

# People, Planet & Prosperity

Supporting the health, wealth and wellbeing of our region and beyond

**From Newcastle.  
For the world.**

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# Foreword



As a leading civic institution, whether it is by educating tomorrow's leaders, or finding solutions to humankind's greatest challenges, Newcastle University exists to benefit society. I am immeasurably proud of the contribution we make to the health, wellbeing and prosperity of our city and region, and the impact of our work nationally and indeed around the world.

In terms of our economic contribution, the figures speak for themselves – pre-pandemic, our annual contribution to the UK's GDP was just over £1 billion, almost £900 million of which came directly into our city and region.

Equally important, however, is the wider societal impact of our teaching, our research, our engagement and our operations. The second part of this report, therefore, is focused on our Engagement and Place Strategy.

It is widely recognised that the North East of England has been among the parts of the country most severely impacted by the pandemic. Over the last two years, Covid-19 has exacerbated the inequalities that were already all too prevalent in our community.

Throughout this most challenging period, the crucial civic role played by our University has come to the fore. One of our great advantages, as a strongly place-based institution, is the range and strength of partnerships including businesses, local government, the NHS and many other voluntary sectors in our region. It is one of the reasons why we were able to respond so quickly to the pandemic.

As we start to move out of the Covid crisis and plan our recovery, our civic role will be evermore important in making sure our region emerges as a fairer, stronger and more sustainable society than before.

**Professor Chris Day**  
**Vice-Chancellor and President**





## About Newcastle University

**Newcastle University is one of the UK's great redbrick universities, founded in 1834 to address the economic, health and social issues of an industrial city.**

Today's University is a thriving international community of almost 30,000 undergraduate and postgraduate students from over 140 countries worldwide studying at our vibrant city-centre campus in Newcastle upon Tyne and at our campuses in Malaysia and Singapore.

A member of the Russell Group, the top 24 research-intensive universities in the UK, we have a world-class reputation for pioneering research and innovation in the fields of medicine, science and engineering, social sciences and the arts and humanities. Globally connected, our work is guided by working in partnership, innovation and working across and between disciplinary boundaries.

We are committed to focusing our work on addressing some of the most profound challenges facing global society through our established research excellence in Ageing and Health, Data, Culture and Creative Arts, Cities and Place and One Planet.

## Our Economic Contribution & Societal Impact



# Our economic contribution

**Our economic contribution is something that we are immensely proud of, and something that consistently increased each year pre-pandemic. Now more than ever, as we emerge from Covid and secure a recovery, we are committed to working closely with our local communities, businesses and policymakers to ensure that we continue to have a positive impact on our city, our region, and beyond.**

Independent research carried out in 2021 by economics consultancy Oxford Economics has shown that Newcastle University contributes more than £1 billion annually to British GDP. This figure reflects our role as a large employer and purchaser of local goods and services, as well as the contribution of our staff and students to economic spend and to the labour market.

We are proud to drive £1 billion of growth in the British economy each year, and even more proud that almost £900 million of this figure directly benefits our region, with over £800 million concentrated in the Tyneside area. Our economic contribution in the North East represents 1.8% of the regional economy, while our economic contribution in the Tyneside area means that our share of the local economy is 4.6%.

We also directly support 16,000 jobs, almost 15,000 of which are in the region and more than 13,000 of which are in the Tyneside area. This means that in the North East, we support one in 81 jobs, while in Tyneside we support one in 34 jobs. Similarly, the number of jobs that we support has continued to grow over the last five years. We are proud to have committed to the North of Tyne Combined Authority's Good Work Pledge.

In addition, our student and visitor spend give an important boost to the economy. Student spend in the North East supports a contribution to GDP of £276 million, while the visitors we attract to Tyneside and the North East contribute £26 million. Our international students support a further £123 million contribution UK GDP.

## Post-pandemic recovery and growth

Inevitably, we anticipate that the economic challenges posed by the Covid-19 pandemic will temporarily reduce our contribution to GDP, particularly as local spend in our city and region will be vastly reduced with our students and staff working remotely and with visitor numbers having significantly fallen.

However, we are confident that as the country begins to normalise after the pandemic, our economic contribution will recover and, indeed, continue to grow both in our region and nationally. We remain committed to working closely with our local communities, businesses and policymakers to ensure that we continue to have a positive impact on our city, our region, and beyond.

Oxford Economics' prediction suggests that our contribution to British GDP will increase to £1.04 billion in the 2022/23 academic year.

Our commitment to social value throughout our procurement and employment practices means we are also maximising our contribution to the local economy.

