

Civic University Network Showcase event

Slides and useful links from a showcase event presenting the work of universities in Manchester and East London to develop their Civic strategies.



Join the conversation:

@civicuniversity

#TrulyCivic



Civic University
Network

delivered by:

**Sheffield
Hallam
University**



National
Co-ordinating
Centre for
Public Engagement

Are universities “civic washing”?

In 2019, some 59 vice chancellors committed to developing a civic university agreement. Jonathan Grant isn't thrilled with progress since

COMMENT
| 17/01/22



There is a gap between rhetoric around civic engagement and what universities do in practice.

This matters – because it gives a false impression about their commitment to their local communities undermining, over time, their reputation and the broader reputation of the sector.

The risk of “civic washing” was highlighted at the end of last year, when PA Consultancy [reported](#) that vice chancellors are increasingly prioritising regional impact “focusing their universities’ future identity and income streams on their local community’s social and economic needs.”

This belated acknowledgement of community must be welcomed – but how much of it is a tactical response to the government’s levelling up agenda and how much of this is a real shift in the social purpose of higher education institutions?



**Civic University Network
January 2022**

GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY



**our
people
our
place**

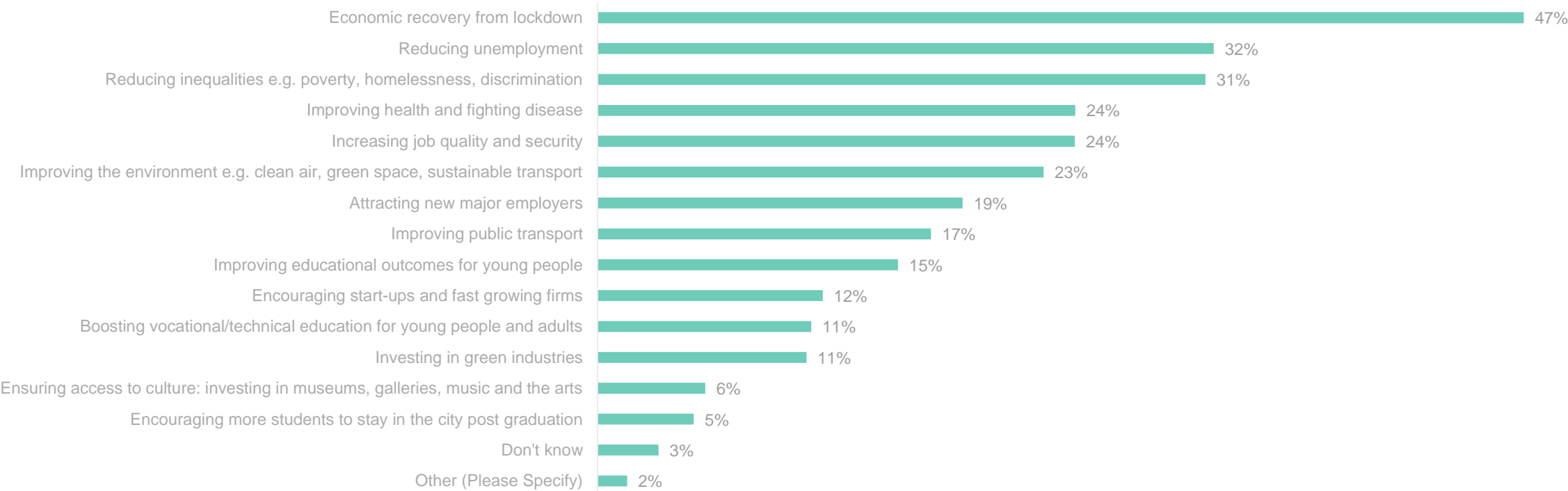
The Greater Manchester Strategy





Without specific reference to the role of universities, economic recovery is clearly the top priority for GM residents – but reducing inequalities polls higher than we suspect it would in other city regions

