



Civic University
Network

Welcome

Paul Manners



@civicuniversity

Agenda

Welcome

Introducing the Civic University Network

Civic practice

Jacqui Robinson, Sheffield Hallam University

Jane Robinson, Newcastle University

Ieuan Ellis, Staffordshire University

Next steps

Next steps for the Network, Greg Burke

12.00 Close



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What is your role in relation to civic work at your HEI?

- Executive lead
- Project manager, reporting to an executive lead
- Not responsible for activity, but interested
- None of the above



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Welcome

Greg Burke



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Jacqui Robinson,
Sheffield Hallam University

Jane Robinson, Newcastle
University

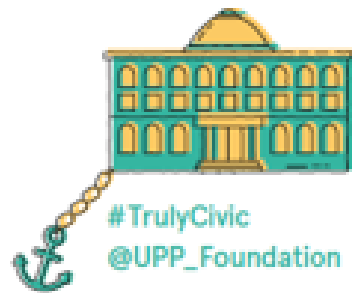
Ieuan Ellis, Staffordshire
University



Civic Practice



A Guide to preparing Civic University Agreements



<https://upp-foundation.org/wp-content/uploads/2019/07/2202-UPP-Foundation-A-Guide-to-preparing-Civic-University-Agreements-Booklet-A4-digital.pdf>



A Guide to preparing Civic University Agreements



Principles underpinning Civic University Agreements

These principles were set out in the statement signed by the leaders of the universities which have pledged to develop Civic University Agreements and are the basis of your CUA.

Place

As a place-based institution we are committed to attaching a high-priority to the economic, social, environmental, and cultural life of our local communities.

Public

Our civic role will be informed by an evidence-based analysis of the needs of our place, developed collaboratively with local partners and informed by the voice of our local community.

Partnerships

We will collaborate with other universities and anchor institutions and form partnerships to overcome the challenges facing our local communities.

Measurement and Impact

With our partners, we will be clear about what we do and how we measure it, so we can say with confidence what we have achieved – and how we might do better in the future.



Is your university planning to create a civic agreement?

- Yes
- Yes – and we have completed it
- No
- Undecided
- Don't know



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Jacqui Robinson

Director of Communications and
Marketing

Sheffield Hallam University

Our place at the heart of our region

Jacqui Robinson

Director of Communications & Marketing

Developing a Civic University Agreement

Civic University Network
Friday 5 June 2020

The Civic University

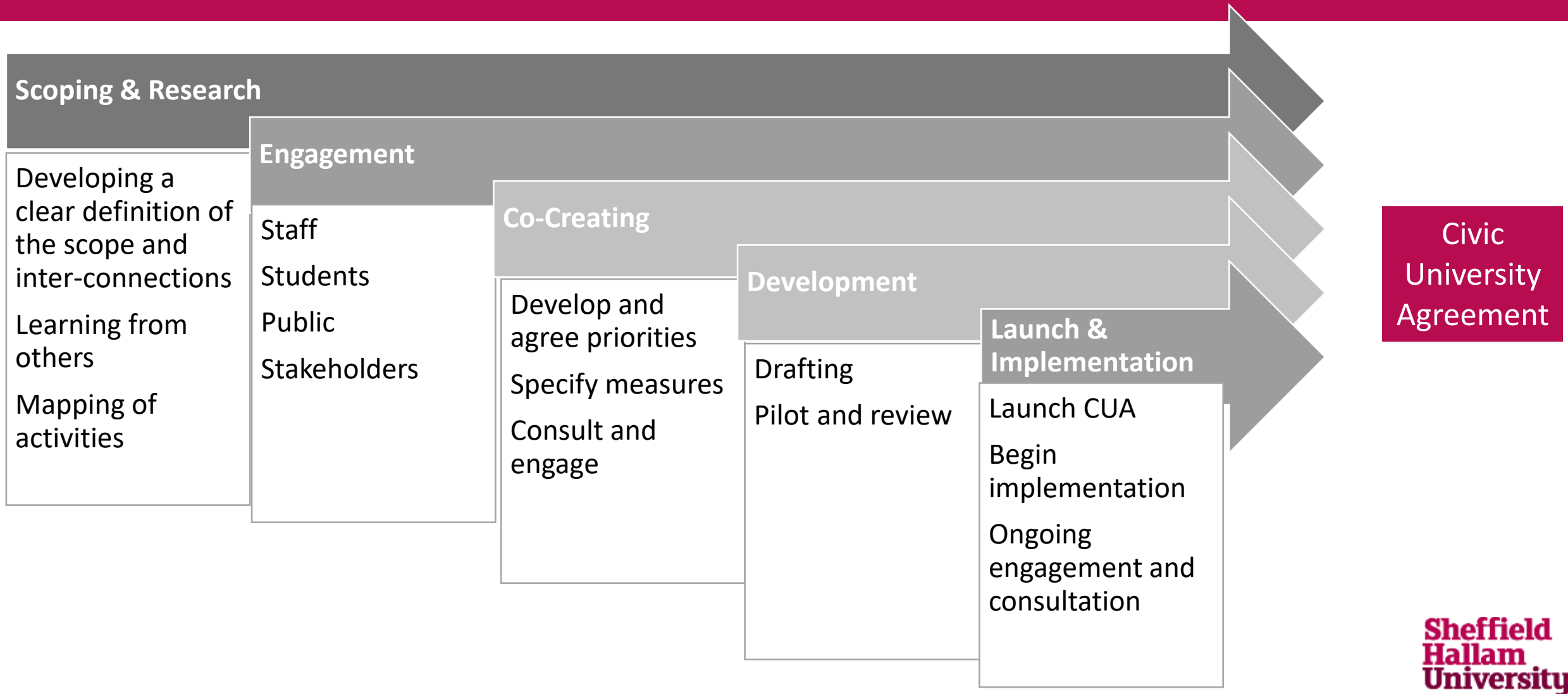
Core themes:

