



# 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**

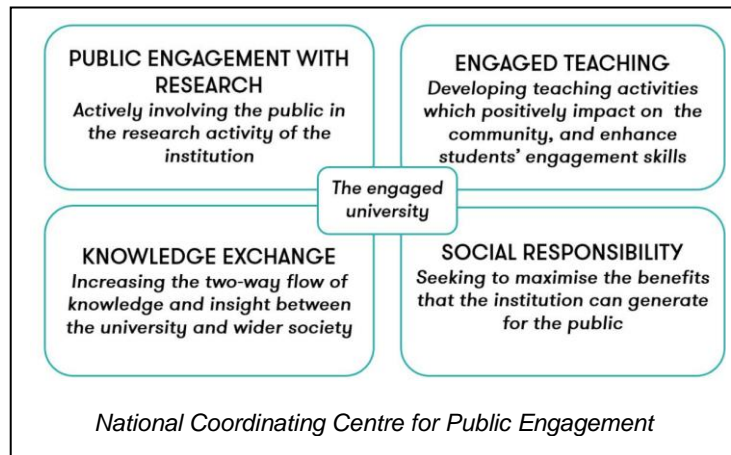
To inspire the public to work with us to deliver a sustainable future and to derive benefit from our research, innovation and expertise.

## 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.

## Document control

<b>Document title</b>	Public Engagement and Outreach Policy
<b>Document number</b>	CU-RIO-POL-10.0
<b>Originator name/document owner</b>	Professor Leon Terry
<b>Professional Service Unit/Department</b>	Research and Innovation Office (RIO)
<b>Implementation/effective date</b>	11 July 2024
<b>Approval by and date</b>	Research Committee, 11 July 2024 – V4
<b>Date of last review and version number</b>	July 2023, Version 4
<b>Date of next review</b>	June 2025
<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 July 2024 – No changes	CEA	15.06.23