



# UNIVERSITY OF CAMBRIDGE

Office of External Affairs  
and Communications

## Committee on Community Activities Annual Report to Council 2007-08

### Executive summary

This document reports on the work of the Committee on Community Activities in 2007-08. In summary:

- Student and academic demand for central support for public engagement continues to increase - schemes such as the *Rising Stars* public engagement training programme are oversubscribed.
- Similarly, public demand to understand and engage with the University continues to be high – for example, *Open Cambridge* (themed cultural/historical tours of the Colleges) was launched in September 2008, demand for which far outstripped supply.
- Cambridge successfully launched the UK's first festival of arts, humanities and social science – the Festival of Ideas – a varied programme of talks, workshops, films and hands-on activities attended by 8,000 members of the public.
- The high demand from within and without, though clearly delivering practical benefit to the University and Colleges, puts pressure on the limited resources available for public engagement. Moreover, HEFCE's funding for the University's Active Community Fund is due to end in Easter 2009 and this will put further strain on those departments, Colleges and student organisations looking for funds to pay for their community activities.

### Context

Public engagement continues to be an important facet of Cambridge life. The last Community, Outreach and Widening Participation Survey, undertaken in 2005-06 showed that:

- 8,250 staff and students were involved in outreach or voluntary activities
- these staff and students invested 370,000 hours their time, worth approximately £4,000,000 to the community
- more than 1 million people benefited from voluntary activities undertaken by University staff and students.



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The majority of departments and Colleges undertake some sort of public engagement, including public lectures, public access to departmental museums, involvement in the Science Festival or Festival of Ideas, or work with schools. A number of student societies support communities in Cambridge and internationally, from supporting homeless people to run a social enterprise in Cambridge to improving water testing systems in Africa.

The University and Colleges have a vested interest in public activities because they:

- provide learning and personal development opportunities for students and staff
- encourage applications to Cambridge from groups who might not have considered applying
- promote subjects suffering from declining uptake at secondary school, such as modern languages, classics and physics
- lead to new opportunities for learning and research
- communicate the University's work to the public
- maintain good relationships with the communities in which we live and work
- improve recruitment, retention and diversification of students and staff.

The Committee on Community Activities looks at ways to share Cambridge's unique resources through charitable, educational or voluntary activities, which benefit both the University and the community. Its work includes:

- Steering the work of the Community Affairs team which includes the *Cambridge Science Festival*, the *Festival of Ideas*, *Open Cambridge* and *Rising Stars*
- Promoting and supporting public engagement and volunteering by University students and staff, including allocating grants from the Active Community Fund
- Facilitating new community outreach initiatives at the University
- Mapping the University's community engagements.

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## Progress against operational objectives, 2007-08

The Committee on Community Activities set its objectives for 2006-08 in its report to Council in 2006. We reported against these objectives last year for 2006-07 and here we report against these objectives for 2007-08.

The Committee on Community Activities oversees the use of the 'Active Community Fund' (now part of HEFCE's Teaching Quality Enhancement Fund) and the public engagement work funded by the Higher Education Innovation Fund. The Committee on Community Activities is supported in meeting its objectives by the Community Affairs function in the Office of External Affairs and Communications.

### 1. Community engagement

Internal support and co-ordination under the 'community engagement' heading is provided to student societies, Departments, Colleges and individual staff and students working with the community, whether the initiative concerned is educational or otherwise.

<b>Operational objectives 2006-08</b>	
<b>1.1 Support departments, colleges, museums, and student societies to run their community and outreach activities effectively.</b>	
1.1.1	<p><b>To allocate grants from the Active Community Fund, and to maintain the balance of social outreach, social consultancy and educational outreach projects, as well as continuing to evaluate funded projects.</b></p> <p>In 2007-08, the Active Community Fund continued to support departments, Colleges, student organisations and external voluntary &amp; community organisations to deliver community projects involving Cambridge University students and staff as volunteers. In the first 6 years of the Active Community Fund, the Committee on Community Activities has:</p> <ul style="list-style-type: none"><li>• made 218 grants;</li><li>• supported 115 organisations, which have used our grants to work with over 400,000 individuals;</li><li>• involved around 11,500 volunteers from the University.</li></ul> <p>Approximately 40% of grants are allocated to social outreach projects and 60% to social consultancy projects (in which volunteers use course-learnt skills) and educational outreach projects (in which volunteers engage the public with the University's research). The original aim was to allocate over 50% of grants to social consultancy and educational outreach projects – projects which bring more benefit to the University and the community as they rely on skills specific to University students and staff.</p> <p>In 2007-08, 85% of grants were allocated to student societies, museums, Departments, Colleges and other community projects based in the University. The rest went to voluntary and community organisations based outside the University. We have funded local, national and international community projects.</p> <p>Initiatives supported this year include a new student community café, the community sports scheme based at Fenner's, STIMULUS which places</p>

	<p>undergraduates into maths and science classrooms and Cambridge University Eco Racing which demonstrates solar technology to schools. A full list of grants made from the Active Community Fund is available at <a href="http://www.admin.cam.ac.uk/offices/communications/community/fund/projects.pdf">www.admin.cam.ac.uk/offices/communications/community/fund/projects.pdf</a>.</p> <p>Grant evaluations show the benefit of such initiatives to communities, Collegiate Cambridge and the staff/students involved. For example, skills named as having been acquired by University volunteers on ACF funded projects include:</p> <ul style="list-style-type: none"> <li>• communicating scientific concepts to non-specialists</li> <li>• media skills</li> <li>• first aid and health and safety</li> <li>• project planning</li> <li>• practical engineering skills</li> <li>• language skills</li> <li>• financial planning</li> <li>• teamwork</li> <li>• management skills</li> <li>• marketing</li> <li>• monitoring</li> <li>• event management.</li> </ul>
1.1.2	<p><b>To meet the objectives set by the Higher Educational Funding Council for England for the use of the Higher Education Active Community Fund grant.</b></p> <p>Under the terms of our HEFCE 'Active Community Fund' funding (part of the Teaching Quality Enhancement Fund), we were required to create 48 new 'volunteering opportunities', and maintain 186 existing 'volunteering opportunities' in 2006-2008. We created 202 new opportunities and maintained 274 existing opportunities.</p>
1.1.3	<p><b>To review the Active Community Fund in 2007, in the light of the University's proposed Lifelong Learning Strategy.</b></p> <p>This action was completed and reported last year. The Active Community Fund will finish in Easter 2009, when the volunteering element of HEFCE's Teaching Quality Enhancement Fund comes to an end.</p>
1.1.4	<p><b>To continue to provide subsidised places on the Certificate in Working with Voluntary Organisations for University of Cambridge staff and students running community and outreach projects.</b></p> <p>The Committee on Community Activities has provided subsidised places on the Institute of Continuing Education's courses in voluntary sector management (no longer known as 'Certificate in Working with Voluntary Organisations') for several Cambridge staff and students involved in the management of outreach activities in order to provide them with skills such as fundraising, management, marketing, budgeting and volunteer recruitment.</p>

