

*University of*  
**Huddersfield**  
Inspiring global professionals

**Public  
Engagement  
Strategy**

2022–2025

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## Introduction

**From our very beginnings in 1841, the University of Huddersfield's connection to our local community has been part of our DNA. We are proud that today, our staff and students are collaborating and sharing with the public not only in Kirklees, but nationally and internationally.**

Public engagement is one of the ways that we strengthen those relationships. This strategy sets out our vision for how we will make sure that the public are involved, informed and engaged in what we do. Our vision is to be a close collaborator with our external partners and the public, bringing benefits to society, as well as enhancing our research.

We believe that people are at the heart of this work and our ambitious plans aim to develop a dynamic and supportive public engagement culture that empowers everyone. This strategy is an invitation to come and talk to the University about collaboration and partnership.

### **We define public engagement as:**

*The process of involving organisations and individuals from outside of the University in the work that we do. We believe that the best engagement happens through collaboration and is of mutual benefit.*

This strategy sets out our main priorities for our public engagement activity in the coming years and how we are going to achieve them. I look forward to seeing the wonderful work to come.

### **Professor Andrew Ball**

Pro Vice-Chancellor, Research, Innovation and Knowledge Exchange



## Priority 1: Embed public engagement in our research

At its heart, public engagement is a two-way, collaborative process—many of our researchers are already working in this way. Collaboration is a crucial part of being a researcher. We believe that it helps us to exchange knowledge with others: it enhances our work, and that it brings our cutting-edge research to a wider audience.

This strategy marks the beginning of an evolution in our research culture, where collaboration increasingly features in research activity, and where staff and students report that they are confident and supported to form partnerships with the public. From a core of engaged researchers, we aim to continue to grow a vibrant community that draws from the whole organisation, so that public engagement is represented and celebrated at every level.