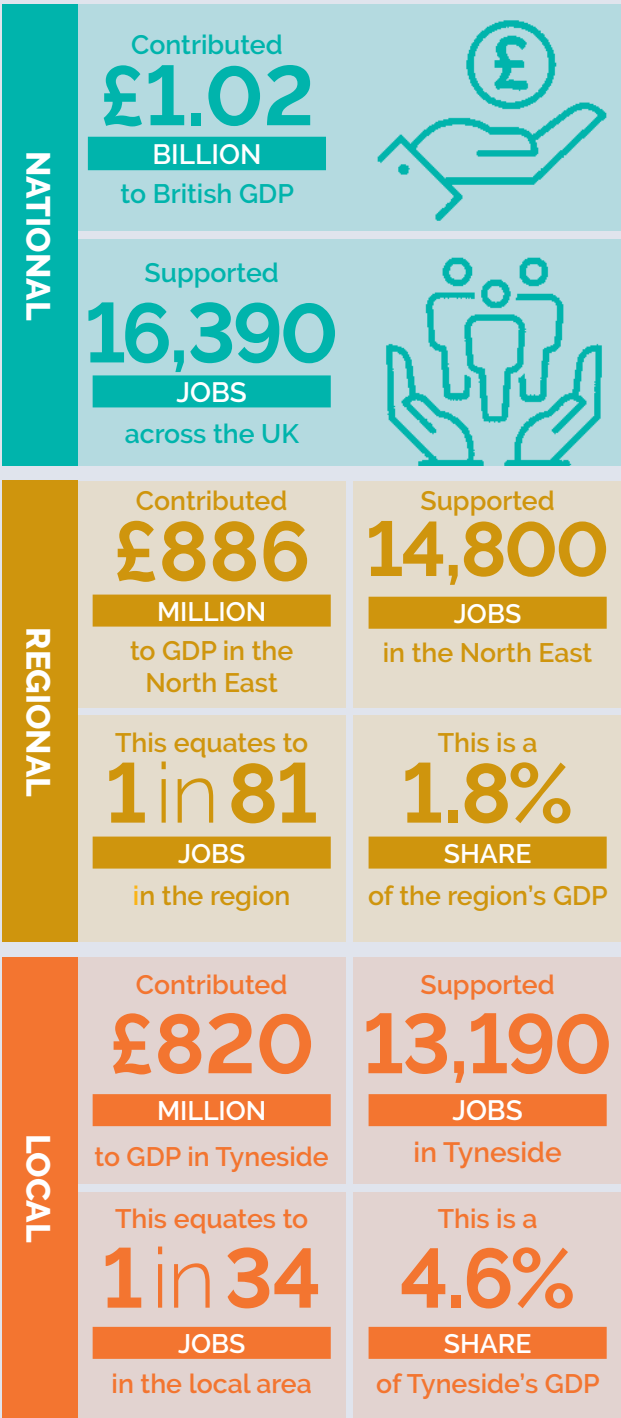
## Calculating our economic contribution

An independent analysis of our direct, indirect and induced contribution was carried out by Oxford Economics (OE) in 2021 and is based upon our 2019–20 financial year.

The analysis revealed that in 2019–20, the University's gross value-added contribution to GDP was £1.02 billion.

- Direct impact is defined by OE as the economic activity generated by the University itself, and in the businesses supplying goods and services where students spend their money.
- Indirect impact is the economic activity generated through supplier purchases made in order to fulfil University, students and their visitors' orders.
- Induced impact is the economic activity supported as the University, its suppliers and those serving students and visitors pay wages to their staff, which are onward spent in the local consumer economy.

OE's estimate for the gross value-added contribution to GDP generated by Newcastle University is calculated on the sum of surplus and gross staff costs for our Newcastle campus only (ie excluding Malaysia or Singapore). This approach is consistent with the principles of national accounting. Direct employment is the headcount of University staff, excluding non-payroll staff, such as contractors.





# Our students and the region



## Our student community gives an invaluable boost to the region's economy.

As an internationally renowned Russell Group University, we attract large numbers of students from across the UK and around the world. The majority of the economic impact from student spending, therefore, is generated by full-time students who are originally from outside the city and the region. Their economic contribution is more than matched by the cultural enrichment and vibrancy they bring to the local communities where they live.

Our students also contribute to our region through their entrepreneurial enterprises, supported by our Careers Service. Their innovative start-ups attract further investment to the region, whilst supporting existing and creating new jobs. Newcastle students also participate in a number of volunteering programmes. NEST (North East Solidarity in Teaching) is one such area of student-led activism which works to support refugees and asylum seekers across the region.



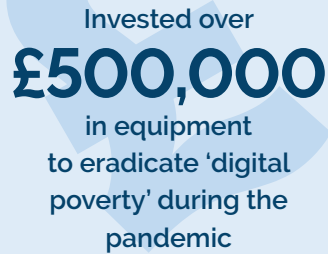
# Supporting all students to succeed

## We are a national leader in widening participation for students from disadvantaged backgrounds.

The North East region traditionally has one of the lowest rates of progression to higher education in the UK and through our extensive programme of outreach to students and staff in schools and colleges nationally, we work with our partners to address these deep-seated challenges in educational aspiration and attainment.

Our flagship PARTNERS widening participation programme, in its 20th year of successful operations, is open to students who fulfil widening participation eligibility criteria, offering lower offers and a programme of support from application to graduation and beyond.

We lead Realising Opportunities, an award-winning national fair access scheme involving 14 research-intensive universities. The North East Raising Aspiration Partnership is a collaboration of the five universities in the region, working to increase the progression of underrepresented groups into higher education. The North East Uni Connect Programme, a large and ambitious partnership of universities and further education colleges in the North East region, is also creating a step change in the rates of progression to higher education.





## Social and environmental justice

**We are committed to creating a fairer and more just society and taking action to address the climate emergency.**

### Social justice

Our social justice work is about addressing the unfair outcomes that result from the coming together of social inequalities and institutions. This work cuts across all that we do – our research, our education, our global activities and our engagement with partners in the community and voluntary sector and in local authorities.

Consistent with our core value of social justice, in 2019, we took the decision to pay the Real Living Wage. The University is now an accredited Living Wage Employer, meaning that we have demonstrated our commitment to paying a fair wage not only to our own employees, but also to contractors who work regularly on our premises. With Tyne and Wear Citizens, we received a 2021 Champions award from the Living Wage Foundation for having successfully campaigned and grown the living wage movement.

As part of our commitment to equal access to higher education, we offer a number of Sanctuary scholarships to enable students from asylum-seeker and refugee backgrounds to progress to higher-level study. In June 2021, we were awarded University of Sanctuary status for our long-standing commitment to providing a welcoming place of safety for people fleeing violence and persecution.