1.1.5	<p><b>To provide training for the staff and volunteers of University outreach projects, where the training need cannot be met by the Certificate in Working with Voluntary Organisations.</b></p> <p>We have organised various training opportunities for students and staff involved in public engagement, for example, in fundraising. We piloted workshops on the protection of children and vulnerable adults with the Personnel Division, the Health and Safety Division and the Insurance Office. These training sessions are now being delivered regularly through the Staff Development programme.</p>
1.1.6	<p><b>To inform University outreach projects of appropriate funding sources, and to organise fundraising workshops for such projects, where appropriate.</b></p> <p>We continue to promote the Active Community Fund to potential applicants. This year the Active Community Fund has been publicised through Fresher's Fair, Inspire East, CUSU, MENTER (East of England Black and Minority Ethnic Network) and Council for Voluntary Service bulletins.</p> <p>Other funding opportunities have been regularly passed to outreach projects, primarily through the Cambridge for All electronic forum, and we have helped various departments and student societies to identify potential funding sources. Through the Active Community Fund, Community Affairs maintains relationships with other funders, for example, through funding conferences and fairs.</p>
1.1.7	<p><b>To plan how to co-ordinate approaches to funders, so that the same funder does not receive multiple requests from the University into one stream, and so that other opportunities are not missed.</b></p> <p>We have improved the co-ordination of applications to Research Council public engagement grants, encouraged joint larger scale bids where several bodies are intending to apply to the same fund and advised people to inform the Development Office if they are applying for funding from a trust or foundation. We have found it impossible to improve co-ordination beyond these steps - it is too resource intensive to co-ordinate bids and people are not generally willing to share information about their funding applications.</p>
1.1.8	<p><b>To work across Departments and Colleges to support students and staff who want to implement community links, and to focus particularly on collaborative projects between different University units and on areas where the University can add value and has traditionally been under-involved.</b></p> <p>The Committee on Community Activities continues to work across the University and Colleges to support staff and students to implement community links. Over this period, we supported student groups and University institutions including One World Week, RAG, Student Community Action, Cambridge University Southern African Fund for Education (CUSAFE), Cambridge Programme for Industry, the Institute of Continuing Education, Humanitarian Centre, Cambridge University Entrepreneurs, Community Café Project and Students in Free Enterprise (SIFE). We worked with many academic departments for the Festival of Ideas. Our support has included identifying appropriate community partners, marketing activities to the community, advising people on event logistics, allocating funding through the Active Community Fund and advising on other potential sources of funding.</p> <p>In September 2008, the first 'Open Cambridge' was launched. This followed a pilot of the Open Cambridge format with a garden tour at Murray Edwards College for a group of elderly Cambridge residents, which was well received. Nine Colleges and six other University venues welcomed</p>

	<p>over 600 local people on free tours of architecture, libraries, sculpture and gardens. The tours were given by University and College staff including bursars, gardeners, librarians and postgraduates. The demand for this scheme was exceptional with all tours fully booked well in advance. Open Cambridge will become an annual scheme.</p>
1.1.9	<p><b>To assist academics and students to find community partners for teaching and research activities.</b></p> <p>This continues to be an ad hoc area of support – we respond to requests from departments looking for community partners for teaching and research (see developments in 1.1.10).</p>
1.1.10	<p><b>To work with Departments to increase the number of student placements and projects in not-for-profit organisations, whether formally part of Tripos or connected to skills gained through Tripos.</b></p> <p>We regularly advise external voluntary and community organisations and internal institutions of the possibility of gaining expert advice through student projects connected to courses such as the Management Studies Tripos in the Judge Business School. The value of these projects continues to be high both to the students and the organisation, for example, the Cambridge Museum of Technology found a report prepared by management students on the future of the Museum invaluable.</p> <p>We worked with the Department of Geography to organise a science / social science shop seminar in April 2008, with Dr Henk Mulder, Science Shop, Groningen University. 'Science shops' provide research, often carried out by students, in response to questions from civil society. The seminar attracted 20 attendees including academics, postgraduates and outreach staff. Following the seminar, we have been working with a small number of departments to broker relationships with community organisations for community-based Tripos projects.</p>
1.1.11	<p><b>To maintain and develop the 'Cambridge for All' electronic forum, for staff and students running outreach and access projects.</b></p> <p>This forum is still used to distribute relevant information to students and staff subscribed to this list (those involved in community or outreach initiatives), including outreach, volunteering, funding and training opportunities.</p>
1.1.12	<p><b>To fund Student Community Action to complete Criminal Record Checks for student and staff volunteers in 2006-08.</b></p> <p>Student Community Action was funded in 2007-08 to criminal record check any staff member or student who wanted to volunteer for a community project and required a CRB disclosure. In this period, they undertook 600 checks.</p> <p>We have been working with the Personnel Division, the Education Section, the Health &amp; Safety Division and the Insurance Office on promoting good practice in the protection of children and vulnerable adults.</p>
<p><b>1.2. Work with external community partners to initiate and support mutually beneficial University-community initiatives.</b></p>	
1.2.1	<p><b>To continue to work with voluntary and community organisations to set up mutually beneficial partnerships with the University.</b></p>

	<p>Community Affairs continues to respond to a number of enquiries from the voluntary and community sector and facilitates mutually beneficial relationships wherever possible. Work to facilitate interactions with the voluntary and community sector has included:</p> <ul style="list-style-type: none"> <li>• advising organisations on how to recruit staff and student volunteers</li> <li>• making grants from the Active Community Fund</li> <li>• putting organisations in contact with University museums, departments and student societies, for example, where the organisation requests a speaker on a certain topic</li> <li>• facilitating the donation of used items by putting departments with unwanted goods in contact with community organisations.</li> </ul> <p>We have worked with numerous voluntary organisations over the period including Cambridge Museum of Technology, Cambridge Women's Resource Centre, U3A, SETPoint, the Cambridge Refugee Support Group, Cambridge Council for Voluntary Service, SOS Children's Fund, Cambridge Arts Movement, Cambridge Volunteer Centre, World Harmony Run, Red Balloon, NSPCC, Wintercomfort, Business Action on Skills and the Guidance, Employment and Training Group.</p> <p>We launched an e-bulletin for voluntary and community organisations to take a more proactive approach in communication with these bodies. This termly bulletin provides community organisations with relevant information from across collegiate Cambridge and intends to improve and standardise communication with those groups.</p>
1.2.2	<p><b>To facilitate links between 'researchers' and 'researched communities', for example, through the pro-active communication of relevant research through appropriate and accessible mechanisms.</b></p> <p>We have organised various discussion events with community organisations on research of relevance to them, for example, we organised a nutrition and mental health discussion event in December 2007 at Michaelhouse in collaboration with the Cambridge Women's Resource Centre, with academics Caroline Stokes and Valerie Dunn.</p>
1.2.3	<p><b>To continue to operate the Community Giveaway Board and to market it more effectively to increase usage by University and not-for-profit groups.</b></p> <p>We relaunched the Giveaway Board in 2007-08, but usage levels remained low so the Board was closed for good in 2008. There are now more organisations than ever who are able to broker the disposal of unwanted goods to community organisations, so the Giveaway Board has been replaced with a list of such organisations. We continue to be contacted about unwanted goods and we have facilitated several exchanges in this period including a coffee machine and pieces of furniture.</p>
1.2.4	<p><b>To continue to run the Cambridge Business Community Action Network and to set up mutually beneficial community partnerships with locally based companies.</b></p> <p>We organised a large 'speed networking' event in November 2007 sponsored by the Greater Cambridge Partnership. These annual events put around 100 charities, companies and public sector organisations in contact to see how they can work together to the benefit of the local community.</p>