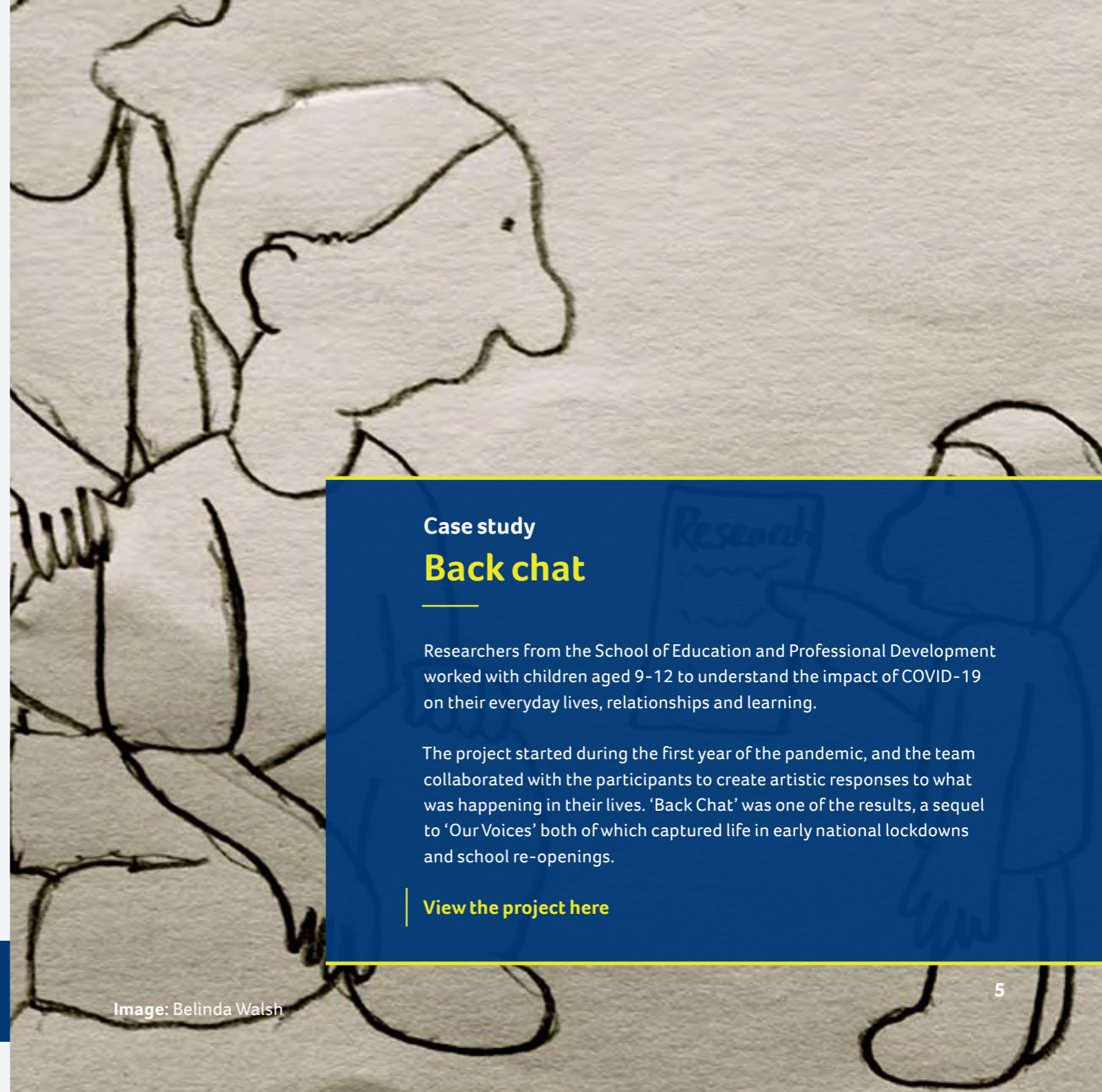
### Objectives

- To enhance the development of two-way public engagement in scholarly activity, ensuring we continue to build and sustain mutually beneficial partnerships.
- To support our researchers with the skills they need to work in collaboration with the public.

### Culture

- We are open to partners and stakeholders for collaborative working, with the right systems and initiatives in place to make and sustain relationships.
- We welcome the knowledge, experience and perspectives of our partners and end-users, alongside our academic expertise.

If you're interested in working in partnership with us, please get in touch at:  
[public@hud.ac.uk](mailto:public@hud.ac.uk)



### Case study

## Back chat

Researchers from the School of Education and Professional Development worked with children aged 9-12 to understand the impact of COVID-19 on their everyday lives, relationships and learning.

The project started during the first year of the pandemic, and the team collaborated with the participants to create artistic responses to what was happening in their lives. 'Back Chat' was one of the results, a sequel to 'Our Voices' both of which captured life in early national lockdowns and school re-openings.

[View the project here](#)

Image: Belinda Walsh

## Priority 2: Support engaged students

Undertaking public engagement provides important skills and experiences that benefit our students during and after their studies. We value the mutual advantages this brings to our students, communities and local partners.

The strategy supports our students to participate in public engagement during their time at university. The focus is on initiatives delivered in partnership with the Students' Union and key stakeholders, although many of our students work with the public as part of their degree programmes as well.

### Objectives

- To work strategically with the University of Huddersfield Students' Union.
- To develop new partnership opportunities for our students within communities both locally and globally.

### Culture

- We are open to partners and stakeholders for collaborative working, with the right systems and initiatives in place to make and sustain relationships.
- We will celebrate the contributions of students to the wider local community.

If you're interested in working in partnership with our students, please get in touch at:  
[public@hud.ac.uk](mailto:public@hud.ac.uk)

### Case study

## Legal advice clinic

The award-winning Legal Advice Clinic is a student-led project offering free assistance to those who would otherwise have no access to legal help.

The Law School is committed to working within the local community to help provide a bridge between those who do not qualify for legal aid and those who cannot afford legal advice themselves. It is one of the ways that Huddersfield Business School shares knowledge in the local area.

