Engaging with Communities...
City, Coast and Countryside
Welcome to our latest Newsletter, put together by the CUE East team with our key partners in mind. We are sufficiently far into this pilot project to begin to take stock and reflect on the lessons learnt. How have the groups and communities we have engaged with benefitted; what has UEA gained?

You can begin to get a sense of what has been achieved from this Newsletter, from the accounts of partnership working, the awards, the collaborations, and in particular the more detailed accounts of the specific projects we have funded. Best practice is emerging, case studies are being disseminated and an engagement culture is beginning to embed within UEA. It is increasingly important that universities are more actively engaged with the diverse communities within which they exist, and despite our successes it is clear that an awful lot more remains to be done. That is our challenge for the rest of the pilot.

Keith Roberts, Chair, CUE East Steering Group

I would like to add my welcome to this CUE East Newsletter. The last 21 months have been a tumultuous time in higher education as, like many other organisations, universities face unprecedented funding cuts under the Comprehensive Spending Review but also adjust to prepare for the new framework for student finance in 2012. In this rapidly changing climate, one thing that has not changed, however, is the recognition of the value of public engagement activities. As university finance becomes subject to greater public and political scrutiny, so it can only be a good thing that universities strive to reach out and engage with wider communities, both locally and nationally but also internationally. At UEA we remain fortunate in having CUE East as a Beacon project helping to progress and learn from our public engagement work in all its forms.

Neil Ward, Dean of Faculty of Social Sciences, UEA
Partnership Focus – Norwich Castle Museum

Whilst collaboration between specific UEA Schools and the Norwich Castle Museum has taken place for some time, the Castle’s partnership with CUE East has helped to consolidate relations and create new and sustainable opportunities. Here are a few examples of the creative partnerships assisted by CUE East.

Seal Matrices: in 2008, Matthew Silence, a postgraduate researcher in UEA’s School of World Art Studies & Museology (ART), asked CUE East for assistance with his voluntary work at the Castle on bringing together a collection of seal matrices (metal dies used for impressing wax), making them more widely available to the public. It involved producing impressions from the matrices for the public to handle and learn more about their form, function and meaning through the centuries. CUE East funded an expert from the British Museum to train UEA and Castle staff, in Norwich on modern replication techniques and the matrices are now publicly available. To date, over 200 matrices have been catalogued. Staff can now create modern impressions when required and conserve an additional 1,200 nineteenth-century casts, hitherto unseen by the public.

Science and Communication: UEA’s School of Biological Sciences (BIO) this year celebrates a five years collaboration with the Castle which commenced at the 2006 BA Festival of Science in Norwich. Undergraduate students are now undertaking, “Science and Communication” as part of their degree, designing a science-based activities with a variety of audiences, honing their design and communication skills. Dr Kay Yeoman, a senior lecturer and 2009 CUE East Individual Award Winner, who developed and teaches the module, stresses that the activities should be seen by the students and the public as fun and exciting, all promoting new ways of thinking about the subject.

Cafés: on hearing about the CUE East Café training at UEA (featured on page 5), the Castle requested a session for their staff. Professor Peter Brimblecombe provided the training (facilitated by CUE East) which resulted in a series of five Cafés being run alongside the “Art of Faith” exhibition, hosted by Dr Margit Thofner, a UEA senior lecturer (ART). At a recent Castle exhibition, “Restless Times: Art in Britain 1914-1945”, the Café was attended by 32 participants. Colly Mudie, head of Norwich Museum’s learning team, described the Café concept as particularly useful for temporary exhibitions, saying, “It acts as a vehicle to bring in an expert who can work with all age groups.” Cafés are now a regular feature of the exhibition programme.

Take One Picture: this national programme helps schools to engage with local museums. Under the remit of this scheme, the CUE East Small Expenses Fund paid for UEA students to travel to Stalham Junior School and assist with their Arts week in June 2009. Stalham Junior’s work went on to be included in a national case study.

Biodiversity Conferences 2010 and 2011: Kathryn Moore, Learning Officer for the Norfolk Museums and Archaeology Service, won funding from CUE East to run a sixth form conference in the International Year of Biodiversity 2010. After the outcome of the project evaluation, Kathryn secured further funding for another conference in 2011 (see current funded projects on pages 12 & 13 and a Q&A with Kathryn opposite).

Q&A with Kathryn Moore

The conference involves a diverse array of partners. What motivated you to bring these organisations together?

I was looking for more opportunities to use our new natural history gallery with schools and especially secondary schools. I noticed that 2010 was the International Year of Biodiversity and approached Scott Perkins, Co-ordinator at “Norfolk Biodiversity Partnership” who was very excited about working with the Museum. He suggested David North’s involvement as Education Manager from Norfolk Wildlife Trust. An application to CUE East was suggested and very soon we had colleagues from UEA, NBIS (Norfolk Biodiversity Information Service) and NNNSI (Norfolk Non-Native Species Initiative) joining the team.

Are similar workshop topics being discussed this year?

Topics and aims will stay the same but we hope to make some workshops a little more active. This year we are very pleased to have Matt Hutchings and some of his students to explain his work with leaf cutter ants that produce natural anti-microbials.

What were the most difficult aspects in organising an event on this scale?

I wanted to let students choose their workshops and this meant lots of liaising with teachers and juggling lists of names. Because we had a few post-graduate students from UEA and other volunteers to help on the day most of the rest of the organisation was straightforward.

How did you approach the schools?

Individually, by letter or email, and usually to a named person. For the upcoming conference I asked science and other school advisors from Norfolk County Council Childrens’ Services to promote it for me. It is a difficult balancing act as we have only got 100 places.

What has been the most rewarding aspect for you personally?

Two highlights were when students saw a specimen of a newly discovered British fly, presented by our senior natural history curator, Tony Irwin, who was due to name it and when David North finished the closing address with a poem which sent a shiver through the auditorium. I know that when I was studying A-level Biology I would have been blown away by those things.

You recently picked up a Norwich ECO Award at City Hall for the project – is it important to be rewarded?

Yes it is really important. Even when we get older, it really helps to be reassured that you are doing a good job and achieving worthwhile things.

What one piece of advice would you like to give any community organisation that wishes to work with a university and engage with its academics?

