

cueeast

community+university+engagement

Partners Newsletter
Issue 01
Autumn/Winter 2009

Sustainable Living Festival a Success

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What is CUE East?



Community University Engagement East (CUE East) is a four-year pilot project led by UEA that is part of a national experiment to find better ways for our nation's scholars and academics to interact with their local communities to their mutual benefit.

UEA was selected, along with five other UK universities, to be a Beacon of Public Engagement and CUE East is our local Beacon for the Eastern region. The project runs from 2008 to the end of 2011 and aims to highlight our awareness, understanding and promotion of public engagement activity, both within the university and in the community.

We believe that genuine public engagement activity involves and promotes the questioning, listening, involvement and skills of both students and academics on the one hand and on the other hand the individuals, groups and organisations within which the university is embedded. CUE East acts as a broker to bring such groups of local expertise and interest together for their mutual benefit and to do that it has a large group of partners, both at a formal and an informal level.

CUE East has funding streams, described in this newsletter, that can initiate, enhance and enable engagement activity. Sustainable Living is a priority theme for our activity and schools, pupils and parents are a key audience, but our activities, many of which are described here are reaching out far wider than this. To bring the University a bit nearer the City, we now have a presence in Norwich City centre, Tuesdays and Thursdays in the Forum, at BBC Voices, so do come and say hello.

We welcome questions comments and ideas, and our hope is that the next newsletter might highlight your own new engagement activity...



Welcome to CUE East's first Newsletter



Welcome to this, your new partners' newsletter. The original bid, that won UEA both prestige and funding as one of the new national Beacons for Public Engagement, recruited many partners. Now that we are up and running, this newsletter is designed for you, the

partners, to keep you informed about what we are doing, what projects have been funded, how you as partners have been involved and how your organization can benefit from a closer engagement with your local University and the skill base and enthusiasm it embodies. We hope you enjoy reading it. And do pass it on to any of your colleagues who may not have seen it! We all look forward to hearing from you.

Keith Roberts, Chair, CUE East Steering Group



Neil Ward

It has been a busy year for CUE East as the project has gathered momentum in delivering its early objectives. One objective has been to experiment in promoting culture change within

UEA to raise the profile of public engagement work among academics. Here, changes to the University's promotions criteria have been an important step. The CUE East Team are now up to full complement and have moved to new offices in UEA's Blackdale Building, alongside the Faculty Offices for the Faculty of Social Sciences. At the same time, the Dean of the Faculty of Social Sciences, Professor Neil Ward, has taken on overall responsibility for the project as a member of the UEA Executive Team. Neil will ensure that the project continues to work across disciplines and across the four Faculties at UEA.

Sustainable Living Festival a Success

CUE East's first Norwich & Norfolk Sustainable Living Festival was launched by organic gardener, TV and radio presenter Bob Flowerdew. The star of BBC Radio 4's Gardeners' Question Time, who lives in Dickleburgh in Norfolk, held an impromptu question time for the 160 guests. The 10-day event held at the Forum, focused on aspects on practical living in a sustainable way. The festival kicked off on

May 22, International Biodiversity Day, and culminated in a three-day BBC Garden Design Event in association with Easton College and the Norfolk Nursery Network.

There were over 30 lectures, talks and workshops attended by 356 people. 109 staff and students contributed to the festival. More than 30 groups and organisations were involved with the event. University contributors included the Centre of East Anglian Studies, the Permaculture Society, School of Biological Sciences, School of Literature & Creative Writing and Faculty of Social Sciences. The Low Carbon Innovation Centre also monitored the event's carbon footprint.

The festival was evaluated by Lisa McDaid our external evaluator, the final report will soon be available on our website.

“Good interactive activities for children.”

Festival participant



“The plight of the honey bee talk was extremely insightful. We learnt about how the change in Norfolk agriculture has devastated the honey bee population.”

Festival participant who attended a talk by Mike Thurlow of Orchid Apiaries

“Definitely a successful event which engaged thousands of people over the week....Let's hope this becomes an annual event...”

Festival stall holder

Funded Projects 2008/09

CUE East have funded an exciting range of collaborative engagement projects this year. There are two funding streams: the Enhancement Fund which awarded £20,000, and the Sustainable Living Partnership which awarded £40,000 (£10,000 of which supported activities at the Sustainable Living Festival held in May).

