Consultation and evidence gathering webinar
Resource pack

This resource pack contains the slides and links shared during the Civic University Network webinar exploring the role of consultation and evidence gathering in developing civic agreements.

The webinar featured three presentations:
- Emily Morrison (Institute for Community Studies): Approaching consultation – some framing remarks
- Nina Ruddle (Wrexham Glyndwr University): A co-creation approach
- Bec Riley (City-REDI): The City-REDI Journey

A recording of the session can be accessed here.

Consultation and evidence gathering webinar

Paul Manners
National Coordinating Centre
for Public Engagement

Emily Morrison
Institute for Community
Studies

@civicuniversity

civicuniversitynetwork.co.uk

Truly Civic: Strengthening the connection between universities and their places

The final report of the UPP Foundation Civic University Commission

We think that the starting point for Civic University Agreements has to be understanding local populations, and asking them what they want.
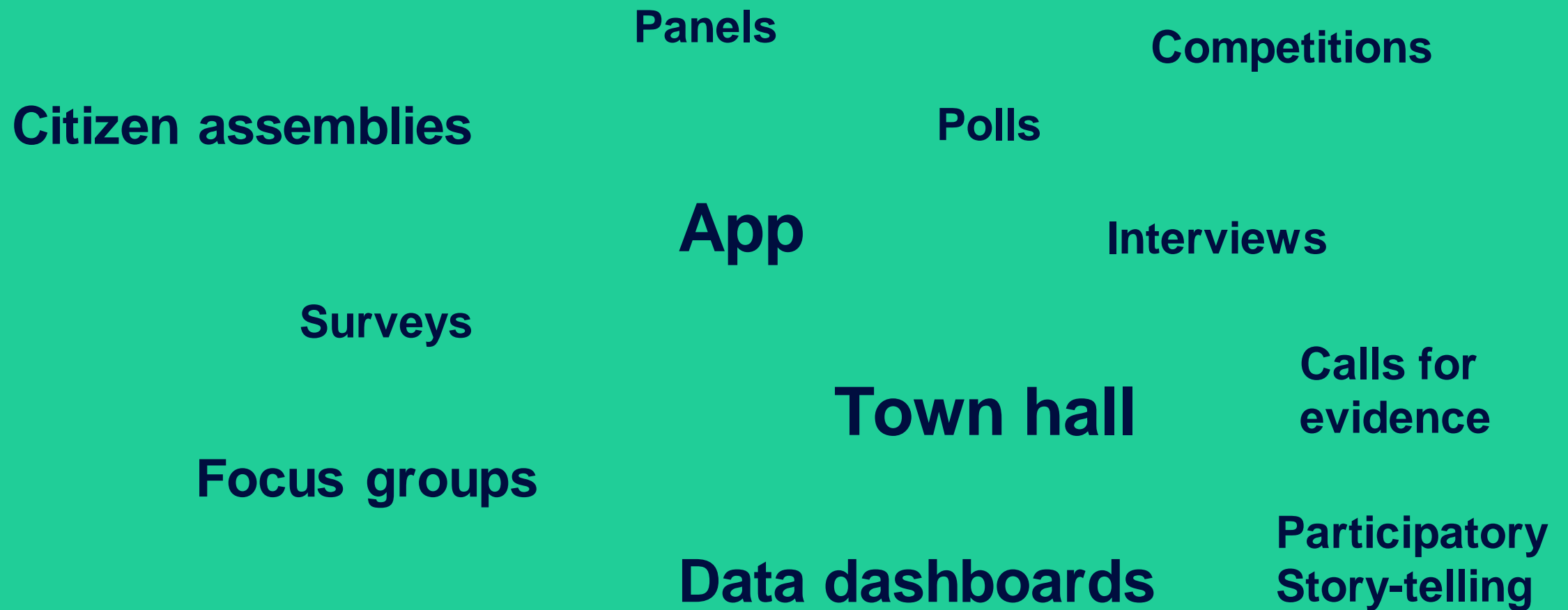
Analysis of their place and people's priorities are essential.

