



# Ensuring UK research reaches out to the public

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[www.publicengagement.ac.uk](http://www.publicengagement.ac.uk)

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# Ensuring UK research reaches out to the public

- Does it already?
- Should it?
- How can HEIs do it more effectively?

**DOES UK RESEARCH REACH OUT TO  
THE PUBLIC?**

## UUK market research 2010

- Only 17% thought Universities had a major impact on society.
- Universities biggest impact was thought to be on promoting technological innovation, with 58% saying Universities had a major impact on this area.

## UUK market research 2010

- One-in-ten of all people believe the UK's Universities contribute nothing to the economy;
- Nearly one-in-five (19%) put the contribution at or below £100 million per year;
- Only 2% identified UK Universities' £31 billion contribution to the UK economy.

‘The report suggests that there is still much to do if we are to become a nation where an increasing appetite for science is matched by personal commitment and action’.

Ipsos MORI  
Social Research Institute

# PUBLIC ATTITUDES TO SCIENCE 2011

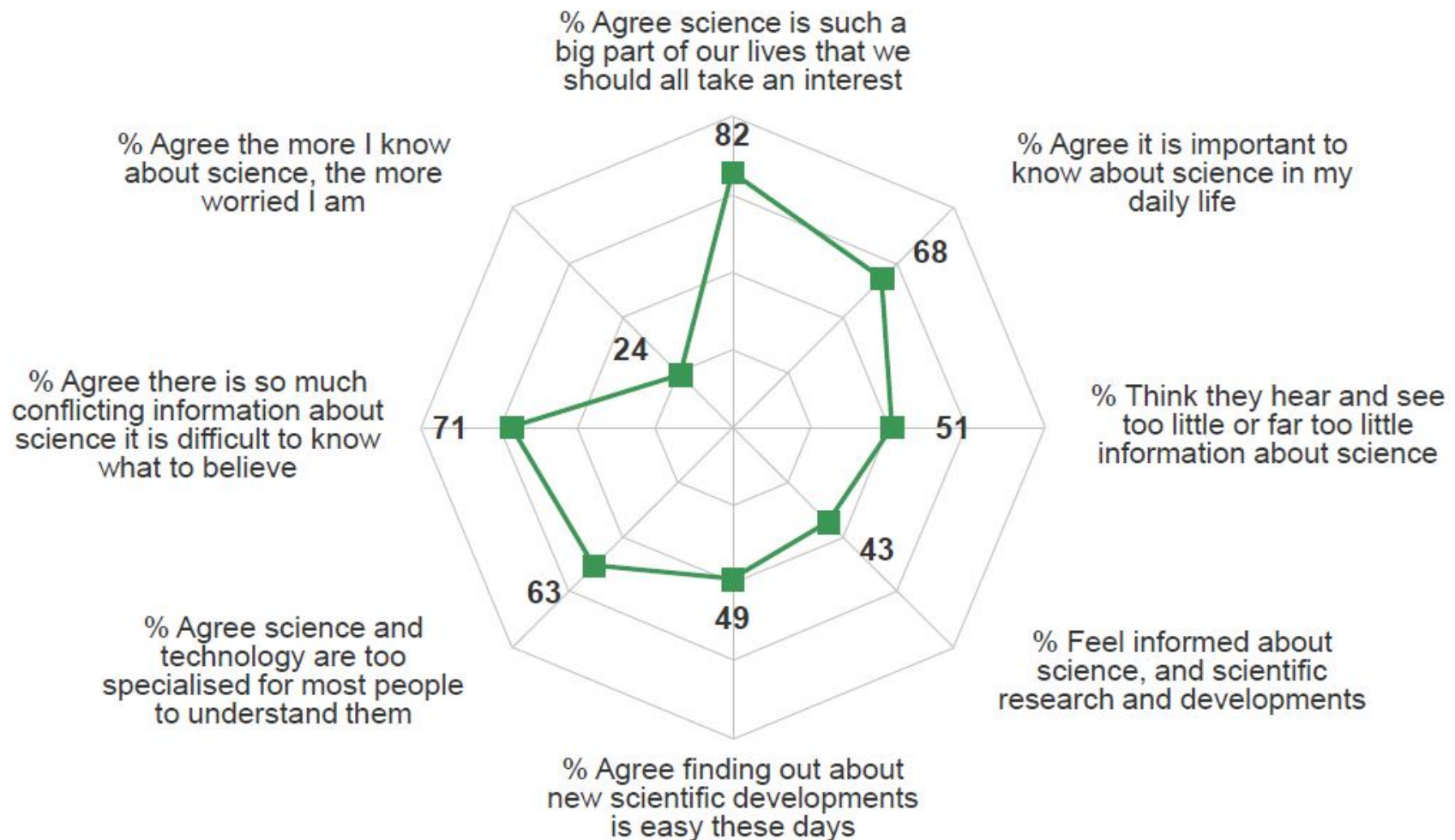
Main Report  
May 2011

**BIS** | Department for Business  
Innovation & Skills



# Finding Out about Science

## Key Indicators



# science commu ication



## **Barriers to science communication**

- Sixty-four per cent said the need to spend more time on research was stopping them getting more engaged (the top response);
- 29% said that time taken away from research was the main drawback for engaging with the public;
- 20% agreed that scientists who engage are less well regarded by other scientists;
- 3% cited peer pressure as a barrier.

- The research assessment exercise was cited as a key driver influencing the academic community in the UK and as having a negative influence on science communication and, more broadly, all non-research activities, such as teaching.
- Science communication was viewed as 'altruistic' and not a central part of academic life.

- Public engagement activity was seen by peers as bad for careers... public engagement was done by those who were 'not good enough' for an academic career; and public engagement was seen as 'light' or 'fluffy', and risked reinforcing negative stereotypes for women involved in such activity.