	Outcomes from the 2007 event included an archaeological dig with the clients of the charity Red2Green and a range of used goods being donated to the Community Recycling Network. As well as these larger events, we have continued to run smaller networking meetings at various company locations around Cambridge with speakers from local community organisations.
1.2.5	<p><b>To continue to run the annual ‘Bridge the Gap’ walk in 2007 and 2008, continuing to promote good relations with the local community and to raise money for local charitable causes.</b></p> <p>The Committee continues to oversee the ‘Bridge the Gap’ sponsored charity walk which welcomed 2,350 walkers into the grounds of ten Colleges and the Scott Polar Research Institute in 2008, and raised over £40,000 for charity. Numbers of participants had been in decline so we undertook an extended marketing campaign which resulted in the numbers of participants increasing from just over 1,500 last year. In 2008, a new partnership with the Cambridge’s Blue Badge tour guides was also launched and fifteen tour guides joined us on the route to give historical information about the Colleges to the walkers.</p>
1.2.6	<p><b>To maintain close links with local statutory bodies to look for opportunities for the University to play a role in combating local social exclusion.</b></p> <p>It is important that the University’s public engagement activities reach out to all socio-economic groups and to this end we have run several events in partnership with community organisations to reach out to their member base and we have publicised existing initiatives through colleagues in statutory and voluntary bodies so that they can publicise them to their members/service users.</p> <p>We continue to work with Edmund’s Hill Prison, Cambridgeshire County Council, Cambridge City Council, the NHS, the East of England Development Agency and other local and regional statutory bodies.</p> <p>We ran the summer scheme with the Children’s and Young People’s Participation team at the City Council again (see 2.16) and we took City Council community development colleagues on a tour of University museums and departments.</p>
1.2.7	<p><b>To represent the University on the Cambridge City Local Strategic Partnership in order to identify opportunities for University involvement, including funding opportunities.</b></p> <p>The Head of Community Affairs sits on the Cambridge City Local Strategic Partnership, and refers issues to relevant University offices. We took part in an audit of the effectiveness of the Partnership in this period.</p>
<b>1.3. Promote, monitor and report on University community activity, and work with other universities to evaluate community activity.</b>	
1.3.1	<p><b>To undertake a Community Engagement Survey in 2007 and 2008, disseminating the results across the University and beyond.</b></p> <p>The Community, Outreach and Widening Participation Survey was undertaken in 2007 and was reported in the Committee’s annual report last year.</p>



1.3.2	<p><b>To set up and maintain an intranet containing data, for example, on which initiatives are working with which community partners, in order to facilitate and professionalise relationships with external community partners.</b></p> <p>Although the Community, Outreach and Widening Participation Survey was undertaken via an online survey for the first time, we have not made substantial progress with this objective. On further investigation, we find that we do not currently have the necessary manpower to establish and maintain such a resource.</p>
1.3.3	<p><b>To work with the Communications and Communications Services teams to identify PR and marketing opportunities arising out of community engagement activities.</b></p> <p>Community Affairs has worked with the Communications team this year to gain local and national media coverage of:</p> <ul style="list-style-type: none"> <li>• Rising Stars public communication course</li> <li>• Various outreach activities organised in conjunction with the City Council's Children's and Young People's Participation Service (ChYPPS)</li> <li>• Cambridge Science Festival</li> <li>• Bridge the Gap</li> <li>• Open Cambridge</li> <li>• Festival of Ideas.</li> </ul> <p>We have also referred many other public engagement stories to the Communications team, for example, the St John's/MENCAP catering scheme which was featured in the staff newsletter.</p>
1.3.4	<p><b>To look for opportunities for external recognition of University outreach activities, for example, by the press and by potential and current funders, students, employees, community partners, and through external awards.</b></p> <p>Community Affairs co-ordinated the Student Volunteering Gold awards which is a national scheme run by Volunteering England. Four students won awards for their "dedication, achievement and leadership in voluntary activity":</p> <ul style="list-style-type: none"> <li>• Sachi Findlater was given her award for organising numerous Cambridge-based and national training programmes for Engineers without Borders UK.</li> <li>• Rachel Gottschalk, a clinical medical student at Emmanuel College, was recognised for her dedication to the Contact student visiting service.</li> <li>• Cecily Morrison received her award for leadership in setting up a new project, Women @ CL Outreach, to encourage more young women to study computer science, and to pursue careers in this area.</li> <li>• Ellie Nalson, a fourth-year student at Jesus College, received her award for achievement in transforming the Bounce! Project run by Student Community Action.</li> </ul> <p>Ed Hutchinson, a former Rising Star, won the 'New Researcher Category' of this year's Biosciences Federation (BSF) Science Communication Award. Ed has chosen to include in his prize talk information about the support available at Cambridge for public engagement.</p>
1.3.5	<p><b>To ensure that University resources and initiatives available to the local community are appropriately publicised.</b></p>

	<p>As well as increased press coverage (see 1.3.3) and the new voluntary sector e-bulletin, we have also launched a new public events email list to which members of the public can subscribe. We have also developed our marketing contacts in this period and now regularly feature in publications such as parish magazines.</p>
1.3.6	<p><b>To continue to be at the forefront of developing university-community engagement, and to participate in national discussions on developing metrics to measure such activity.</b></p> <p>Community Affairs is taking part in two national action research studies into public engagement with science, funded by NESTA. We have participated in various other fora including a DIUS meeting on encouraging social spin outs from universities and a South East regional student volunteering meeting. We have been working with the new national co-ordinating centre for public engagement.</p> <p>Cambridge's performance in the community aspects of HEFCE's Higher Education Business and Community Interaction Survey continues to be outstanding (we are ranked in the top 3 for most relevant measures).</p>
1.3.7	<p><b>To collaborate with other HEIs in order to: share good practice in the area of university-community engagement; draw down extra resources; increase the profile of university-community engagement; gain a better understanding and valuation of community engagement by higher education institutions.</b></p> <p>We are getting an increasing number of enquiries from other higher education institutions about how to set up and run community engagement functions, Science Festivals, etc. We have had enquiries in this period from the University of Brighton, University of Oxford, Nottingham Trent University, University of the West of England, Cardiff University and others.</p>
1.3.8	<p><b>To continue to participate in the Russell Group Higher Education Community Engagement Model benchmarking exercise, to map Cambridge's community activities against those of other universities.</b></p> <p>The Russell Group community engagement network remains active and is a useful way to learn how other universities manage community engagement. The network publicised its Higher Education Community Engagement Model in 2008 on a free, open access basis. There has not been a joint benchmarking exercise since 2006 and, to the best of our knowledge, Cambridge has undertaken the widest community engagement audit in the country.</p>
1.3.9	<p><b>To work through the AUÉE (Association of Universities in the East of England) Community Engagement Sub-Group to investigate funding and collaboration opportunities.</b></p> <p>The University was a founder member of the Association of Universities in the East of England's Community Engagement Sub Group. The sub group commissioned a report on community engagement by universities in the region and organised a second regional conference in November 2007, to look at how regional HEIs might work more closely with the voluntary &amp; community sector.</p>

<b>1.4. Raise the profile of community engagement across the University and secure for it the most favourable environment possible.</b>	
1.4.1	<p><b>To support the development of a University report on its social, environmental and economic impact.</b></p> <p>The Committee reported on the work of the Operational Impact Working Group in its last report. In 2009, the University will be taking part in the Business in the Community/HEFCE 'Universities that Count' corporate social responsibility benchmarking exercise.</p>
1.4.2	<p><b>To ensure a high profile for and good signposting of volunteering and community activities on the University website and in University publications, and to ensure that any information on such activities is relevant and up to date.</b></p> <p>We continue to review the profile of volunteering and community activities online and in print publications and to make improvements where we can, for example, in this period we provided the International Office with information on volunteering for international students.</p> <p>The Community Affairs team has delivered two information sessions for staff interested in volunteering and we supported the 2007-08 CUSU Volunteering and Community Service society award.</p>
1.4.3	<p><b>To maintain and improve the 'Cambridge for All Directory' which is an online database of outreach and access initiatives.</b></p> <p>The 'Cambridge for All' Directory - <a href="http://www.connectwithcambridge.org">www.connectwithcambridge.org</a> - has been re-branded 'Cambridge in the Community' to better reflect the content of the directory and its intended user groups. The directory now lists 174 projects at the University and Colleges for schools, families and the general public.</p>
1.4.4	<p><b>To run an event in 2008 to showcase the organisations funded by the Active Community Fund, to celebrate the efforts of the volunteers and to give University and community representatives an opportunity to network.</b></p> <p>This event, planned for December 2008, will be an excellent opportunity for community groups, local statutory agencies and University and College representatives to network.</p>
1.4.5	<p><b>To continue to ensure that, wherever possible, the objectives of the Committee on Community Activities match the objectives of central University offices, and in consequence, to set up initiatives of mutual benefit.</b></p> <p>The Committee continues to identify opportunities where it can work with other committees, departments etc, for example, with the Personnel Division on child protection.</p> <p>Following a pilot, Staff Development has integrated a 'volunteering' element in the Level 3 Award in First Line Management. The participants review current practice and make recommendations for improvements on encouraging staff to use the University museums, increasing awareness of Student RAG amongst University staff, working with the Arthur Rank Hospice and the Botanic Garden staff event for the 800th year.</p>

