



Public Engagement Strategy 2024 – 2027

Faculty of Health
and Life Sciences



UNIVERSITY OF
LIVERPOOL





Foreword from Dr Jill Madine

Faculty of Health and Life Sciences Academic Lead for Public Engagement

“As part of a civic University, the Faculty of Health and Life Sciences prides itself in engaging with the local community. A large part of our research includes addressing unmet health needs both locally and globally. Public engagement is an essential part of this challenge and the many other research areas within our faculty. As part of this strategy, we aim to share our research with the public and provide them with an opportunity to contribute to our research plans and ideas.

Liverpool is an amazing city with the people being known as some of the friendliest in the UK, which is evident by their involvement in our public engagement events. This includes all levels from the support provided by schools, family events at local museums, and evenings in city centre pubs. We aim to target our activities to all ages and cultures. This in turn also offers great opportunities for our staff and students to engage with the public at a level appropriate for their research.

In addition to sharing our research, we also hope that our public engagement activities will encourage young people to consider the Faculty of Health and Life Sciences as a place to study or start their own career in research. This strategy has been launched to show our commitment to public engagement and our plans to expand our current activities to improve engagement for staff, students, and the public and obtain external recognition for the work we do. I look forward to reviewing the success of the strategy and continuing to build on previous achievements in the future with the support provided by the dedicated public engagement team and Faculty working group.”

Our Vision and Aims



Our Vision:

'We will create a culture where the value of public engagement is recognised, and it is embedded throughout the Faculty. All staff and students will have the opportunities and support to take part in high quality and inspiring public engagement that benefits themselves, our work and the public alike. Through engaging with local and global communities, we will enable people to discover more about the work of the Faculty and to shape the research that could impact their lives.'

To achieve this vision, we have set the following aims:

- To see quality public engagement (PE) embedded throughout the Faculty and undertaken by staff and students at all career stages
- To build a Faculty-wide awareness and understanding of the benefits of public engagement and the opportunities and support available
- To celebrate the successes of our staff and students and to showcase best practice
- To develop a model of support and training for researchers and staff at all career stages
- For the wider community to see the Faculty of Health and Life Sciences (FHLS) as a partner that makes a positive impact on their lives
- For our audiences to feel valued and listened to and for us to develop a programme of events which meet their needs
- To embed inclusion and accessibility throughout all areas of our work, ensuring the diverse audiences we work with both internally and externally, have opportunities and support to engage
- To be awarded a National Co-ordinating Centre for Public Engagement (NCCPE) Watermark in recognition of our Faculty PE work

What public engagement means to us

Public engagement is at the heart of our activities, reflecting our desire to address societal challenges and maximise the benefit of our research. The Faculty's vision of undertaking world-leading research which has a quantifiable impact on society, both locally and globally, highlights the need to effectively engage with the public.

Within 'Liverpool 2031: Our Strategic Ambition' the University sets out its five values as an organisation, one of which is to be "Collaborative: Together we achieve more". PE is central to working in this way, and to achieving the University's objectives of supporting all those in research to flourish, supporting knowledge exchange, building an outward looking, globally connected community and supporting the wellbeing of communities across the region:



"Through our strategic framework, we aim to enhance our research capability for the maximum benefit of our staff, students and the world that we collectively aim to help make a better place".

Liverpool 2031: Our Strategic Ambition

The National Co-ordinating Centre for Public Engagement (NCCPE) supports universities to increase the quality and impact of their public engagement activity, and The University of Liverpool is a signatory on the NCCPE's Manifesto for Public Engagement:



"The University of Liverpool was founded nearly 140 years ago with a civic duty to engage in the life of the city and a mission 'for advancement of learning and ennoblement of life'. We are a signatory of the NCCPE manifesto because of our ongoing commitment to this heritage and because we recognise that an engaged approach is not only important in delivering public benefit from our work, but moreover, it is essential for the creation of excellent research."

Professor Anthony Hollander

Pro-Vice-Chancellor for Research & Impact, University of Liverpool

As a Faculty we follow the NCCPE's broad definition of public engagement:

"Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit."

Our people

We believe that all staff and students in FHLS should be encouraged and supported to take part in PE activities at all stages of their career. PE can bring many benefits to those who take part, such as enhancing their research and its impact, developing transferrable skills, raising the profile of their work and gaining new insights and ideas.



To support those taking part in PE, we have a dedicated Faculty PE Team, who work alongside the Academic Lead for PE and the Faculty PE Working Group. We also have a programme of training, support and funding available to students and staff in FHLS.

Our audiences

As a Faculty we aim to develop activities and events which share our science, inspire the next generation and give people the opportunity to shape the research that could impact on their lives.

PE has the potential to bring many benefits to those who take part, it can be empowering, raise aspirations, improve wellbeing and create opportunities to have an impact on research.