- Put the public at the heart of the Agreement
- Be clear about the role of the university in the partnership
- Be clear about the geography of the Agreement
- Identify the required resource, leadership and institutional capacity
- Recognise and manage risks
- Aim to be perceived as “our university”



So, what have we done?

Distinct phases of development



Definition and scope

Defining what civic is

- Strategic versus core activities
- Location as a large employer
- Corporate social responsibility

Regional priorities

- Local Industrial Strategy
- Strategic Economic Plan
- Devolved local government
- LEP
- Combined Authority
- Local Authorities
- National Government

Hallam's Strategy

- Clearly stated aims relating to leading locally
- Identified areas of focus starting to be implemented
- 'Heart of the Region' external communications campaign to showcase activity and impact

Engagement

Who	What
Staff	A combination of workshops, survey and data gathering exercises to understand what we currently do across the University, what we should do more of and opportunities to stop doing some activities
Students	In conjunction with the Students' Union, workshops to consider opinions of engaged and non-engaged student groups, survey for qualitative feedback
Public	YouGov Public Perceptions research with target demographics across Sheffield City Region to understand unprompted and prompted awareness of Hallam's civic role and activities
Public	Public listening exercise through an online survey, 5 weeks, promoted and communicated widely, outreach events in non-traditional areas to capture responses face to face
Key stakeholders	Written communications to outline development of CUA and partnership co-creation approach – meetings to follow with a 'prospectus' for consultation
All	Civic and regional webpage created to communicate the process and the development of the CUA

Civic choices

- Level of ambition:
 - embedding civic role into institutional culture and outlook
 - minimum 10 year framework for genuine civic partnership
 - regional agenda of equal prominence to global focus
- Geographical scope:
 - SCR vs the wider region; challenge of defining edges
- Maximising impact:
 - Opportunities within existing initiatives, e.g. research focused on local needs but for global scale, procurement
 - focused on our strengths
 - not an open cash-machine for the city region
- Channelling our resources effectively:
 - optimising or re-prioritising existing resources
 - more strategic coordination to attract funding to the region



Questions?



**Are you collaborating with
neighbouring HEI(s) to develop
your civic work?**

- Yes
- No
- It's complicated



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Jane Robinson

Dean of Engagement and Place

Newcastle University



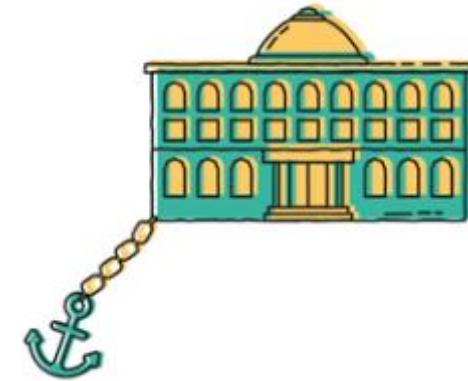
Developing the Newcastle Agreement – The Impact of Covid-19

Jane Robinson
5 June 2020

From Newcastle. **For the world.**

Developing the Newcastle Agreement – the impact of Covid-19

- Progress on developing our Civic University Agreement
- Impact of Covid-19 – Respond – Recover – Renew
- Challenges & opportunities going forward