Most recently, in response to the growing crisis in Ukraine, we have committed to a partnership with King's College London, other universities and Citizens UK to support the Government's Homes for Ukraine scheme. Through CARA (the Council for At Risk Academics), we will continue to identify opportunities to assist academics threatened in the current conflict.

Our Social Justice Advisory Group steers our strategy and includes representatives from the voluntary, community and social enterprise (VCSE) sector and local authorities, as well as academic and professional services staff and students.

In 2020–21, we funded projects which included enabling community organisations to help develop our engaged learning offer and support for an oral histories project around Covid-19 mutual aid groups. The University also supported The Millin Charity, which provides holistic support services for women in Newcastle and Gateshead, to develop their business-to-business marketing and the Everyday Islamophobia project which seeks to implement community projects and campaigns to tackle Islamophobia and build bridges between groups.



*'Across our institution, our climate change commitments are now becoming embedded in everything we do, from our focus on the UN Sustainable Development Goals in our research and education, to the work with our partners that is influencing regional, national and international policy. This work is also rooted in equitable partnership working, locally and globally. It is for me the very best of what a university can be and do working together to respond to urgent global challenges.'*

**Professor Julie Sanders, Deputy Vice-Chancellor and Provost**

### Environmental justice

We have real potential to shift mindsets, influence lifestyle choices and instil sustainability values and green skills into the leaders of tomorrow.

In 2019, and informed by the views of the University's students and our own leading research, Newcastle University declared a climate emergency. Joining organisations in the UK and all over the world in doing so, we've since expanded our core value of social justice to embrace environmental justice as well. Then, in March 2021, we announced that we would forward our target for net zero carbon dioxide to 2030, accelerating our previous commitment by a decade, which acknowledges the seriousness and scale of the need for action now.

We are committed to supporting the aims of the United Nations' Sustainable Development Goals and to embedding action on the goals across all areas of our activity. In recognition of this, we were ranked first in the UK, and eighth in the world, for sustainable development in the *Times Higher Education (THE) Impact Rankings 2022*.

We recognise the threat that the climate crisis poses and that we must play our part in addressing

this. In 2021, we launched Phase I of our own Climate Action Plan, which builds on our previous sustainability work. This includes our broad range of degrees which address environmental sustainability and our climate emergency research across many different sectors. It also involves activities and events to raise awareness of the climate emergency, collaborations and partnerships across the city and region and investment in our buildings and facilities.

**“Newcastle University's position in the world top 10, and as number one in the UK, is an outstanding achievement. One of Newcastle's great strengths is in SDG 11 – sustainable cities and communities – so the University stands out as a truly civic university, producing world-class research to the benefit of all, but with a clear commitment to serving its local community too. That's a wonderful social purpose.”**

**Phil Baty, Chief Knowledge Officer at THE**

**1<sup>st</sup>**  
in the UK for sustainable development in the *Times Higher Education Impact Rankings 2022*

**8<sup>th</sup>**  
In the world for our impact towards the UN SDGs by the *THE Impact Rankings 2022*

We are working to meet our target of  
**Net Zero**  
by 2030

**21<sup>st</sup>**  
and awarded First Class in the *People and Planet University League 2021*



# Delivering Net Zero

In the race to tackle the climate crisis, we are taking a whole-University approach to discovering and implementing ways to achieve ambitious – but crucial – net zero targets.

## Solutions-based research

Our researchers are at the forefront of research which is driving forward carbon neutrality and a Net Zero economy, exploring methods of harnessing technology to drive solutions to whole energy systems: heat decarbonisation; hydrogen production and storage; carbon capture; energy storage and low-carbon transport. Our experts are working across disciplines on the transition to affordable clean energy and to understand future supply and demand.

We are harnessing the potential of hydrogen as part of the green energy revolution and developing the electric vehicles and transport systems of the future. A new Centre for Systems Integration of Hydrogen and Alternative Liquid Fuels will undertake world-leading research that will help enable the future take-up of greener, hydrogen-based fuels in the UK.

## Partnerships

Newcastle was the first city in the UK where the City Council, University and NHS Trust all declared a Climate Emergency and our collaborative work now includes a Net Zero Task Force (NZTF) building upon existing and new partnerships to meet the City's net-zero target.

Newcastle University is also part of the N8 Research Partnership on Net Zero North, whose work includes accelerating the adoption of existing technologies, supporting innovation, developing skills, and engaging with business.

Our leading role in Driving the Electric Revolution (DER) and investment through companies such as Britishvolt positions the region as the leading location in the UK for battery technology and electrification. We also work closely with our partners in the North of Tyne Combined Authority, industry, colleges and the Offshore Renewable Energy Catapult (OREC) to maximise the innovation and skills opportunities.

## Education

The University hosts debates on the opportunities of a green economy and tackling carbon emissions. Newcastle Debates panels include academics, students, politicians and leading figures from industry and help address how we mitigate the impact of climate change. Our INSIGHTS public lectures and the Newcastle Student Climate Change Summit also showcase the power we collectively have to develop innovative, sustainable routes to net zero.

Currently, the University also offers over 20 part-time and full-time undergraduate, postgraduate research and PhD programmes that are available within the realm of environmental sustainability, and 100+ compulsory or optional modules for students to explore. The University also has launched a Climate Leadership Scholarship scheme.

## Leading by example

The University's 10-point Climate Action Plan demonstrates leadership in this field and is critical to achieving our target of Net Zero carbon dioxide emissions by 31 July 2030.

The plan commits to taking action to reduce emissions associated with all University activity including capital goods, procurement and origin and use of energy. We are also working towards minimising the environmental impacts of business travel and promoting sustainable travel options to and from campus.

