



# Public Engagement and Outreach Policy

## CU-RIO-POL-10.0 – V4

### Public Engagement @Cranfield University

Our vision is that Cranfield will be recognised globally as the UK's Applied Research Powerhouse, and as a leader of sustainable innovation. We will deliver this in collaboration with our partners through pragmatic ingenuity, harnessing the diversity of our community.

Our transformative research will span from idea to impact. The co-design of research with industry, and government, is the mainstay of our mission-inspired agenda and will be supported by investment in our researchers, digitalisation, and unique large-scale facilities.

Our entrepreneurial spirit and innovation ecosystem will be harnessed to drive regional business growth and skills development. We will better communicate and promote our research and innovation across the globe.

As part of this, we are committed to fostering public engagement to inform and benefit from our research, innovation and expertise. Whilst recognising the breadth of scope of Public Engagement (PE), we coordinate our PE activities around the following priority areas:

- Helping the public to understand the knowledge underpinning the UN Sustainability Goals (SDGs) and to engage with the societal changes needed to address these challenges, for example through events and case studies associated with our Living Laboratory.
- Building 'Science Capital' by encouraging careers in STEM, focusing engagement on local schools with higher numbers of disadvantaged students.
- Providing mechanisms to help the public to engage with our research, such as through participatory research projects.
- Providing opportunities for anyone undertaking research, including our research students, to engage with the public, such as through volunteer work.

#### Public Engagement Vision

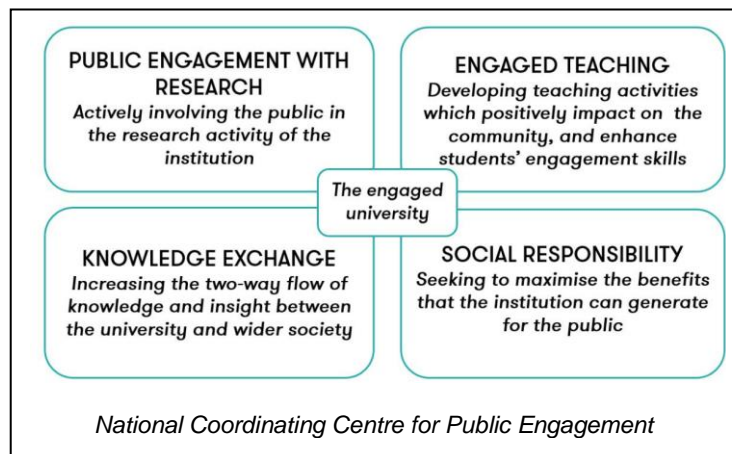
To inspire the public to work with us to deliver a sustainable future and to derive benefit from our research, innovation and expertise.

## Definition

Public Engagement relates to the ways in which we connect, share and involve the public with our work.

The term 'public' includes individuals, groups, young people and their families who do not have a formal relationship with the University through teaching, research or knowledge transfer, but who may be interested in such activities.

The 'public' is anyone outside of our own communities (staff, student and alumni). This can include families and organisations in the locality, school children, businesses, policy makers, voluntary organisations and so on. Activities need to be carefully tailored to specific groups' needs and interests.



## Commitments

Cranfield is committed to the **Concordat for Engaging the Public with Research** and its principles.

### - Strategic Commitment

*Principle 1* – Strategic commitment to public engagement  
Reward and Recognition

Cranfield University  
is a signatory to the  
[Manifesto for  
Public](#)

### - Reward and Recognition

*Principle 2* – Researchers are recognised and valued for their involvement with public engagement activities

### - Skills, Support and Opportunities

*Principle 3* – Researchers are enabled to participate in public engagement through appropriate training, support and opportunities

### - Implementation and Impact

*Principle 4* – Cranfield will undertake to regularly review progress in fostering public engagement. These principles will help us to consider the effectiveness of our approach and support to public engagement and demonstrate the breadth of innovation internationally.

## Implementation

1. Public Engagement Working Group (ToR to be revised, reports to Research Committee)
  - a. Oversee rolling programme of PE activity (Appendix A)
2. Public Engagement Forum
  - a. Quarterly internal event showcasing activity and engaging a wider cross-university community.
3. Professional Support
  - a. CEA – Gemma Clarke, Public Engagement Officer
  - b. RIO – Alicen Nickson (Chair of Public Engagement WG), Business Development and KE colleagues.