Be friendly, offer to go to the university for initial meetings and try to work with academics for mutual advantage.
Norwich ECO Awards
Norwich City Council ECO Awards were presented to five projects funded by the CUE East Sustainable Living Partnership Fund; Girlguiding Norfolk for its Sustainable Living Badge, Norfolk Museums and Archaeology Service for its Biodiversity Sixth Form Conference, environmental art project Invisible Dust, Shaping Norfolk's Future for its Business Breakfasts, and the University’s Schools of American Studies and Literature, for their Eco Poetry project. The awards were presented by Lord Mayor of Norwich Tom Dylan and last year’s ECO Hero, Natalie Halsall from City College Norwich. (February 2011)

Research – does it matter?
CUE East Team members, Ruth Selwyn-Crome and Liane Ward made a short documentary, interviewing the Norwich public and spokespersons from community organisations investigating perceptions and views on the importance of university research and involving members of the public within that. Entitled “Research – does it matter?”, the film was screened as part of the “Engage” conference in London in December 2010. For a link to the film see Reports and Presentations on the CUE East web pages: www.cueeast.org. (November 2010)

ARVAC and CUE East promote voluntary action research debate
On the 9th May 2011, CUE East was joint host with The Salvation Army for the 3rd Annual Association for Research in the Voluntary and Community Sector (ARVAC) lecture in London. This aimed to engage academics, practitioners and policy makers in issues around communities and research. This year’s lecture topic was “Power and Knowledge Creation: towards a theory of user control and community integration in voluntary action research”. Four well-known speakers debated these issues which have particular relevance for examining Big Society ideas on collaborations within communities. Ian Bruce from the Cass Business School shared experience of a free user-driven online Third Sector learning resource, “KnowHowNonprofit”. Bernard Harris from the University of Southampton examined the history of cooperation and cooperatives with lively responses from Angela Ellis Paine (Third Sector Research Centre) and Andy Benson (National Coalition for Independent Action). More information on the ARVAC lecture and speakers can be found on the ARVAC website www.arvac.org.uk and www.knowhownonprofit.org

Funded project update – Social Care and Community Engagement for Older People
Project leader Dr Mayumi Hayashi recently interviewed members of the “Cringleford Lunch Club” in Norwich. The Club, which meets every Tuesday, was set up by a local woman thirty years ago and it’s been run by volunteers ever since. Mayumi said, “I talked with all of them over dinner last April. I also interviewed some volunteers. I collected their first-hand experiences of community care and social engagement. I thought the lunch club is one of the best examples of the Big Society in action.”
Cafés “Scientifiques” – more than a greasy spoon

Cafés Scientifiques, the first of which was held in Lyon, France in 1997 and introduced in the UK in 1998, are about providing relaxed spaces where thought-provoking issues can be discussed by scientists and the public together. According to the British Council which supports Cafés Scientifiques in over 40 countries and in schools in the UK, it’s all about the science of life and how it shapes our world. Traditionally such Cafés have focussed on the Natural Sciences. CUE East extended the concept to the Social Sciences and held six Cafés at the 2009 Sustainable Living Festival in Norwich, e.g. “Is it selfish to have more than two children?”, by Hollie Honeyman, UEA’s School of Social Work and Psychology. All proved to be popular.

From 2009, CUE East included training on running a Café in UEA’s staff development programme. Professor Peter Brimblecombe (UEA’s School of Environmental Sciences and 2011 CUE East Individual Award Winner), runs Cafés in many different countries and has generously given his time on a voluntary basis to deliver the training, for UEA and for staff at Norwich Castle, Inspire and Norfolk County Council. CUE East has also funded training for UEA’s Science Graduate School. UEA led Cafés have grown from strength to strength and here are some examples of CUE East supported Café projects.

Café Conversations: after attending the CUE East Café training, Stefi Barna, a lecturer in epidemiology and public health at UEA’s School of Medicine, Health Policy and Practice, collaborated with Aladdin’s Café on Magdalen Street. CUE East has also funded training for UEA’s Science Graduate School. UEA led Cafés have grown from strength to strength and here are some examples of CUE East supported Café projects.

Café Conversations: after attending the CUE East Café training, Stefi Barna, a lecturer in epidemiology and public health at UEA’s School of Medicine, Health Policy and Practice, collaborated with Aladdin’s Café on Magdalen Street, Norwich on running a weekly series of Cafés on a wide range of topics such as “Bioplastics – waste product or gold mine?” and “Imagining Justice – what are war crime trials for?”. Stefi, who is looking to continue the series and involve other UEA schools, said, “the series has really contributed to the cultural and intellectual development of the Magdalen Street neighbourhood and created a space in which thinking people from various backgrounds can come together to discuss topical issues.”

Future Radio invited CUE East and Stefi to come on air and discuss Café Conversations, the development of Magdalene Street and the role of Aladdin’s Café as a community gathering place for progressive thinking. They are keen to help promote the Cafés and UEA’s community engagement activity in general.

Cafés at Norwich Castle: the partnership with the Norwich Castle Museum is featured in this Newsletter. The outcome is that the Castle has committed to running Cafés alongside every major exhibition and providing opportunities for UEA students to get involved.

Student-run Cafés: Dr Wendy McMahon, UEA’s School of American Studies and 2011 CUE East Individual Award Winner, has introduced Cafés into her teaching. Her work is featured in this Newsletter in the section on Individual Awards.

CUE East is committed to supporting Cafés in all disciplines. UEA staff and students may apply for small expenses to cover some of the costs, e.g. fliers, refreshments. Please contact community@uea.ac.uk in the first instance. For up-to-date information on Café Conversations visit the events pages on the CUE East website www.cueeast.org

Comments about cafés

“I went along to one of the first conversations on the topic of, ‘What is Infinity?’ I haven’t voluntarily subjected myself to discussing Maths for quite a while, but I really enjoyed the session. Robert Henderson, a PhD researcher in Maths, was infectiously enthusiastic about his topic and had all number of interesting paradoxes and patterns that he wanted to share with us. Robert was enthusiastic enough to do three Cafés in one week, all of which had 8-25 people attending and learning about the nature of infinity. If that’s not successful free education then I don’t know what is!”

Kerry Lane
Transition Norwich

“Running a Conversation Café on ‘Increasing Happiness, Decreasing Consumption’ was most enjoyable for me and, judging by the animated contributions of many of the fifteen participants, and the comments of several people afterwards, was stimulating to the group. I found it rewarding to hear ‘real world’ responses to research findings on well-being from an engaged and critical audience, and they clearly found it interesting to be presented with abstract analysis of familiar lived experience. A mixture of verbal and visual exercises made for a variety of ‘textures’ to the session.”

Dr Teresa Bolton
Non-Stipendiary Visiting Fellow, UEA’s School of Education and Lifelong Learning

“Facilitating a Café Conversation has been a stimulating experience for me, not least because the members of the public who join the Café typically bring varied and interesting perspectives. Their robust input creates a lively exchange of views. For me, the discussion is as enjoyable and it is informative.”

Dr Kathleen Lane
Senior Research Associate, UEA’s School of Education and Lifelong Learning
UEA Vice-Chancellor signs Public Engagement Manifesto

In December 2010, UEA’s Vice-Chancellor, Professor Edward Acton, signed up to the National Coordinating Centre for Public Engagement’s Manifesto for Public Engagement. In doing so, he has committed UEA to assessing its current support for engagement and addressing areas of improvement, working with students to develop a student volunteering pledge, and to developing a community engagement strategy in consultation with community partners. CUE East will lead on much of this work.