1.4.6	<p><b>To survey the Colleges on possible sources of College funding for students wanting to get involved in community activities, particularly over the long vacation.</b></p> <p>This was included in the Community, Outreach and Widening Participation Survey but the response rate to this question was low. We will find a more appropriate way of collecting this information.</p>
1.4.7	<p><b>To continue to support the Personnel Division in implementing a work placement scheme for excluded individuals by 2007.</b></p> <p>Community Affairs is continuing to work with the Personnel Division to undertake more research for this scheme, which will include identifying local agencies which place such individuals into work. We work with agencies such as Business Action on Skills to find placements for individuals when requested.</p>
1.4.8	<p><b>To continue to support the Finance Division in introducing payroll giving for University staff by 2007.</b></p> <p>Following a request from the Committee on Community Activities, the Finance Division has agreed to include a payroll giving facility in the new payroll system (CHRIS). We expect that this will not be implemented until 2011.</p>

## **2. Public engagement activities (educational outreach)**

<b>Operational objectives 2006-08</b>	
2.1	<p><b>To conduct a full mapping of Science, Arts, Humanities and Social Sciences outreach in Cambridge, with reference to the data collected through the Community Engagement Survey.</b></p> <p>This mapping was undertaken in 2007 and reported in the Committee's annual report last year. The Festival of Ideas was an extremely useful way of identifying academics and students in the arts, humanities and social sciences who undertook (or wanted to become involved in) outreach.</p>
2.2	<p><b>To conduct a survey of national and international public engagement activities, policies and funding streams, looking for opportunities and ideas for Cambridge's future involvement.</b></p> <p>We undertook a mapping of potential public engagement opportunities for Cambridge in 2007 and we continue to keep abreast of opportunities identified in that mapping. The Festival of Ideas was an excellent opportunity to set up partnerships with relevant national bodies, for example, the Institute of Ideas.</p> <p>We are also involved in support for public engagement at the local level, for example, contributing to a Hills Road Sixth Form College / Cambridge Biologists networking day on science enrichment activities available in the Cambridge area.</p>

2.3	<p><b>To keep up to date on public communication of science and arts policy, as set by government, research councils, etc. and to promote any opportunities for involvement across the University.</b></p> <p>We continue to improve our knowledge and understanding of public engagement by higher education institutions and other research bodies internationally, and continue to network with relevant organisations. In particular, we keep up to date with Research Councils UK public engagement strategies, and promote related funding opportunities to departments and assist them to apply where requested to do so.</p>
2.4	<p><b>To work with Departments and student societies to address any imbalances in the University’s public engagement provision which become apparent from the mapping (see 2.1, above), e.g. the relative lack of activities facilitating public debate on ethical issues surrounding cutting edge research; an imbalance between science and the arts; ‘spikes’ in the outreach calendar with periods of extensive outreach and other periods of little activity; skewed target audiences.</b></p> <p>The imbalances we have targeted and sought to address in this period include:</p> <ul style="list-style-type: none"> <li>• less <i>supported</i> outreach in the arts, humanities and social sciences (through the Festival of Ideas, working with relevant departments to pilot outreach activities, ensuring that 50% of Rising Stars participants are from the arts, humanities and social sciences);</li> <li>• less outreach to children, young people and adults in certain social groups (through a partnership with the City Council children and young people’s service, work with community centres, new ‘Book a Speaker’ service);</li> <li>• lack of two way ‘dialogue’ (through dialogue events regarding nutrition and mental health and drug addiction delivered with Cambridge community centres).</li> </ul>
2.5	<p><b>To work with ten Departments who currently have little educational outreach activity, but would like to establish such activity, to provide the necessary assistance to set up and maintain educational outreach activity.</b></p> <p>The Festival of Ideas in particular involved many departments who had not undertaken extensive outreach before. Departments involved included: Asian and Middle Eastern Studies; English; History; Anglo-Saxon, Norse and Celtic; Classics; Music; Social Anthropology; Zoology; Latin American Studies.</p>
2.6	<p><b>To work with Departments and societies to set up and run new activities, particularly where there are opportunities for interdisciplinary activity.</b></p> <p>We have provided support for various departments and student organisations in this period including Nanoscience, Architectures sans Frontieres, Students in Free Enterprise, RAG, Kettle’s Yard, Neuroscience, Engineers without Borders, CU Spaceflight, CU Eco Racing, Zero Carbon and CUSU. For example, we supported The Shop to run art workshops with community organisations and Architecture sans Frontieres to develop a ‘shanty town’ workshop for young people.</p> <p>The two festivals are excellent opportunities for departments and societies to set up new activities or to adapt existing ones. Similarly, we have worked with the 800<sup>th</sup> Anniversary team to support 2009 Fund recipients with the outreach elements of their activities.</p> <p>All Rising Stars participants must organise and deliver a new public activity as part of the course. We provide the support required for those activities</p>

	<p>which have included a medieval tour of Cambridge and a public exhibition of creative notebooks. Several participants have chosen to deliver interdisciplinary public activities, for example, a language session covering both bird song and human language. 'Rising Stars' has also been an effective way of 'recruiting' individuals to take part in various outreach activities including the Schools Master classes for the Cambridge Science Festival.</p> <p>We organised an event with Lucy Cavendish College for Adult Learners' Week in May, for 40 local women thinking about returning to Education.</p>
2.7	<p><b>To assist Departments and student societies who want to maintain or expand existing educational outreach projects, particularly in currently under-represented Schools and Departments.</b></p> <p>A whole range of departments and student societies have been supported in the day to day running of their public initiatives. Departments supported this year include Computer Laboratory, Kettle's Yard, Nanoscience, Archaeology, Institute of Continuing Education, Physics, Astronomy, Engineering, Triple Helix and the Darwin Co-ordinators' Group. Support has included funding advice, local community contacts, arranging training, advice on organisational development, marketing contacts, liaising on sensitive issues with the County Council, funding through the Active Community Fund, help to design an appropriate schools activity and a whole range of other practical help and advice such as the provision of schools mailing lists. Community Affairs works with a host of Departments during the Science Festival to deliver over 100 events.</p>
2.8	<p><b>To extend and publicise the information and advice services already provided to students, academics and outreach staff by the Cambridge Science Festival and Community Relations teams: and to continue to adopt other central co-ordination mechanisms for educational outreach activity where the need arises.</b></p> <p>We have presented at events such as the University Introductory conference to promote our service to new staff and continue to use the staff newsletter, our website, foray, leaflets, the societies fair etc to publicise the support available from Community Affairs.</p> <p>We worked with the Legal Office to produce a standardised photo permission form and guidance, for use by any University department or student society.</p> <p>Community Affairs is hosting a part time Festivals and Outreach Officer (paid for by the 800<sup>th</sup> team) who is working on the community aspects of the 800th Anniversary Year. She has been working on a leaflet for schools and community groups, the schools aspect of 'Letters to the Future', a large scale outreach programme for the November finale, a portrait exhibit and an information event for outreach in the 800<sup>th</sup> year.</p>
2.9	<p><b>To continue to facilitate the sharing of best practice and the training of staff and volunteers in science and arts outreach.</b></p> <p>We run various group support mechanisms including the Working with Schools group and the Cambridge for All forums. A drawing workshop organised in May 2007 for various outreach officers and local organisations resulted in ideas for new public activities.</p>
2.10	<p><b>To continue to co-operate with the 'Working with Schools' group, to assist in supporting University projects working with primary and</b></p>

