



# Public Engagement and Outreach Policy

## CU-RIO-POL-10.0 – V2

Cranfield University is committed to fostering public engagement, recognising its value for research and wider society. As part of our corporate responsibility we also take into account the social, community and environmental consequences of all our activities. To demonstrate its commitment, Cranfield has recently signed up to the [Manifesto for public engagement](#).

### Definition

Public engagement describes the different ways in which Cranfield University chooses to share the activities and benefits of its research with the public. We do not class those activities where the primary purpose is to generate approval or acceptance of Cranfield, such as student recruitment open days, as public engagement.

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.

### Benefits

Public engagement offers many benefits for our staff and students. The majority of our research funders in the UK recognise the importance of public engagement and now often ask how public engagement will be covered as part of a grant proposal.

As the University prepares for REF, we need to make sure that impact case studies are broadened to include the impact on the public as well as Government policy, cultural life, academic impacts outside the field and impact on teaching.

Cranfield's success in achieving the Bronze Athena SWAN award recognises our commitment to advancing women's academic and research careers in STEMM. As an employer who values diversity and recognises that people from different backgrounds can bring fresh ideas and perceptions, creating a rich working, learning and teaching environment it works hard to attract diverse candidates from the local area through our outreach activities.

### Context

This Policy supports the effective management and delivery of activities in line with the wider aims of the University.

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**

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.

## **Responsibilities**

### **Research-active staff**

Engaging with the public is part of the role of all our researchers and has many benefits from improving the quality of research and its impact to enhancing the researchers' communication skills and raising both theirs and Cranfield's profile. All researchers are expected to commit a proportion of their time to public engagement and or outreach activities. This will be captured by staff time recording activities to a specific (unfunded) code.

### **Line managers**

Line managers are expected to support and enable their staff to undertake public engagement and or outreach activities.

### **Outreach Co-ordinator**

Co-ordination and support for University-wide and individual engagement activities is provided through Cranfield's Public Engagement and Outreach Co-ordinator. They are also responsible for regularly reviewing the University's progress in fostering public engagement.

### **Engagement champions**

These are individuals across our Schools who have a wealth of experience in organising and delivering public engagement in all forms, from social media and visiting local schools to attending large public events to present their latest research. Alongside the Public Engagement and Outreach Co-ordinator, they are able to advise on the best ways to get involved.

## **Engaging with the public**

The University organises, sponsors and supports a variety of public engagement events each year which colleagues are actively encouraged to participate in. In addition, we recognise that many of our staff are also engaged in a wide range of public engagement and outreach activities on an individual basis.

With a national shortage of people going into engineering, the University is committed to engaging with local employers to determine what skills are needed regionally and in turn, engaging with the local community, especially school age children and beyond to encourage them to consider a career in STEM areas.

We have a specific email address for use by staff to seek support/guidance and those externally through which to route requests: [publicengagement@cranfield.ac.uk](mailto:publicengagement@cranfield.ac.uk).

It is important when presenting our research externally that our brand is always presented correctly. Supporting material is available for all staff on the intranet. Individuals should work with the Public Engagement and Outreach Co-ordinator to enable the University to capture all events and activities being undertaken.

## Sponsorship

The University has a small amount of funding available to support the sponsorship of external events. Any requests of this nature should be sent to the Public Engagement and Outreach Co-ordinator for consideration. Funding available from external bodies in support of public engagement activities will also be pro-actively sought and promoted.

### Sponsorship requests from external organisations

The University is frequently approached by external organisations requesting corporate sponsorship or donations. We have chosen to corporately support and endorse three charities connected to the work we do, these being SAFAD, The Cranfield Trust and Engineers without Borders. As a result, and because of our charitable status, we are unable to extend our financial sponsorship support any wider.

The Public Engagement and Outreach Co-ordinator will manage the responses to any requests for sponsorship that are received directly or via others across the University.

### Focused support

Each year, the University will select a number of organisations, schools and major events that it will get involved with and officially support. However, it is recognised that many *ad hoc* requests are made for help and support and these will be considered as required.

### Public Engagement Working Group

This working group is a sub-committee of Research Committee, meets three times per year and have overall responsibility for overseeing and implementing the Public Engagement and Outreach policy and strategy, working with the Public Engagement and Outreach Co-ordinator.

The working group will review those organisations, schools and major events that the University support on an annual basis.

### Related documents

A strategy for implementation will be developed to guide staff and students on the different ways that they can get involved in public engagement and outreach and help ensure the University is kept up to date of all such activities.

## Document control

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## Document Review

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