“Signing up to the Manifesto enables us not only to mark the excellent public engagement practiced by our staff, students and community partners but also to demonstrate our full commitment as an institution to enhancing people’s lives and benefitting communities. Our experience as a Beacon for Public Engagement has deeply enriched our approach to public engagement and has taught us much about its challenges and benefits which we are only too pleased to share with others. In taking our strategy forward, we will pursue our Manifesto commitments with a drive and enthusiasm that builds upon the positive momentum we have gained in recent years.”

Professor Edward Acton, Vice-Chancellor, University of East Anglia

Other universities have also signed up, e.g. UCL, Imperial College and the Universities of Nottingham, Southampton, Birmingham, Manchester, Oxford Brookes, Brighton, Edinburgh, Northumbria and Edge Hill.

UEA Volunteers to establish a Wildlife Trail

In April UEA Volunteers received the welcome news that they have been awarded a £9000 grant from the Big Lottery Community Wildlife Fund to set up a Wildlife Trail around the campus. The funds will pay for four interpretation boards and way marking along a 2-3 mile Trail taking in the most beautiful and interesting parts of the UEA landscape. Re-usable leaflets will also be produced with more detailed information to help identify different species of wildlife.

UEA Volunteers is part of Careers and Employability at UEA. The Volunteering Administrator, Elaine Sherriffs, is working alongside different partners on this project including UEA Estates, members of UEA Wildlife and Conservation Society, and Dr Iain Barr (Lecturer in Ecology) who has carried out an extensive survey of the wildlife on campus with the help of students. Norwich City Council and the Norwich Fringe Project have also been helpful with advice and suggestions for the Trail. The aim of the project is to provide a well marked wildlife trail around the campus which informs and raises awareness of the rich biodiversity of the site and how the site is managed. The project also provides opportunities for students to volunteer with conservation work, surveying and providing guided walks. Two local community groups, the Friends of Eaton Park and the Yare Valley Society, have been included in the planning of the Trail and we hope they will continue to take part in activities related to the Trail, bringing the University and community closer together. Students benefit from volunteering to develop their skills and employability in addition to meeting new people and undertaking useful and rewarding work. The Trail will follow existing pathways and so there should be no damaging human impacts. In fact, raising awareness of the environmental sensitivity should contribute to the protection of the site. The Trail will follow a figure of eight route alongside the river Yare and circumnavigate the UEA Broad. Interpretation boards will describe the variety of birds, small mammals, insects and plants along the way and how this changes through the seasons. Local users of the park will have already seen squirrels and rabbits in profusion, but there are also less common species observed by students through the wildlife survey, for example kingfisher, goosander, little owl and tawny owl, bank vole, stoat and otter. In addition to the Wildlife Trail and regular Beach Cleans, UEA Volunteers is also involved with two CUE East funded projects this year; “Encounters with Butterflies” and “Norfolk’s Secret Seaside”. Students will be encouraged to volunteer with both projects during the Autumn.
Making a head start

Perceived as élite institutions with their own grand narrative, universities often appear to be inward-looking organisations that do not engage with their local communities. In April 2005, UEA was represented at the inaugural meeting of the Association of Universities East of England (AUEE) Community Engagement Sub-Group and in 2005/6 the University conducted its first annual Community Engagement Survey which still continues today. The aim was to map public and community engagement activity at UEA itself (e.g. 661 students gave 25,579 hours of their time to 144 local charities and 22,725 people attended free public lectures, debates and museum education visits) and to contribute to the emerging network of community-university partnerships across the UK. In late 2006 a reception was held at the Sainsbury Centre for Visual Arts with UEA, civic and charitable representatives, to celebrate university-community engagement in its different forms. The AUEE Group and the first UEA annual survey identified a number of key factors that influenced the role of higher education in society. For example, by the time the opportunity to apply for Beacon for Public Engagement status came along in December 2006, it was widely acknowledged that some universities, including those like UEA who describe themselves as “research intensive”, did not openly recognise the contribution that some of their staff and students made to society.
Meeting the Beacons culture change challenge

The Beacon funders themselves acknowledged what they described as the “research-driven culture” which meant that public engagement was not a priority within many universities. The Beacons were therefore, required to turn this around and to create a culture in higher education, “…where public engagement is formalised and embedded as a valued and recognised activity for staff at all levels and for students”. Each Beacon sought to address this need for culture change within their own institution in order to further support public engagement across all disciplines and the full range of university activity. The CUE East vision was built on the understanding that change can only be brought about through both an inward-facing (encouraging a change in culture) and outward facing (promoting meaningful discourse with the public) programme. The intention was to build on existing good practice within UEA and the Norwich Research Park, and to help UEA become more connected with its surrounding community.

From the outset, CUE East has had a clear articulation of vision and purpose:
“‘Our knowledge dialogue’ activities are designed to foster an informed climate within which we are all better able to improve quality of life, support social and economic regeneration regionally and inculcate civic values.” Business Plan, 2007

CUE East also had a clear blueprint and delivery of the Business Plan was firmly steered by Professor Keith Roberts, Chair of the Steering Group and Julie Worrall, the Project Director. The plan and programme had the following components:

Inward facing activities
• Engagement Tracker – an online tool for staff and students to record their engagement activity.
• Engagement Continuing Professional Development (CPD) Programme – a staff development programme, also open to students.
• Enhancement Fund – a £40,000 project fund to enable replication of current best practice across different disciplines.
• Incentives and Rewards Scheme – new UEA academic promotions criteria and a £40,000 Individual Awards Scheme.

Outward facing activities
• City Centre Contact Point, The Forum, Norwich – a place to meet and greet and to host engagement activities.
• Sustainable Living Partnership Fund – a £140,000 project fund to enable university-community collaborations.
• Listening, Liaison and Brokerage – a service that brings people and organisations together.
• Website – a portal to comprehensive information and knowledge.
• Regional and national participation – being in dialogue with the higher education sector, influencing decisions and policies on engagement at a national level.
• Dissemination – a proactive and positive approach to sharing lessons and good practice.

With the exception of setting up a Small Expenses Fund (in response to a need identified by the 2008 Baseline Research) and organising the First Norwich and Norfolk Sustainable Living Festival 2009 (mooted by a community partner), the programme has been delivered in line with the original Business Plan.

UEA staff and students have played an integral role in the programme delivery throughout. From informing and “road testing” the Engagement Tracker, to teaching on the Engagement CPD Programme, creating new alliances with communities and building engagement activities into their research and teaching. UEA staff and students are featured in, for example, the CUE East case study publications, including an edition based on five interviews with academics that have embedded engagement in their student curriculum.

Harnessing resources effectively

In devising the programme budget, CUE East aimed to target its cash resources where they would have the most impact for all stakeholders, both within and outside the University. It was acknowledged that culture change is a complex process, “Cultural change is driven by and demonstrated through, both structural and informal mechanisms. Like true public engagement itself, it is a complex, multi-faceted process and cannot be achieved by simple ‘engineering’ or demonstrated by statistics or monetary values such as visitor/attendee figures at museums/public lectures and annual spend,” CUE East Business Plan.