	<p><b>secondary schools.</b></p> <p>Community Affairs has continued to facilitate the Working with Schools group and hold regular meetings for sharing best practice and information between members. The meetings are regularly attended by 25-35 College and Departmental staff working with primary and secondary schools and the group has had presentations the County Council's schools science advisor, Cambridge Regional College and the Cambridge Museum of Technology. The group is exploring the delivery of sessions taken from the PGCE for outreach officers, e.g. on classroom management.</p>
2.11	<p><b>To look for external funding opportunities for educational outreach, publicise such opportunities across the University and to work with Departments and societies on cross-department/society funding applications in order to bring at least £30,000 extra into public engagement by July 2008.</b></p> <p>We actively seek and alert departments as to when new funding opportunities arise, and provide help in applying where required. Joint funding applications have been.</p> <p>Community Affairs generates £90,000 in sponsorship each year for Science Festival related public engagement activities, including £25,000 from the Wellcome Trust for year-round science engagement activities. £10,000 funding was secured from Cambridge University Press for the Festival of Ideas.</p>
2.12	<p><b>To ensure that specific funding streams for outreach activity administered by research councils, the EU and other bodies, are fully utilised by Departments, by surveying opportunities and enquiring whether anyone is applying into such streams, and providing any fundraising assistance where necessary.</b></p> <p>We promote RCUK and other relevant funding streams to Working with School members, Rising Stars, Festival of Ideas co-ordinators and Science Festival co-ordinators.</p>
2.13	<p><b>To work closely with CUDO to investigate whether the funding infrastructure for educational outreach at the University could be improved, and to implement such mechanisms where appropriate.</b></p> <p>The Development Office's Trusts and Foundations Fundraising Officer supports outreach projects to raise money from such sources. We ran a networking event and tour of outreach initiatives for University fundraisers, at the Development Office's request.</p>
2.14	<p><b>To support Departments and student societies to collaborate with external partners for mutual benefit by identifying new opportunities and by acting as a first point of contact for relevant external partners and for academics and students looking for community partners.</b></p> <p>Community Affairs regularly provides community contacts to University initiatives, and University contacts to community organisations. We pro-actively look for new opportunities for involvement and promote them to University and College colleagues. For example, the homeless charity Wintercomfort was setting up a new workshop programme for its service users and we found several academics and students who were willing to deliver sessions for them.</p>

2.15	<p><b>To work with community organisations to engage non-traditional stakeholders in educational outreach activities, in particular the socially excluded.</b></p> <p>Extensive work has been undertaken with community organisations, for example, we have organised regular University speakers for the U3A and we gave priority booking to community organisations for Open Cambridge.</p>
2.16	<p><b>To work with Cambridge City Council and other local agencies to ascertain whether and how public engagement activities could be extended to deprived areas of Cambridge city.</b></p> <p>The summer young people's programme piloted with Cambridge City Council in 2007 was expanded this year. We worked with departments and student societies to deliver 17 educational sessions on Cambridge recreation grounds for young people in disadvantaged areas of Cambridge. The sessions included rocket building, discovering archaeology and nutrition and were provided by the Museum of Archaeology and Anthropology, Architecture sans Frontières, the MRC, Physical Education and Engineering. The sessions reached 291 children and 55 adults and the scheme continues to be an excellent way to reach young people who are unlikely to attend such events in University premises. It is also an effective partnership – the City Council publicises the sessions and provides youth workers.</p>
2.17	<p><b>To work with Research Services Division to look into the feasibility of arranging information sessions for academic staff in support of grants from Research Councils who are encouraging academics to build public engagement into their work.</b></p> <p>A Research Services Division grants seminar proved to be a useful forum for supporting academics to build public engagement into their grants.</p>
2.18	<p><b>To plan and implement the 'Rising Stars' scheme which will train post-graduates and young academics in skills such as creating hands-on experiments, radio broadcasting, delivering public lectures and family learning.</b></p> <p>We launched the inter-disciplinary Rising Stars public communication course in 2006-07. Over 50 undergraduates, postgraduates, post-docs and early career academics have now completed the course which enables them to communicate their research to wider public audiences.</p>
2.19	<p><b>To assist participants on the 'Rising Stars' scheme to arrange public engagement activities, e.g. a series of debates for 6<sup>th</sup> formers.</b></p> <p>Participants in the 'Rising Stars' scheme were supported to deliver public engagement projects including a medieval tour of Cambridge and a mental health discussion event with CAM MIND.</p>
2.20	<p><b>To pilot a 'brokerage' service, which would recruit and match students and academics with public engagement initiatives requiring, e.g. a speaker for a public lecture, a video conference for a school.</b></p> <p>The 'Book a Speaker' service, through which schools and community groups can book talks given by University staff and graduates, has been expanded to include more talks (<a href="http://www.admin.cam.ac.uk/offices/communications/community/speaker/">www.admin.cam.ac.uk/offices/communications/community/speaker/</a>). Ad hoc public engagement opportunities are also publicised across the University and Colleges.</p>



2.21	<p><b>To work with the Communications and Communications Services teams to identify PR and marketing opportunities for Science, Arts, Humanities and Social Sciences public engagement activities.</b></p> <p>The Community Affairs team works closely with the Communications team to publicise engagement activities via the University news webpages and the media.</p>
2.22	<p><b>To work with the relevant University offices to continue to improve the web profile of Cambridge’s public communication activities, focussing in particular on the provision of educational resources over the Internet.</b></p> <p>‘Community and schools’ is a new link on the University homepage following the web review and the top pages have been rewritten to help users navigate that area of the site. We maintain the online ‘Cambridge in the Community Directory’ which contains links to ongoing outreach activities undertaken by the University and Colleges. Within these are a host of educational resources and it is possible to search the database by academic subject and key stage.</p>
2.23	<p><b>To look for opportunities to use technology to increase the reach of public engagement activities, to reach at least 10,000 new individuals by July 2008.</b></p> <p>The 2007 Cambridge Science Festival podcasts supported by Apple and made available on iTunes received 70,000 downloads in the first three months. We provided resources to the Naked Scientists so that they could continue to provide quality public science content. We continued this year to make as much content as possible available through podcasts. We also launched a high profile text poetry competition as part of the Festival of Ideas.</p>
2.24	<p><b>To pilot an innovative business/University school outreach programme, taking science activities out into schools in partnership with businesses.</b></p> <p>Since setting this objective, we have been working closely with Setpoint and have concluded that participating in their activities which involve ambassadors from business and higher education is more effective than setting up own parallel scheme.</p>
2.25	<p><b>To maintain a close working relationship with the Council for Lifelong Learning and other University committees, and to regularly review these objectives in the light of new University strategy and policy.</b></p> <p>The Committee on Community Activities maintains functional links with the Council for Lifelong Learning and other relevant committees such as the Outreach Steering Group.</p>

### **3. Arts, Humanities and Social Sciences Festival (Festival of Ideas)**

The first Festival of Ideas was staged in October/November 2008 and attracted 8,000 people to over 200 events. Although the Festival falls into the next period, much of the preparation was in the academic year 2007-08.