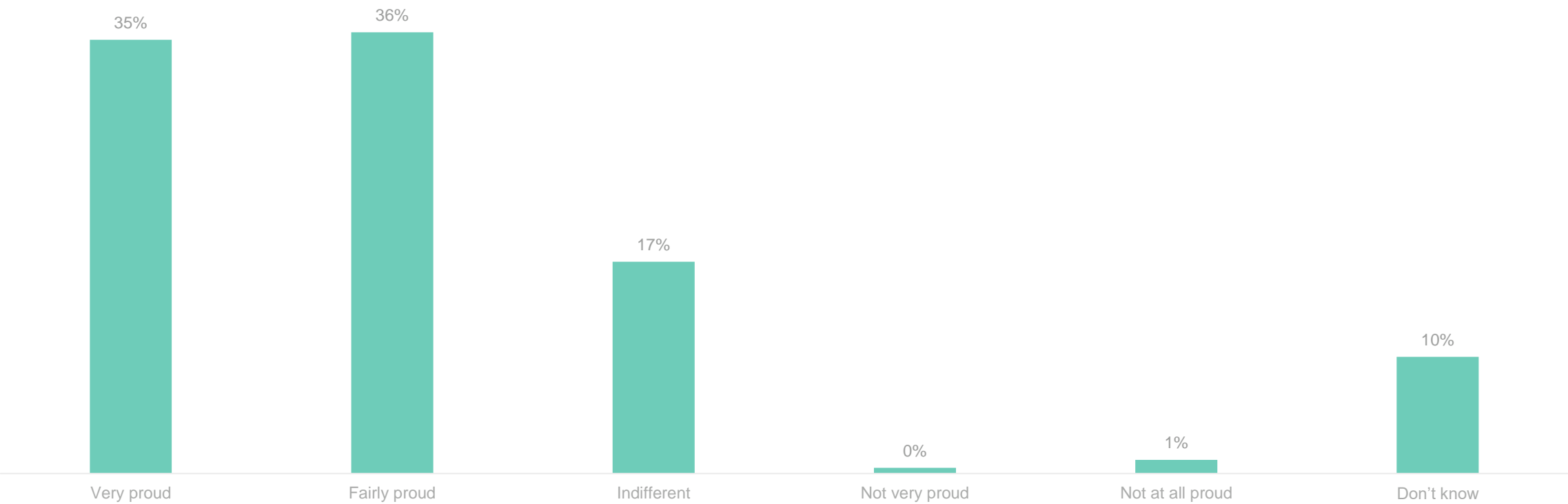
Which do you think are the most important long-term social and economic priorities facing Greater Manchester at this time? Please choose up to three





71% of respondents say in aggregate that they are very proud or fairly proud of the role that the local universities play in the region

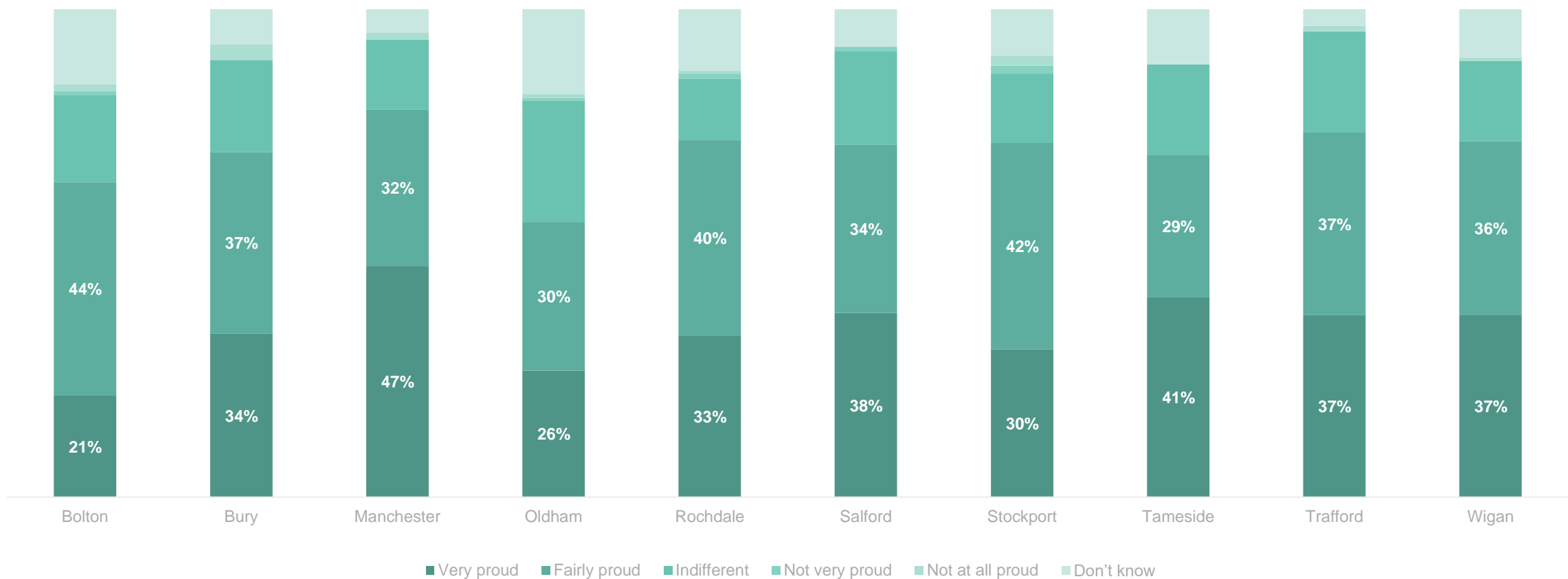
How proud, if at all, would you say you are of the roles that the local universities play in Greater Manchester?





