

Reimagining local engagement

Or, two rants and some half-baked ideas

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“[REDACTED] contributes
£2 billion to the UK economy
(GVA) and supports the
equivalent of 74,000 full-
time jobs.”

— economic impact study for [REDACTED]

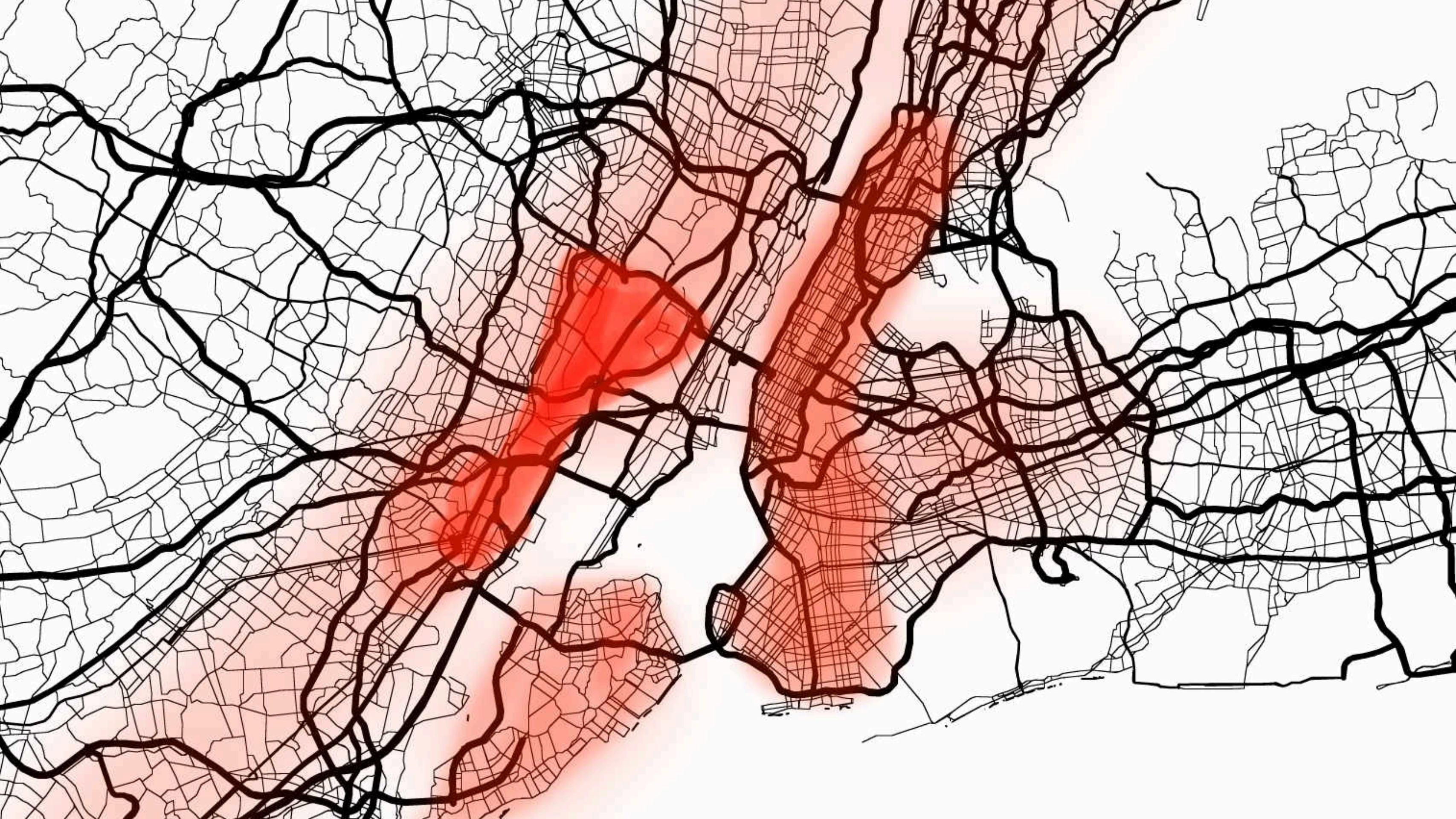


THE VALUE OF SHOOTING

The economic, environmental and social contribution of shooting sports to the UK
by Public and Corporate Economic Consultants (PACCEC)



**We can use heatmaps to
understand some of the
complexities of engagement**



“As a vibrant knowledge hub,
we have an important role to
play both locally and globally.

The university is a large
employer and economic
contributor in the region.”