Consultation and Evidence Gathering
Civic University Network

Emily Morrison, Head of the Institute for Community Studies

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"If 2,000 people want a pond, that doesn't tell you where to fish."

Panels

Competitions

Citizen assemblies

Polls

App

Interviews

Surveys

Calls for evidence

Town hall

Focus groups

Data dashboards

Participatory Story-telling

"You wait 20 years to be asked what you want and then three consultations come along at once"

How do you start?

➢ The perils of 'over-consultation' without noticeable change.

➢ Use others' data – better collaboration at local level.

➢ Make the most of approaches that 'give back' to those you are requesting from.
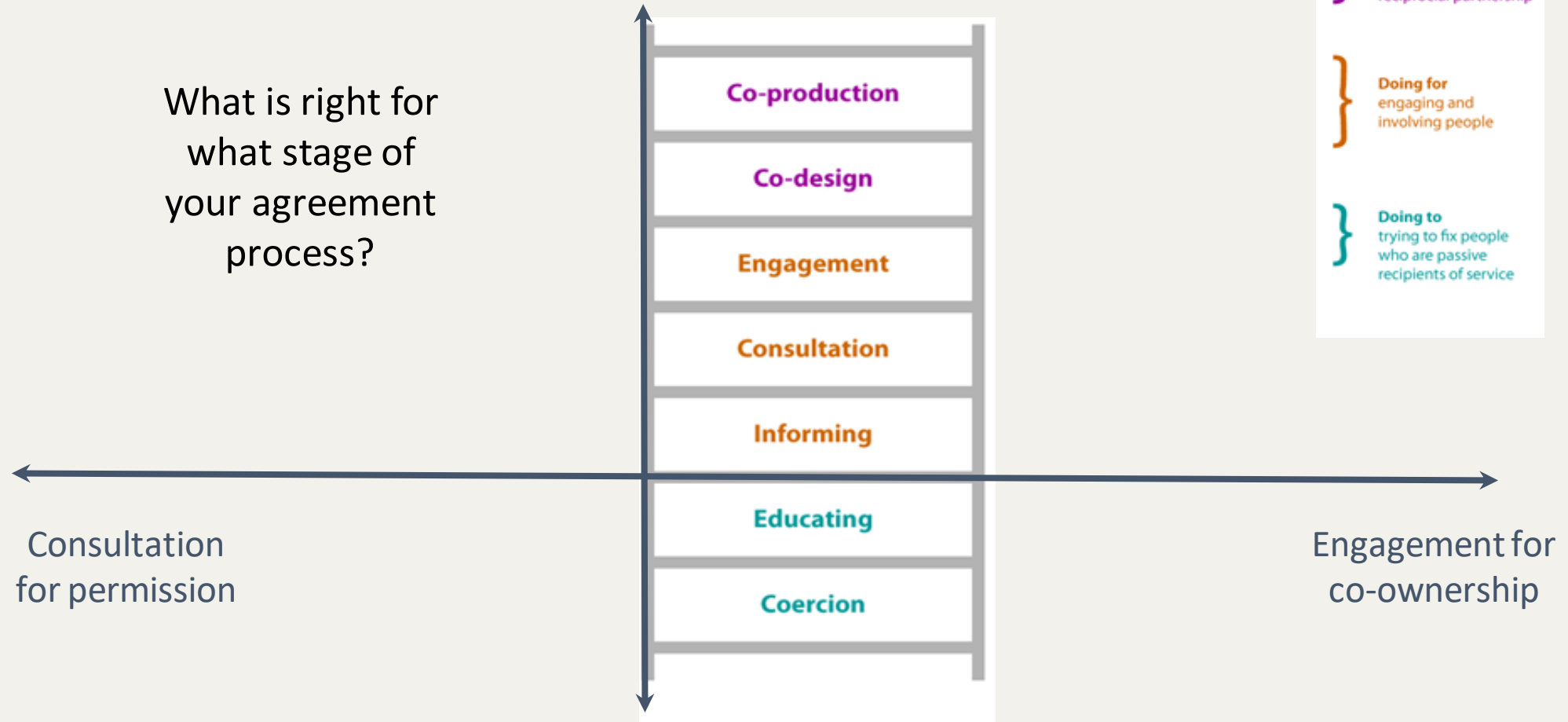
Who benefits from your consultation?