....when broken down by borough, concepts of pride vary – from 79% in Manchester to 56% in Oldham

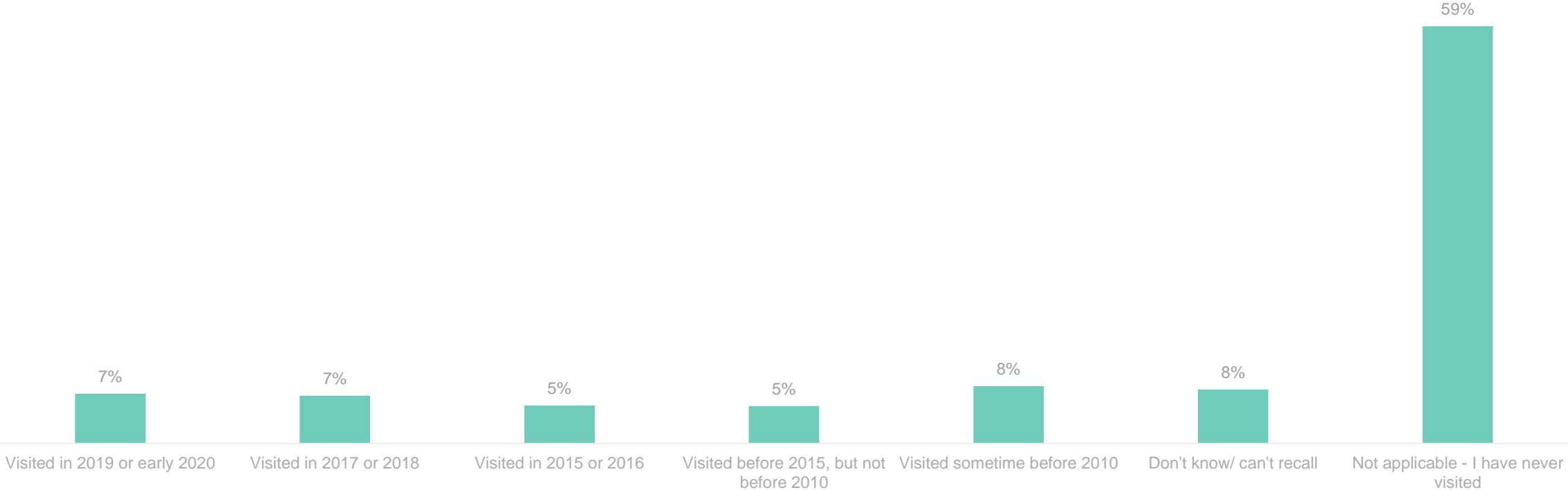
How proud, if at all, would you say you are of the roles that the local universities play in Greater Manchester?