UPP Foundation Civic University
Commission Progress Report



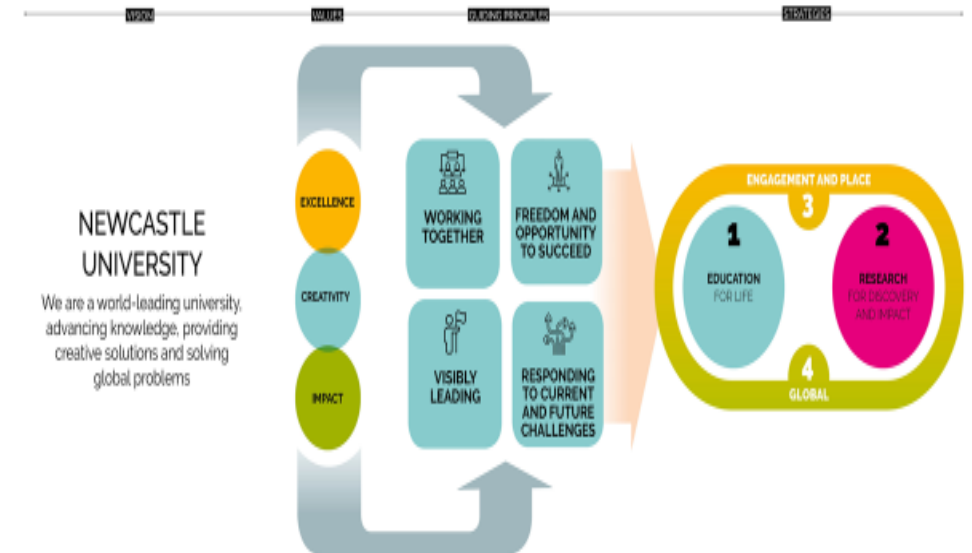
Developing the Newcastle Agreement – Embedding Engagement

- Vision & Leadership
- Building capacity – Engagement & Place Team, cross-cutting Deans, cross-institutional virtual team, Policy Academy, Engage & Learn
- Systems & processes – budget and planning cycles, HR policies, procurement practices
- Internal governance – University Engagement & Place Committee

From Newcastle. For the world.



Our Vision



The Newcastle Agreement – progress

- Developed governance and partnership arrangements
- Engagement to understand needs and opportunities
- Local area review based on UNSDGs - benchmarks and shared indicator set linked to Strategic Needs Assessment.
- Developing programme of strategic projects to address shared priorities e.g. Net Zero Newcastle, student charter
- International place-based partnership to share experiences
- Feasibility study to establish shared Policy & Evidence hub



NU Covid-19 Civic Response – the Civic University in action

- Deployed internal capacity and utilised networks and partnerships to understand local need and target our emergency response.
- Mobilised the partnership with anchor institutions – City Council, Northumbria University, NHS and other partners
- Developing a phased approach – Respond – Recovery - Renew



Respond - NU Covid-19 Civic Response – emergency response

The **NU Covid-19 Civic Response** project <https://www.ncl.ac.uk/who-we-are/coronavirus/> established to coordinate activity to support the wider community.

Key themes:

- Research
- Volunteering
- Facilities, Equipment & Estates
- On-line learning
- Alumni
- Partnerships



Recover & Renew

- Re-start **project** – Newcastle identified as early implementer for track and trace and re-start. Working with local partners and engaging HMG.
- Developing **shared vision** for more inclusive and sustainable future; reviewing Newcastle Agreement “through a Covid-lens” to support longer term economic, social and cultural recovery.
- Linked to **wider regional economic response** – LEP, Business, Combined Authorities. Providing data and evidence to inform recovery plan, linking research & teaching to place-based priorities.



Challenges and Opportunities going forward....

- Huge uncertainty – future and impact of Covid-19
- Massive social and economic shock – globally.
- Impact on the sector – financial implications.
- Capacity of internal and external stakeholders to engage?

... BUT the Civic role of Universities has never been more important.



**The things we do here
make a difference out there.**



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Q & A

Useful links



NU Covid-19 Civic Response website



<https://www.ncl.ac.uk/who-we-are/coronavirus/>

Partnership with North East Cultural Partnership to understand need and plan for recovery and future resilience



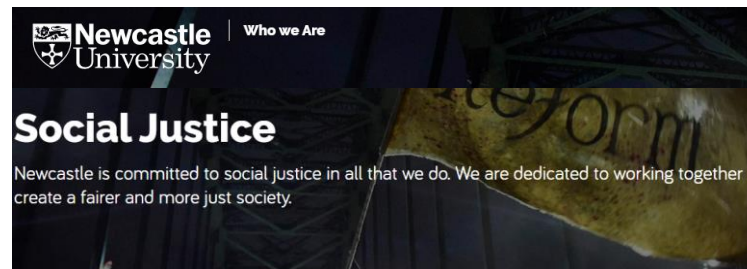
<http://www.case4culture.org.uk/updates/covid-19-recovery-and-resilience-plan-full-document/>