➢ Building relationships and trust.

➢ The room is political.

➢ Do you actually know what matters – and is what you need to know *which solution will work?*

What are you focusing on and why?

➢ Transparency about what is driving your interest

➢ Is this a one-off exercise or long term (social) contract?

➢ The unpopular policy issue is often where you can create greatest change – and trust.

Why consult?

What is right for what stage of your agreement process?

Consultation for permission

Engagement for co-ownership

Doing with
in an equal and reciprocial partnership

Doing for
engaging and involving people

Doing to
trying to fix people who are passive recipients of service

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Co-production
Co-design
Engagement
Consultation
Informing
Educating
Coercion

"When will they stop asking us what we want and start doing?"

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Consultation → Public Engagement

➢ What can you build in from the university that engages people in your broader work *during* consultation?

➢ How can you make the issues accessible and visible as well as asking people for their input?

➢ Who else could take part?

Consultation → Intelligence

➢ Where can and should the 'voice' data you are collecting be integrated with other data at local level?

➢ Sense-making: once you have the data, how are checking you know what the implications are for what you do next?

Consultation → Innovation

➢ Move towards models which build in the pathway and funding for *action* from the start.

➢ You cannot tackle all issues at once.

Consultation → Realisation

Know where you *can* go before you start.

Institute for
Community Studies
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emily.morrison@youngfoundation.org
www.icstudies.org.uk

Q&A and links

Emily Morrison
Head
Institute for Community Studies

Arnstein's Ladder of participation, which informed Emily's 'Why Consult?' framework:
https://www.citizenshandbook.org/arnsteinsladder.html

Find out more about the Institute for Community Studies here:
https://icstudies.org.uk/

Civic University
Network

Q&A

John Holford

Robert Peers Professor of Adult Education
University of Nottingham
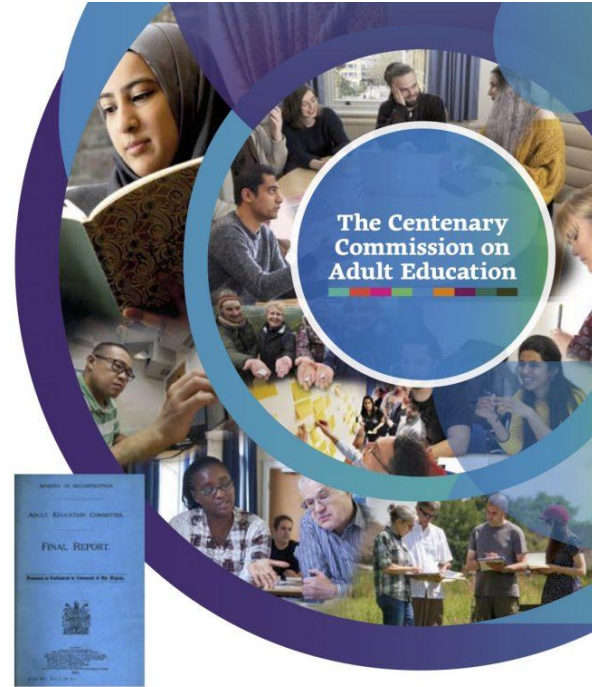
The Centenary Commission on Adulty Education report is at **centenarycommission.org**. You can follow it on twitter at @adulted100. The "centenary" is that of the very important 1919 Ministry of Reconstruction report - there is link to that on the Centenary Commission website.