[View the project here](#)

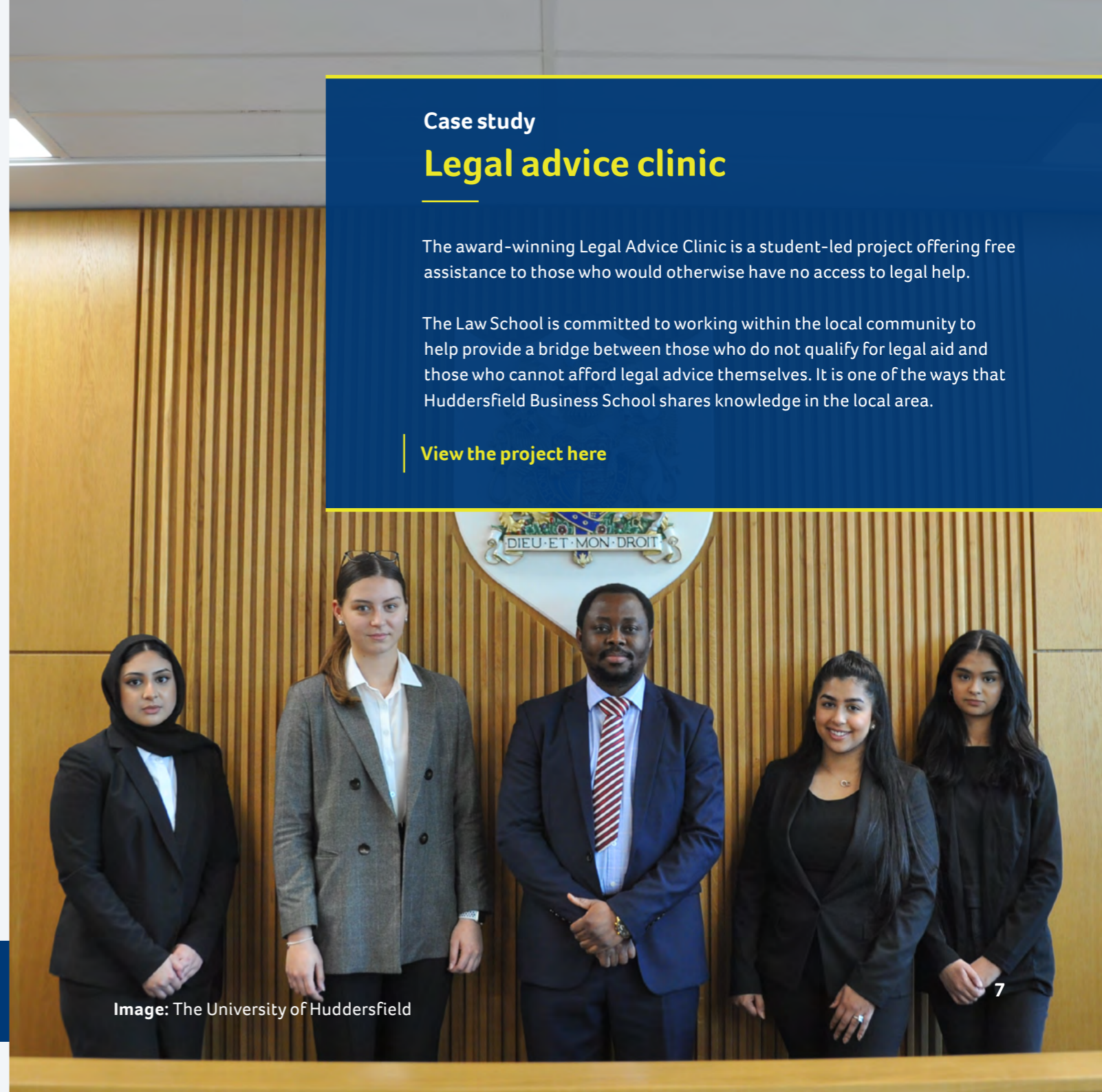


Image: The University of Huddersfield



## Case study

# Cultures of Place

The School of Arts and Humanities has a long history of collaborating with Kirklees Council. In 2022 this took the form of Cultures of Place, a changeable programme of arts and humanities research in the public realm. The programme is invested in working with external audiences, collaborating partners and creative communities where they live and work.