Our Climate Action Plan also challenges us to reduce carbon emissions associated with our endowment investment portfolio, whilst reducing volumes of waste and to recycle or recover wherever possible. Through our research and education, we are expanding our existing education for sustainability and increasing opportunities to educate students and colleagues on the climate crisis.



## Responding to the challenges of Covid-19

**Within a few short weeks early in 2020, the onset of the pandemic turned lives upside down in a way that none of us could have foreseen. Our students and colleagues were among the first people to step up to volunteer their knowledge and skills towards the global effort to combat Covid-19.**

### Supporting our community and the NHS

In response to the request from the Secretary of State for Health and Social Care to add vital capacity in our hospitals, 295 of our medical students graduated five weeks early to enable them to begin their careers as doctors, providing much-needed capacity for a National Health Service (NHS) that found itself stretched to the limit.

A team of fourth-year and final-year students set up the North East group of Medical Students Helping Hands, the national volunteering initiative that provided practical help with childcare,

shopping, and in some cases animal care, for overstretched health workers, while our Computer Science students volunteered to support NHS IT helpdesks.

Launched in January 2020, just before the pandemic took hold, our award-winning Newcastle University First Responders provide vital support for the North East Ambulance Service (NEAS), responding to patients dialling 999 in the Tyneside area. The team of medical student volunteers, who have all undertaken intensive training with NEAS, attend the most

severe categories of calls and respond to immediate life-threatening emergencies to patients.

During the UK's Covid-19 vaccine roll-out, the team were trained to work at one of the region's busiest vaccination hubs. Working under the direct supervision of a GP, the First Responders administered tens of thousands of vaccines at the Parks Centre in North Tyneside.

Colleagues from our Faculty of Medical Sciences worked in the Covid-19 screening facility in one of our hospitals, while our design engineers began to manufacture ventilator components using 3D printing. We also worked closely with Newcastle's Connected Voice to build an online system to support Citylife Line, which connected volunteers to over 60,000 of the most vulnerable people in the city.

Our Estate played its part too, offering free accommodation for healthcare professionals in University Halls of Residence close to one of our major hospitals, and providing free car parking on campus, while our maintenance team acted as emergency cover for the team at the Royal Victoria Infirmary.

The University also provided free online courses for carers of people with dementia, helping to reduce isolation during current restrictions on social activities, and our academics shared online ideas to support parents with home schooling.


### Research with impact

Researchers across all three of our Faculties mobilised, redirecting their expertise towards developing rapid diagnostics and targeted experimental therapy for Covid-19, providing solutions as the crisis unfolded and informing government policy on the consequences of Covid-19 restrictions.

At the height of the pandemic, we worked with partners to help develop new therapies for the virus. Our experts studied the way the virus affects the body's immune system, helping to scale up and speed up the development of better diagnostics, treatments and vaccines. Other wide-ranging studies provided a vital insight into how vulnerable groups coped with life in lockdown, examined the profound impact on the lives of people who lost their sense of smell as a result of Covid, and how sewage monitoring could provide an early warning of future outbreaks.

Meanwhile, as we emerged from lockdown, experts from the University's Urban Observatory, the National Innovation Centre for Data and the Research Software Engineering team, linked up with the city council and NE1, the city's business improvement district, to launch 'howbusyistoon', a website to help people feel confident returning to the city centre. Using real-time information routinely gathered by the Urban Observatory about footfall in the city centre, the website showed how easy it was to social distance in the city centre at any given time.



  
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medical students  
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**Our Computer  
Science**  
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Our research helped  
to develop better  
**diagnostics,  
treatments  
and vaccines**

  
**60,000**  
vulnerable people  
supported by  
**Citylife Line**



## Research with Impact

**Our researchers are developing solutions to some of the most pressing problems facing the world today.**

With an annual investment in research of some £200 million and a 3,000 strong community of research-active colleagues dedicated to responding to large-scale societal needs, we are helping to make the world a better place.

From developing ground-breaking treatments for life-threatening diseases, through artificial intelligence to using technology to connect children with the past, our world-leading research touches the lives of people of all ages.

### Developments in health technologies

In recent years, our experts in drug discovery have been responsible for bringing two new cancer treatments to market: Rubraca, for the treatment of adults with ovarian cancer, and bladder cancer drug, BalversaTM. In 2021, scientists studying high-risk neuroblastoma – a common childhood cancer – made a major breakthrough, identifying a genetic marker that could lead to a cure for some youngsters who would not otherwise survive the condition.

Elsewhere, our clinicians, engineers, designers, and software experts are developing digital health technologies to support ageing and multiple long-

term conditions with the aim of delivering direct benefits for patients, the public, and health and care systems.

### Big data science

A new £1.3 million Centre for Doctoral Training in the field of data intensive science is cementing the region as a major hub for space, data science and the digital industries. Run in partnership with Northumbria University, and working with over 40 industrial partners in the North East, nationally and around the world, the Centre – which will be known as NUdata – is poised to help make the UK a leader in artificial intelligence and data science. The Centre will train 21 PhD students over the next six years.

### Safeguarding our heritage

Developed in collaboration with our partners at the Vindolanda Trust, a new video game, The Missing Dead, is transforming how children learn about life on Hadrian's Wall. Using archaeological evidence excavated from the site, the game uses 2D, hand-drawn animation in a comic-book style to recreate Vindolanda Roman Fort as it would have been in around 230AD.

Meanwhile, supported by more than 200 volunteers, our archaeologists are helping to save the 1,900-year-old UNESCO World Heritage Site for future generations, training people in specialist skills such as digital surveying and terrestrial laser scanning, as well as conservation and geological work.