IF WE WANT TO ADDRESS MENTAL HEALTH

WE NEED TO dig deeper

@ALYSERURIANI

INTERSECTIONAL

social justice

MEDICAL MODEL

INDIVIDUALISM

DSM

PATHOLOGIZATION

PHARMA

fatphobia

discrimination

VIOLENCE

ISOLATION

criminalization

ADVERSE CHILDHOOD EXPERIENCES

UNSAFE ENVIRONMENT

socio-economic status

marginalization

ableism

colorism

inequality

VOTER SUPRESSION

NEGLECT

POVERTY

stress

lack of resources

classism

FOOD INSECURITY

transphobia

sexism

size-ism

Diet culture

OPPRESSION

UNMET NEEDS

pandemic

XENOPHOBIA

homophobia

WHITE SUPREMACY

disasters

injustice

COERCION

RACISM

war

anti-native

sexual ASSAULT

AGEISM

colonization

TRAUMA

MASS INCARCERATION

abuse

access to HOUSING & HEALTHCARE

denied RIGHTS

EDUCATION

POLICE BRUTALITY

climate change

ANTI-SEMITISM

social & legal exclusion

Civic Mission Framework
for Wrexham Glyndwr University 2020-2030

PRIFYSGOL Glyndŵr Wrecsam | Wrexham Glyndŵr UNIVERSITY

COMMITMENT & FOCUS.

Our mission is to help you:

End social inequality across North Wales by 2030.

Our aim is to be useful to you in this work by working with, and for, you innovating, co-creating, testing and delivering new approaches to:
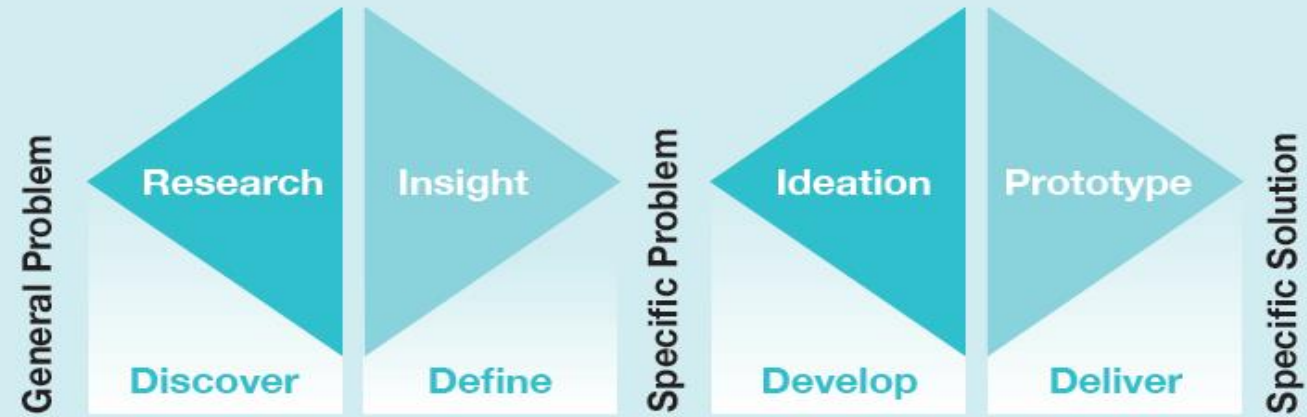
1. **Community resilience**

2. **Keeping well**

3. **Leadership, Governance and whole system working**

CAPACITY & ENABLE.

OUTCOME.

Our Role in WGU is to enable collective action by:

General Problem

Research — **Discover**

Insight — **Define**

Specific Problem

Ideation — **Develop**

Prototype — **Deliver**

Specific Solution

To enable and deliver for this collective mission we would in partnership establish a 'North Wales Public Service lab' Learn together – Lead together

Cytrifol ar lefel fyd-eang
Globally Responsible

Llewyrchus
Prosperous

Diwylliant bywiog lle mae'r Gymraeg yn ffynnu
Vibrant Culture and Thriving Welsh Language

Cydnerth
Resilient

Cymunedau Cydlynus
Cohesive Communities

Mwy Cyfartal
More Equal

Iachach
Healthier

SUSTAINABLE DEVELOPMENT GOALS

Civic Mission Approach – Civic Mission Partnership Strategy

Keeping well
- Develop Social Prescribing model
- Become Trauma Informed University and Communities

Community Resilience
- Community Conversations
- Public Service Board support regional community resilience plan
- Children's University

Leadership and Whole system working

Public Service Lab
- Expertise and support to help discover, define, design and deliver specific solutions to collective challenges - and to share lessons learnt
- Community of system leaders

PRIFYSGOL
glyndŵr
Wrecsam | Wrexham
glyndŵr
UNIVERSITY

Don't just listen to me.........