[View the project here](#)

Image: Laura Mateescu



## Case study

# The public partnership group

The Public Partnership Group are members of the public who share their experiences as patients, service users, or unpaid carers. They help students to understand the diverse needs and expectations of their health and social care clients. They also encourage students to develop the right values, knowledge and attitudes when supporting the public. This means putting each person at the centre of their care. Through their involvement in education and research, the Group is making a difference now, as well as influencing future health and social care professionals. The group is based in the School of Human and Health Sciences.

Email: [PPG@hud.ac.uk](mailto:PPG@hud.ac.uk)

Telephone: 01484 957183

[Find out more](#)

## Priority 3: Create open, inclusive and accessible entry points to the university

It is crucial that those who wish to access the University's research and facilities are able to do so, and that the right people are connected easily. This priority underpins both engaged researchers and students. Our primary focus is on enabling and sustaining mutually beneficial partnerships. We are also aware of the importance of our civic role.

To make it easier to work with us, we will be improving the way we handle your enquiries. We will provide clear information and signposting online about how to get in touch, and provide clear guidelines on what working in partnership with the university involves.

### Objectives

- To strengthen our existing collaborations with key partners and stakeholders, building mutually beneficial relationships.
- To show our partners how the University works, what we offer, how they can get involved in what we do, and how they access our spaces and facilities.

### Culture

- We will create straightforward pathways for external organisations and individuals to participate in our research, and other engagement activities.
- We will be transparent about what we can offer potential partners and be open about our priorities.

You can find out more about what's going on at the University by visiting:  
[www.hud.ac.uk/events](http://www.hud.ac.uk/events)



### Case study

## Sovereign Design House

The University's redevelopment of this Grade-II listed building is home to the Bath House Gallery. Opened to the public in 2020, visitors can enjoy fascinating exhibitions produced by staff, students and our partners. A stylish café is also available to the public.

Sovereign Design House is the latest demonstration of our conservation and re-use of historic buildings that are part of the heritage of Huddersfield.

[View the project here](#)

Image: The University of Huddersfield

## Priority 4: Communicate and celebrate

We recognise that effective promotion and communication about our public engagement activities brings many benefits. These include improving our public profile locally; raising awareness of our activities with people interested in studying or working at the University; demonstrating to our current university community that this work is important; and ensuring that potential participants hear about projects, activities and events.

Universities are complex, so ensuring this all happens requires coordination. We want to make sure that the public and external partners receive consistent messaging about the University's public engagement activities, whilst retaining the distinctive voices of our Schools and Services. Working better together also means that funding and learning opportunities, and potential collaborations, are shared with the right people at the right time.