To find out more about our world-leading research, visit: **[from.ncl.ac.uk](http://from.ncl.ac.uk)**



## Our Engagement & Place Strategy





# Responding to the needs of society



**Professor Jane Robinson, Pro-Vice-Chancellor for Engagement and Place, explains why now, more than ever, as we begin the long road to recovery from the pandemic, universities need to proactively demonstrate their relevance to their localities and communities and to work alongside partners to play their part.**

The government's flagship Levelling Up White Paper, published in February 2022, set out a plan to transform the UK by spreading opportunity and prosperity to all parts of the country.

Crucially, it provides a platform for universities to work together with government and our local partners to build our understanding of what matters to the communities we serve and empowers us to play our part in supporting a more just and inclusive society.

As a major anchor institution in our city and region, the significance of 'place' and the importance of our relationships with local partners to the contribution we can and do make, is the focus of the University's Engagement and Place strategy.

The strategy is a bold statement of intent to demonstrate how our research and education, and the way we operate, add value and help to bring about real change and benefit for society.

It sets out our commitment to channelling our strengths in research and innovation towards bringing about sustainable and inclusive economic growth.

By championing inclusive education, we are supporting social mobility and addressing the skills gap needed to sustain the future economy. We recognise that to genuinely play a role in a more inclusive economy, we need to connect the research that drives innovation with the skills pathways that enable local people to benefit from the jobs created.

We aim to ensure that our research and education is contributing the solutions-focused approach the government needs to bring about effective policy change through which to drive the UK's post-pandemic economic and social recovery.

*“ Only by working with our partners locally, nationally and internationally will we succeed in understanding need, learning from one another and co-create solutions that will deliver mutual benefit. ”*



## Our Engagement and Place Strategy

As a leading Civic University, we exist to benefit society working with our partners and supporting our communities to bring about sustainable and inclusive economic growth. It is a commitment that lies at the heart of our aspiration to be a people-focused University that harnesses academic excellence, innovation and creativity to provide benefits to individuals, to organisations, and to society as a whole.

The diagram below represents our Engagement and Place Strategy and the mechanisms through which we ensure that societal benefit is embedded in our core activities of research and education and in our operations.

We do this by delivering programmes to support inclusive and sustainable economic growth, health, wellbeing and social justice, cultural richness, inclusive education and lifelong learning, global to local connections, and evidence-based policy making.

We know we cannot do this alone. Only by working with our partners locally, nationally and internationally will we succeed in understanding need, learn from one another and co-create the solutions that will deliver mutual benefit.





## Our Engagement & Place Strategy

**Our Engagement & Place Strategy is designed to improve the economy, health, social wellbeing and cultural richness of the places in which we operate. Our place-based aims are delivered across six key areas.**

### Health, Wellbeing & Social Justice: Levelling up the North

The pandemic hit the country unevenly, with a disproportionate effect on the North of England, vastly worsening existing regional health and economic divides.

Work being led by Clare Bambra, Professor of Public Health, Population Health Sciences Institute, is addressing the health inequalities across the region. As part of the Northern Health Science Alliance, her research into the economic impacts of the pandemic found that the consequential lost productivity in the North came at a cost to the British economy of almost £7 billion. A follow-up report found that people living in the North were more likely to die from Covid-19, with those living in the region also experiencing a larger drop in mental wellbeing.

*Levelling Up Health: A practical, evidence-based framework*, published last year, commissioned by Public Health England and published jointly with colleagues at the University of Cambridge, provides a practical, evidence-based framework on how we can level up health with our research.



### Economic: Support for business

Engagement and collaboration with our regional economy is a vital part of our strategy to support business growth, increase regional productivity and encourage inward investment whilst understanding the future needs that will benefit our regional economy.

Our range of initiatives are designed for the varying needs of our commercial partners, from large corporations to SMEs, developed specifically for the places in which we operate. Through programmes such as Arrow and Northern Accelerator, we are in a strong position to support business innovation and growth, attract venture capital and position the North East as a test-bed for innovation. This includes the digital and creative sector, advanced manufacturing, health and life sciences, and subsea, offshore and energy technologies.

### Culture: Wor Culture

We facilitate Wor Culture, a unique forum for discussing issues relating to the culture and creative sectors in the North East, which in turn contributes to shape its future.

In spite of the pandemic, we welcomed a network of 430 attendees across 11 events over the 2020–21 academic year, including participants from the arts, academia, cultural venues, independent arts organisations, freelancers, funders and local authorities.

These accessible and inclusive events and their themes are driven by the dynamic and strong network the programme has formed across the region.

### Local-Global: Our Global Challenges Academy

Our Global Challenges Academy reflects our commitment to working across borders and academic disciplines to help address many of the multifaceted development challenges facing our world today.

The award of two Global Challenge Research Fund Hubs enables us to tackle some of the most pressing water challenges the world is facing, including our work on deltas in delta-specific contexts such as India, Bangladesh and Vietnam. We are also addressing water security in Malaysia, India, Colombia and Ethiopia.

Elsewhere, we are informing guidance and recommendation for future nutrition programmes in the Philippines, Bangladesh and Guatemala where young people are at risk of vitamin A overdosing. Another of our Global Challenge networks brings together public health organisations, academics, clinicians, arts activists and NGOs to explore the use of arts interventions in tackling HIV-stigma in South Africa, Malawi, Zambia and Zimbabwe.

### Lifelong Learning: Skills Pathways

Our degree apprenticeships ensure that we are providing students equipped with the skills and capabilities that match employers' business needs. We launched our first suite of degree apprenticeships in September 2019 and to date just over 100 apprentices are enrolled on one of our advanced and degree apprenticeship programmes.