We recognise that the people and communities we work with will have different interests and needs and therefore aim to develop tailored public engagement events and activities and, as often as possible, to collaborate with our audiences when designing these.

We also want to work to support our researchers to engage with the audiences (both locally and globally) that are most relevant to their area of work, and from which there will be benefits for all parties involved.

Examples of some of the audiences we may work with are:

- Families
- Young people
- Adults
- School students and their teachers
- Community groups
- Patient groups

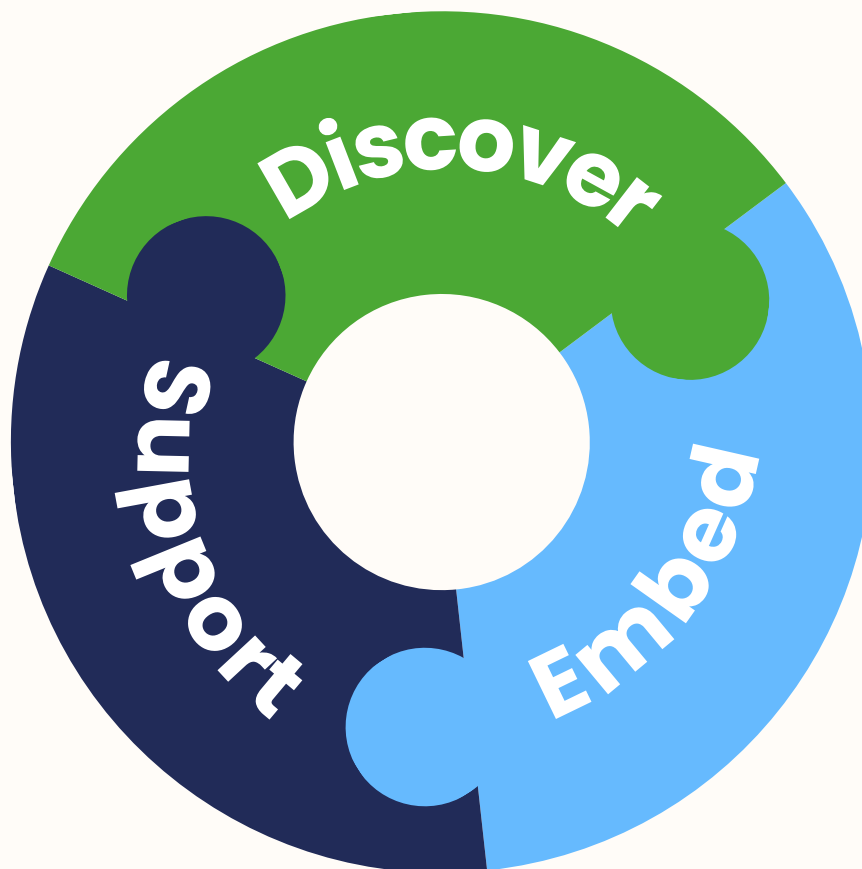
Examples of some of the activities and events that might take place are:

- Festivals
- Workshops
- Hands-on activities and experiments
- Public talks
- Co-production
- Public dialogues and debates
- Online engagement e.g. blogs, podcasts

Our work

There will be three main strands to our Faculty PE programme:

- **Discover** – Our publicly facing programme enabling people to engage with, explore and shape the work we carry out as a Faculty.
- **Support** – The programme of support we offer to staff and students to enable them to carry out high quality PE, bringing benefits to themselves, the public and FHLS.
- **Embed** – Our work to develop a culture across the Faculty whereby PE is recognised and valued, is embedded throughout and is something all staff and students have opportunities and support to take part in.



We aim to gain external recognition for our support and commitment to PE through applying for an Engage Watermark. The Engage Watermark is an award granted by the National Co-ordinating Centre for Public Engagement (NCCPE) to higher education institutions to recognise their strategic support for public engagement and their commitment to improve the support offered. There are four Award levels from Bronze to Platinum, each relating to a different stage that an institution has reached in its support for public engagement.

Our objectives

To achieve our aims we have set a broad range of objectives, which each fall under one of the three strands within our PE programme. These objectives will be further refined into annual action plans.

Discover: Our Objectives

- To continue to run a range of Faculty-wide public events, reaching people both locally and nationally and engaging with a variety of audiences.
- To expand our programme of work with local communities, taking our research out into the region, identifying community champions that can support our work, targeting seldom heard audiences and highlighting those areas of research which could impact on the health and wellbeing of the North West.
- For our programme of public events to provide opportunities for FHLS staff and students to take part in PE, building skills and experience, and to link these events to training opportunities wherever possible.
- To work with our audiences to develop PE events which meet their needs and interests and support our researchers to do the same.
- To build partnerships of mutual benefit with both internal and external groups who can support our work and vice versa.
- To evaluate all Faculty-run PE initiatives, to ensure we are meeting our aims and the needs of the groups involved, and to provide resources to support researchers to do the same.
- To value, act on and respond to feedback from our partners.
- To showcase the Faculty research priority areas through events and activities which give the public opportunities to engage with these topics.