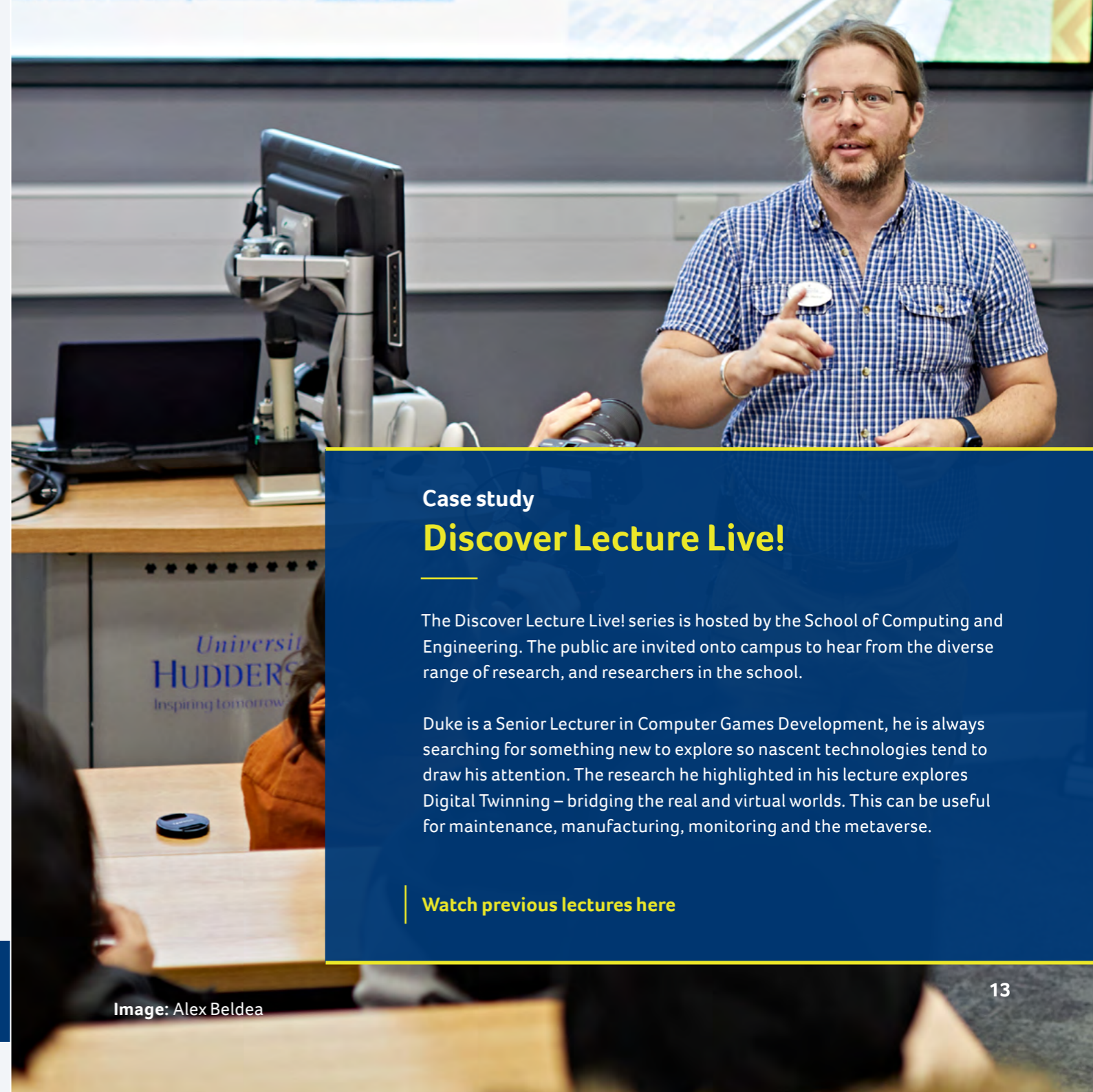
### Objectives

- To create engaging and creative content to share the impact of our activities and give the public a greater understanding of what we do, and how they can get involved.
- To amplify the voices and initiatives of our partners throughout our work with the media.

### Culture

- We will work collectively to share public engagement opportunities with our staff and students.
- We will ensure that diverse voices and perspectives are part of our public engagement story.

Stay up-to-date with opportunities to get involved by following the University's social media channels.



### Case study

## Discover Lecture Live!

The Discover Lecture Live! series is hosted by the School of Computing and Engineering. The public are invited onto campus to hear from the diverse range of research, and researchers in the school.

Duke is a Senior Lecturer in Computer Games Development, he is always searching for something new to explore so nascent technologies tend to draw his attention. The research he highlighted in his lecture explores Digital Twinning – bridging the real and virtual worlds. This can be useful for maintenance, manufacturing, monitoring and the metaverse.

