

# Goldsmiths Public Engagement Strategy and Implementation Plan 2018 - 2023

## Introduction

At Goldsmiths we are committed to creating change locally and globally, generating knowledge and stimulating self-discovery through creative, radical and intellectually rigorous thinking and practice.

We are committed to making our research, scholarship and practice come to life in the world, engaging a broad range of publics in a positive, mutually beneficial exchange of ideas in a socially conscious way.

Drawing on the Research Councils UK (RCUK) and National Coordinating Centre for Public Engagement (NCCPE) definitions, public engagement at Goldsmiths encompasses the different ways specific publics are engaged in a dialogue with the design, process and outcomes of our research, scholarship and practice, leading to benefits for all involved.

Goldsmiths is a place where theory and creative and professional practice are often interrelated, with a range of well-established applied, collaborative and socially engaged research methods employed across our academic Departments.

Drawing on these traditions and sector best practice, we nurture and embed a sustainable culture where researchers at all career stages are supported to undertake excellent public engagement fit for an environment of increasing public accountability.

## Strategic Aims:

1. To become internationally recognised for our innovative and effective approach to public engagement
2. To welcome, listen, trust and collaborate with the full range of publics and organisations
3. To develop a sector leading, sustainable culture of public engagement

## **1. To become internationally recognised for our innovative and effective approach to public engagement**

### **We will do this through:**

- a) Developing and supporting bespoke public engagement that catalyses significant, positive, demonstrable change both locally and globally
- b) Cultivating a reputation for innovative public engagement outside of higher education and becoming a partner of choice for prestigious organisations in other sectors
- c) Becoming recognised as a sector leader for innovative public engagement, shaping discourse and best practice across the UK and internationally
- d) Working towards the NCCPE Gold Watermark by 2023, and continuously benchmarking ourselves against sector best practice
- e) Formally embedding public engagement in our governance, policy, development, and reward and recognition structures

### **Proposed activities**

- a) Developing and supporting bespoke public engagement that catalyses significant, positive, demonstrable change both locally and globally.
  - i) Delivering targeted idea generation half-day sessions addressing specific external PE funding calls with national profile, including: The Wellcome Public Engagement Fund; Being Human Festival; ESRC Festival of Social Sciences
  - ii) Strengthening links with Research Services and advising on public engagement plans and pathways to impact sections of funding proposals, where appropriate
  - iii) Supporting the development of high-quality public engagement activities at all career stages through the internal annual Public Engagement Grants seed funding scheme, particularly those with the potential for international reach.
- b) Cultivating a reputation for innovative public engagement outside of higher education and becoming a partner of choice for prestigious organisations in other sectors
  - i) Initiating public engagement collaborations with community groups / civic organisations in order to build relationships and trust, raising the profile of our work and enhancing our reputation locally and regionally, by:
    - maintaining existing local networks and collaborations through contributions to local festivals

- initiating PE collaborations between local organisations and researchers through targeted idea generation half-day sessions [See 1. a) i)], grants [1. a) iii)], and where opportunities organically arise
- ii) Actively cultivating relationships with local and regional government bodies and initiating mutually beneficial public engagement collaborations by:
- Strengthening our existing collaborations with Lewisham Council, including contributing to Lewisham People’s Day and local heritage initiatives
  - Initiating collaborative activities with the office of the Mayor of London / London Assembly / GLA
  - Growing support and involvement of the Lewisham’s mayor, MP, and local councillors through relevant PE activities and our annual Awards ceremony [3 a) iv]]
  - Highlighting opportunities such as Parliament Week through our network of Department Public Engagement Representatives
- iii) Initiating public engagement collaborations with heritage / cultural organisations with a regional / national profile, such as:
- The Horniman Museum and Gardens
  - Imperial War Museum
  - Tate Modern (Exchange)
  - Goldsmiths CCA
- iv) When approached by for prestigious organisations in other sectors, being flexible and responsive enough to initiate positive relationships and mutually beneficial PE activities.
- c) Becoming recognised as a sector leader for innovative public engagement, shaping discourse and best practice across the UK and internationally
- i) Aligning our internal Wardens Annual Public Engagement Awards criteria with the bi-annual NCCPE Engage Awards, leading to being nominated, shortlisted, and potentially winning awards [3. a) v]]
- ii) Academic and professional services staff contribute to relevant academic and public engagement focused conferences and publish in academic / professional publications and journals
- iii) Academic and professional services staff contribute to and consult on national PE guidance and culture change activities at other HEIs
- d) Working towards the NCCPE Gold Watermark by 2023, and continuously benchmarking ourselves against sector best practice
- i) Undertaking an annual review of Goldsmiths’ culture change journey against the NCCPE EDGE Tool criteria, with progress identified on a twenty-point scale