Enhancement Fund

Collaborative Research

Mental Health project sees UEA academics, students and people who have experienced mental ill health working together to plan, design and conduct research in partnership with the Norfolk Living History Project.

UEA Drama Outreach

Four teams of undergraduates in the School of Literature & Creative Writing worked with UEA's Centre for Interprofessional Practice in the School of Medicine and Norfolk schools drama outreach initiative.

UEA East Meets East

Anglia/Japan Connections (Faculty of Arts & Humanities), was extended with CUE East funding to include public lectures and family learning events at the East Meets East exhibition at The Forum in September. This event will also showcase in Peterborough and Great Yarmouth. Furthermore, the project provided training for high school students and UEA Japanese students in oral history interviewing from BBC Voices.





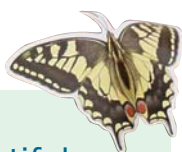
Eco Box (Teacher Scientist Network)

Eco Box (Teacher Scientist Network)

This project is working with local high schools to promote sustainable living. The project is led by Norwich 21 with Norwich City Council, Norfolk County Council Children's Services and May Gurney plc as partners.

Evolution in a Box (Teacher Scientist Network)

Extends TSN best practice in a first time collaboration with Norfolk Museum & Archaeology Service.



"I loved the beautiful and artistic map on the floor!"

Member of the public attending the Sustainable Living Festival

Sustainable Living Partnership Fund

Natural Projects Biotechnology Competition (School of Biological Sciences)

This will deliver lectures to 6th form pupils in four rural schools, culminating in a Dragon's Den event for parents, pupils and teachers at UEA in May/June 2010.

Mini Eden for Colby School

Involves Landscaping for Diversity, the School of Mathematics, the School of Music and the Chaplaincy, to see youngsters creating a sustainable garden area for music, maths and contemplation.

A Sustainable Future – Learning from the Past

Gressenhall Farm & Workshop will be working in partnership with School of Biological Sciences and the John Innes Centre to present family focused museum workshops with local artists.

UEA Magic Garden Link

Aims to develop a structure for the delivery of sustainable living and ecological education in West Earham primary schools. The project sees a partnership between the Magic Garden Charity, UEA Student Union, UEA Permaculture Society, UEA Conservation and Wildlife Society, UEA Volunteers, Henderson Green, Larkman, West Earham and Valley Primary Schools and Earham Early Years Sure Start Centre.

Girl Guiding Norfolk Sustainable Living Challenge

This project is creating a resource pack and challenge badge on sustainable living. It will reach 9,000 Girl Guides (and over 800 volunteers) in Norfolk and is a unique project involving CRed, Institute of Food Research and the John Innes Centre that can be rolled out to over 600,000 Girl Guides nationally.

Creative Data – Manifestations of Climate Change in the Norfolk Broads

This three-way collaboration between climate and social scientists at UEA, and Leonora Oppenheim, a sustainable design consultant, culminated in a "Butterfly Effect" installation that served as a focal point for the Sustainable Living Festival.

Working with our Partners

Current collaborative activity with our partners

BBC East	Sustainable Living Festival / UEA East Meets East / Hosting Liane Ward, CUE East Operations Manager / Professional Development Programme Provider
Business in the Community	Universities That Count & UEA Membership / Steering Group Member
City College Norwich	Sustainable Living Festival / Steering Group Member
East Norfolk and Waveney Research Consortium	PPIRes Public & Patient Involvement in Research
East of England Development Agency	Links with Association of Universities East of England and Inspire East
Eastern Daily Press	Sustainable Living Festival
May Gurney	Sustainable Living Festival / Eco Box / Steering Group Member
Norfolk Ambition	Community Engagement Strategy
Norfolk Museums & Archaeology Service/ Norfolk County Council	Sustainable Living Festival / Eco Box / Evolution in a Box / A Sustainable Future – Learning from the Past / Steering Group member
Norwich Biosciences Institutes	Girl Guiding Norfolk Sustainable Living Challenge / CUE East Individual Award nomination
Norwich City Council	Sustainable Living Festival, Students for Sustainable Choices / Steering Group Member
Norwich Research Park	A Sustainable Future – Learning form the Past / Girl Guiding Norfolk Sustainable Living Challenge
Teacher Scientist Network	Eco Box / Evolution in a Box / Steering Group Member
The Forum Trust	Sustainable Living Festival / Steering Group Member
The Norfolk & Norwich Festival	Young Critics Project
Voluntary Norfolk	Norfolk LINK Consortium
The SAW Trust (Science, Art and Writing)	Professional Development Programme Provider / Steering Group Member