[Watch previous lectures here](#)

Image: Alex Beldea

Case study

## Community perspectives on pandemic preparedness in Sri Lanka

In March 2022, a joint UK-Sri Lankan research team met with local communities in Sri Lanka to discuss their experiences of preventative and public health security measures during the COVID-19 pandemic.

The team met with over 150 community representatives in Jaffna, including community leaders, volunteers from Sarvodaya, Red Cross, village committees, mother support groups and leaders of faith-based organisations.

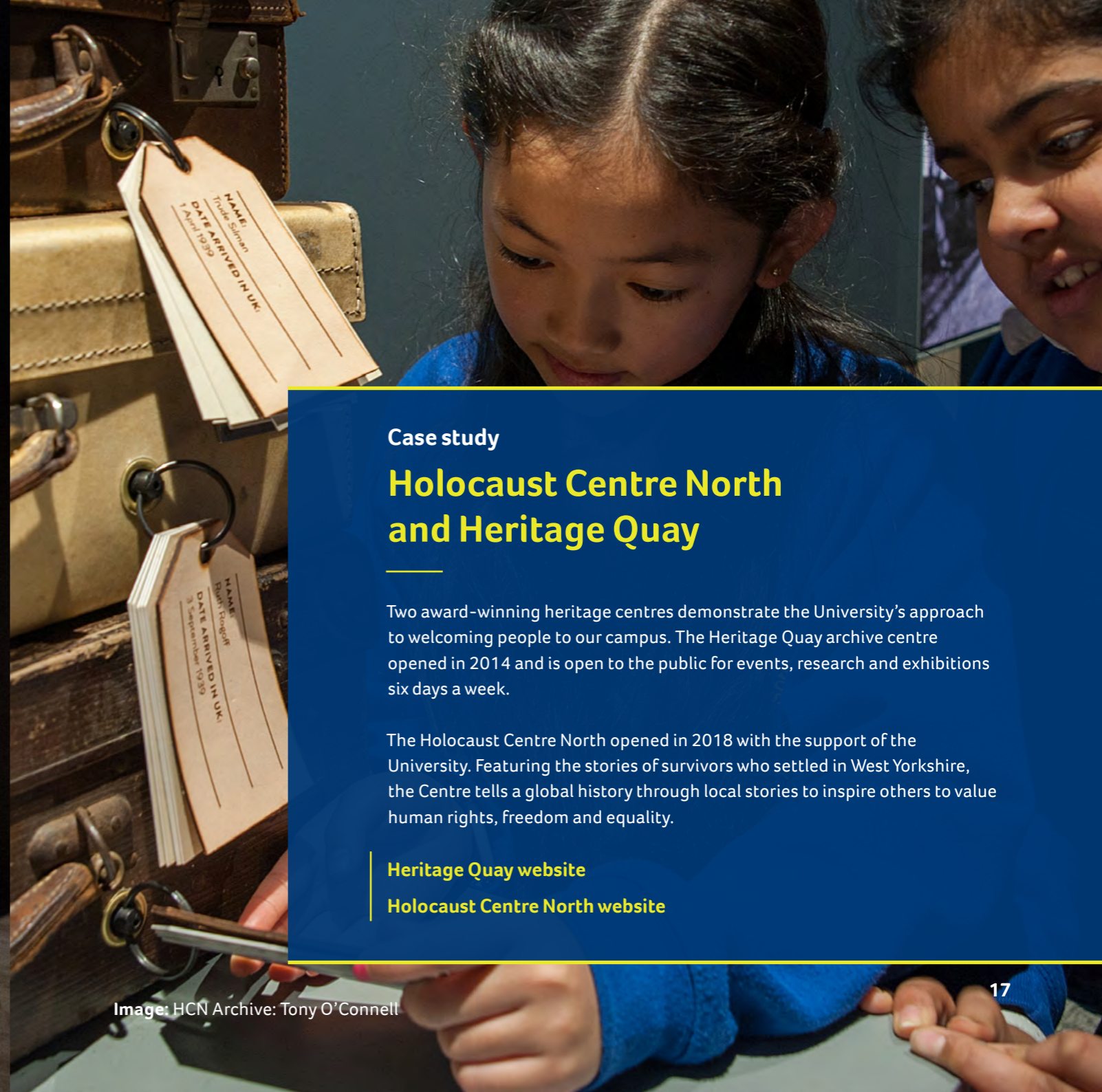
[View the project here](#)