59% of respondents claim to have never visited any of the GM Universities

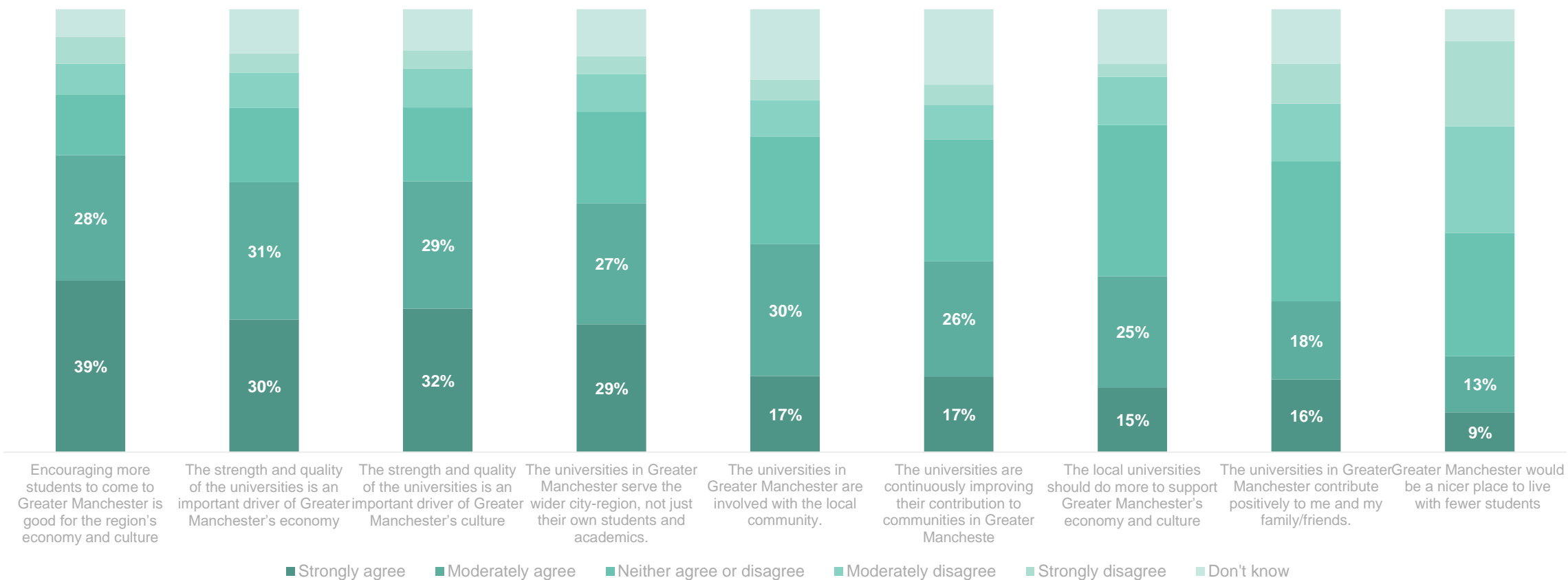
Thinking back to before the first lockdown due to Covid-19 - ie before March 2020 - when did you last visit any of the facilities of the following universities in Greater Manchester? (e.g. their campuses, buildings, sports facilities, or cultural facilities)





