

Strategy 2030:  
Civic Engagement Strategy

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| 1. **Alignment to Strategy 2030** | | | |
|  | | Primary | Secondary |
| **Strategic Pillars:** | Research excellence |  | ✓ |
| Transformational education |  | ✓ |
| Welsh language and culture |  | ✓ |
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| **Transformational themes:** | Economic, social, and civic impact | ✓ |  |
| Global engagement |  | ✓ |
| Our people |  | ✓ |
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| **Underpinned by…** | Institutional sustainability |  | ✓ |

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| 1. **Alignment to Corporate Risks** | |
| CR7 | Poor engagement with local/regional communities |
| CR15 | Inadequacy of institutional strategic direction |

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| 1. **Governance** | |
| Strategy period | 2024-2030 |
| Strategy review arrangements | The strategy will be reviewed annually by the Civic Engagement Committee and the outcomes reported to the University Executive. |
| Last reviewed | This revised strategy was reviewed and approved by the Executive in May 2024. |

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| 1. **Purpose** |
| From our establishment in 1884, Bangor University has worked with the local and regional community to safeguard, develop and enhance the social, economic and cultural life of north Wales. As a research-led University of and for north Wales, our institutional strategic plan *Strategy 2030* outlines our commitment to support a wealth of Civic Engagement activities regionally, nationally and internationally and recognises these as a fundamental aspect of our core activities.  The aim of this strategy and related action plan is to provide our Civic Engagement work with direction and visibility. By ensuring that our partnership work is coherent and holistic, we will be able to fuel growth and accelerate change.  The strategy is built on firm foundations. A wealth of civic engagement activity is currently undertaken by staff and students across academic and service departments. These activities are often based on long-established and well-developed networks with a range of partners that include public bodies, community groups and businesses. The strategy seeks to recognise and enhance the work that is currently undertaken, give it greater momentum and impact, and help identify new opportunities for partnership working.  This strategy can only be achieved through partnership work. The strategy provides direction for developing and sustaining partnerships and maximising the beneficial impact that we can have through collaboration. We will adopt a values-based approach to civic engagement. We will emphasise our *ambitions* for our communities, *accountability* to external stakeholders, *curiousness* to exchange ideas and find solutions, *collaboration* in our approach and thinking, *mindfulness* of interdependencies and *respectfulness* of people, place, culture and processes.  We will ensure that institutional leadership and operational support is in place to deliver the strategy.  Given the inherently cross-institutional nature of civic engagement, effective internal collaboration and dovetailing with other strategies and workflows is essential. |