- Clare Budden, CEO Clwyd Alyn Housing and Chair of 2025 social movement

- Glynne Roberts, Director of Well North Wales, Betsi Cadwalader Health Board

- Vicky Jones, North Wales Lead- ACE's Support Hub Wales

- Ashley Rodgers, North Wales Economic Ambition Board Chair of PACT

- Lyndsey Rawlinson, Head of Operations North East Wales, Natural Resource Wales

- Rachel Lewis, Consultant, Public Health Wales

Context in Wales

- Civic Mission Framework for Wales

- Launched Jan 2021
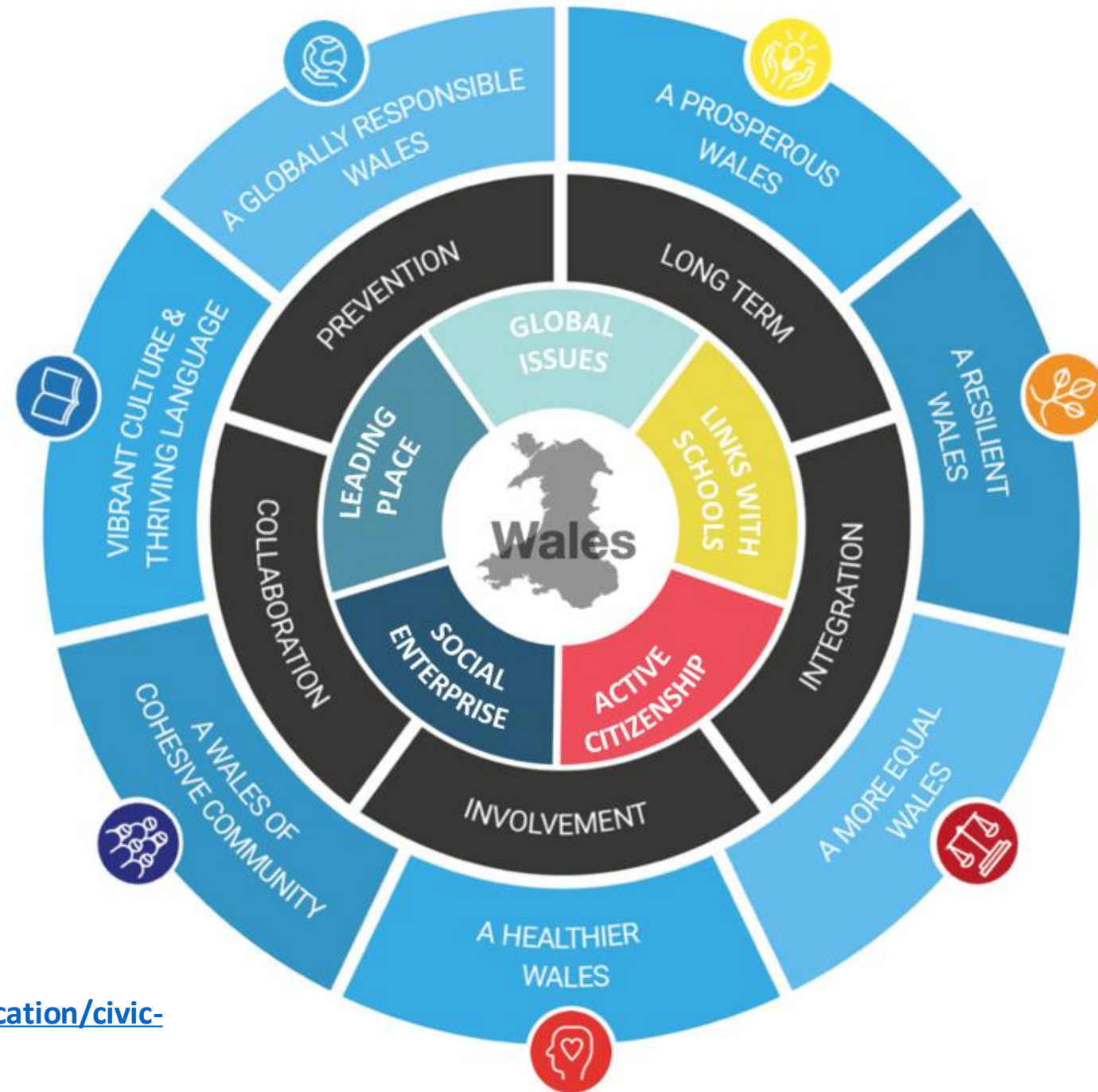
Any Questions……

Nina Ruddle

Head of Public Policy Engagement

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07809 538927

Resource pack available for Civic University network and

https://www.glyndwr.ac.uk/en/AboutGlyndwrUniversity/CivicMission/

http://www.uniswales.ac.uk/publication/civic-mission-framework-wales/

Q&A and links

Find out more about the Civic Mission work at Wrexham Glyndwr here:
https://www.glyndwr.ac.uk/en/AboutGlyndwrUniversity/CivicMission/

Access a longer presentation from Nina about her work, and a resource pack containing lots more information here:
https://civicuniversitynetwork.com/resources/guide-to-creating-a-civic-university-agreement/striking-your-agreement/

Nina also referend to their work around developing distributed academic leadership. The following are useful resources to find out more about their approach:

Distributed academic development for leading educational change (Advance HE): a video outlining the university's approach
Re-imagining decision making after Covd-19 (Wonk HE blog aby Wrexham Glyndwr PVC, Claire Taylor)

Other useful references:

* Taylor, C. (2020) *The distributed educational development team: a case study,* chapter in Devecchi, C. and Potter, J. (eds) Delivering Educational Change in Higher Education. London: Routledge.
* Taylor, C., Heron, C., Horder, S., Hughes, C., Owen, A. and Pickles, N. (2020) *Leading Accelerated Educational Development.* Educational Developments Vol 21 No.3.