## Appendix A – Public Engagement Programme 2022 – 2023

Community and public engagement is delivered through a framework of activity aligned to the principles of our Research and Innovation Strategy 2022-2027:

Research and Innovation Strategy principles and workstreams:	Aligned community and public engagement activity:	Benefits:
<p><b>1. Scholarship with purpose</b></p> <p>“We will encourage a research culture whose central tenet promotes the articulation of intellectual contribution for useful application.”</p>	<p>Sustain support of CPE within ‘Tier 1’ and high priority Cranfield events, e.g. Farnborough Air Show, Manufacturing and Materials Week.</p> <p>UKRI festivals e.g. ESRC Festival of Social Science</p> <p>The Royal Society Summer Science Exhibition 2023</p> <p>Cranfield research festival (public open days)</p> <p>Cranfield public lectures</p>	<p>Incremental improvements and innovations to our PE capabilities by building on experience gained through delivery of existing initiatives.</p> <p>Strengthen our profile and increase impact by exposure to a wider variety of audiences through participation in events with respected organisations/academic bodies.</p> <p>Communicate our research and achievements with our Cranfield voice and values to our local communities. Involving large numbers of staff and students in our own research festivals will support and accelerate an open, engaged research culture.</p> <p>Lectures closely linked to current and future societal challenges and UN SDGs will support discussion and discovery within the community, opportunities for two-way engagement with audiences, and will strengthen our presence in and relationship with the local and regional community.</p>

<p><b>2. Championing the research student</b></p> <p>“Through mentorship we will empower them to be independent thought leaders who are equipped to not only generate, but also translate theoretical and practical knowledge into useful application.”</p> <p><i>Workstream 2.3 - Boost network opportunities and employability</i></p>	<p>Public lectures</p> <p>CPE student (and staff) skills workshop</p> <p>Opportunities to develop the Cranfield Doctoral Network (CDN) through activities like Pint of Science and Soapbox Science</p>	<p>Regular opportunities for research students to speak at public lectures: communicating their developing expertise, boosting public speaking, communication and engagement skills and providing opportunities to meet other students/staff and guest lecturers.</p> <p>Established calendar of workshops will deliver consistent standard of training, opportunity to share the latest ideas for PE, embed best practice for professional and safe activities, ensure the University is represented appropriately and offer networking opportunities for participants.</p> <p>Expand the CDN offering and enrich the experience of research students in the CDN through opportunities to participate in established public engagement initiatives for fairly small investment.</p>
<p><b>3. Diversity of People and Thought</b></p> <p><i>Workstream 3.1 - Promote greater diversity and inclusion in our research community</i></p> <p><i>Workstream 3.3 - Foster an environment for intellectual discourse and the serendipitous collision of ideas.</i></p>	<p>Sustain and develop impact of existing national/international campaigns we participate in:</p> <ul style="list-style-type: none"> <li>• British Science Association – British Science Week, annually in March</li> <li>• Women’s Engineering Society - International Women in Engineering Day (INWED), annually in June</li> <li>• Royal Academy of Engineering - National Engineering Day, annually in November</li> <li>• Nuffield Foundation Summer Research Placement, each school summer holiday</li> <li>• Speakers4schools virtual work experience, rolling programme</li> </ul>	<p>Increase the number of young people we engage with from disadvantaged and harder-to-reach groups through these campaigns - to increase their awareness and interest in considering STEM as part of their future education and career choices.</p> <p>Exposure of our research staff and students to a diverse range of young people and the publics’ thoughts, hopes and fears around the research we undertake to inform our work.</p> <p>Create ‘citizen science’ activities that benefit and inspire the public, and that enriches our current and future research projects.</p>



## Document control

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<b>Name</b>	Professor Leon Terry
<b>Title</b>	Pro-Vice-Chancellor, Research and Innovation

## Document Review

Version	Amendment	By	Date
V2	Document control updated with details of new PVC R&I	RIO	28.1.22
V3	Complete revision to policy content and layout to include a detailed framework	CEA	20.03.23
V4	Priority areas on page 1 updated	CEA	15.06.23