— University of [REDACTED]

“We aim to build a clear and distinctive reputation for excellence through strategic engagement and communication with our regional, national and international communities.”

— University of [REDACTED]

“We will help the region
address its challenges and
opportunities while
incorporating its many
possibilities in education,
research and service.”

— University of [REDACTED]

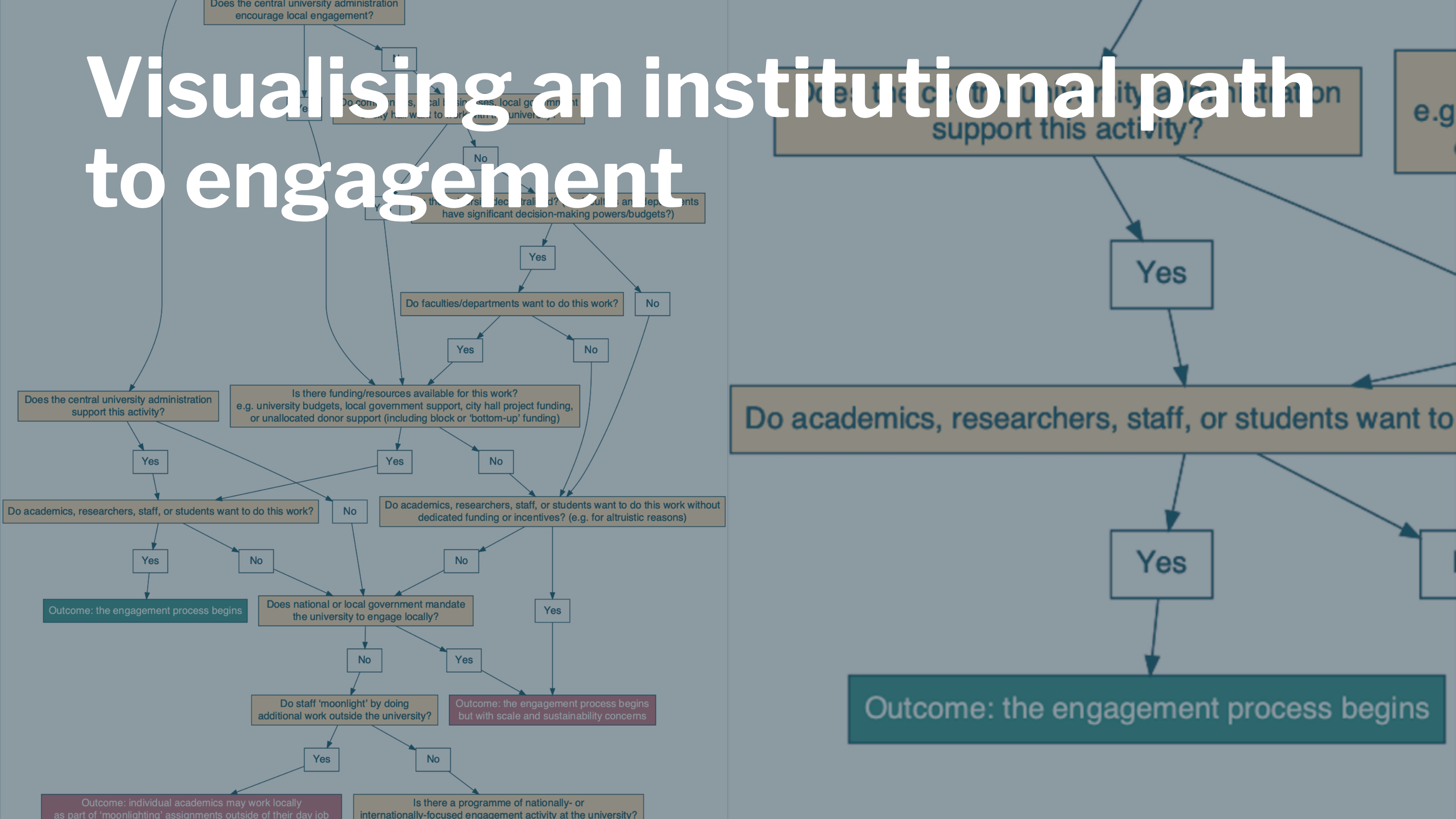
We will...