We have recently agreed to expand our partnership with Newcastle College Group (NCG) to include Education Partnership North East (EPNE) and the Offshore Renewable Catapult, linking HE and FE to work with employers towards meeting local skills needs.

Proactive engagement between the University and employers ensures our apprenticeships are shaped to meet businesses' demands. The development of two new apprenticeships, due to commence in September 2022, is in direct response to regional demand. The region's NHS Trusts and Health Education North East are proactively involved in the development of the Level 7 Research Scientist programme, while a Level 6 Product Design and Development Engineer apprenticeship is being designed to address the higher-level skills and knowledge needed by the region's rapidly growing battery technology industry.





## Policy: Shaping the debate

Connecting our experts with elected representatives, policymakers and civil servants with responsibility for developing policy is an integral part of the University's civic mission and a measure of our positive impact on society.

By aligning our key areas of research strength with the government's emerging priorities, including levelling up, post-Covid economic recovery, Net Zero and the green economy, we aim to position the University as a provider of research-based, solutions-focused evidence to support regional and national policy development.

Experts from our Centre for Energy and National Centre for Energy Systems Integration (CESI) are working with officials from the Department for Business, Energy & Industrial Strategy on the benefits of a whole systems energy approach, the role of hydrogen and the development of a hydrogen economy. This includes leading the recently announced Centre for Systems Integration of Hydrogen and Alternative Liquid Fuels.

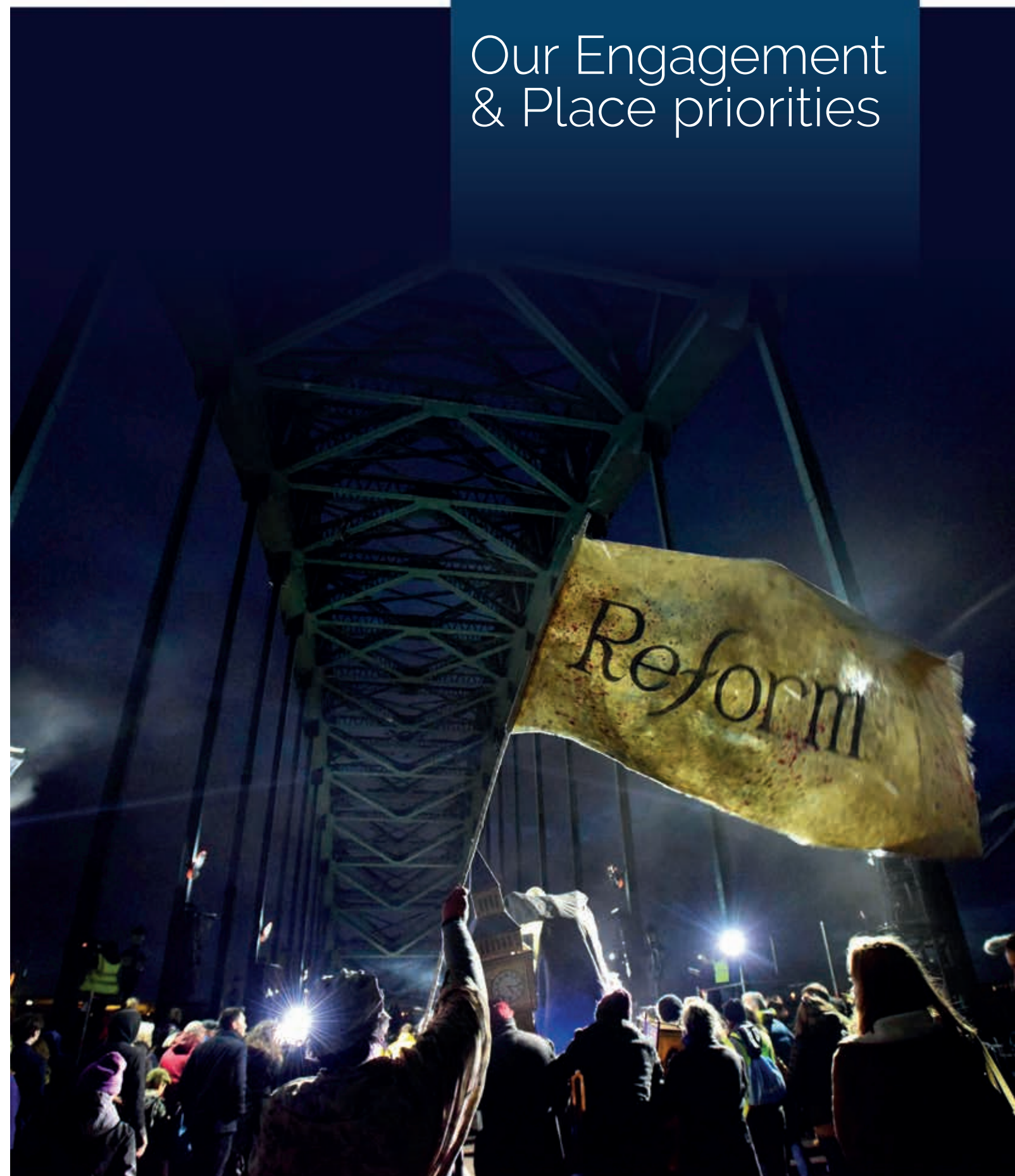
Within the area of future mobility, we are working with partners across the region to identify ways to drive future transportation innovation not only in our region, but also across the UK, whilst positioning the North East as the place to invest in transport innovation.