**SHOULD UK RESEARCH REACH OUT  
TO THE PUBLIC?**

# FUTURES FOR HIGHER EDUCATION ANALYSING TRENDS

WWW.UNIVERSITIESUK.AC.UK



‘UK HE currently faces a number of possible futures. The most positive of these would see the increasing integration of institutional interest with the wider public good, successfully negotiating a world of ever-increasing complexity and diversity, placing universities at the heart of economic and social advancement. ..’

... arriving there will require treading a careful path between the twin aims of:

- Ensuring that universities continue to remain fully engaged in society at all levels, understanding its needs and developments
- Making sure that the regulatory and operating environment is such that it allows them to continue to flourish and maintain their world-class standing'





For the purposes of the REF,  
**research** is defined as a process  
of investigation leading to new  
insights, effectively shared.



**HOW CAN RESEARCHERS REACH  
OUT TO THE PUBLIC?**

## Our mission

To be a world-class research-intensive university, to deliver teaching and facilitate learning of the highest quality and to play a leading role in the economic, social and cultural development of the North East of England.

[Vision 2021: Download PDF \(1.7MB\)](#)



## It's Not Just Black and White, Grey Matters

Pledge your support to Newcastle University's national campaign to change the way society views older people.

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[Current Students](#)

## Latest News

### Garden birds shun organic

The notion that birds and animals prefer organic feed has been called into question by new research from Newcastle University.

### Report on 'fair access' praises Newcastle University

A landmark report on 'fair access' to leading UK universities has cited examples of how Newcastle University is attracting students from a broader range of backgrounds.

### Greenland glacier study will help improve sea level forecasts

Predicting sea levels could become more accurate thanks to a new discovery about how melting ice in the summer affects the movement of glaciers.