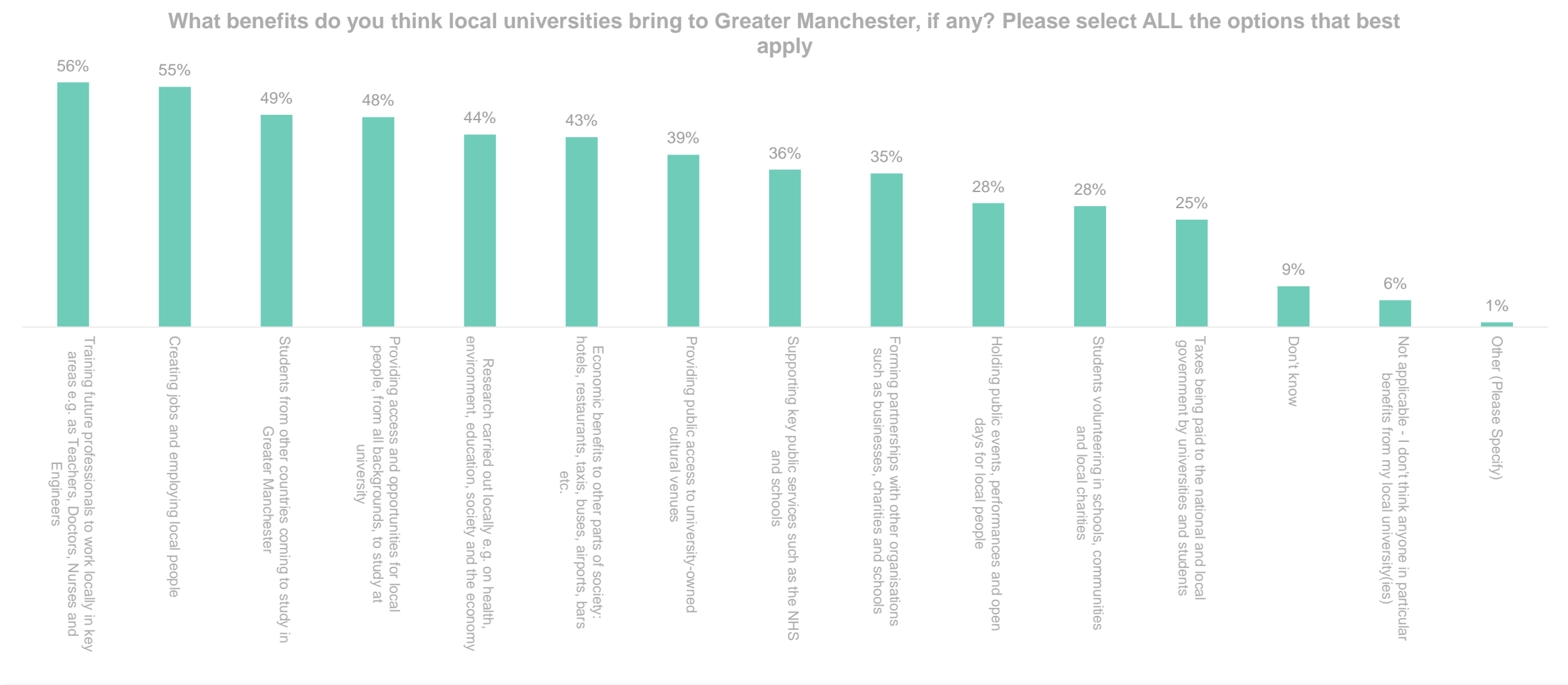
Universities are thought of strongly – including on economy and culture – and residents want more students, not fewer. Opinions on our civic role, and direct benefits to residents, are more mixed

Please agree or disagree with the following statements about the universities in Greater Manchester





When more specific benefits are probed – as priorities for our civic role – the practical takes precedence over the theoretical, with a bent to local (but not national) economic impact



Priorities



We will:

