCE, RCUK, The Wellcome Trust and the Northwest Regional Development Agency, the Manchester Beacon is bringing about a cultural change in the way in which public and community engagement is supported, recognised and rewarded. As part of MMU's commitment to the Manchester Beacon we have published a strategy for public engagement and made changes to promotions criteria, job descriptions and recruitment literature to reflect the importance of engagement activity.

More available at www.manchesterbeacon.org

Did you know?

Over 30,500 people visited MMU exhibitions, performances, lectures and events last year.



Students working with local people on a textile project at MMU's Special Collections

Measuring impact...

Directing resources to activities that make a real difference.

MMU has a specific expertise in measuring the effectiveness of university – community engagement. Working with other universities and community partners, MMU academics have applied their knowledge towards the development of framework, tools and resources that can help universities to better understand the impact of community-based activity.

Did you know?

The Urban Regeneration: Making a Difference programme has been nominated for a Times Higher Leadership Award.

Case Study:

Addressing the Regeneration Challenges of the North

MMU academics have been partnering with colleagues at Northumbria, UCLan and Salford on a project that demonstrates the key role that universities can play in addressing regeneration challenges. The £3.2 million HEFCE-funded Urban Regeneration: Making a Difference project was established to find scaleable ways of measuring how effectively universities engage with local communities.

Academics and community partners collaborated on 46 separate pieces of work arising from identified community, themed around community cohesion, crime, enterprise and health. The initiative has seen 621 different organisations assisted including charities, prisons and schools and a total of 1265 training days have been delivered to social enterprises and community groups. The collaborative effort of all of the academics working together adds up to total of more than 7 working years helping other organisations. 80 evaluation studies have been completed on the project – new knowledge that has been generated to inform policy and practice in the future. The equivalent of 81 new jobs have been created as a result of the project and 176 events have been held to pass on the findings of the project.

More information at www.regennorth.co.uk



MMU Public Engagement Fellow Linnie Blake talking about her multimedia project Moss Side Stories

Maximising...

The economic and social benefits of the University for the City and Region.

Manchester is promoted as a “Knowledge Capital” – a powerhouse of universities with a combined total income of £1.2 billion. The 3 institutions work with over 600 businesses and 750 non-commercial organisations. Manchester’s universities have successfully delivered EU and UK regeneration programmes worth over £6 million, attracting over 700,000 visitors to lectures, exhibitions and performances. Some of our engagement work has focussed on creating leaders of the future capable of building and sustaining local communities

Case Study:

Building Cohesive and Sustainable Communities

I have reawakened my passion to create positive change to enrich the lives of those that are vulnerable, to think outside the box and not go with the flow like a robot.

Participant on Inspiring Leaders

Inspiring Leaders is a unique practical needs-based leadership programme designed by MISPA at MMU to provide voluntary, public and community organisations with key information, tools and techniques to be more effective, organised and influential. It inspires people to lead and offers community leaders the opportunity to be empowered by their peers. To date the programme has trained nearly 200 leaders from across the Northwest supporting a wide range of social policy agendas including regeneration, health, sport, minority interests and rural needs. On average each participant reaches around 1,500 individuals each year meaning that the programme has yielded a potential impact on over 300,000 individuals! Commissioned by multiple providers, including Capacity Builders, and working in partnership with voluntary agencies the programmes covers a range of topics such as leading, managing and sustaining organisations, measuring and proving impact and managing relationships.

More available at www.leadchange.co.uk

Did you know?

MMU is working with partners from Corridor Manchester on the Pathfinder project – helping local people to get jobs at major institutions on their doorstep.



The latest graduates from MMU's community leadership course Inspiring Leaders.



Manchester
Metropolitan
University

For more information

On the web

[www.mmu.ac.uk /community](http://www.mmu.ac.uk/community)

MMU community website

www.mmu.ac.uk/environment

MMU Environment team

www.mmu.ac.uk/hulme

Contains information on MMU's new campus developments

www.manchesterbeacon.org

The Manchester Beacon for Public Engagement website

www.comixed.org.uk

Established to create dialogue between researchers and the general public

www.leadchange.co.uk

Inspiring leaders course

Email

community@mmu.ac.uk

Contact address

Sam Gray
MMU Public and Community Engagement Manager
Research, Enterprise and Development
The Ormond Building
Lower Ormond Street
M15 6DX

Telephone
0161 247 3429