* Heron, C., Horder, S., Richardson, J. and Taylor, C. (2018) *The distributed educational development team.* Educational Developments Vol 19 No.2.

Nina Ruddle
Head of Public Policy
Engagement
Wrexham Glyndwr University

Rebecca Riley

Head of Research and Office for Data Analytics (ODA) at West Midlands Combined Authority and Director @CityREDI

 @civicuniversity

civicuniversitynetwork.co.uk

City-REDI Journey

Rebecca Riley –

Business Development Director CityREDI

Head of Research and ODA WMCA

**Director Midlands Engine Economic Observatory**

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Impact Objectives

Influencing objectives:

- Support regional policy decision-making through the provision of intelligence based conclusions and (where appropriate) policy implications

- Monitor and evaluate the progress and impact of regional strategies and programmes

- Engage the region in determining regional data and intelligence priorities and seek better alignment of regional resources

- Coordinate and facilitate the delivery of agreed new research priorities where appropriate

- Provide effective access to intelligence to encourage higher standards of evidence-based decision-making

- Lead best data and intelligence practice by sharing best practice for research methods and specifications, backed up by an enquiry service

- This vision will be delivered through a *hybrid team* of academics, credible associates/secondees/partners and potentially PhD students, providing modelling, information, intelligence and research services

CITY REDI

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Skills and requirements

- **Academics who drive impact**
- **Professional services staff with a hybrid of research, consultancy and policy knowledge with an understanding of how universities work –grey space**
- **Ability to build teams, deliver research and engage policymakers**
- **Deliver to the market but maintain academic rigour**