- ii) Review uptake and viability of initiating the NCCPE Watermark process

## **2. To welcome, listen, trust and collaborate with the full range of publics and organisations**

### **We will do this through:**

- a) Initiating active partnerships and collaborations with external organisations such as schools, galleries, museums, community groups, local businesses, funding bodies and government agencies, and our students
- b) Building trust, consulting with and engaging our neighbouring communities in dialogues with our relevant research, practice and scholarship, and more broadly to identify and address their needs
- c) Making our campus welcoming and accessible to all, developing activities, interventions and exhibitions that maximise the flow of knowledge and ideas between Goldsmiths and visiting publics
- d) Securing a permanent, public space (e.g. a shop) located in our local community to act as a hub for engagement activities of all kinds
- e) Formally embedding public engagement in our governance, policy, development, and reward and recognition structures

### **Proposed activities**

- a) Developing and supporting bespoke public engagement that catalyses significant, positive, demonstrable change both locally and globally.
  - i) See [1. a) i)] Funding bodies [1. b) i)] local community groups / civic organisations (1. b).ii)] local and regional government, [1. b) iii)] heritage / cultural organisations
  - ii) Involving the Goldsmiths community in shaping, sharing, delivering and evaluating our PE activities where realistic and appropriate, including students and alumni, by:
    - Working closely with the Development and Alumni Office to consult, involve and communicate with Alumni
    - Collaborating with relevant student societies on the design and delivery of public engagement activities
  - iii) Maintaining clear channels of communication with colleagues in the SRE Outreach team and academics in the Department of Educational Studies to identify opportunities to meaningfully engage schools and young people

- iv) Working with ethical local businesses both as suppliers and potential collaborators when delivering public engagement activities, while also maintaining open lines of communication with the Enterprise function
- b) Building trust, consulting with and engaging our neighbouring communities in dialogues with our relevant research, practice and scholarship, and more broadly to identify and address their needs
- i) See [1. a) i)] local community groups / civic organisations
  - ii) Maximising the reach of public engagement activities (Consultation / Participation) relevant to local audiences by collaborating with members of the Communications Team to ensure visibility in the local press, on social media, and in our community listings publication (The Forge)
  - iii) Consulting our local publics through ward assemblies, existing local government / civil society networks, and social media consultations where engagement plans have the potential to shape the knowledge commons in the broadest sense
- c) Making our campus welcoming and accessible to all, developing activities, interventions and exhibitions that maximise the flow of knowledge and ideas between Goldsmiths and visiting publics
- i) Working with colleagues across the institution to establish processes and principles to ensure our public event and exhibition spaces are appropriately managed and curated.
  - ii) Contributing to and sharing ‘what works’ learning and best practice guidance, training and toolkits for public event and exhibition spaces.
  - iii) Supporting and curating at least one intervention, installation or exhibition each year that brings a significant number of people to our campus and leads to demonstrable impacts.
- d) Securing a permanent, public space (e.g. a shop) located in our local community to act as a hub for engagement activities of all kinds
- i) Working with our Estates department and senior management colleagues, we will secure a permanent, public space (e.g. a shop) located in our local community to act as a hub for Goldsmiths engagement activities of all kinds

### **3. To develop a sector leading, sustainable culture of public engagement**

**We will do this through:**

- a) Developing a university-wide shared understanding of the diversity and value of public engagement, sharing insights and best practice across the institution and beyond
- b) Formally embedding public engagement in our governance, policy, development, and reward and recognition structures
- c) Providing opportunities for all academic staff and postgraduate research students to engage the public with their research, scholarship and practice
- d) Developing support structures and resources to equip researchers with the skills and knowledge to undertake excellent public engagement leading to demonstrable benefits for all involved
- e) Making public engagement self-sustaining by attracting significant external public engagement funding in the form of PE specific calls, while contributing to successful research grant proposals and potential impact case studies for REF 2021