Help make our region the best area in the country for young people to grow up and for children and adults at all ages and all levels of qualification to be supported to learn throughout their lifetimes.

Direct our research, innovation, courses and the management of our own estates to support our city region's ambitious 2038 zero-carbon target.

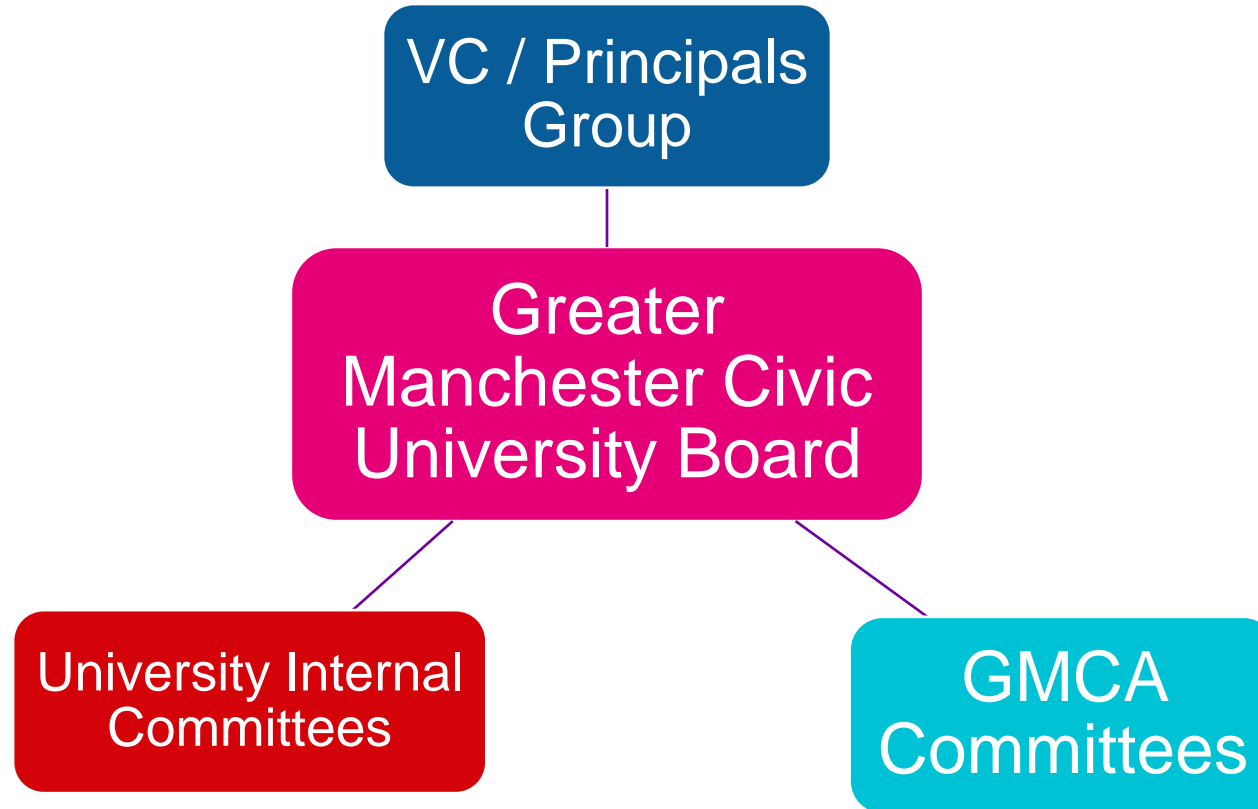
Make our involvement in the city's cultural institutions better known and used by a wider population and support programmes which use our creative and cultural power to drive economic growth.