Newcastle 150 Young leaders programme



<https://commonpurpose.org/leadership-programmes/legacy-a-global-campaign/newcastle150/>

Social Justice Advisory Group & CVS engagement



<https://www.ncl.ac.uk/who-we-are/social-justice/>



How do you see the civic role of your university

- Leading from the front
- Acting in a support role to others
- Neither of the above



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leuan Ellis

PVC (Place and Engagement)

Staffordshire University

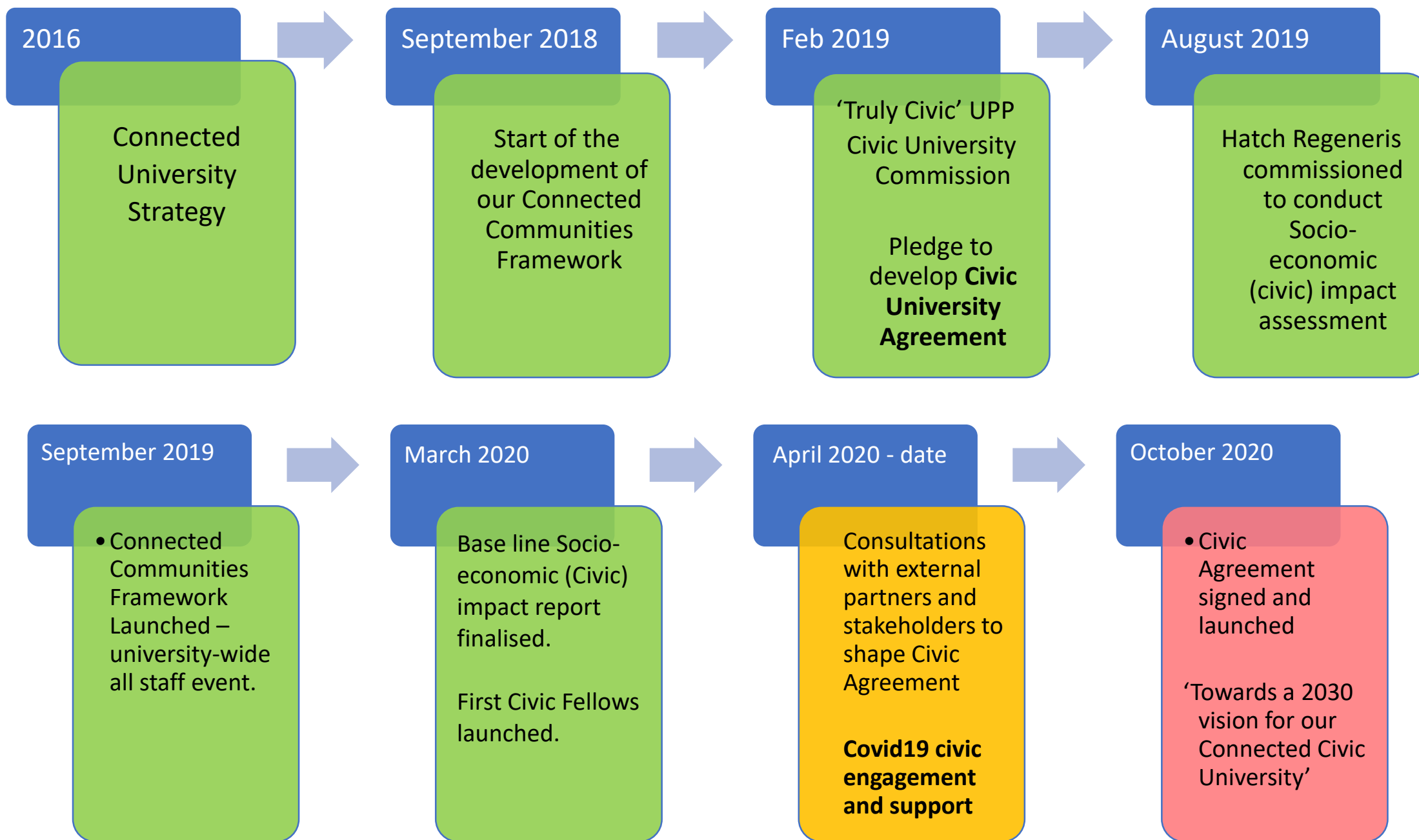


OUR

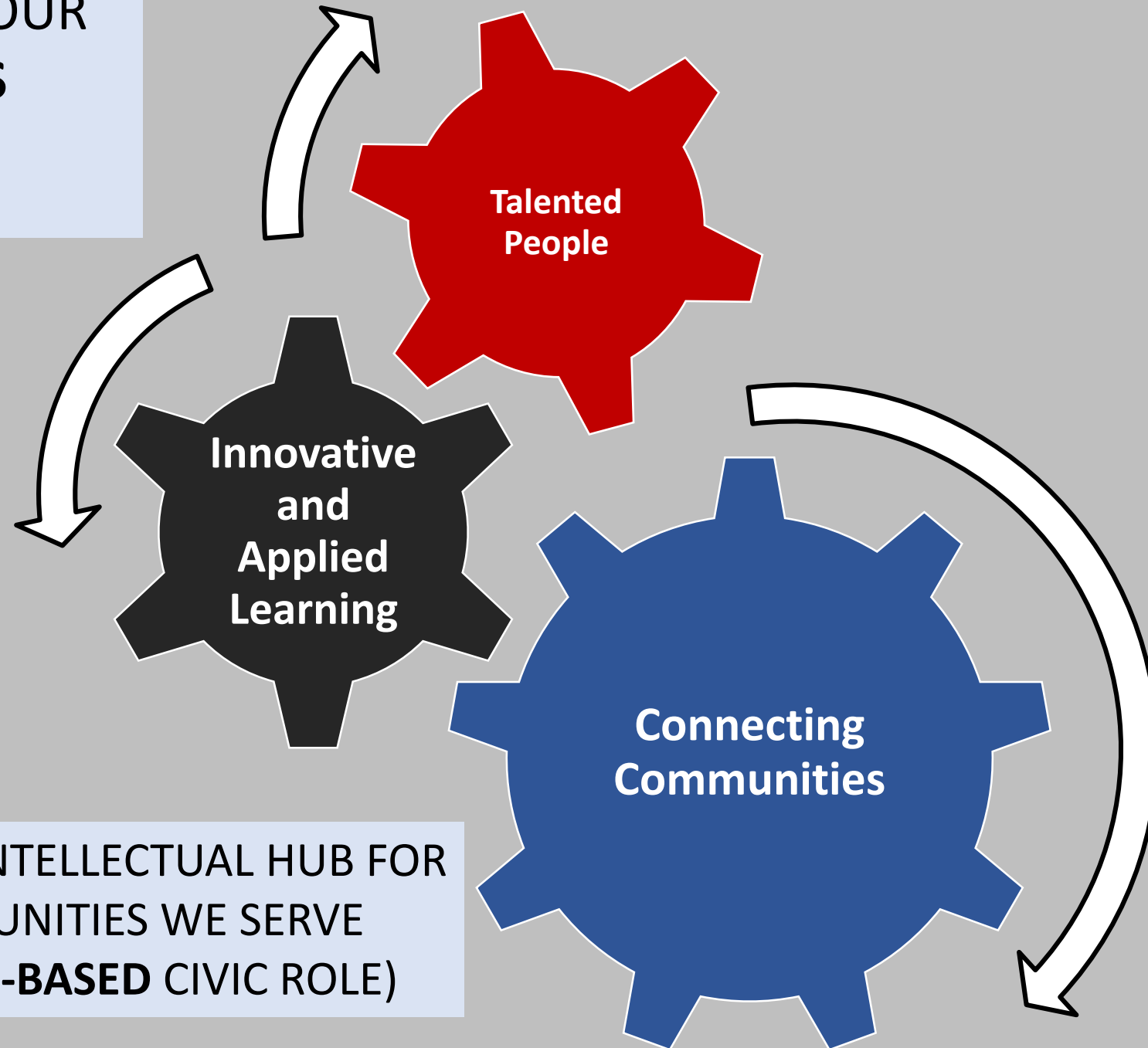
CONNECTED
UNIVERSITY

Towards a 2030 Vision for our Connected Civic University

Professor Ieuan Ellis
Pro Vice Chancellor (Place and Engagement)