CITY
REDI

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Key Stakeholders - set up stage
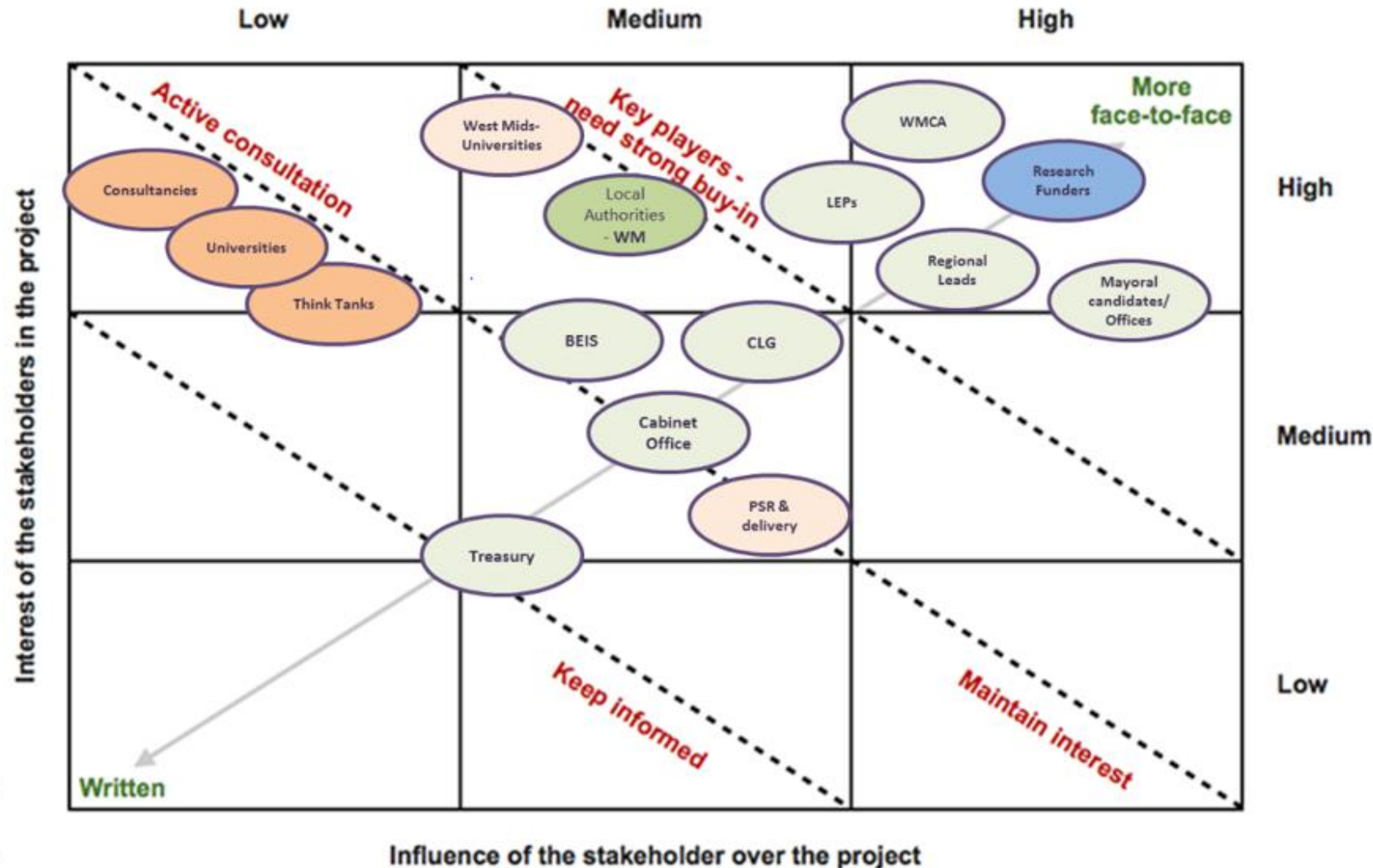
Establishing a board