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| 1. **Objectives** |
| 1. **Effective and timely communication of civic engagement activities.** |
| * Provide institutional leadership and maintain dedicated support for civic engagement and associated events. * Using established internal communication channels, ensure that the University community understands the range, breadth and depth of our civic engagement activities. * Use external communication channels effectively to ensure that external stakeholders understand what we do, and how we can work collaboratively to achieve shared aims and aspirations. * Maintain bespoke webpages which highlight our civic engagement activities. * Collate case studies of established and emerging partnerships and share these internally and externally. * Hold a bi-annual Community Day to open our doors to the community to showcase our work, provide an opportunity for external stakeholders to engage with staff and students, and highlight the potential for partnership working. * Promote student involvement in our community activities through working in partnership with the Students’ Union. * Develop the status and profile of civic engagement across the academic colleges and in professional services and ensure that civic engagement is ‘championed’ through new or existing roles (e.g. via dedicated school/college/department web pages). |
| 1. **Improve information sharing and facilitate collaboration between the University and its stakeholders** |
| * Actively explore opportunities to promote the engagement of the institution with external stakeholders through two-way knowledge exchanges. * Maintain a Community Board which draws together a broad range of stakeholders from the public, private and voluntary sectors. * Organise public-facing events which highlight and expand the collaboration between the University and its external stakeholders. * Embed our commitment to civic engagement through membership and active participation in national community engagement networks (e.g. Welsh Civic Mission Network). * Engage in evidence-gathering with local communities via polling and consultation. * Maintain a strong relationship with the Gwynedd and Mon Public Service Board. * Work proactively with community groups and networks across the region, ensuring that we have a shared understanding of priorities and objectives (e.g. via Community Board and participation in external events). * Establish a programme of events in collaboration with external partners. * Ensure that the civic engagement unit works with colleagues to identify collaboration and funding opportunities and acts as a point of contact for external enquiries related to our strategic aims. * Maintain a *Community Fund* for staff to facilitate ‘pump-priming’ civic engagement activities and partnership building. |
| 1. **Work with external stakeholders to identify and address societal challenges’ (e.g. the ‘big challenges’ of public health, climate change, Welsh language, housing and poverty).** |
| * Invest in new civic projects and platforms through externally funded or co-funded capital investment (e.g. Children’s University project in collaboration with Wrexham University). * Identify opportunities for engaging with national and regional economic regeneration initiatives (e.g. via North Wales Skills Partnership). * Identify opportunities to embed a University presence in local communities (e.g. through projects such as M-Sparc ‘Ar y Lon’). * Ensure that our civic engagement activities are informed by the sustainability agenda and contribute to community wellbeing and economic development. * Work with local, regional and national groups and bodies to identify and address societal challenges (e.g. via the PSB and North Wales Insight Partnership). * Work to enhance and extend the range, breadth and depth of core strategic partnerships. * Via M-Sparc, provide the facilities, expertise and access to entrepreneurs and local business and the networks that can translate research into impactful economic development. * Work with local councils and external stakeholders to support community aspirations (e.g. the re-development of Bangor city centre). * Work with internal and external stakeholders to extend educational opportunities for children, young people and adults (e.g. via the Reaching Wider Partnership and Children’s University project). * Work with colleagues to identify CPD opportunities in relevant and related areas. * Wherever possible, support local businesses through our procurement policies and practice. * Via our strategic partnerships, work with local businesses and industry to Identify further opportunities for student placements. * Collaborate with local FE partners on societal change projects and initiatives. * Work in partnership with the Students’ Union to support student volunteering initiatives. * Through the Civic Mission Framework (Wales), work with other Welsh Universities to identify areas of common interest and collaboration opportunities. |
| 1. **To deliver a rich and diverse programme of public and social engagement initiatives and to ensure that our facilities and spaces can be used to the benefit of our communities.** |
| * Strengthen our relationship with communities across the region and ensure that our activities are relevant, understandable and purposefully provide added value. * Work with colleagues to organise the programme of events for national festivals (e.g. National Eisteddfod, Eisteddfod Yr Urdd, Royal Welsh Show). * Via Pontio Arts engage effectively with our communities through a diverse range of programmes and events. * Via partnership working with Gwynedd Council, work to enhance the range and breadth of events held in Storiel. * Enhance partnership working with key external sporting organisations (e.g. Football Association of Wales, Welsh Rugby Union etc.). * Ensure that our academic expertise in the Arts is shared with the community through initiatives such as *Bangor Music Festival* and events such as the *National Eisteddfod*. * Through our sports facilities in *Canolfan Brailsford* and 3G at Treborth, work to provide a range of sports activities which are accessible to the community. * Ensure that the University’s expertise in Health and Wellbeing is deployed for community benefit (e.g. mindfulness community sessions, wellness walks at Treborth) * Maximise the potential of Treborth Gardens for use by a broad range of demographics to highlight and support wellbeing and environmental initiatives. * Hold and participate in an engaging range of activities and events that allow communities to learn about and engage with areas of academic expertise (e.g. Science Festival). * Establish and maintain a public lecture series, providing students, staff and the community with an opportunity to access the expertise of leading academics, researchers, and / or experts in a variety of subjects, in the arts, humanities, sciences, social sciences, and health. |

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| 1. **Critical Success Factors** | |
| These are the primary measures of success for Strategy 2030 and have been agreed between the Council and Vice Chancellor will be reported to Council as part of the University’s annual integrated performance report to provide assurance that performance is sufficient to realise the University’s strategic objectives. | |
| 1. | Increase attendance at designated public events by greater than or equal to 2% per year |

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| 1. **Key Performance Indicators** | |
| Each strategy should contain 3 key performance indicators which should be accompanied by a target. These will be reported to Council as part of the University’s annual integrated performance report to provide assurance that performance is sufficient to realise the University’s strategic objectives | |
| 1. | No. of enrolments on regional FE/industry collaborative degree apprenticeship programmes (maintain at 100, subject to HEFCW funding availability) |
| 2. | No. of students who volunteer (increase by 5% p.a.). |
| 3. | No. of strategic partnerships with local and national companies and enterprises (increase by 5% p.a.). |

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| 1. **Operational Indicators** | |
| The Committee responsible for the strategy will further monitor progress against each of the objectives through these additional key performance indicators (KPIs). | |
| 1. | Increase the percentage of attendees at public facing and civic engagement badged events by 5% (objective 1, 2, 3, 4). |
| 2. | Increase the percentage of research projects/grant applications that engage with societal change themes by 5% (objective 3). |
| 3. | Increase the percentage of local companies supported via procurement by 5% (objective 3). |
| 4. | Number of external stakeholders engaging with the University’s Community Board (objective 2). |