To that end, resources were spread creatively over the range of activities in a way that provided as many opportunities as possible for all stakeholders, inside and outside the University, to experiment, collaborate and learn together. This included taking up new ideas as they emerged from the ongoing dialogue with community partners. For example, the first Norwich and Norfolk Sustainable Living Festival 2009 was mooted by a community partner in 2008 and was funded (at a direct cost of £42,000) from the main budget. Included in

Major Milestone – The Public Engagement Manifesto

In December 2010, Professor Edward Acton, UEA’s Vice-Chancellor, become one of the first university leaders to sign a national Public Engagement Manifesto, thereby demonstrating the commitment of UEA’s leadership to engagement and the future of the University’s engagement agenda. Also, in doing so, Professor Acton not only acknowledged the commitment of the University to benefitting communities, but the role that CUE East has had in enabling the University to further develop and embed a culture of public and community engagement amongst its staff and students.

“Signing up to the Manifesto enables us not only to mark the excellent public engagement practiced by our staff, students and community partners but also to demonstrate our full commitment as an institution to enhancing people’s lives and benefitting communities. Our experience as a Beacon for Public Engagement has deeply enriched our approach to public engagement and has taught us much about its challenges and benefits which we are only too pleased to share with others. In taking our strategy forward, we will pursue our Manifesto commitments with a drive and enthusiasm that builds upon the positive momentum we have gained in recent years.”

Professor Edward Acton
Vice-Chancellor, UEA
the cost was a £10,000 Festival Fund ring-fenced from the Sustainable Living Partnership Fund, available to all participating communities and groups (30 community organisations and 109 UEA staff and students).

In-kind – the Steering Group has included members from May Gurney plc, Norwich City Council, Norwich University College of the Arts, Business in the Community, Norwich City College, the Sainsbury Centre for Visual Arts, the Norfolk Learning Partnership, The Forum Trust, the Teacher Scientist Network, the SAW Trust and UEA. Each member has brought their own extensive external expertise and has helped CUE East to forge sustainable connections with the wider community, in the private, public and voluntary and community sectors. CUE East has also benefited from being physically located at the University which has provided office space, IT support and line management.

Marketing Fund – CUE East has used this annual £20,000 fund creatively in order to make the most of public relations opportunities as well as funding the annual Project and Partners Event and producing marketing materials e.g. sponsorship of ARVAC events, The Association for Research in the Voluntary and Community Sector, a national charity that promotes collaborative community research and sponsorship of a Community Engagement Prize for the annual UEA Postgraduate Research Showcase. CUE East has also sponsored UEA events led by individual staff and students.

Dialogue – the most effective channel of all has been dialogue, both internal and external. The brokerage and facilitation provided at an operational and at a strategic level, has been a vital component of all communications and its contribution cannot be over-estimated.

Events – it was important not only to hold CUE East events but to also have a presence at other relevant events and to take the opportunity to talk about the benefits of engagement to a wide range of audiences, CUE East events, such as the Annual Partners and Projects get together, developed a format that encouraged dialogue and exchange. In April 2010, a “round-table” format enabled the funded projects and community partners to learn about each other and to forge new alliances.

Location – first based in the Registry as a Vice-Chancellor’s Office project, CUE East relocated to a Faculty base in late 2008, in order to ensure greater visibility and contact with academic and other colleagues.

Achieving a balance in our communications

It was important to retain a balance between external and internal communications to reflect the CUE East vision that change can only be brought about through both an inward-facing (encouraging a change in culture) and outward facing (promoting meaningful discourse with the public) programme. To that end, a wide range of communication channels were employed, including the following,

People – liaison, brokerage, meetings and presentations by the CUE East team and Chair.

CUE East written productions – website, management reports, newsletters, case studies, press releases and briefings, commissioned research and evaluation reports.

Contributions to other productions and channels – UEA press releases & Broadview, UEA Ziggurat, National Coordinating Centre case studies, opinion pieces, ARVAC Bulletin, Beacon Bulletins, AUEE E-zine, UEA’s intranet and plasma screens, staff and student inductions, Facebook and Twitter.

Providing evidence of our impact

Evidence of the impact of CUE East is provided via an extensive evaluation programme carried out by a researcher, employed by City College Norwich, who has worked alongside the project from the outset. CUE East was unique amongst the six Beacons in setting up an iterative evaluation process that provided for independent research on the impact of the project from the perspective of all stakeholders, inside and outside the University. The researcher used a wide range of methods, including an annual stakeholder perception survey (sent to partners, contributors, event and training attendees, funded projects, Individual Award winners and UEA Heads of Schools), focus groups, interviews and participant observation. CUE East also required all funded projects and training to be formally evaluated.

Results of the Stakeholder Perception Survey 2011 gave some very positive indicators of the impact on the culture change agenda e.g. 80% of stakeholders understood CUE East’s mission, “to build sustainable partnerships between the public, stakeholders and the University”, and 74% stated that is was to, “provide support, reward and recognition for public engagement”.

“The impulse and initiative provided by CUE East has been vital in developing UEA’s profile and its place within the wider community. Lots of projects have been started because of it, and a real change of mindset has taken place as a result of it.”

Stakeholder

“I think CUE East’s work has been resourceful and really important step in the right direction towards encouraging public engagement with the University and its activities.”

Stakeholder

Demonstrating the culture change within UEA

Starting from a low base in 2008, as demonstrated by the Baseline Research, where few academics had heard of CUE East and public and community engagement was considered not as important as their research, teaching or even, administration; the Project has made a significant impact on the scholarly community inside the University. The 2008 research had found that,

• 84% of academic staff are involved in “self defined” public engagement but there was a lack of a shared understanding about what it actually is.

• Barriers include time, career progression, peer approval, research-led culture, funding and the challenges of engaging people.

• There was a lack of strategic support: “Support is peripheral rather than organisational”.

• There was very little recording happening and no institutional mechanism in place to do so.

• Public Engagement was not rewarded in any formal way.

• Evaluation of public engagement was minimal.

Public engagement was not seen as a priority: “It’s difficult to say because it almost comes into a different category because it is not part of my job description or one of the measures against which I think I will ever be measured... it’s more like deciding do I want to go for a run today? It’s something I enjoy and it’s important but I don’t really see it as a part of my paid job.” Senior Researcher

It was not recorded:

“Nobody knows whether it counts towards their work time, so it dissuades people from doing it or telling people they are doing it because they might be called upon to fill up those hours somewhere else.” Researcher

“Notable progress has been made in terms of influencing structures at UEA to support cultural change and in implementing inward-looking activities.” Annual Review Year 1

“It was clear from the qualitative feedback that many recipients of funding, training, advice and support had benefitted from the programme with the potential to continue long after direct participation by CUE East had ended. This should help to facilitate the legacy of CUE East’s mission, aims and objectives.” Annual Review Year 3

Impact Illustration – collaborating with schools in Norfolk and Suffolk

22 CUE East Projects have worked with 44 primary schools and 35 high schools.

“CUE East has been extremely supportive and proactive in enabling the local authority and schools to engage with key areas of the University to assist in raising aspiration and information about higher education and also in promoting access to expertise and delivery for a wide range of young people, especially vulnerable young people, who would probably never have engaged with the University otherwise.”