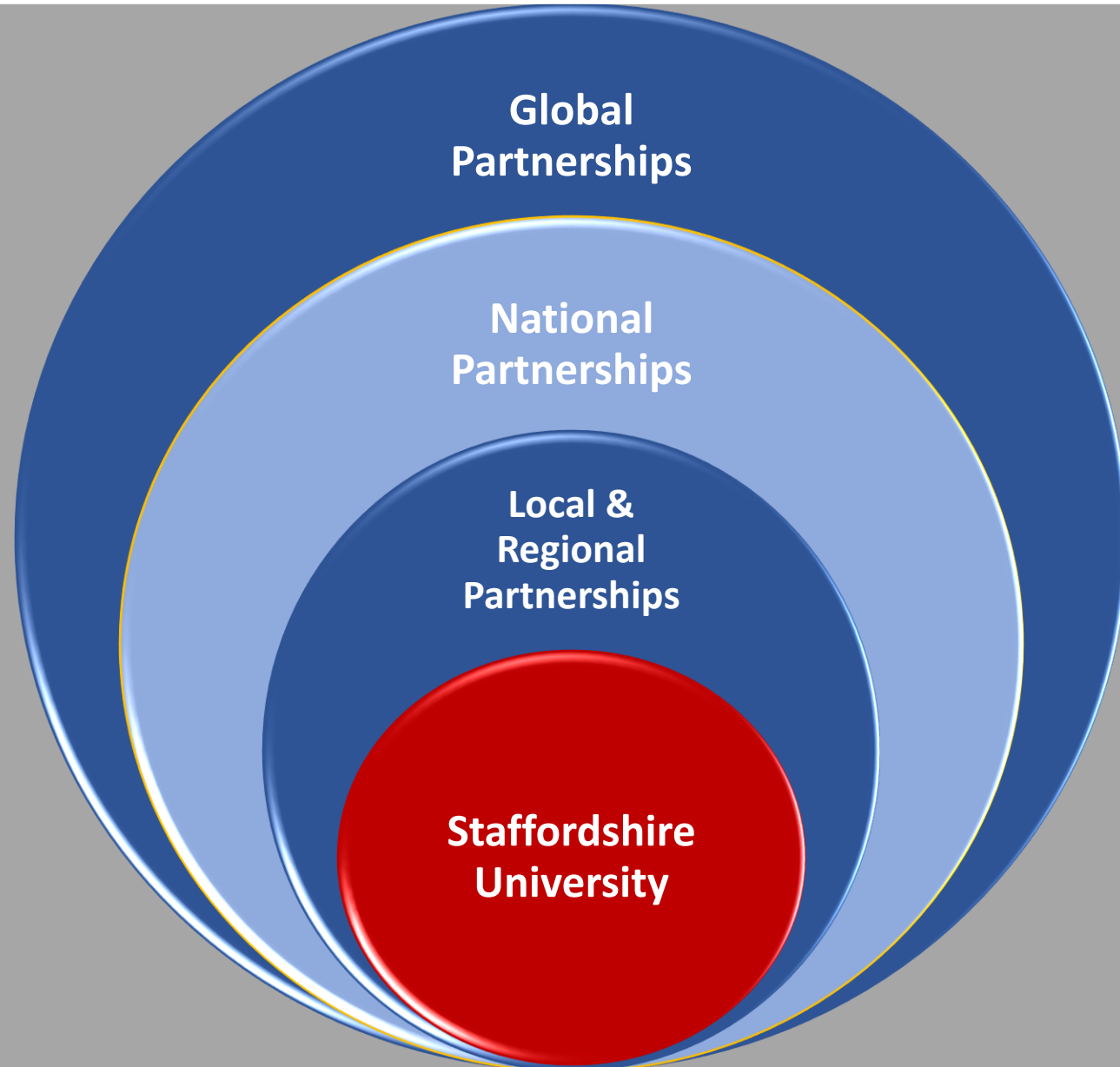


PUTTING OUR
STUDENTS
FIRST

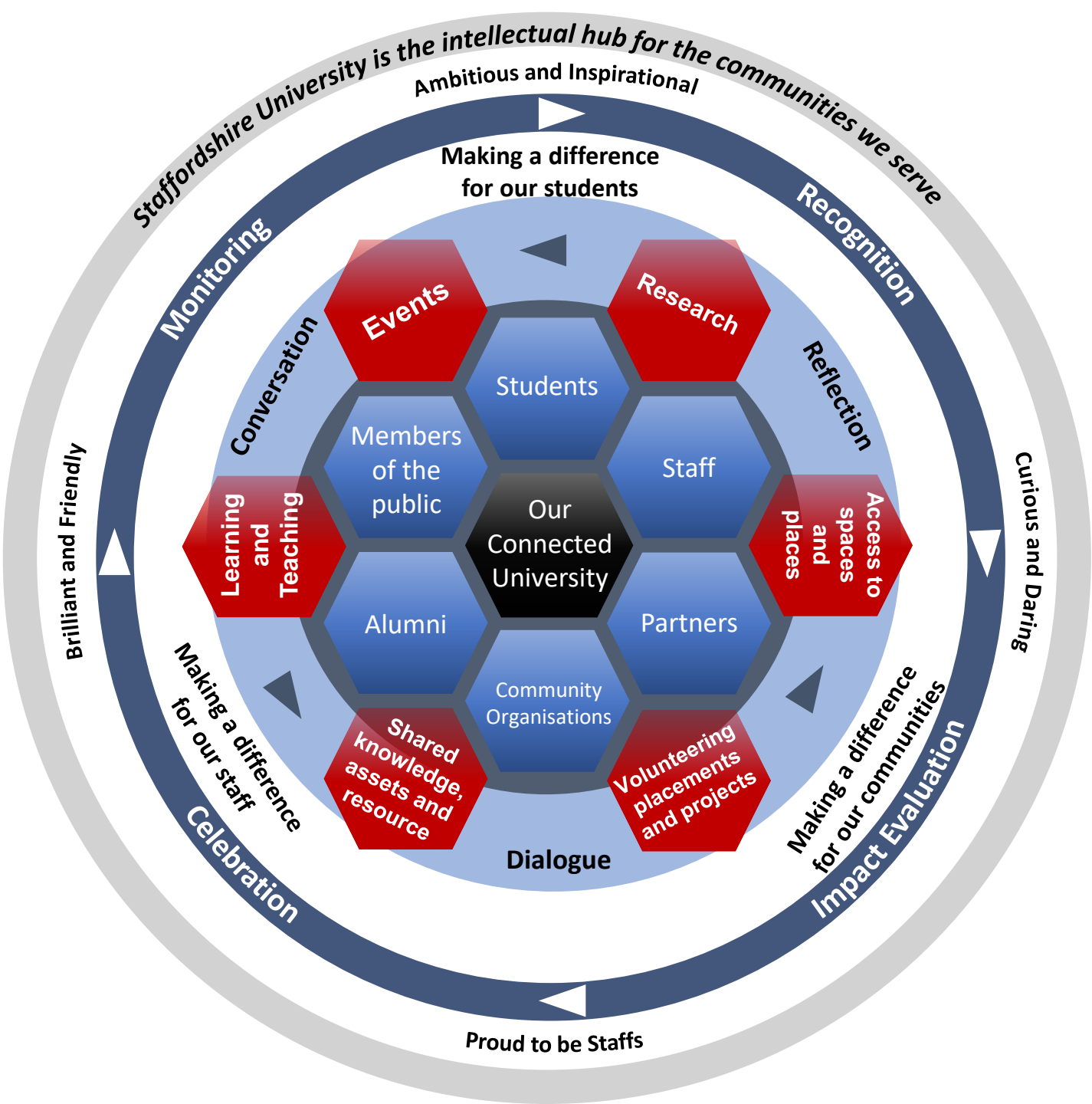


BEING AN INTELLECTUAL HUB FOR
THE COMMUNITIES WE SERVE
(OUR **PLACE-BASED** CIVIC ROLE)

Engagement with 'our place(s)'.



Our Connected
Communities Framework

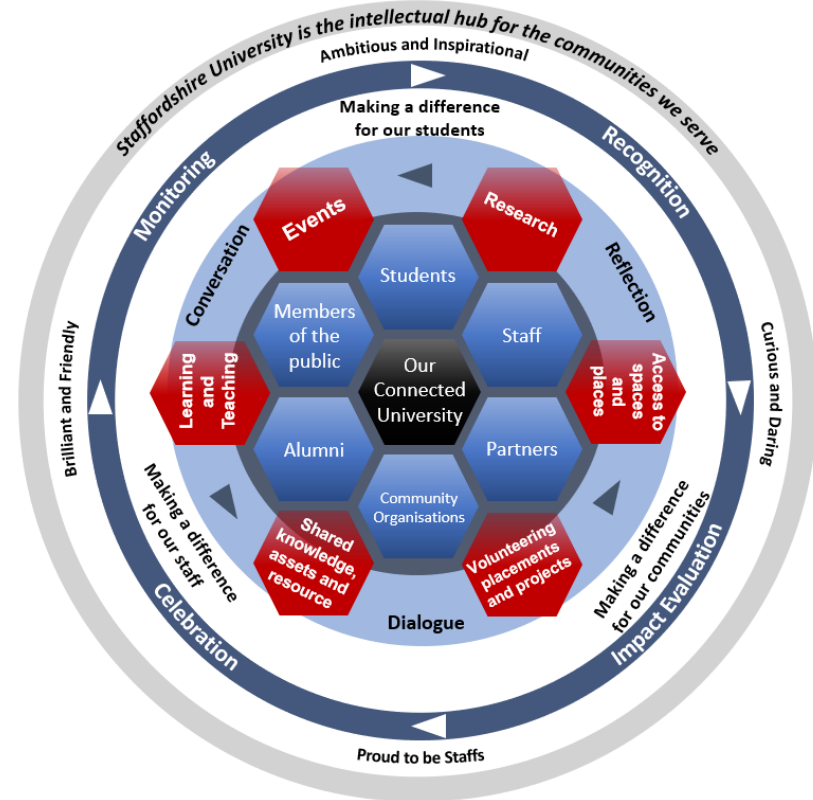


Our Connected Communities Framework outlines our ambitions to:

- ✓ be a driving force towards a well-connected, fair and just society, promoting an inclusive culture through encouraging, valuing and supporting a broad range of people to connect with Staffordshire University.
- ✓ promote a more diverse student and staff population, a vibrant campus throughout the whole year, enabling people from a variety of backgrounds to engage with our university through its research, teaching and learning, and through events.
- ✓ apply and develop the knowledge, skills and experience of our students and staff to add value to our region, socially, culturally and economically.
- ✓ engage with local people, community organisations and partners, building networks and social capital to create a high quality, relevant learning environment where co-production and knowledge sharing is embedded in our everyday practice.