Available Funding 2009/10

As part of the four year project, CUE East operates a cycle of annual funding streams. The first funding applications were received in November 2008. Funding for 2009/10 will be available from 12th October and the deadline for applications will be on 30th November. Before making an application, please ensure you have spoken with either Julie Worrall or Liane Ward to discuss your project ideas.

There are two streams of funding:

The Sustainable Living Partnership Fund which is open to all and the Enhancement Fund which is open to selected UEA and Norwich Research Park applicants.

Sustainable Living Partnership Fund

What funds are available and when?

A total of £35,000 is open for applications between 12th October and 30th November 2009.

Who can apply for funding?

This fund is open to everyone: to UEA schools, divisions and projects and to non-UEA organisations and groups including Norwich Research Park institutes. All applications must demonstrate university – community engagement and must therefore actively involve both UEA and non-UEA contributors working together.

Enhancement Fund

What funds are available and when?

A total of £10,000 is open for applications between 12th October and 30th November 2009, please check our website for a list of preferred bidders.

Individual Public Engagement Awards 2008/09

CUE East has rewarded staff, students and Norwich Research Park colleagues for their commitment to community engagement.

The awards panel comprised UEA representatives and members of the CUE East steering group; Professor Keith Roberts (Chair), Dr Phil Smith (Teacher Scientist Network) and Dr Jenni Rant (The SAW Trust, John Innes Centre),

There were 7 CUE East Individual Public Engagement Awards, presented to those who have gone above and beyond the call of duty to engage the local community. All of the seven winners were nominated by senior colleagues and the awards were presented at Congregation.

DR KAY YEOMAN (School of Biological Sciences) received an award for her involvement with projects with local schools, the Castle Museum and Inspire Discovery Centre. She was praised for taking a mobile family laboratory to rural Norfolk schools and has organised

many exciting events including *Something beginning with P*, which dealt with bodily functions that fascinate children – pee, puke and poo.

DR STEPHEN ASHWORTH (School of Chemistry) has been involved with public engagement for 10 years and is local schools liaison officer for the Royal Society of Chemistry. He has organised the annual *Salters' Festival of Chemistry* and the *Norwich Science Olympiad*, working with hundreds of local pupils. He has also run workshops for Women's Institute groups.

IMELDA RACE has worked in the Centre for Staff and Educational Development for 20 years and has actively supported and delivered science communication in local to international arenas. In addition to running Science Festival workshops from UEA to New Zealand, she has been involved with the *Norwich Science Olympiad* for 15 years and has worked closely with the WI nationally.

VAL STRIKER (Faculty of Arts and Humanities) has played a major role in organising the *Literary Festivals* which have attracted 90,000 attendees over the past 15 years. Val, who retired in July this year, has worked tirelessly to promote the reputation of the university in the city and the region and her contribution will be missed.

FAIZA AHMED, a post grad student in International Development, has devoted her spare time to voluntary work with the Red Cross where she helped refugees and asylum seekers to access the support services they need. Later this year she will return to Malawi to work with the Norwich-Dedza Partnership. "I feel extremely honoured to be a recipient of this award and greatly encouraged to do more for the community. There is a lot that needs to be done out there and we cannot do it all at once. But there has to be a starting point and we need to hold hands to do what we can for the community. It makes a big difference."

DAVE HART, a research chemist at the Institute of Food Research was awarded for his work with local schools, health organisations and charities. Thousands of pupils and families have participated in his activities, including *Jellyvision* where pupils compete to make the tallest jelly.

DR WENDY HARWOOD (John Innes Centre) has made a major contribution in relation to the ongoing GM debate. Much of her work has involved local schools and sixth forms, and she has contributed to radio and TV including *Horizon*.



Volunteering at UEA – alive, well and buzzing

To mark the full integration of **UEA Volunteers** into UEA's Careers Centre, local employers were joined by 33 voluntary organisations at the Student Jobs and Volunteering Fair on 6th October where students were able to explore a wide range of paid and unpaid opportunities and find out how they can contribute to the local community. Last year over 2,000 students attended the Jobs Fair and 400 attended the Volunteers Fair.