<b>Operational objectives 2006-08</b>	
3.1	<p><b>To map existing Arts, Humanities and Social Science outreach at Cambridge (see 2.1, above).</b></p> <p>See 2.1, above.</p>
3.2	<p><b>To research the national landscape of Arts, Humanities and Social Sciences public engagement policy, activities and funding (see 2.2, above), and relevant local events such as the Cambridge Word Fest and the Cambridge Music Festival.</b></p> <p>See 2.2, above. We worked closely with the providers of other relevant activities such as the Cambridge Word Fest and the Cambridge Music Festival to ensure that the Festival of Ideas complemented their activities.</p>
3.3	<p><b>To consult University and College stakeholders on the Arts, Humanities and Social Sciences Festival proposal, e.g. chairs of the relevant schools, CRASSH.</b></p> <p>There was wide consultation across the Schools of Arts and Humanities and Humanities and Social Sciences about the shape of the Festival and the activities Departments planned to deliver. Likewise, we worked with the Colleges on their involvement in the Festival. Participating Colleges included St John's, Corpus Christi, Murray Edwards, Jesus, Homerton, Churchill, King's and Trinity.</p>
3.4	<p><b>To conduct discussions with national, regional and local policy makers, community organisations, funders and other stakeholders about Cambridge's proposal to stage an Arts, Humanities and Social Sciences Festival.</b></p> <p>Discussions were held with the AHRC, the ESRC and other national organisations and with many local/regional organisations in preparation for the first Festival of Ideas. Some of these organisations delivered events as part of the Festival, for example, Escape Artists and the Cambridgeshire Library Service.</p> <p>Those who took part in the Festival included figures such as the BBC's Evan Davis, Doug Richard of Dragon's Den, Michael Howard MP, Professor John Carey and linguist David Crystal.</p>
3.5	<p><b>To ensure that existing Arts, Humanities and Social Sciences public engagement activities are properly supported by Community Affairs (see section 2, above).</b></p>

	<p>A Festivals and Outreach Officer for the Arts, Humanities and Social Sciences was recruited into the Community Affairs team whose remit is to support public engagement from those departments.</p>
3.6	<p><b>To work with Departments and societies to pilot new Arts, Humanities and Social Sciences public engagement activities, in preparation for the Festival.</b></p> <p>Several pilot activities were staged in the run up to the Festival, for example, an artist workshop held at Newnham Croft Primary School in December 2007.</p>
3.7	<p><b>To work with the Development Office and other relevant offices to fundraise from companies, government and trusts for the Arts, Humanities and Social Sciences Festival.</b></p> <p>Sufficient funding was secured to stage a large scale Festival.</p>
3.8	<p><b>To plan themes and activities for the 2008 Festival, with participating Departments, Colleges and student societies.</b></p> <p>An extensive and wide ranging programme was staged by participating Departments, Colleges and student societies. Subjects covered ranged from politics, Europe and the impact of Facebook on friendship to Cambridge's contribution to the history of ideas. In addition to talks and lectures, the Festival offered a range of hands-on activities, including a day of family events. Children and their parents were invited to find out the truth behind the fiction about Vikings, Anglo-Saxons and Celts, to try making Anglo-Saxon herbal remedies, to learn drumming or a language, to draw earthquake art, to watch Latin American cartoons and to learn how spears were made in pre-history.</p>
3.9	<p><b>To establish a network of 'co-ordinators' in Departments and to support them to deliver their Departmental contribution to the Festival.</b></p> <p>A network of co-ordinators from departments, Colleges, student organisations and external bodies has been established. Contributors to the Festival programme were supported with small grants, logistical advice, the provision of stewards, marketing of events, etc.</p>
3.10	<p><b>To work with local primary and secondary schools to create a pre-event road show with academics visiting schools and talking about interesting topics such as literature, art, culture and providing hands-on activities.</b></p> <p>Activities for schools and community groups included:</p> <ul style="list-style-type: none"> <li>• Schools project took place 13 – 17 October, involving the Whipple Museum's Science of Musical Sound project, the Village College Arts Managers and the Stagecoach artSbus. Over 350 children participated in sessions on how to visualise sound.</li> <li>• Arts workshop held at Newnham Croft by a former Rising Star Kate Bethune.</li> </ul>

	<ul style="list-style-type: none"> <li>• Big Draw day held at Browns Fields Community Centre supported by the Festival and The Shop student arts project.</li> </ul>
3.11	<p><b>To arrange suitable venues for the 2008 Festival and to conduct full health and safety checks and risk assessments.</b></p> <p>Venues were secured and a full risk assessment was completed for each event.</p>
3.12	<p><b>To recruit and train volunteer stewards for the Festival.</b></p> <p>Over 60 volunteer stewards were recruited centrally, on top of the large numbers of volunteers in departments and Colleges.</p>
3.13	<p><b>To market the Festival to the public, the press and other stakeholders, and to produce a printed and online programme of activities.</b></p> <p>Marketing of the Festival was extensive in order to ensure good attendances and included media coverage, banners, postcards, posters, displays, a high web profile and the mailing of 45,000 printed programmes to organisations and individuals all over the South East.</p>
3.14	<p><b>To stage a pilot Festival in 2008 (exact timing to be decided following consultation with University stakeholders – see 3.3 above).</b></p> <p>The pilot Festival was staged from 22<sup>nd</sup> October – 2<sup>nd</sup> November 2008.</p>
3.15	<p><b>To conduct a full evaluation of the Festival, surveying members of the public and University stakeholders.</b></p> <p>Over 500 evaluation forms were returned and a full Festival evaluation will be produced.</p>
3.16	<p><b>To decide, based on the Festival evaluation, internal consultation, external opportunities and sustainability considerations, whether future Festivals will be held.</b></p> <p>Contributors and members of the public are keen for the Festival to become annual and core funding for three more Festivals of Ideas has been secured.</p>

The Committee on Community Activities does not oversee the two other areas of work undertaken by the Community Affairs function in the Office of External Affairs and Communications: support for outreach activities for the **800<sup>th</sup> Anniversary Celebrations** and the **Cambridge Science Festival**.