Stakeholder
Major Milestone – Long-term relationships

“82% who had received CUE East support perceived that it would have an impact in terms of nurturing a change of culture at UEA, and also suggested that the support may lead to long-term relationships between UEA and the wider community.”

Stakeholder Perception Survey, 2011

Impact illustration
A home for engagement on UEA’s website

For some time, it was unclear as to where engagement could be cited on UEA’s main website and so CUE East initially had to develop an independent site. In late 2008, CUE East secured agreement for a separate area on Engagement as a part of UEA’s website which now also incorporates e.g. the Low Carbon Innovation Centre.

Impact illustration
CUE East Individual Awards

In 2008 CUE East secured agreement from UEA’s Executive Team to present the Awards during the University’s Congregation ceremony, alongside the Honorary Awards, with individual citations and ex-gratia payments for the award winners. This was a significant step in embedding engagement at an institutional level. A total of 22 awards have been issued so far.

“...the awards were viewed as positive and rewarding to recipients and were perceived as important in raising the awareness of and giving validity to the public engagement agenda, and the award holders regarded themselves as champions for public engagement within the institution. Indeed, respondents to the Stakeholder Perception Survey (February, 2011) also commented on the fact that “the rewards/awards scheme has done much to encourage staff to engage in community engagement and this has led to a change in ‘culture.’”

Annual Review Year 3

Impact illustration
Engagement CPD

Programme take-up

The subject of a case study publication, the Engagement CPD Programme has been a particular success in exceeding all targets and in providing positive experiential and reflective learning opportunities in engagement for UEA staff and students.

- Year 1 – 75 participants (target 10)
- Year 2 – 139 participants (target 15)
- Year 3 – 202 participants (target 20)

“...prior to CUE East’s involvement, it used to be hard to encourage people on public engagement courses, they used to question, ‘why is this relevant to me?’ Now they can see the impact on what they do. We aim to develop a holistic approach, preparing staff for both academic and non-academic worlds.” Paul Levy, Head of UEA’s Centre for Staff and Educational Development

Impact illustration
UEA promotions and recruitment

CUE East devised a simple typology of public and community engagement that is now incorporated into UEA’s academic promotions criteria, and used for training and brokerage activities. A significant milestone has been the promotion of two lecturers on the basis of their engagement. UEA schools have started to advertise and recruit academic staff with engagement in mind e.g. the School of History appointed to a Lectureship in Public History and Engagement, advertised December 2010. And the recent promotion of Dr Sarah Churchill to Professor of Public Understanding of the Humanities, in the School of American Studies is a very significant step.

Impact illustration
The first Norwich and Norfolk Sustainable Living Festival 2009

A 10 day programme of interactive exhibits and activities designed to explore the different aspects of living in a sustainable way. CUE East organised the festival and BBC Voices and Easton College coordinated the associated BBC Garden Design Event. The 43 contributors included 13 UEA schools and divisions and 30 community groups.

In the context of the primary aim to promote cultural change at UEA in favour of public engagement, City College Norwich decided to carry out a post-festival survey looking at individual outcomes for staff and students from UEA that participated in the Festival. These are the key findings on culture change, 109 staff and students from UEA involved in the Festival. 86% of UEA contributors stated that they are now keener to get involved in public engagement in the future. 100% of UEA contributors were keen to get involved in other activities supported by CUE East.

Conclusion

That is the story so far of CUE East and the University of East Anglia. In addition building this special relationship with the University and with local communities, CUE East has also contributed to the development of the national higher education engagement agenda via the Beacons for Public Engagement initiative. This is another exciting story, about an emerging national movement that continues to gather momentum.

As CUE East enters the final year of the programme, which has been extended to 30th June 2012, there are a number of tasks to be completed including the assessment of UEA’s Public Engagement Manifesto commitments and of how a new binding Concordat on Engaging the Public with Research will be implemented.

This year City College Norwich (CCN) is repeating the Baseline Research and will, early next year, write up the final Project Report. There is still much to do.

Sources:

The Future of Public & Community Engagement in Higher Education

Madingley Hall, Cambridge University’s Institute of Continuing Education, was the setting for this final and lively public & community engagement seminar organised by the Association of Universities East of England Community Engagement Sub-Group.

John Goddard (pictured), Emeritus Professor of Regional Development Studies at Newcastle University, Sophie Duncan, Director, National Coordinating Centre for Public Engagement (NCCPE), Professor Bill Jones of the Universities Association for Lifelong Learning and Julie Worrall, made presentations. Professor Goddard, in talking about “The Civic University and the Leadership of Place”, described a “civic” university as an organisation that operates on a global scale but uses its location to form its identity, and is managed in a way that facilitates institutional wide engagement with the city and region of which it forms a part. He set out a number of university, “reach-out” and city “in-reach” challenges, such as the “unfathomable” organisational structures, procedures and terminology of universities and complex territorial civic governance structures, including city/regional tensions. And he stated that leaders from the university and the city should be supported to improve their “boundary spanning” skills by focusing on a key challenge to mobilise the intellectual, political, managerial and community knowledge that is available in the locality. What these key challenges may be exactly is a question for the particular place. (Feb 2011)

Where Community and Public Meet – embedding the engagement agenda

This conference at Nottingham University, organised by Sharon Clancy who heads up the University’s Community Partnerships Team, explored what is understood by public and community engagement and looked at best practice in and around Nottingham. Participants came from academic and community groups.

The keynote presentation was given by Paul Manners, Director of the NCCPE. Paul presented the Manifesto for Public Engagement, signed by university Vice-Chancellors across the UK, including Professor Edward Acton at UEA. The conference heard from an impressive array of projects and individuals including Dr Lisa Mckenzie whose community-based research was inspired by the iconic publication on St Ann’s, “Poverty: The Forgotten Englishmen” (Coates & Silburn, 1970). Lisa raised some challenging questions for academics such as, “How do you measure impact on a community that doesn’t want you there?” and Julie Worrall jointly facilitated a workshop on reward and recognition, promotions and public engagement, with Heather Rae, the Edinburgh Beacon Director and Claire Martlew from Nottingham University. Julie shared UEA’s new academic promotions criteria which now includes assessment standards on, e.g. “exceptional contribution to the public good”, and on the CUE East Individual Awards now presented at the UEA’s annual Congregation in July (featured on pages 14 & 15)), and the CUE East Engagement Continuing Professional Development Programme for UEA staff and students. (March 2011)

A copy of Julie’s presentations are available on the CUE East website: www.cueeast.org

Volunteering for Employability – a continuum of opportunity

Attended by eastern region university staff and students, community and businesses representatives, this conference, jointly hosted by the Universities of Bedfordshire and Hertfordshire and supported by the Association of Universities East of England, explored a wide range of topics such as engaging with employers, enhancing links with community organisations and the student viewpoint. Julie Worrall gave a keynote presentation on “Volunteering as a part of Public & Community Engagement” in which she spoke of the passion and volunteering ethos that students bring to our universities. She emphasised the need for universities to provide opportunities for students, to support them and most of all, recognise and value what they do. This also goes for university staff, many of whom volunteer for local community groups.