Our experts in the National Innovation Centre for Data (NICD) have also been advising and contributing to strategies being developed by the Department for Digital, Culture, Media & Sport, including proposals for improving data literacy skills throughout the regions and supporting the National Data Strategy Mission 1 Policy Framework.

Our Policy Academy Fellows Programme supports staff from across the University who are keen to develop their knowledge of how their work might inform policy, and to better understand the UK policy agenda.



## Our Engagement & Place priorities





# Engagement & Place priorities 2022-25

**Our Engagement & Place Strategy sets out our priorities for the next four years. Through our strengths in research and innovation we will support sustainable and inclusive economic growth. Our approach to Inclusive Education and Lifelong Learning will help support social mobility and the higher-level skills needed for the future economy. Our research and education will also support evidence-based policymaking and impact working with partners locally, nationally and internationally.**

**To support the realisation of these ambitious goals, we have identified 10 key initiatives, from major capital developments to city and region-wide partnerships with health and education providers, the business and cultural sectors, and local, national and international partner organisations.**

## Collaborative Newcastle

Through the Collaborative Newcastle Universities Agreement, we're bringing together the world-leading expertise and collective 'power' of Newcastle and Northumbria Universities – more than 10,000 staff and 50,000 students – to support the health, wealth and wellbeing of people living in Newcastle and the wider region.

Examples include Net Zero Newcastle, where we're working to reduce greenhouse gases by improving the sustainability of our operations and supporting the delivery of the Newcastle Net Zero Action Plan.

One of only eight Academic Health Science Centres in the UK, Newcastle Health Innovation Partners is committed to discovering, developing and delivering new solutions in healthcare to

address health inequalities and improve the health of people living in the North of England.

Through our Civic University Agreement with Northumbria University, we have made a long-term commitment to an Into University Centre in the East of Newcastle. The Centre provides free after-school academic support sessions to 7- to 18-year-olds from schools where 78% of children receive free school meals. We're providing aspiration-building workshops and a mentoring programme delivered by current University students and professionals. Once fully established, the Centre will work with more than 1,000 students a year.



## Maximising opportunities for impact through our strategic sites

Through the development of our major strategic sites, Newcastle Helix and the Campus for Ageing and Vitality, we are transforming not just the landscape of our city, but the lives and future prosperity of our local communities.

In partnership with Newcastle City Council and Legal and General, we are leading the development of Newcastle Helix. To date, more than £350 million has been invested in the site, making it not only the UK's largest urban development outside London, but also the only city-centre quarter of its kind in the country.

By co-locating our world-leading research and technological advances alongside global businesses on Helix, we are writing the next chapter in our region's enviable history of world-changing invention and innovation.

Already, Helix has seen the creation of more than 2,300 jobs across 60 different organisations. Home to our Urban Sciences Building and our three National Innovation Centres in Ageing, Data and Rural Enterprise, as well as 11 University spin-out companies and a district energy scheme that will save more than 30,000 tonnes of carbon emissions, Helix is a

living laboratory where projects can be run at scale and in real time.

Further to the west of the city centre, we are developing the Campus for Ageing and Vitality (CAV), a 29-acre site that will be a global exemplar for healthy ageing, enabling people to live better for longer.

Building on more than 20 years of investment and world-leading research, CAV will bring together leading academics, industry, public sector and local communities to co-create solutions to complex challenges of ageing population and maximise the economic opportunities of global longevity economy.

CAV will be the flagship for development in Newcastle's ambition to be a city for all ages, creating a new neighbourhood in the West End of the city; an integrated, mixed-use site providing inter-generational living in a sustainable and attractive urban environment.

Elsewhere, we are working with Britishvolt and other partners in Blyth and supporting the Energising Blyth vision, focusing on innovation and skills development linked to renewable energy.

*This image is not representative of the proposed developments but rather shows the aspirations of the CAV site.*





Developing skills and Lifelong Learning

Connecting the research that drives innovation with the skills pathways that enable local people to benefit from the jobs it creates is vital if we are to genuinely play a role in a more inclusive economy. Through our partnership Energising Blyth, we are working with schools, colleges, employers and local government in South East Northumberland to connect our research capabilities in battery technology and renewable energy with a programme to support upskilling and reskilling of local people of all ages and backgrounds.

As part of a wider approach to developing skills to support the green economy, we have set 'electrification' (in the widest sense) as a

strategic research, education and skills priority. To build talent for the growth of the North East power electric machines and drives (PEMD) supply chain, we are working with other education providers and employers to establish an Institute of Electrification and Sustainable Advance Manufacturing (IESAM). This approach recognises the demand generated by planned investment from companies such as Nissan and Britishvolt into the North East, which will create thousands of skilled jobs and reinforce the region as a global leader in electrification and advanced digital manufacturing. Our consortium approach builds on our experience leading the North East Driving the Electric Revolution Innovation Centre (DER-IC) and includes the North East Institute of Technology (NEIoT) and the other four regional universities.



Building Business Support – creating more and better jobs

“The UK’s universities and HE institutes, as well as institutions such as innovation catapults and knowledge transfer networks, help companies develop and commercialise cutting-edge products and services, boosting jobs, productivity, incomes and international competitiveness.”

(Government White Paper “Levelling Up the UK”)

Northern Accelerator was set up in 2016 to develop the ecosystem for creation of spin-out businesses from the North East’s five universities, strengthening the region’s knowledge economy and helping address regional imbalance by forming sustainable businesses that create more and better jobs. Newcastle University has a particularly successful track record of innovative spin-out businesses that support the growth of the life science sector in the North East of England.