UEA Volunteers was set up by Ed Paxton in 2002 with funding from the Higher Education Active Community Fund, which ended in July 2009. "Not only will links with over 200 organisations continue via the Careers Centre," said Anne Benson, Director, UEA's Careers Centre, "We will be encouraging more of the 650+ students who register each year to be actively involved."

The Accord, drafted by Paul Chaplin, will be developed with CUE East as part of UEA's strategy for community engagement.

Voluntary organisations wishing to find out more contact: Carole Bull on 01603 593276

UEA@The Forum

Liane Ward, CUE East Operations Manager, is based at BBC Voices at The Forum on Tuesday and Thursdays. Our presence off-campus at The Forum plays an important role in helping UEA staff and students to engage off campus and reach local people and communities. It is generously facilitated by our partnership with BBC East, The Forum Trust and May Gurney plc. Liane has built an excellent relationship with many Forum users, both individuals and organisations alike, and an increasing number of UEA staff and students are using the Forum facilities for the community engagement activities.



Who's Who at CUE East

The Team

CUE East is led by Project Director Julie Worrall, who works alongside Operations Manager Liane Ward and Administrator Angela Nanka-Bruce. Meanwhile Lisa McDaid from City College is the Project Evaluator and Beacons Researcher. Professor Neil Ward, Dean for the Faculty of Social Science is UEA's Beacon champion, with overall responsibility for the project.

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The Steering Group

As the CUE East Champion, Professor Keith Roberts chairs the Steering Group and maintains regular contact with Julie Worrall, CUE East Project Director.

The Steering Group:

- Steers the development of key CUE East initiatives
- Receives management reports from the CUE East Director
- Receives evaluation and monitoring reports from the Researcher – Lisa McDaid
- Invites experts as and when required to advise on specific aspects of the project
- Plays a key role in the formal assessment and allocation of CUE East Awards and Funding.

Keith Roberts

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Research on current perceptions of public engagement in University of East Anglia academic staff

The overall goal of this research was to explore academic attitudes towards public engagement and the cultural and institutional factors that affected their involvement. This research gave us a baseline against which we could assess the change that we were trying to bring about in institutional culture. It was conducted by Lisa McDaid, the Beacons Researcher employed by City College Norwich. The key findings are:

- 84% of academic staff are involved in 'self defined' public engagement but they lacked a shared understanding of what it is
- Public engagement is not as important as research and teaching, and for some, administration
- Barriers to participating in public engagement include time, career progression, peer approval, research-led culture, funding and challenges of engaging people.
- There is a lack of strategic support: "Support is personal rather than organisational"
- There was very little recording of public engagement activities
- Public engagement was not rewarded in any formal way
- Evaluation of public engagement was minimal.

A copy of the research report can be downloaded from the CUE East website www.cueeast.org

The Steering Group members

Chair: Professor Keith Roberts, Emeritus Fellow, John Innes Centre, 01603 610415, **Professor Neil Ward**, Dean of the Faculty of Social Science, UEA, 01603 592064, **Bob Cronk**, Head of Community Services, Norwich City Council, 01603 212373, **Veronica Sekules**, Head of Education and Research, the Sainsbury Centre for Visual Arts and Museology, 01603 592465, **Ian Findlater**, Group Business Development Director, May Gurney, 01603 727372, **Gary Towers**, Deputy Regional Director, Business in the Community, 01603 508438, **Richard Denyer**, Business Development Manager at Norwich University College of the Arts, 01603 756241, **Dr Phil Smith**, Coordinator, Teacher Scientist Network, 01603 450304, **Dr Jennifer Rant**, Department of Disease and Stress Biology, John Innes Centre, 01603 450000, **Ian McCormick**, Head of REE, UEA, 01603 591571, **John Smith**, Manager: Strategic Developments, The Forum Trust

CUE East Website

Reviewed and re-launched in October 2009, the CUE East website is now part of UEA's main site – www.cueeast.org

Contact Us

Visit our website: www.cueeast.org
Write to us: CUE East, Blackdale Annex, University of East Anglia, Norwich, NR4 7TJ