Student volunteering has always been an important part of UEA’s community engagement. National research, “Bursting the Bubble: Students, Volunteering and the Community” conducted by the Institute of Volunteering has found that volunteering at university enhances the students’ likelihood of volunteering in the future and over 62% of students stated that volunteering prepared them for paid employment.

The full report with a foreword by Jon Snow can be found on the NCCPE website: www.publicengagement.ac.uk (March 2011)

EDP-Jarrold East Anglian Book Awards 2011

CUE East once again joins Writers’ Centre Norwich to sponsor the fourth EDP-Jarrold East Anglian Book Awards. CUE East has facilitated the involvement of members of the University as judges, including the poet, Lavinia Greenlaw, Professor of Creative Writing, and biographer Kathryn Hughes, Professor of life-writing. This year’s categories are; Fiction, Poetry, Nature and Places, Art and Photography, History and Tradition, Biography and Memoir, and Guidebooks and Travel. To be eligible books must have been published between 1st August 2010, and 31st July 2011 and must be predominantly set in, or about, East Anglia (it is not enough that the author lives in East Anglia).

The deadline for submissions is 31st July.

To enter, send two copies of the book to Keiron Pim at the EDP, Prospect House, Rouen Road, Norwich, NR1 1RE, marking the package “East Anglian Book Awards” and including a covering letter stating your contact details and which category you are entering.

For more information call 01603 772431 or email: keiron.pim@archant.co.uk
Funded Projects 2010/11

Some projects have been funded for a second time, in order to take forward and embed their work further. Others have evolved from the CUE East small expenses fund. But all this year include a range of new collaborations involving community partners.

Sustainable Living Partnership Fund – promoting sustainable living in different ways

Biodiversity and Sustainability: A-Level Conference
Following on from the successful A-level conference in 2010, CUE East has elected to fund a further conference in 2011. The conference, held at Norwich Castle, will target around 100 Sixth formers studying A-level Biology and Geography. Students will attend activity based workshops led by UEA academics and other professionals working in the Biodiversity/Conservation field in Norfolk including Norfolk Biodiversity Partnership, Norfolk Wildlife Trust, Norfolk Non Native Species Initiative and Norfolk Biodiversity Information Service (see Q&A on page 3).

Artists for Climate Change (AfCC) – City, Coast and Countryside
Norfolk has a carbon emission reduction target of 25% by 2014. This project will explore creative and effective ways to support local schools to reduce their carbon emissions and evolve more sustainable lifestyles. Previously supported by CUE East funding, and having gained the London 2012 Inspire Mark for Sustainability (the only one in the Eastern region), the AfCC initiative has already trained a number of artists in issues of climate change and sustainability, with artists subsequently working in a number of Norfolk schools.

Broadland Community Climate Change Champions
This project aims to help Broadland District communities understand more fully the debate around climate change and the degree to which human-generated CO2 is contributing to global warming. This project will target groups within the Broadland district who wish to find out more about climate change and who are willing to become active “Climate Change Champions”. The Champions will receive training in climate change issues, interacting with their own communities, and will develop bespoke activities/events, press articles and workshop materials to help disseminate key climate change messages to their communities.

Elements 2011
CUE East monies will part-fund the community engagement strand of this multiple partnership project worth a total of £46,000.00. This exciting project will bring together some of the best expertise and facilities in East Anglia to explore the themes of sustainability in depth, with support from The Forum Trust, Norwich Contemporary Arts Society, Norwich University College of the Arts, Bayer UK, Norge and UEA. The key output of this project will be a major art exhibition on “Humans and their relationship with the environment”, to be held at The Forum, Norwich. Some parts of the exhibition will travel to communities beyond Norwich. Lunchtime forums, a film, business forums, advice kiosks and school art competitions will also be part of the varied programme of events on offer throughout the summer.

Clockwise from left: Artists for Climate Change – Thomas Rollett (by Philip Harper) Biodiversity and Sustainability A Level conference Tracing Water (by Liz Ballard, courtesy Invisible Dust) Aylsham Navigation volunteers

Encounters with Butterflies
This project aims to increase awareness of the ecological responses of butterfly populations to climate change and to develop relationships between the local community and scientists. In partnership with Butterfly Conservation, a series of workshops will offer training to volunteers in the cities of Norwich, Dumfries and York who will collect data in the field, and then present their findings to schools and communities. The project will culminate in an exhibition at The Forum and as part of the nationwide Natural Environment Research Council funded Impact plan, a website will also be developed and a research report aimed at conservation practitioners will be uploaded.

History, Heritage and Public Engagement
Lead by the School of History at UEA, this project will add to the new 2nd year undergraduate module entitled “Heritage and Public History”. Students will be required to liaise with organisations outside of UEA to create public facing projects designed to engage the public and be of real value to heritage organisations. Partner organisations include Norfolk Record office, Norwich Castle and Hampton Court Palace. Students will work for 12 weeks on their projects guided by their heritage partner.

Invisible Dust
Invisible Dust, an arts and science organisation, has been set up by freelance curator Alice Sharp, and Peter Brimblecombe from UEA, to explore air pollution, health and climate change. Previously supported by CUE East, Invisible Dust was awarded Wellcome Trust funding in October 2010, and additional monies have now been sought for family art and science workshops at the Cambridge Science Festival, a dialogue day at Norwich Castle and for a series of “Cafés Scientifiques” to be run jointly by artists and scientists.
Lost Worlds of Norfolk
This unique pilot project will combine both geological fieldwork and the study of fossil poetry in order to help schoolchildren from Sheringham High explore the ancient worlds and primeval creatures who once lived in Norfolk. Using both fieldwork and poetry to learn about the geological past, students will be encouraged to see the intersection between science and the imagination. Outputs from the project will include the creation of a Norfolk Geology Box, and a writing competition and prize giving at The Forum in Norwich.

Mile Cross Children’s Water Pollution Solution Project
The Phoenix Centre, run by a volunteer management committee, is based in the heart of a high social need area of Norwich which has many children attending the centre to take part in holiday schemes. This Phoenix Centre based project aims to enhance the knowledge of local and global issues of water pollution. Training sessions on water pollution will be provided by UEA staff and students and Norfolk Wildlife Trust. As an outcome of this project, it is hoped that a new children’s group will be formed which will look to explore ongoing environmental issues with the support of UEA.