Our objectives

Support: Our Objectives




- To provide advice to people looking at developing PE activities, supporting them to carry out high quality PE.
 - To share external PE opportunities and support our staff and students to participate in these.
 - To support FHLS researchers to apply for external funding for PE including when writing it into research grants, with the goal of increasing the amount of external PE funding received.
 - To work with our Institute PE leads and their working groups to identify the training and development needs of researchers.
 - To organise and run a programme of PE training, which meets the needs of individuals at all career stages.
 - To organise Faculty-wide PE networking opportunities to both share best practice and build links across departments.
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- To develop a suite of both online and physical PE resources, available to all staff and students.
 - To continue to run an annual Faculty PE grants scheme, providing financial support for researchers and staff looking to develop their own PE activities.
 - To support our Institutes with their PE work through:
 - Providing advice and support to Institute PE Leads
 - Supporting the establishment and running of Institute PE working groups
 - Providing support for the development and running of Institute-wide PE events and initiatives
 - To learn from and share best practice, always evaluating and developing our work
 - To provide input into any external schemes which assess PE such as KEF and REF and support researchers when developing case studies etc. for these frameworks.

Our objectives

Embed: Our Objectives

- To work with the Faculty PE Group to deliver our strategic priorities and share learning and best practice.
- For engagement to be valued by all researchers, both as a tool for improving their research or work and as a means to develop themselves and their careers.
- For staff and students to be aware of the many different ways they can get involved with PE and the support available.
- To work to increase the recognition for PE through having PE represented in relevant FHLS policies and procedures.
- To celebrate the excellent PE work happening within the Faculty through nominating colleagues for both internal and external PE Awards, and introducing annual Faculty Awards for PE as part of the Faculty PE Showcase event.
- To embed equality, diversity and inclusion (EDI) in all our engagement activities and programmes, and work with the Faculty EDIW team to achieve this.
- To raise the profile of PE within the Faculty through a variety of initiatives including:
 - Our communications work
 - The annual PE Showcase Event
 - Having PE reps and champions at all career stages and across all Institutes
- To highlight examples of successful PE at all stages of the research process and carried out by individuals at a variety of career stages.
- To showcase the PE work taking place within the Faculty through a variety of channels including:
 - Our website
 - Newsletters
 - Blog posts & news stories
 - Case studies
 - Social media
 - Annual PE Showcase event



**HLS PUBLIC
ENGAGEMENT &
INVOLVEMENT
SHOWCASE**

Thursday 7th July 2022
The Spine

@LivUniEngageHLS

THE ORIGINAL

Our objectives

We will assess our progress towards achieving these objectives through:



An annual PE survey open to all staff and PG students



Collecting and analysing data on both who takes parts in and who attends Faculty-wide PE initiatives and those taking place within Institutes



Evaluating all Faculty-wide PE initiatives including those aimed at both internal and external audiences



Monitoring engagement on our online channels and the uptake of physical PE resources