Our Civic University Agreement: *Towards 2030*

A thematic framework model for our
Civic Engagement and Impact Evaluation



Our Civic Agreement builds on the Connected Communities Framework, outlining our civic commitment to 2030.

It focuses on how we will build and sustain long term relationships with civic and community partners to have a positive impact on our place and its people.

It is a declaration of our commitment to our place, people and partners.

Our commitment to our place: As a place-based institution we are committed to contributing to the economic, social, environmental, and cultural life of our local communities.

Our commitment to people: We are committed to ensuring the civic activities we develop are based on local needs and will work with civic and community partners to develop an in depth understanding of those needs. We will create structures to allow for open and transparent communications, knowledge sharing, collaboration and co-production and be flexible in our approach to enable us to be responsive as needs change.

Our commitment to working in partnership: We value the assets, skills and knowledge of our civic and community partners and are committed to sharing our own expertise and facilities to overcome the challenges facing our local communities. We believe that by working together, utilising our strengths, we can make a positive difference to our place.

Our Civic Fellows

Championing the development and impact of our role as a Connected Civic University

<https://www.bing.com/videos/search?q=civic+fellow+s+staffordshire+university&docid=607997335444390980&mid=E5E1B66F6ABB44A2B67CE5E1B66F6ABB44A2B67C&view=detail&FORM=VIRE>



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Q & A

Useful links



Civic Fellows



[You tube link](#)

<https://www.staffs.ac.uk/news/2020/03/staffordshire-university-announces-first-civic-fellows>

Connected University Strategy

Connected
University Strategy

www.staffs.ac.uk/about/pdf/connected-university-strategy.pdf

Get Talking Hardship



Image: The Get Talking Hardship project shed new light on the issues of poverty.

[Link](#)



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Richard Brabner

Director, UPP Foundation



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What next for the Network?

Greg Burke

Next steps

- Launch website later this month - civicuniversitynetwork.co.uk
- Hold a series of regular webinars to -
 - explore how the Network can best add value to universities across the UK
 - explore how the Network can support universities and their communities to build mutually beneficial relationships for the public good
 - share best practice and case studies
 - provide opportunities to apply tools and techniques to develop Civic University Agreements
- Undertake regional consultations
- Develop a sustainable membership model



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Which of these challenges is most urgent for you?

- Identifying priority needs
- Resourcing our ambitions
- Capacity and leadership
- Partnership arrangements and governance
- Monitoring and evaluation



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Date of next webinars

17th July: 10.30 – 12.00 (exact times TBC)

20th August: 10.30 – 12.00



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Would you or a colleague be able to attend a webinar in August?

- Probably
- Definitely not



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Date of next webinars

17th July: 10.30 – 12.00 (exact timings TBC)

20th August: 10.30 – 12.00



civicuniversity@shu.ac.uk

**Thank you for joining us
today. Please stay in touch**

keele.ac.uk/business/keeledeals
universitiesfornottingham.ac.uk

universitiesfornottingham.ac.uk/assets/downloads/UfN_Report-min.pdf

On universities collaborating from the same area, I don't know if anyone from Nottingham is here, but Nottingham Trent and Uni of Nottingham launched this recently:

universitiesfornottingham.ac.uk

Newcastle 150 Young leaders programme
commonpurpose.org/leadership-programmes/legacy-a-global-campaign/newcastle150

Here's what we did with Public First
universitiesfornottingham.ac.uk/assets/downloads/UfN_Interaction_Metric_explainer.pdf

For a primer on the tension between problem solving by design and politics in a changing human ecology see

sympoetic.net/Managing_Complexity/complexity_files/1973%20Rittel%20and%20Webber%20Wicked%20Problems.pdf

most of our process and stuff is public on our website - and the joint economic, social and cultural impact report
universitiesfornottingham.ac.uk/assets/downloads/UfN_Report-min.pdf

Our approach at Leeds Beckett is linked to the Leeds Anchor Institution Network. Chaired by our VC and includes University of Leeds, Leeds City Council, Leeds Trinity, Leeds NHS, NHS Digital, FE and Yorkshire Water. We've all measured ourselves against this framework developed by Joseph Rowntree Foundation
democracy.leeds.gov.uk/documents/s181576/4%20Anchor%20Institution%20Progression%20Framework%20Toolkit.pdf