Millennium Babies
The Millennium babies project was set up to empower children born in 2000 to make choices that lead to a fairer more sustainable community in the Centre of Norwich. The children are now in year 6 and this project seeks to develop a new creative learning activity called the “Oil Game Workshop”. Working from a partner created workbook that also supports the national curriculum at Key Stage 2, three local schools will explore themes of sustainability informed by latest thinking from UEA on pro-environmental behaviour change.

Social Care and Community Engagement for Older People
Building on previous CUE East funding, this project acknowledges the importance of social engagement to enhancing older people’s wellbeing and quality of life, whilst recognising the limited capacity of service providers to offer this under severe financial constraints. This project will take a look at community care and the creation of an engagement programme for older people who are more isolated. The project will culminate with an exhibition and public lecture at the Assembly house in Norwich.

World on the Street
This pilot project will involve volunteers facilitating educational activities about sustainability issues of global and local importance with members of the public over the summer at The Forum. The volunteers for this project will be UEA students (undergraduate and post graduate) and a selection of Year 9 and 10 pupils from up to five Norfolk secondary schools. The public will be asked to take part in a number of activities varying in terms of time commitment from 2 to 20 minutes. The activities will focus on issues of climate change, migration and ethical consumerism as they are globally important but can also be related clearly and easily to the lives of people who would participate.

Professional Culture Conflicts
Public service provision in the UK is being convulsed by changes to structure, process and funding. These convulsions threaten the coherence of provision, and the protection and wellbeing of citizens throughout our community. All parties are asked to engage in “a huge culture change” to adjust to new political and financial stipulations. This project aims to develop a clearer understanding of cultural and operational issues and establish a dialogue between the project/UEA and influential practitioners.

Enhancement Fund – building on good practice in engagement across the Norwich Research Park
Aylsham Navigation 2012
Aylsham Navigation was a late eighteenth century nine mile stretch of navigation along the River Bure. This project focuses on helping the local community celebrate the navigation’s Centenary as they research its history and impact on the towns and villages along its route. Staff and students from the Centre of East Anglian studies and the School of History, will work with a number of partner organisations to deliver training in archival research and archaeological survey. The Aylsham local history society will, in turn, recruit volunteers to the project who will receive the training. Key outcomes will be the publication of a book, an interpretation panel, a local trail and guided walks, an exhibition in the town hall, a DVD and a series of public talks in autumn 2011.

Norfolk’s Secret Seaside
The next twelve months will see ecosystems off the coast of Norfolk become designated “Marine Protection Zones”. The aim of this project is to raise awareness of the importance of the marine environment for people and wildlife. The project will involve up to four Norfolk coastal communities and primary schools (from Hunstanton to Great Yarmouth) working with local scientists from UEA and Norfolk Wildlife Trust to gain hands-on experience in managing local beaches and their varied ecosystems. The schools will undertake surveys and record observations of beach activity which will be displayed online on the schools’, Teacher Scientist Network and Norfolk Wildlife Trust websites.
Role Change for Engagement

Professor Sarah Churchwell
“Over the last few years the cooperation between the Faculty of the Arts and Humanities (HUM) and CUE East has been a close one, and as part of its commitment to its Enterprise & Engagement Strategy, HUM is setting up a Centre for Public Engagement in the Humanities (CPE), which will take forward the work we have been doing. Headed by Professor Sarah Churchwell, the newly appointed Professor for the Public Understanding of the Humanities, and myself, the CPE will pull together prominent academics, public commentators and journalists to make the case for the importance of the Arts and Humanities in the culture and the economy of the UK; internally it will help promote still further HUM’s commitment to enterprise and engagement through projects such as the ‘Virtual Past’ and the ‘Writers’ Centre Norwich’.”

Professor John Charmley
Associate Dean for Enterprise & Engagement, UEA
Sarah Churchwell has published scholarly articles and book chapters, her journalism has appeared in many highly regarded newspapers and she has contributed to numerous TV and Radio programmes. Public appearances and talks include the Cheltenham Literary Festival, the Institute of Ideas and the Tate Modern.

Professor David Richardson
“...I am very excited about my new job as Pro Vice Chancellor for Research, Enterprise and Engagement. I have been at UEA for 20 years and during this time have always tried to integrate my research and teaching with enterprise and engagement activities. I believe that this is an ethos that we all need to embrace. It is critical in today’s higher education environment that academics see engagement as an integral part of our academic of academic activity, both in teaching and in research, and I hope to create an environment at UEA that is very supportive, and rewarding, of engagement activities.”

Professor David Richardson
Dean of Faculty of Science, UEA
David Richardson takes on his new title in August 2011.

Individual Public Engagement Awards 2010/11

The Awards panel comprised UEA representatives, including a former Award winner, and members of the CUE East Steering Group.

There were nine CUE East Awards in total; six Individual Achievement Awards and three Individual Project Awards for outstanding contribution to Public & Community Engagement. All of the winners have gone above and beyond the call of duty to engage the local community and all were nominated by senior colleagues or community partners. (Awards presented at Congregation in July 2011).

Achievement Awards

DAVID BAKER: THE GENOME ANALYSIS CENTRE
David Baker, a Research Assistant at the Genome Analysis Centre on the Norwich Research Park, plays a key role in welcoming and informing a wide range of audiences, from school children to the general public about the work of the Centre. In working with school groups and in his role as a STEM Ambassador, he relates his own career history and provides a great deal of encouragement to the next generation of potential scientists. He also volunteers for out of hours events such as the Friends of the John Innes Centre’s annual speed dating evening and the Centre’s “Centenary Discovery Day”. David is very professional and a credit to the Norwich Research Park.

PROFESSOR PETER BRIMBLECOMBE: FACULTY OF SCIENCE
Professor Brimblecombe, Associate Dean for Postgraduate Research Programmes, has made an outstanding contribution to public engagement in many ways, over many years. Most recently, he has become the unmistakable ambassador of Cafés Scientifiques at the University, training and inspiring young researchers in the art of being in conversation with the public about science. He has also trained staff at the Norwich Castle Museum where the concept of Cafés has been positively embraced as a part of their exhibition programme. Another strong strand in Professor Brimblecombe’s engagement activity is his collaboration with artists, in particular the Artists for Climate Change project and Invisible Dust. The latter explores responses from scientists and the wider public to issues such as air pollution, environment, health and climate change through art and science ventures. He actively encourages new ways of thinking about public engagement and is very supportive of a wide range of university-community partnerships.

SHEILA CHENG: SCHOOL OF INTERNATIONAL DEVELOPMENT
It is sometimes difficult to balance the demands of study and volunteering. And yet, as an undergraduate student, Sheila Cheng has made a remarkable and invaluable contribution to a range of projects with UEA Volunteers. She attended the 2010 “Big Beach Clean”, supported the launch of the Campus Conservation Project and undertakes regular conservation work on Wednesday afternoons. Sheila has also led student volunteer groups such as The World Food Programme Society and the People and Planet Society. Off campus, Sheila volunteers for three hours a week at Bananalink and Oxfam in Norwich. She has given her community engagement activities a very high priority and is an inspiration to staff and students alike.
CUE East has once again rewarded UEA staff, students and Norwich Research Park colleagues for their commitment to community engagement.