## Events

### Newcastle Centre for the Literary Arts

21st January 2010 - 10th June 2010,  
Time: 10:00 - 07:00

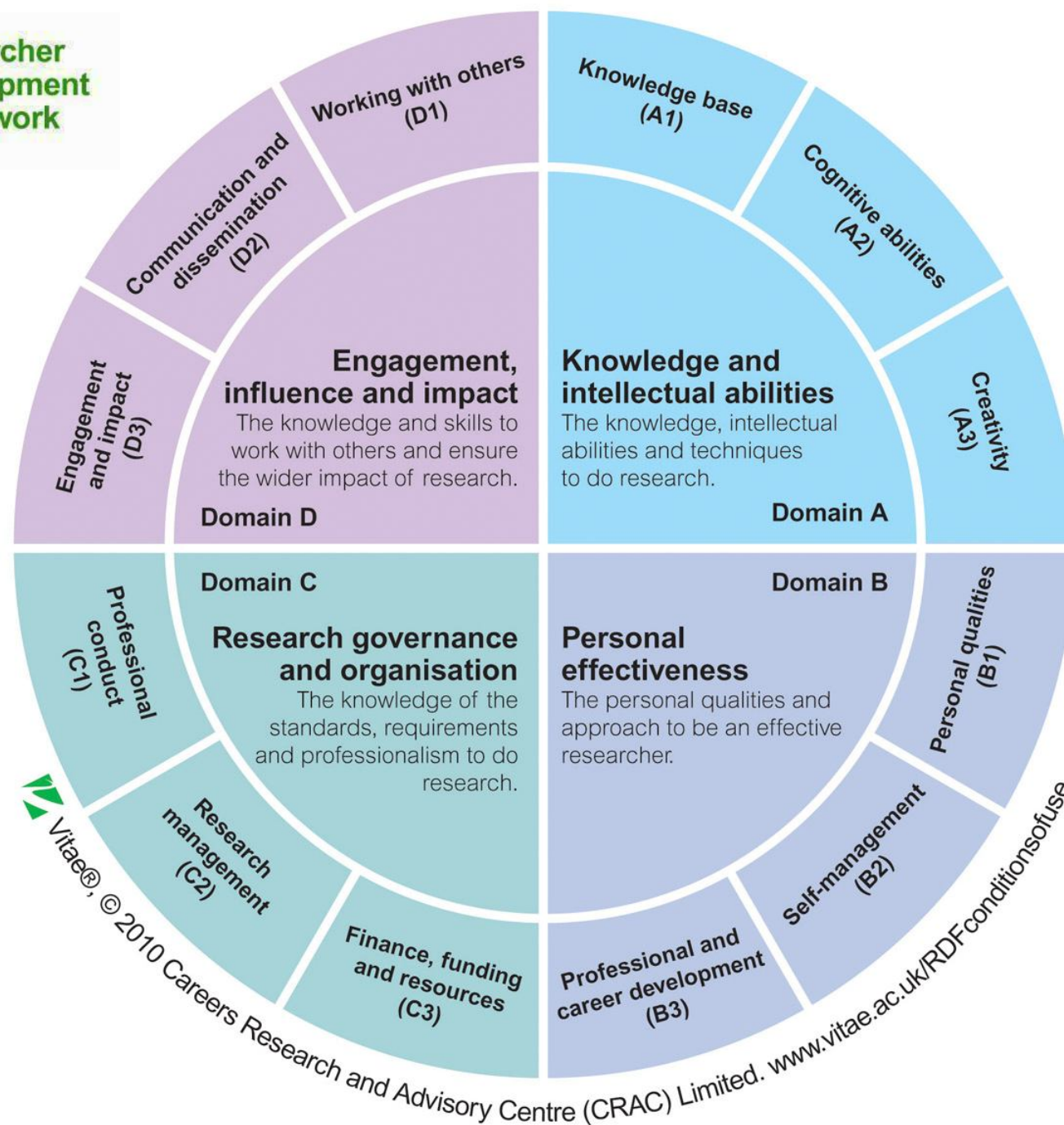
### Info-Gap Theory: Visit and Workshop

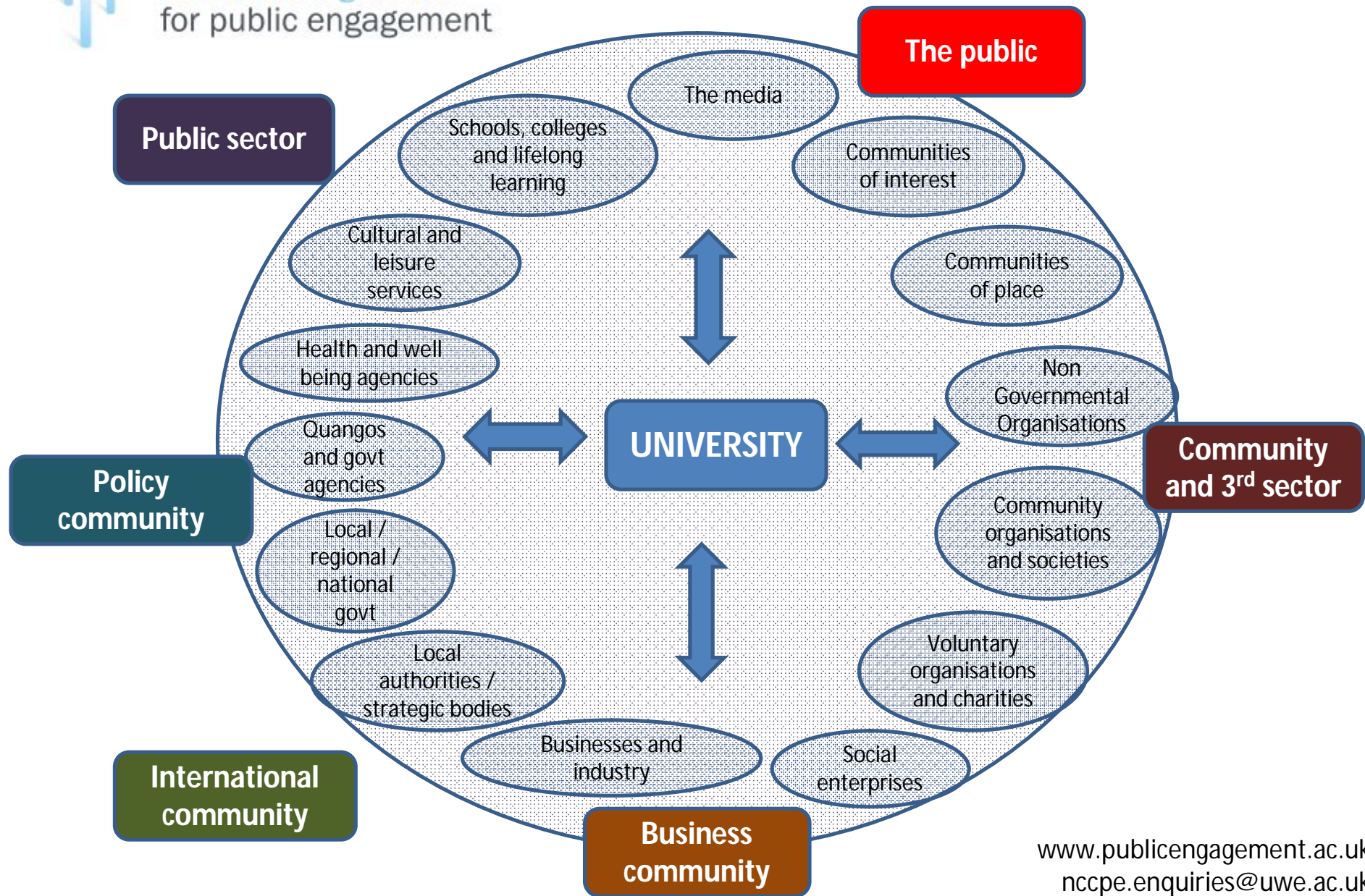
17th May 2010 - 20th May 2010,  
Time: 10:00 - 17:00

### IoN Seminar

20th May 2010, Time: 16:00 - 17:00









**A Impacts on society, culture and creativity:**

Impacts where the beneficiaries are individuals, groups of individuals, organisations or communities whose knowledge, behaviours or practices have been influenced

**B Impacts on society, culture and creativity**

Impacts where the beneficiaries may include individuals, groups of individuals, organisations or communities whose knowledge, behaviours, creative practices and other activity have been influenced

**D Civil society** Influencing the form and content of associations between people or groups to illuminate and challenge cultural values and social assumptions.

**D Public discourse** Extending the range and improving the quality of evidence, argument and expression to enhance public understanding of the major issues and challenges faced by individuals and society.

**Culture and society**

**C Impacts on creativity, culture and society:** Impacts where the beneficiaries are individuals, groups of individuals, organisations or communities whose knowledge, behaviours, practices, rights or duties have been influenced

**D Cultural life** Creating and interpreting cultural capital in all of its forms to enrich and expand the lives, imaginations and sensibilities of individuals and groups.