Help make Greater Manchester a top-5 European digital city region.

Support the levelling up of opportunities and life-chances between Greater Manchester and the rest of the UK – and between the most and least advantaged towns and districts of Greater Manchester.

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The Greater Manchester Civic University Board



Membership

- 1 x Senior academic of each HEI (5)
 - 1 x Senior professional representatives from each HEI (5)
 - 1 x Senior officer representative from GMCA
 - 1 x Elected Member as advised by GMCA/the Mayor
-
- Chair and deputy chair elected annually (from HEI academic reps)

Next steps

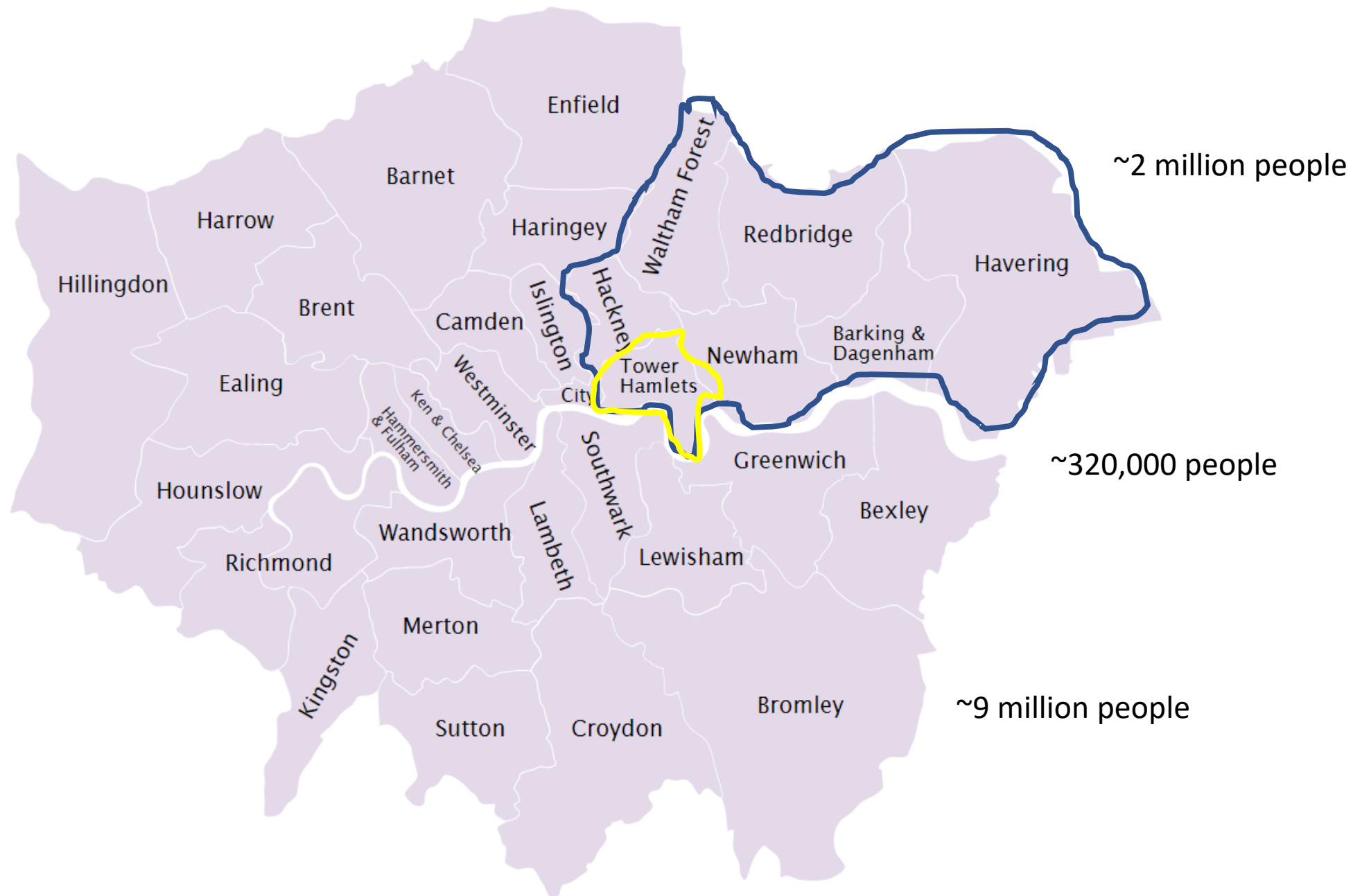
First meeting December 2021

Priority setting

Baselines and KPIs

Action plan





Useful Links from the event Chat

- Resources to support the development of a civic university agreement from the CUN website

<https://civicuniversitynetwork.co.uk/civic-agreements/>

- CUN Members' Area - <https://civicuniversitynetwork.co.uk/resources/>
- Subscribe to CUN newsletter - <https://civicuniversitynetwork.us10.list-manage.com/subscribe?u=59329af95474ff2bd86e50d48&id=77bbc57a24>



Greater Manchester Universities

- Greater Manchester universities' polling data

<https://www.greaterManchesteruniversities.org/news/blog-post-one-akan2>

- University of Manchester's agreement with FE colleges

<https://www.manchester.ac.uk/discover/news/greater-Manchesters-universities-and-colleges-announce-plans-to-work-more-closely-together/>

- Greater Manchester Strategy Performance Framework

<https://democracy.greatermanchester-ca.gov.uk/documents/s18225/GMS%20Annex%20C%20-%20Performance%20Framework%20v5.pdf>

- Final Agreement – <https://www.greatermanchesteruniversities.org/>

- Strategy - <https://democracy.greatermanchester-ca.gov.uk/documents/s18222/GM%20Strategy%20Report%2017.12.21.pdf>



Greater Manchester Universities cont.

- Greater Manchester Inequalities Commission - https://www.greaterManchester-ca.gov.uk/media/4606/the-next-level-good-lives-for-all-in-greater-Manchester_short.pdf
- The Greater Manchester Economic Vision - <https://gmlep.com/economicvision>
- GM Higher - <https://gmhigher.ac.uk/>
- Greater Manchester Innovation Agency - <https://www.greaterManchester-ca.gov.uk/news/new-university-led-energy-agency-to-turn-greater-Manchester-green/>
- GM Cyber Foundry – <https://gmcyberfoundry.ac.uk/>
- GM AI Foundry - <https://gmaifoundry.ac.uk/>
- HE / FE collaboration - <https://www.salford.ac.uk/news/greater-Manchesters-universities-and-colleges-announce-plans-work-more-closely-together>



Developments in London Universities

- Goldsmiths, University of London's civic mission -
<https://www.gold.ac.uk/community/civic/>
- The London Higher Civic Map -
<https://www.londonhigher.ac.uk/civic-map/>
- UCL Community Noticeboard –
<https://studentsunionucl.org/volunteering/cris/noticeboard>