## **Proposed Activities**

- a) Developing a university-wide shared understanding of the diversity and value of public engagement, sharing insights and best practice across the institution and beyond
  - i) Undertaking a bi-annual institutional public engagement survey to provide a comprehensive picture of progress towards our culture change goals at College and Departmental level
  - ii) Developing an annual programme of interactive public engagement training and development sessions built around concrete opportunities and targeted at specific groups of researchers. Cross-reference funding idea generation sessions [1. a) i)]
  - iii) Our network of Department Public Engagement Representatives meaningfully engages with the project, becoming champions of PE at Department level, sharing best practice and becoming a recognised as first contact points and for their expertise
  - iv) Using our internal Public Engagement Grants call, workshops, application and reporting process as a development tool to embed good practice and a shared understanding of the diversity and value of public engagement
  - v) Employing our internal Warden's Annual Public Engagement Awards nomination process and ceremony as a means to celebrate excellent PE at Goldsmiths, rewarding and recognising compelling examples of good practice and developing a shared understanding of the diversity and value of public engagement
  - vi) Public engagement activities, case studies, and opportunities feature in appropriate institution-wide communications. Cross reference [2. b) ii)]

- b) Formally embedding public engagement in our governance, policy, development, and reward and recognition structures
- i) Appointing an Academic Lead for Public Engagement, renewed annually, to represent and advocate for the PE agenda on relevant university committees.
  - ii) Formalising annual reporting from the PEAG to the REC and other relevant committees
  - iii) Ensuring Department Public Engagement Representatives are proactively advocating for the PE agenda at relevant Department fora, by Undertaking an annual review of the effectiveness of the Department Public Engagement Representatives as a mechanism for PE culture change based on discussions at the PEAG and formal / informal feedback from Reps
  - iv) Advocating for references to Goldsmiths commitment to public engagement to be explicitly referenced in relevant governance documents, such as the institutional strategy, Research and Enterprise Strategy, Communications Strategy, and Community Engagement Strategy. Review of strategies undertaken with references noted and opportunities for inclusion flagged. Where opportunities identified, relevant strategy owners will be approached at appropriate to explore how and when references could be included.
  - v) For the annual public engagement training programme [3. a) ii)] to be incorporated into and cross-referenced in HR / Graduate School development programme materials / communications
  - vi) See [3. a) v)] Warden's Annual Public Engagement Awards
  - vii) The inclusion of explicit references to public engagement in promotions criteria for academic staff at all career stages.
- c) Providing opportunities for all academic staff and postgraduate research students to engage the public with their research, scholarship and practice
- i) Developing and communicating opportunities to all academic staff and postgraduate researchers, by:
    - Developing opportunities, Cross-reference: External PE funding opportunities [1. a) i)], Internal seed funding Public Engagement Grants [1. a) iii)], Initiating external collaborations and becoming a partner of choice [1. b)], Curated programme for campus spaces [2. c) i)]
    - Communicating opportunities, Cross-reference: Circulating through Reps [3. a) iii)], Hosting on Goldmine [3. d) ii)], Featuring in Staff News [3. a) vi)]

- d) Developing support structures and resources to equip researchers with the skills and knowledge to undertake excellent public engagement leading to demonstrable benefits for all involved
- i) See [3. a) ii)] Public engagement training and development programme
  - ii) To annually review and enhance our suite of public engagement resources hosted on Goldmine, ensuring it provides all staff with key PE principles, practical tools and examples of best practice. To promote these resources through all contacts with academic stakeholders, including formal training sessions, the network of Reps, and in relevant communications
  - iii) See [3. a) iii)], [3. b) iii)] Department Public Engagement Reps
- e) Making public engagement self-sustaining by attracting significant external public engagement funding in the form of PE specific calls, while contributing to successful research grant proposals and potential impact case studies for REF 2021
- i) To meaningfully contribute to Goldsmiths' REF 2021 submission, by:
    - Supporting the development of public engagement activities which lead to evidenced research impact for potential inclusion in REF Impact Case Studies
    - Supporting activities and the articulation of our PE culture change journey for potential inclusion in UoA Environment statements
  - ii) See [1. a) i)] External PE funding
  - iii) See [1. a) ii)] Research funding proposals