DR STEVE DORLING: SCHOOL OF ENVIRONMENTAL SCIENCES
Dr Dorling, a senior lecturer and a founding Director of Weatherquest, has a remarkable track record in public engagement which spans nearly 20 years. His work includes UEA’s annual “Science Olympiad”, populist publications about the weather such as “The Wrong Kind of Snow”, public lectures and a collaboration with the Sainsbury Centre for Visual Arts on the first “Cromer and Sheringham Coast Festival”. For this particular event Dr Dorling suggested the collation of “Weather memories on a postcard” from visitors to North Norfolk which he summarised in a public lecture in Cromer. Another collaboration was the “Big Urban Heat Experiment”, with BBC East, where he developed an online educational resources for schools on the “urban heat island” phenomenon.

DR MAYUMI HAYASHI: SCHOOL OF HISTORY
Dr Hayashi’s research, developed from her recently awarded doctorate, is on sustainable long-term care for older people and has involved fifty community groups including voluntary carers’ forums. She has interviewed 150 older people about their experience of long-term care, involving UEA students from the Health and Social Science Faculties, and has given talks to social workers, local care groups, schools and informal clubs throughout the country. She has combined her local engagement with a parallel project on Care for the Elderly in Japan which has particular relevance to the Big Society question. She is advising the Cabinet Office the concept of “time-banking”, a Japanese tradition, and is playing a valuable role in ensuring that the voices of older people and their carers reach a wider audience.

DR WENDY McMATHON: SCHOOL OF AMERICAN STUDIES
Dr McMahon, a lecturer in American Studies, has made a remarkable and innovative contribution to engagement in teaching and research in a relatively short length of time. Over the past two years she has designed and delivered workshops in local schools on the place of US popular culture in the lives of the students in the “What America Means to Me” project. This project which included a publication and digital exhibition, reached a wide audience; local, national and international. Dr McMahon has also introduced engagement in her teaching via an undergraduate module, “The New American Century: Culture and Crisis” whereby the students were assessed on their delivery of a series of Cafés held at The Forum, Norwich. Feedback from the public was extremely positive.

DR SARAH MONKS: SCHOOL OF WORLD ART STUDIES AND MUSEOLOGY
Dr Monks, a lecturer in European Art History, conceived and organised “World Art in the City”, a series of public lectures delivered by UEA academics and researchers at The Forum in Norwich. Dr Monks enthused her colleagues and helped them to identify topics that would be best suited to a non-specialist audience. She also had significant exchanges with attendees via social media and has generated a core group of interested affiliates to the extent that her project has informed the development of future events off campus in the City. Dr Monks’ project has undoubtedly given colleagues a sense that public engagement in all the different ways in can happen is not just desirable but rewarding personally, professionally and institutionally.

MARTIN SCOTT: SCHOOL OF INTERNATIONAL DEVELOPMENT
Martin Scott, a lecturer in Media and International Development, has designed and delivered a voluntary community-based project for his Masters students, working with Future Radio, Norwich’s local community radio station, and New Media Networks, an international creative industries company. His students were able to build a relationship with the Station, assess the needs of the community and design an appropriate intervention. The collaboration has helped to improve Future Radio’s capacity to meet the needs of the community and has generated research data that has informed the Station’s marketing strategy. Future Radio described the project as “fantastic” and the students described the experience as “an enriching experience”.

Project Awards

DR B. J. EPSTEIN: SCHOOL OF LITERATURE & CREATIVE WRITING
Dr Epstein, a lecturer in Literature and Translation, was nominated for this award by the Norfolk & Norwich Millennium Library. She works with the British Centre for Literary Translation and set up a book group dedicated to translated fiction. The aim of the group which meets monthly is to introduce people to books and authors they might otherwise never have read. Booktrust, an independent national charity dedicated to encouraging people of all ages and cultures to enjoy books, works with the Group which now has a Facebook presence with members Worldwide. Dr Epstein has developed a series of guidelines for starting and running an international fiction book group. From the perspective of the Library Service, this book group is very important. It offers link with the University and promotes the idea of readings groups beyond the perception that they are for middle-aged women only.
CUE East Calendar

2011

June
PGR Showcase, Forum Norwich
Café Conversations (ongoing)

July
Individual Awards presented at UEA Congregation ceremonies

August
CUE East moving house to ARTS 1

September
Small Expenses new funding round 2011/12

October
Launch, Lunch & Learn with CUE East* Planning your Community Engagement Activity – a KETSO Workshop

November
ARVAC AGM
EDP/Jarrold East Anglian Book Awards
Going Back to School… a Helping Hand* Introduction to the Forum*

December
ENGAGE 2011 National Conference, Bristol – hosted by the National Co-ordinating Centre for Public Engagement

2012

January
Introduction to Film-making(1)*
Enhancing the Student Experience through Community Engagement*

February
Write Out Loud*
Engaging with the Public Using Cafés*
Nuts & Bolts – Engaging with Research*
Nuts & Bolts – Engaging with Teaching*

March
Call for Nominations – Individual Awards for Public Engagement 2011/12
Introduction to Film-making(1)*
How to Evaluate your Engagement*
Accessing Funds for your Community Engagement*
Introduction to the Forum*

April
Write Out Loud Academic*
Workshop on User Involvement in Research*
Engaging with the Public Using Cafés*

May
Going Back to School… a Helping Hand*

June
Introduction to Film-making (2)*

* CSED Programme 2011/12 – Engagement courses offered by CUE East (subject to change).
For up to date details see the Events and Professional Development Opportunities sections of the CUE East web pages www.cueast.org

Who’s Who at CUE East

The Team
CUE East is led by Julie Worrall, who works alongside Operations Manager Liane Ward and Administrator Ruth Selwyn-Crome. Beacons research and project evaluation is conducted by Dr Julia Stinton from City College Norwich. Professor Neil Ward, Dean for the Faculty of Social Science is UEA’s Beacon champion and has 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.

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The Steering Group members
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Contact Us
Visit our website: www.cueast.org
Write to us: CUE East, 1.120, Faculty of Social Sciences, University of East Anglia, Norwich NR4 7TJ (we’ll be moving on 1 Aug 2011 – please see our web pages for our new address) Phone us: 01603 591561
Email us: community@uea.ac.uk

Further information
For further information about the Beacons for Public Engagement project visit the National Co-ordinating Centre for Public Engagement (NCCPE) web pages:
www.publicengagement.ac.uk

The NCCPE works with all the Beacons to promote best practice in public engagement and provides a single point of contact for the whole higher education sector.