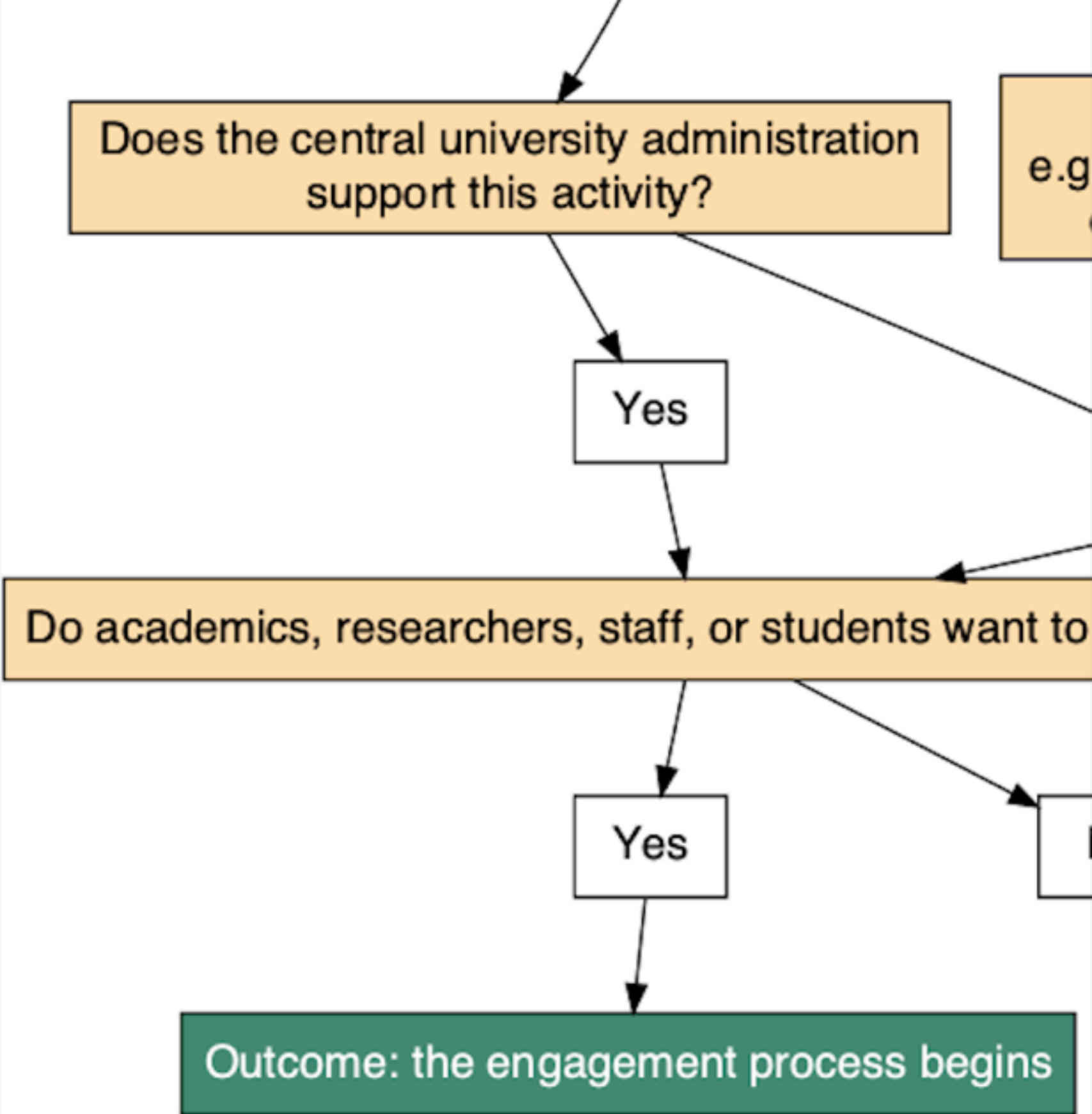
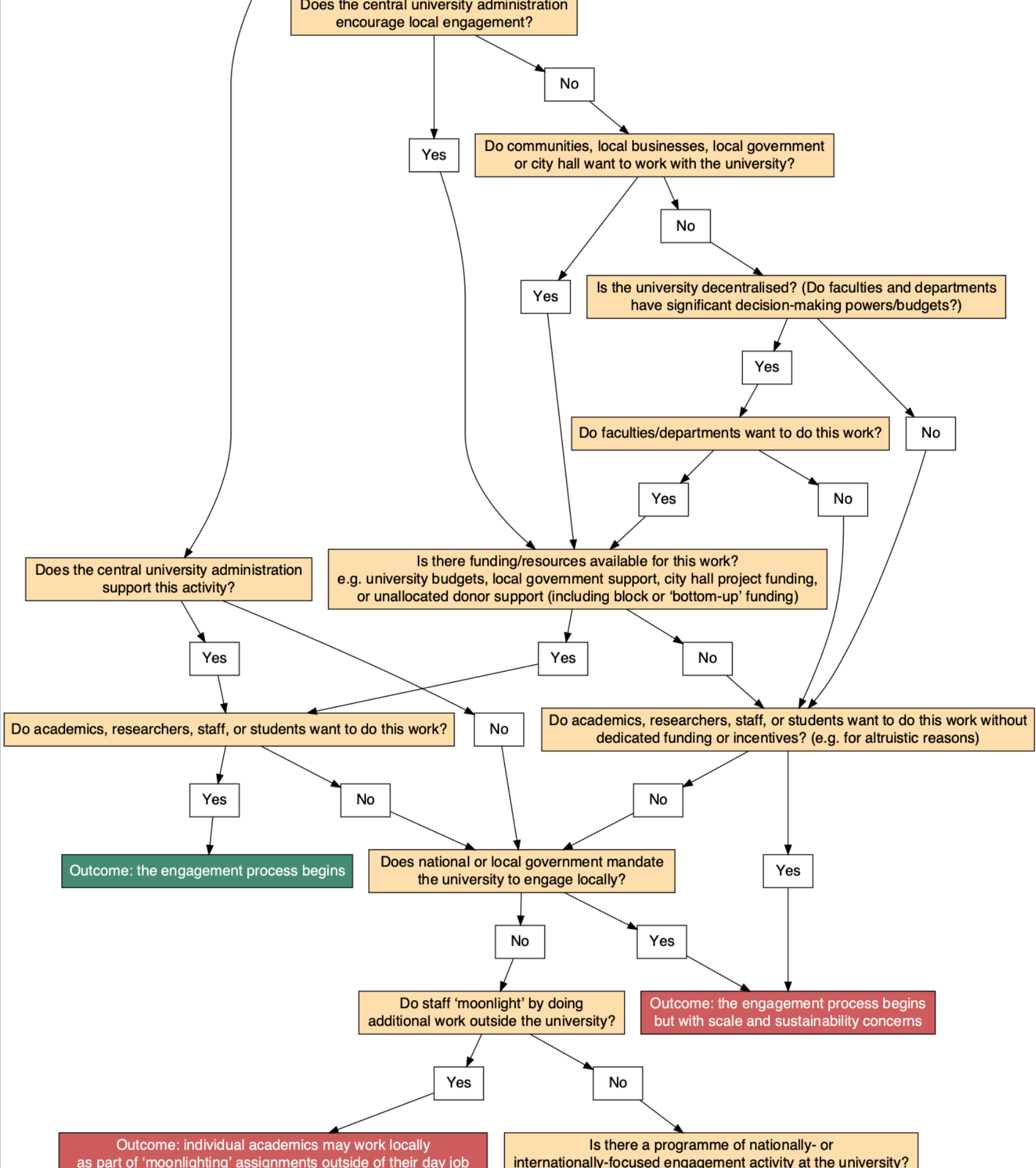
- Identify strategic partnerships that enhance our effectiveness and visibility
- Value diversity and promote equality
- Ensure our brand becomes synonymous with excellence
- Strengthen our commitment to social responsibility
- Put students at the heart of the university
- Value all staff and support them to excel