One such success story is ground-breaking cancer diagnostics firm, AMLo Biosciences. The company’s first product, AMBLor, developed in association with a team of Newcastle University

scientists and clinicians, launched in the UK, USA and Australia in 2021. A pioneering test which reliably predicts the spread or return of melanoma - the most deadly form of skin cancer - it has the potential to save up to 2,000 lives every year as well as reassure thousands of others that their early-stage skin cancer will not progress.

Supporting social and environmental justice

Social and Environmental Justice – the distribution of society’s benefits and burdens – are core values of Newcastle University.

Our Social Justice Advisory Group brings together practitioners from the voluntary and community sector, local authorities, and academics and professional services staff at the University to inform the University’s strategy in relation to social and environmental justice.

The Advisory Group also manages the Social Justice Fund, through which we are developing a portfolio of successful relationships and projects co-created by the University and organisations in the voluntary, community and social enterprise sector.



Developing strategic agreements with our key cultural partners

We are leading initiatives to help make the region's creative economy more resilient by sharing academic expertise to enable the sector to be more innovative and help it grow.

Examples include the established partnership with Tyne & Wear Archives & Museums (TWAM), who manage The Great North Museum: Hancock on behalf of the University and the partnership between our Institute for Creative Arts Practice and artist-led organisation, The New Bridge Project, helping graduates to establish their creative enterprises in the region.

Creative Fuse North East – a unique partnership bringing together the North East's five universities – has supported hundreds of small businesses, helping to boost innovation, create jobs and attract additional funding.

We are also developing collaborative agreements with major cultural organisations including Seven Stories, Northern Stage, Opera North and Sage Gateshead. A new place-based MoU with the National Trust brings together experts from the organisation with our own researchers to develop mutually beneficial activity in support of strategic goals.

Supporting policy engagement

The University has a strong track record of providing evidence-based solutions to inform policymaking at regional, national and international level. We actively pursue a programme of strategic policy engagement focused on areas of our research strength that align closely with current government priorities, including in future transport, energy, Net Zero and health inequality.

With the North of Tyne Combined Authority, in 2021 we delivered the region's inaugural Green Economy Summit. Held virtually, the Summit brought together global experts, industry leaders, policymakers and community organisations to explore how our region can lead the charge towards net zero carbon and an economy powered by clean jobs and growth.

Through Insights North East, a partnership between the NHS, North of Tyne Combined Authority, Newcastle City Council, Newcastle University and Northumbria University, we aim to make our research more responsive to the needs of policymakers and improve links between the research and policymaking communities in the North East. Our partnerships are providing blueprints for other places both nationally and globally.



Sharing best practice nationally through the Civic University Network

The Civic University Network was set up to help universities fulfil their potential to drive positive social change in the places they inhabit. This national network, in which we are a partner and founder member, helps universities identify and enhance the ways we can work with our communities to build mutually beneficial relationships for the public good.

One of the network's main recommendations was that universities should create a civic strategy, rooted in a robust and shared analysis of local needs and opportunities, and co-created with local partners. Our Collaborative Newcastle Universities Agreement with Northumbria University follows the Network's Civic University Agreement model. Closely allied to the established Collaborative Newcastle partnership, it will shape our contribution to supporting the health, wealth and wellbeing of Newcastle residents, creating new opportunities and working together to shape the city's recovery from Covid.

Building our global place-based network

With strategic international partner, the University of Pittsburgh, we are developing an International Place-Based University Network. As post-industrial cities, Newcastle and Pittsburgh share many similarities in terms of their strengths, the challenges both cities face and the role of their universities in promoting innovation, economic development, cultural wellbeing and urban regeneration.

Through the co-creation of a series of annual virtual conferences, exchanges and collaborative research, we aim to share best practice in place-based activity. In 2021, the focus was on the role of universities as exemplars of community engagement, working in partnership to address the needs of people in their immediate locality. We are looking at how we can take a people-centred approach to engage with our places through community and student engagement and – importantly – how we measure our impact and demonstrate accountability to our communities and stakeholders.





Delivering Watermark Action and Knowledge Exchange Concordat Plan



In December 2021, we were proud to be awarded a Gold Watermark Award from the National Co-ordinating Centre for Public Engagement (NCCPE) in recognition of our outstanding commitment to public engagement.

The award of the Watermark is a great achievement, and it shows that we have made significant progress in recent years with strong leadership, robust governance and excellent relationships with our partners and communities. However, as we emerge from the intensity of the pandemic our engagement work is more important than ever in helping communities recover economically and socially. We are implementing a five-year action plan that details how we will deliver the commitments set out in our Engagement and Place Strategy.

By bringing together academics, industry, the public sector and citizens, we will step up to the many challenges ahead on a local, national

and global level. With key initiatives like the Collaborative Newcastle Universities Agreement, Newcastle Health Innovation Partners and our work around climate change, we are addressing current problems while keeping an eye firmly on the future.

Successful delivery of our Engagement and Place Strategy requires us to develop and maintain mutually beneficial partnerships with many stakeholders and communities. We have a vast number of research and educational partnerships across our city and region. As part of our commitment to engagement, we will be commissioning a new project to map out our impact across the region, to truly demonstrate our reach and the communities we serve.

Among our public engagement projects is Multiverse Lab. Developed with the aim of making communities' voices heard, including those under-represented in public engagement, it brings together the University, the NHS, voluntary sector and research partners to shape the future of health and social care research.

“The University has made authentic and long-term commitments to regional partners and organisations with ambitious plans for new infrastructure projects to transform the role and perception of the University in the city centre.”

Paul Manners, co-Director, NCCPE





“ Whether it's by educating tomorrow's leaders or finding solutions to humankind's greatest challenges, Newcastle University exists to benefit society. ”

Professor Chris Day, Vice-Chancellor and President