# Heritage Quay™

Image: The University of Huddersfield



## Case study

### Holocaust Centre North and Heritage Quay

Two award-winning heritage centres demonstrate the University's approach to welcoming people to our campus. The Heritage Quay archive centre opened in 2014 and is open to the public for events, research and exhibitions six days a week.

The Holocaust Centre North opened in 2018 with the support of the University. Featuring the stories of survivors who settled in West Yorkshire, the Centre tells a global history through local stories to inspire others to value human rights, freedom and equality.

[Heritage Quay website](#)

[Holocaust Centre North website](#)

Image: HCN Archive: Tony O'Connell

## How are we going to do it?

Excellent public engagement is already taking place across the University, with much of it happening organically. The University's Public Engagement Strategy sets out to further inspire and support our staff, students and partners to meet the priorities set out above.

### Some of the practical steps we are taking are:

- We have appointed a Public Engagement Manager to oversee the delivery of the strategy. You can contact them at [public@hud.ac.uk](mailto:public@hud.ac.uk). In addition, our academic Schools have Public Engagement Champions to assist in coordination and to support our researchers.
- University of Huddersfield researchers are eligible to apply for a Public Engagement with Research Seed Fund grant. These small grants support new ideas, projects or partnerships.
- To make it as easy as possible to work with us, we will be introducing clearer information about how to get in touch and what working in partnership with us means. Behind the scenes we will make sure that enquiries get to the right person as quickly as possible.
- New methods and processes will be developed that help our partnerships to develop, enhance and thrive.
- We will report on our progress with an Annual Report available on our website.

The strategy recognises that embedding public engagement in existing work is the most sustainable approach. To support this, in line with our values of working as a team, we are building a supportive culture, providing opportunities for our students and staff to share expertise, and bringing people together through networks to share learning and broker collaborations.

## How can you get involved?

At the heart of the strategy is the involvement of the public in what we do. This means that there will be many opportunities in the future to get involved. Whether that's a partnership or collaboration, a visit to campus, or enjoying our online content, the University welcomes everyone to get involved.

If you are interested in exploring partnership opportunities please get in touch with the public engagement team at [public@hud.ac.uk](mailto:public@hud.ac.uk). They will be happy to talk about potential ideas and put you in touch with the right person to collaborate with.

If you're interested in participating in an event or activity, or being an audience member at one of our amazing events, you can find out what's on at [www.hud.ac.uk/events](http://www.hud.ac.uk/events). Many of our activities are also listed locally on the [creativekirklees.com](http://creativekirklees.com) platform. If you attend an event at the University, make sure you ask an organiser if they have a mailing list that you can sign up for so you don't miss out.

We also share our events on social media. A tip—many of our academic Schools have their own accounts if there's a particular thing you're interested in.

**We hope to see you at the University soon.**

The background of the entire page is a photograph of a crowd of people, likely at an event. The image is overlaid with a blue-to-yellow gradient. In the top left corner, there is a dark blue rectangular box containing the University of Huddersfield logo and tagline.

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**Contact us:**

**Tel:** +44 (0)1484 422288 (ask for the Public Engagement Manager)

**Email:** [public@hud.ac.uk](mailto:public@hud.ac.uk)

**Web:** [www.hud.ac.uk/events](http://www.hud.ac.uk/events)

**Or visit:**

**University of Huddersfield**

Queensgate

Huddersfield, HD1 3DH