## **Appendix 1 – Objectives for 2008-2011**

***All targets are annual unless otherwise stated.***

<b>1. Support departments, colleges, museums and student societies to run their community and outreach activities effectively.</b>	
1.1	<p>Co-ordinate the Cambridge Science Festival in March 2009, 2010 and 2011 to engage the general public of all ages in issues of scientific interest and to promote Cambridge's scientific research.</p> <ul style="list-style-type: none"><li>• Attract 25,000 visitors to the Festival annually with 30% of visitors new to the Festival.</li><li>• Reach 50,000 people through new media.</li><li>• Involve 70 schools through masterclasses, the Science Festival Roadshow and other Festival activities.</li><li>• Increase the number of School Roadshow visits to 55 in 2009, 60 in 2010 and 65 in 2011 to meet demand from schools.</li><li>• Work with 500 people from 'hard-to-reach' audiences, including school pupils who receive less science outreach due to geographical or social isolation.</li><li>• Gain 3 pieces of press coverage in the national media and 20 in local/regional media.</li><li>• Involve 40 Cambridge science departments, museums, institutions, Colleges and student societies.</li><li>• Support departments through fundraising, stewards, marketing, risk assessment co-ordination (with Health &amp; Safety Division) etc.</li><li>• Involve 2 new external delivery partners to the Festival to extend the reach of the Festival and alleviate queues in the central venues.</li><li>• Conduct a thorough evaluation of each Festival and make appropriate adaptations based on feedback received, with 80% of participants rating the Festival as 'good' or 'very good'.</li><li>• Develop Festival impact assessment, in line with Community Affairs' aim to improve understanding of its impact overall (see 3.1, below)</li><li>• Fundraise £80,000 on top of core funding to maintain the Festival at current levels.</li><li>• Promote Cambridge's position at the forefront of science outreach nationally by disseminating information about the Science Festival to policy makers, government departments and other relevant bodies and by sharing good practice with other similar initiatives internationally (in line with 3.3, below).</li></ul>
1.2	<p>Co-ordinate a Festival of Ideas in October 2009, 2010 and 2011 to engage the general public of all ages on issues of arts, humanities and social science interest and to promote Cambridge's research in these areas.</p> <ul style="list-style-type: none"><li>• Attract 5,000 visitors in 2009, 7,500 in 2010 and 10,000 in 2011.</li><li>• Reach 10,000 people through new media in 2009, 15,000 in 2010 and 20,000 in 2011.</li><li>• Work with 10 schools in 2009, 15 in 2010 and 20 in 2011.</li><li>• Work with 4 community organisations to deliver community masterclasses.</li><li>• Work with 250 people from 'hard-to-reach' audiences.</li><li>• Gain 3 pieces of press coverage in the national media and 10 in local/regional media.</li><li>• Involve 30 arts, humanities and social sciences departments, museums, institutions, Colleges and student societies in 2009, 35 in 2010 and 40 in 2011, developing contacts with key individuals in those departments with formal responsibility for outreach.</li><li>• Support departments through fundraising, provision of stewards, marketing, risk assessment co-ordination etc.</li></ul>

	<ul style="list-style-type: none"> <li>• Develop a student society to undertake practical outreach work to support the Festival, in the way that Cambridge Hands on Science delivers a crucial part of the Cambridge Science Festival.</li> <li>• Involve 2 new external delivery partners to the Festival to extend the reach of the Festival.</li> <li>• Conduct a thorough evaluation of each Festival and make appropriate adaptations based on feedback received, with 80% of participants rating the Festival as 'good' or 'very good'.</li> <li>• Fundraise £30,000 on top of core funding to maintain the Festival at current levels.</li> <li>• Promote Cambridge's position at the forefront of arts, humanities and social science outreach nationally by disseminating information about the Festival of Ideas to policy makers, government departments and other relevant bodies and by sharing good practice with other similar initiatives internationally (in line with 3.3, below).</li> </ul>
1.3	<p>Organise an 'Open Cambridge' weekend in September 2008, 2009 and 2010, opening University and College grounds to members of the local community, providing themed tours by academics and students and encompassing the 'Bridge the Gap' walk.</p> <ul style="list-style-type: none"> <li>• Attract 2,500 members of the community in 2008, 3,000 in 2009 and 3,500 in 2010.</li> <li>• Raise £35,000 in 2008, £40,000 in 2009 and £45,000 in 2010 for local charities.</li> <li>• Seek support from local statutory bodies to make the Open Cambridge scheme city-wide from 2009.</li> </ul>
1.4	<p>Organise other opportunities for public engagement with the University's teaching and research - promoting interdisciplinary activity, the involvement of departments new to community knowledge exchange and work with non-traditional audiences in particular.</p> <ul style="list-style-type: none"> <li>• Reach 500 members of the public.</li> <li>• Establish links with 3 deprived areas and 4 new relationships with agencies working with hard-to-reach groups.</li> <li>• Provide 10 educational sessions for each City Council summer youth programme (CHYPPS).</li> <li>• By 2011, pilot a scheme with Cambridgeshire County Council, taking educational sessions out to excluded people beyond Cambridge.</li> <li>• Support the University's involvement in initiatives such as the Cultural Olympiad and the Darwin bicentenary.</li> <li>• Assist with the community and outreach elements of the University's 800<sup>th</sup> anniversary in 2009.</li> </ul>
1.5	<p>Support academic departments, student societies and Colleges to engage members of the public in their academic disciplines, through logistical support and one-to-one information and advice, particularly targeting those departments new to public engagement.</p> <ul style="list-style-type: none"> <li>• Support 20 departments with limited experience of public engagement over the three year period to set up and maintain educational outreach activity, of which 50% arts, humanities or social science departments.</li> <li>• Support 5 student societies to engage the public with Cambridge's academic disciplines.</li> <li>• Provide 20 one-to-one sessions advising on public engagement.</li> <li>• Create a public engagement 'tool kit' and fact sheets by December 2008.</li> <li>• Pilot an annual public engagement networking conference.</li> <li>• Maintain the 'Cambridge for All' electronic forum and email list.</li> <li>• Co-ordinate 3 'Working with Schools' network meetings.</li> <li>• Co-ordinate the infrastructure around photo permissions, child protection etc as they relate to outreach.</li> <li>• Fund Student Community Action to complete Criminal Record Checks for student and staff volunteers in 2008-11.</li> </ul>

	<ul style="list-style-type: none"> <li>• Map and publicise national opportunities for engagement to students and academics at all stages of their careers (e.g. Science and Engineering Ambassadors, MP pairing scheme, awards lectures, Researchers in Residence, prizes).</li> </ul>
1.6	<p>Extend the 'Book a Speaker' service which matches academics and students with community organisations.</p> <ul style="list-style-type: none"> <li>• 50 academics/graduates signed up to book a speaker by 2011.</li> <li>• 5 talks provided in 2009, 10 in 2010 and 15 in 2011.</li> </ul>
1.7	<p>Promote and support social entrepreneurship and community leadership by Cambridge students (measures as in 1.5 plus the following).</p> <ul style="list-style-type: none"> <li>• Support 10 student societies to work with the community.</li> <li>• Pilot a student volunteer forum for societies using volunteers to deliver their community activities.</li> </ul>
1.8	<p>Work with other University offices to provide training, masterclasses and workshops for the staff, volunteers and students of University outreach projects, in areas such as public communication, child protection, working with schools and fundraising.</p> <ul style="list-style-type: none"> <li>• Provide training for 100 staff and students (on top of participants in the Rising Stars programme – see 1.8).</li> </ul>
1.9	<p>Continue to deliver the 'Rising Stars' public communication training course which trains postgraduates and early career academics in skills such as creating hands-on experiments, radio broadcasting, delivering public lectures and family learning, and to assist participants on the 'Rising Stars' scheme to arrange public engagement activities.</p> <ul style="list-style-type: none"> <li>• Deliver the Rising Stars scheme to 35 participants</li> <li>• Assist the participants to deliver 25 public activities.</li> <li>• 80% of participants rating the course "useful" in terms of professional development, and 70% planning to continue to engage the public in their research.</li> <li>• Provide opportunities for Rising Stars participants to network with University offices such as the Development Office, Communications and the Admissions Office in order for them to work together on outreach activities.</li> </ul>
1.10	<p>Assist University of Cambridge community and outreach projects to raise the necessary funds to deliver their outreach initiatives.</p> <ul style="list-style-type: none"> <li>• Make grants from the Active Community Fund until Easter 2009 allocating over 50% of grants to social consultancy and educational outreach projects.</li> <li>• Create 24 new volunteering opportunities and maintain 93 existing volunteering opportunities through the Active Community Fund by Easter 2009.</li> <li>• Endeavour to replace the ACF funding which will end in 2009, in particular in terms of seed corn funding for new and vulnerable initiatives.</li> <li>• Research and publicise external funding opportunities for outreach, checking in particular that outreach specific funding streams are fully utilised by the University– preparing or supporting 5 funding applications.</li> <li>• Work with departments and societies on cross-department/society funding applications and bring £50,000 extra into public engagement by the end of the three year period.</li> </ul>
<b>2. Work with external community partners to initiate and support mutually beneficial University-community initiatives.</b>	
2.1	<p>Assist academics and students to find community partners for teaching, research and outreach activities.</p> <ul style="list-style-type: none"> <li>• Act as a first point of contact for relevant external partners and for academics and students looking for community partners for knowledge exchange.</li> </ul>