**B Economic impacts**

Impacts where the beneficiaries may include businesses, either new or established, or other types of organisation which undertake activity that may create wealth

**D Economic prosperity**

Applying and transferring the insights and knowledge gained from research to create wealth in the manufacturing, service, creative and cultural sectors.

**A Commercial impacts:**

Impacts where the beneficiaries are usually companies, either new or established, or other types of organisation which undertake activity that creates wealth

**A Economic impacts:**

Impacts where the beneficiaries are usually the NHS or private health care or agricultural activity

**C Economic, commercial, organisational impacts:**

Impacts where the beneficiaries may include new or established businesses, or other types of organisation undertaking activities which create wealth

**Economic and commercial**

**A Health and welfare impacts:**

Impacts where the beneficiaries are individuals and groups (both human and animals) whose quality of life has been enhanced (or potential harm mitigated)

**B Health impacts**

Impacts where the beneficiaries may include individuals (including groups of individuals) whose health outcomes have been improved or whose quality of life has been enhanced (or potential harm mitigated) through the application of enhanced healthcare for individuals or public health activities

**Health and welfare**

**C Health and welfare impacts:**

Impacts where the beneficiaries are individuals and groups (human or animal) whose quality of life has been enhanced (or harm mitigated) or whose rights or interests have been protected or advocated

**Public policy and services**

**D Public services** Contributing to the development and delivery of public services or legislation to support the welfare, education, understanding or empowerment of diverse individuals and groups in society, including the disadvantaged or marginalised.

**D Policy making** Influencing policy debate and practice through informed interventions relating to any aspect of human or animal well-being

**D Education** Influencing the form or the content of the education of any age group in any part of the world where they extend significantly beyond the submitting HEI.

**A Impacts on public policy and services:**

Impacts where the beneficiaries are usually government, public sector, and charity organisations and societies, either as a whole or groups of individuals in society, through the implementation of policies

**B Impacts on public policy and services**

Impacts where the beneficiaries may include government, non-governmental organisations (NGOs), charities and public sector organisations and society, either as a whole or groups of individuals in society

**C Impacts on public policy, law and services:** Impacts where the beneficiaries are usually government, public sector and charity organisations and societies, either as a whole or groups of individuals in society through the implementation or non-implementation of policies, systems or reforms

**Environment**

**B Impacts on the environment**

Impacts where the key beneficiaries are the natural environment and/or the built environment, together with societies, individuals or groups of individuals who benefit as a result

**A Impacts on the environment:**

Impacts where the key beneficiary is the natural or built environment

**C Impacts on the environment:**

Impacts where the key beneficiaries are the natural, historic and/or built environment, together with societies, individuals or groups of individuals who benefit as a result

**A Impacts on international development:**

Impacts where the beneficiaries are international bodies, countries, governments or communities

**KEY**

Panel A

Panel B

Panel C

Panel D

**Practitioners and services**

**B Impacts on practitioners and professional services**

Impacts where beneficiaries may include organisations or individuals involved in the development of and delivery of professional services

**A Impacts on practitioners and services:**

Impacts where beneficiaries are organisations or individuals, including service users involved in the development of and delivery of professional services

**C Impacts on practitioners and professional services:**

Impacts where the beneficiaries may include organisations or individuals involved in the development and/or delivery of professional services and ethics

**A Production impacts:**

Impacts where the beneficiaries are individuals (including groups of individuals) whose production has been enhanced



## Universities across the UK are signing up to our manifesto for public engagement

[Find out why ►](#)

### Are you new to this?

[Easy ways to get started](#) with public engagement

### How to engage

We've created a [toolkit](#) for people who want to engage the public.

### Ways we can help

- [Join our public engagers' network](#)
- [Ask us for advice](#)

Universities already signed up include:



The NCCPE is part of the [Beacons for Public Engagement](#)

We also run [vinspired students](#).

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Latest

[nccpe.enquiries@uwe.ac.uk](mailto:nccpe.enquiries@uwe.ac.uk)