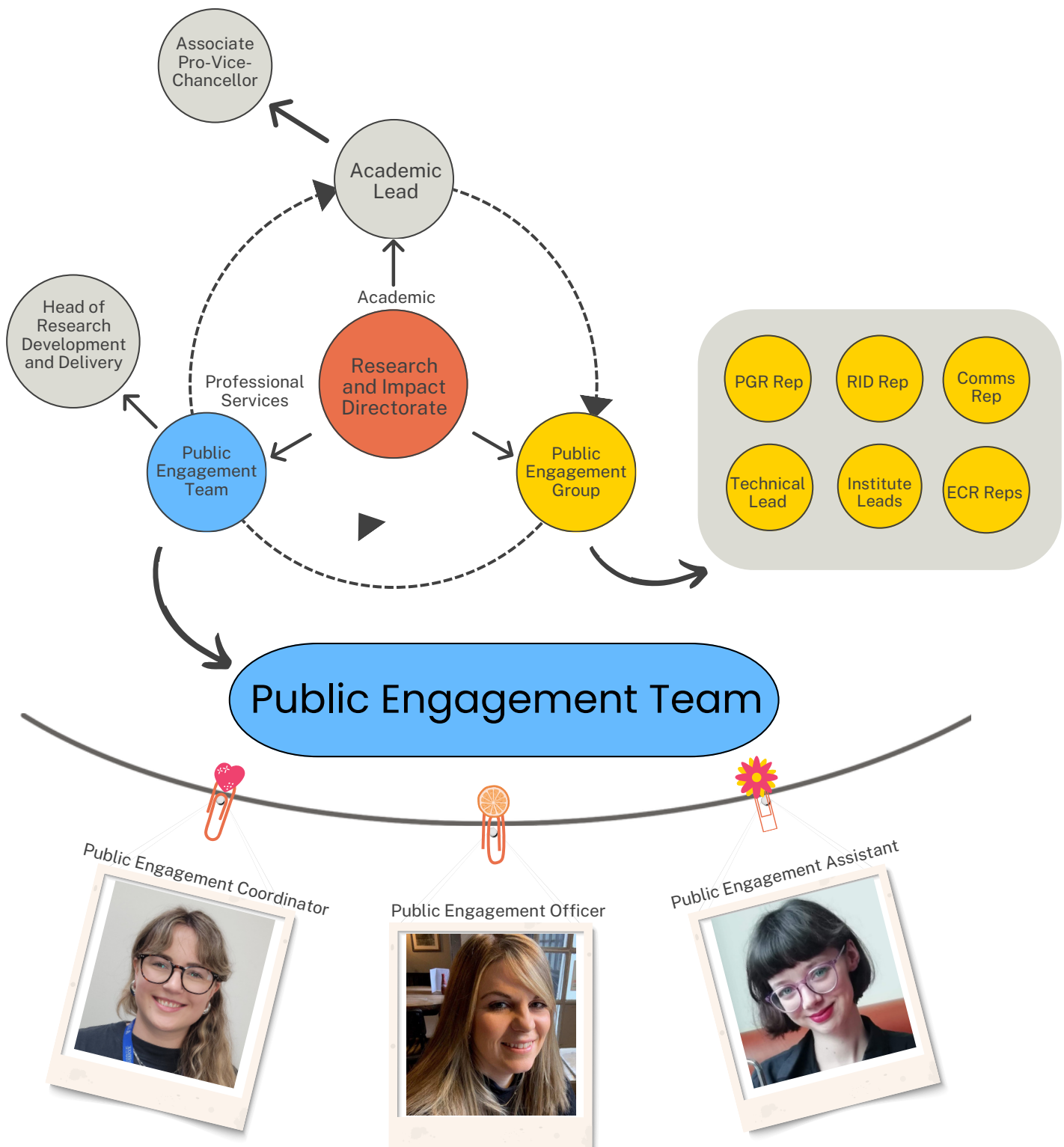
Bench-marking our work against the NCCPE EDGE Framework



Inviting feedback from both our internal and external partners

Our team

Public Engagement sits within the Faculty of Health and Life Sciences Research and Impact Directorate. As a Faculty, we have an Academic Lead for Public Engagement and a dedicated Public Engagement Team. We report in to both the A-PVC for Research and Impact and the Head of Research Development and Delivery. Public Engagement work across the Faculty is supported by our Faculty Public Engagement Working Group made up of academic, professional services, PGR and ECR representatives from across our Institutes and Directorates.



Our work to date

As a Faculty, we have been running a breadth of PE initiatives and events since 2015. Our externally facing programmes have engaged with diverse audiences, sharing our research both locally and internationally. Through our internally facing initiatives we have worked with staff and students at all career stages, supporting people to take both their first steps into PE and to develop significant engagement initiatives.

Some of the highlights of our work to date include:

Running two flagship PE programmes – Meet the Scientists and Pint of Science Liverpool, established in 2015 and 2017 respectively, and the Outstanding Contribution to Public Engagement at the UoL Staff Awards. Via these programmes alone we have engaged with over 20,000 members of the public and worked with over 1000 members of staff and students.



Our work to date

Launching a Faculty PE grants scheme which has supported 86 diverse projects, enabling people to; engage with both local and international communities, work to tackle local health inequalities, inspire the next generation, share their research at high profile festivals, carry out pilot activities which have resulted in larger scale projects, and much more.



Running training for approximately 300 members of staff and PG students on topics such as:
An introduction to PE,
activity design, facilitation skills, presentation masterclass.

Holding an annual internal PE Showcase event to celebrate and share best practice and bring colleagues together from across UoL. Over 400 people have attended these events, and external speakers have included representatives from Wellcome and the NCCPE.



Our work to date



Co-ordinating a Faculty presence at a number of external large-scale Festivals such as Cheltenham Science Festival, Manchester Science Festival, Edinburgh Science Festival, and Bluedot Festival. This has given over 100 researchers the opportunity to share their work with thousands of people across the country.

Supporting the running of Institute specific PE events and initiatives including; training workshops, showcase events, the creation of PE resources and providing advice and guidance to researchers looking at developing a wide variety of PE activities.



Through the aims and objectives set out within this strategy and the accompanying annual action plans, we look forward to building on this work to achieve our Faculty vision for public engagement.