	<ul style="list-style-type: none"> <li>• Increase number of community knowledge transfer initiatives from 85 to 130 by the end of the period.</li> <li>• Increase the number of student placements and projects in not-for-profit organisations, whether formally part of Tripos or connected to skills gained through Tripos – 5 students in 2009, 8 in 2010, 12 in 2011.</li> <li>• Provide support for a partnership of ngos and Cambridge academics interested in community-based research, as appropriate, and work with them to make funding applications for a formal community research brokerage.</li> <li>• Facilitate 2 new pieces of community-based research.</li> </ul>
2.2	<p>Work with community, statutory and commercial organisations to engage non-traditional stakeholders in outreach activities, in particular the socially excluded, and to look for opportunities for the University to play a role in combating regional social exclusion through knowledge exchange.</p> <ul style="list-style-type: none"> <li>• Examine local and regional strategies on social exclusion to inform our target priority communities.</li> <li>• Disseminate information on local and regional social exclusion to interested parties at the University.</li> <li>• Provide networking opportunities for University and local agency staff to meet to discuss possibilities of delivering joint schemes.</li> <li>• Represent the University on the Cambridge City Local Strategic Partnership.</li> <li>• Run two Cambridge Business Community Action Network meetings a year to set up mutually beneficial community partnerships with locally based companies.</li> </ul>
2.3	Seek new ways to ensure used equipment can be passed on to the community, replacing the Giveaway Board by 2009.
2.4	Support the Personnel Division in implementing a work placement scheme for excluded individuals by 2009.
2.5	Support the Finance Division in introducing payroll giving for University staff by 2011.
<b>3. Promote, monitor and report on University community activity, and work with other universities to evaluate community activity.</b>	
3.1	<p>Research the extent and impact of University of Cambridge community and outreach initiatives.</p> <ul style="list-style-type: none"> <li>• Build in evaluation into all Community Affairs initiatives and adapt/develop activities based on feedback received.</li> <li>• Organise monitoring and evaluation training for people undertaking outreach at Cambridge.</li> <li>• Work with partners to endeavour to find ways to undertake research on the longer-term <i>impact</i> of outreach activities.</li> <li>• Organise a sector-wide workshop in 2011 on measuring the impact of community engagement by universities, if this area has still not been developed by other partners.</li> <li>• Investigate the possibility of undertaking research into perceptions of the University by Cambridge residents.</li> </ul>
3.2	Repeat the Community Engagement Survey in 2010, mapping Collegiate Cambridge's community activities, disseminating the results across the University and beyond and using the information to target support for outreach activities.
3.3	<p>Continue to be at the forefront of developing university-community engagement nationally, and collaborate with other HEIs to: share good practice in the area of university-community engagement; draw down extra resources; increase the profile of university-community engagement; gain a better understanding and valuation of community engagement by higher education institutions.</p> <ul style="list-style-type: none"> <li>• Promote Cambridge's position at the forefront of community engagement nationally by disseminating information on our various outreach activities to policy makers, government departments and other relevant bodies and by sharing good practice with other universities.</li> <li>• Fall in the top 5 HEIs nationally in the HEFCE Higher Education Business and Community Interaction Survey for the relevant community indicators.</li> </ul>



	<ul style="list-style-type: none"> <li>• Participate in HE community engagement networks including the Russell Group Community Engagement Network and the Association of Universities in the East of England Community Engagement Network.</li> <li>• Take part in national he-public engagement research projects such as SEARCH.</li> <li>• Support the development of national mechanisms to support HE community engagement.</li> <li>• Look for opportunities for Cambridge to lead good practice in public engagement with science nationally.</li> <li>• Look for opportunities for Cambridge to lead good practice in public engagement with arts, humanities and social sciences nationally, starting with a sector wide event after the first Festival of Ideas and working with like-minded partners to explore how to establish national schemes such as a 'Famelab' for arts, humanities and social sciences.</li> <li>• Work in partnership with international colleagues as the higher education sector worldwide engages with these issues.</li> </ul>
3.4	<p>Work with colleagues in the Office of External Affairs and Communications to identify PR and marketing opportunities arising out of community engagement activities.</p> <ul style="list-style-type: none"> <li>• Work with Communications to gain 5 pieces of national media coverage and 30 pieces of local/regional coverage.</li> <li>• Enter staff or students into 3 external award schemes to gain recognition for their community work.</li> <li>• Co-ordinate the annual Student Volunteering Gold Awards.</li> <li>• Launch a newsletter for the voluntary and community sector in 2008.</li> <li>• Look for opportunities to promote University resources to teachers, schools, community organisations and other stakeholders.</li> </ul>
3.5	<p>Input into relevant government consultations on university-community engagement, representing Cambridge's interests and promoting Cambridge's extensive involvement in this area, and look for opportunities to partner national bodies, e.g. extended schools, Olympics, 5 hours of culture.</p>
3.6	<p>Represent the community engagement work of the University and Colleges to appropriate local, regional, national and international stakeholders including liaison with Cambridge City Council and Cambridgeshire County Council, regional third sector umbrella organisations and national public engagement organisations.</p>
<p><b>4. Raise the profile of community engagement across the University and secure for it the most favourable environment possible.</b></p>	
4.1	<p>Ensure a high profile for and good signposting of volunteering, community activities and public engagement on the University website and in University publications, and to ensure that any information on such activities is relevant and up to date.</p> <ul style="list-style-type: none"> <li>• Maintain and improve the 'Cambridge in the Community Directory' which is an online database of outreach and access initiatives.</li> <li>• Audit University publications and website annually for community engagement content and request amendments/additions where appropriate.</li> </ul>
4.2	<p>Run networking events to showcase University community activity, to celebrate the efforts of the volunteers and to give University and community representatives an opportunity to network.</p> <ul style="list-style-type: none"> <li>• Run an event in 2008 to showcase the organisations funded by the Active Community Fund.</li> <li>• Run an annual networking event for Rising Stars participants.</li> </ul>
4.3	<p>Run information sessions on community engagement.</p> <ul style="list-style-type: none"> <li>• Organise 3 pilot sessions in 2008 to promote trusteeship amongst University staff.</li> </ul>



**Appendix 2**

**Members of the Committee on Community Activities 2007-08**

<b>Representative of</b>	<b>Name</b>
1. Colleges Committee	Vacant
2. University	Kate Pretty (Pro Vice Chancellor, CHAIR)
3. General Board	Rob Wallach
4. Council	Liba Taub
5. CUSU	Andrea Walko Yan Yan Huang Elly Shepherd
6. Graduate Union	Leo Shidai Liu
7. UAS	Christopher Padfield
8. Physical Education	Tristan Coles
9. Joint Museums' Committee	Margaret Greeves
10. Co-opted	David Good (CMI)
11. Co-opted	Julia Hawkins (Millennium Maths)
12. Co-opted	Terry Ndee (Development Office)
13. Co-opted	Alison Walsham (Careers Service)
14. Co-opted	Kira Penney (Personnel Division)
15. Secretary	Penny Wilson (Secretary of the Committee and Head of Community Affairs)