We will...

- Identify strategic partnerships that **weaken our effectiveness** and visibility
- Discourage diversity and **promote inequality**
- Ensure our brand becomes synonymous with **mediocrity**
- **Weaken** our commitment to social responsibility
- Put students at the **margins** of the university
- **Ignore staff** and discourage them from excelling

Visualising an institutional path to engagement





Extending local university engagement: twelve examples

[Link to report](#)

Levelling Up
Yorkshire and Humber:
**health as the new
wealth post-COVID**



Example 10

Starting point:

Academics and other specialists are involved in tackling local health challenges.

Extending activity:

Students and industry partners are also involved in designing and implementing responses. Work is done *with* rather than *for* or *to* communities. This work includes activity – such as citizen science – related to examining the social determinants of health, in particular things like improved housing.

Embedding activity:

There is a programme of work on anticipating and proactively responding to long-term challenges to health and wellbeing in the region, and communicating challenges and opportunities with partners within and beyond the region. A stronger focus on 'place' is promoted as a determinant of national research and innovation funding and activity. Regional partners should collectively make the case to attract greater investment in R&D and innovation funding for health.

Further reading

- Why most university impact studies are flawed
- Heatmaps: hotspots, coldspots and the bits in-between
- How to write an engagement strategy
- The six stages of engagement

Resources

- Visualising a path to local engagement
- Extending local university engagement: twelve examples of improving health outcomes

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