To Advise and Guide	Build relationships for Collaboration
Big strategic issues and long term problems	Active board meetings
Identify direction and opportunities for research	Championing our work

Head of the College of Social Sciences
Cities and Local Growth Unit, BEIS
Greater Birmingham Chambers of Commerce
West Midlands Combined Authority
Midlands Connect
Arcadis
PA Consulting
The Black Country Consortium Ltd
GBSLEP
Coventry and Warwickshire LEP
Birmingham City Council
Midlands Innovation
Metro Dynamics
West Midlands Growth Company
Aston University
KPMG
Deloitte

Day to day needs assessment

- **Secondments**

- **Advisory roles**

- **Engagement in partner activity**

- **Carrying out commissioned work with partners**

- **Delivering information and evidence services**

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What does success look like?

CITY REDI

As a...	I want to...	So that I can...	Success Criteria
City Mayor (politicians)	Promote the research assets of the region, embed them in our decision making, to improve outcomes for the people and businesses of the region	Ensure the region is making good decisions on reliable, robust evidence which stands up to scrutiny and provide the mechanism to promote this	Access to the building for events to promote activity to local, national and international policy community based on collaborative research. Utilisation and embedding of the research in our decision making processes. Improved long term outputs
Regional Policy Maker	Understand the research going on in the university that can inform my policy making	Make better decisions on how to address regional policy issues and design policy on sound evidence	Access to wide range of research relevant to regional policy, through workshops, meetings, events and shared collaboration space. Embedding research in the policy developed locally
National Policy Maker	Understand the research going on in the university that can inform my policy making	Make better decisions on how to address national and regional policy issues and design policy on sound evidence	Coming out of London to the regions to access to wide range of research relevant to regional/national policy, through workshops, meetings, events and shared collaboration space
Public Sector Investment Decision Maker	Use latest research and evidence in developing investment cases	Make sure I am investing in the right interventions and projects to improve outcomes for people and businesses in the region	Engagement with academics on business case development, evaluation, accessing and utilising latest research in specific policy areas
Local **Researchers and Analysts**	Access new and interesting data and to solve societal problems and build my skills as an analyst/researcher	Ensure actions are built on sound evidence and data and I can use the latest techniques within my organisation	Access to wide range of data and training relevant to regional policy/action, through workshops, meetings, events, shared collaboration space and training and development
Businesses	Use latest research thinking to develop my business. Choose the right investments for improved innovation and productivity	Be profitable and survive.	Better understanding and access to research. Opportunities to co-develop innovations and support in evaluating and selecting R&D investments.

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Q&A and links

Bec Riley
Business Development
Director
City-REDI

@rileyresearch @cityredi

Find out more about City-REDI's work here:
https://www.birmingham.ac.uk/research/city-redi/index.aspx

The discussion touched on 'grey space' professionals working in hybrid engagement roles (sometimes known as 'boundary spanning'). Find out more here:
warwick.ac.uk/fac/cross_fac/academy/activities/seminars/thirdspace

Helen Featherstone: A while back I co-wrote some reflections with some other "spanners" or as we called ourselves "hybrids"
hearingthevoice.org/wp-content/uploads/2020/10/WKPS_TheHybridAcademic_PDF_Feb.pdf

Helen has written a case study about her role leading the Civic Agreement work at the University of Bath:
https://civicuniversitynetwork.com/wp-content/uploads/2021/01/Case-Study-University-of-Bath.pdf

Q&A

Fiona Lettice
PVC Research and Innovation
UEA

CONNECTING
PEOPLE + PLACES

UEA
University of East Anglia

UEA Civic Impact report

Fiona described how UEA went about commissioning this report and its contribution to their civic strategy

https://www.uea.ac.uk/documents/746480/2855738/12717_UEA_ConnectingPeople_Places_Brochure_300519_Web_LR.pdf

Civic University
Network

With thanks to our three speakers.

Please visit the Civic University Network's Members Area to access more civic resources and to connect with other members of the network

civicuniversitynetwork.co.uk/members-area/

@civicuniversity