

Campus in the City 2

Lancaster University



Lancaster & Morecambe the College



LANCASTER BUSINESS IMPROVEMENT DISTRICT

Chamber of Commerce
Lancaster District

LANCASTER CITY COUNCIL
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Supported by donations from Lancaster University alumni & friends, and part funded by Lancaster Business Improvement District.

Foreword: Prof. Chris May

The success of Campus in the City is a testament to the energy and drive of the FASS EC team led by Joe Buglass and admirably supported by Lindsey King and Phil Robertson (our intern). Campus in the City stems from a desire in FASS to engage external partners in a range of work being done in the Faculty, but also to show how we value working and collaborating with other organisations and groups. As you will see from this report, in its second year CITC expanded its audience, widened the range of projects it showcased and worked with, and demonstrated that there is a real and continuing appetite in Lancaster City to see what the University is up to. We see CITC as a bridge between two communities - the city and the university – that through expanded engagement can profitably support the success and wellbeing of the City and its population. Joe and Lindsey are already planning CITC 3 which I know will be an even greater success than this year's excellent and well-received residency on Cheapside.



Christopher May, Professor of Political Economy
FASS Associate Dean: External Relations & Enterprise

Foreword: Mark Cullinan

The City Council was pleased to be able to provide city centre accommodation for this year's Lancaster University Campus in the City initiative and to work with the project organisers to renovate the space to a very high standard. Campus in the City 2 built on the success of the previous year and strengthened the already good working relationship between town and gown.

A highly rated university brings vital benefits to the economy of the district in which it is situated and an initiative such as Campus in the City provides residents and visitors with an opportunity to learn more about the research activities and the overall role of Lancaster University.

When I visited the project, I was impressed by the impact that it was having within the city centre and hope that it continues in future years.



Mark Cullinan

Chief Executive, Lancaster City Council



Campus in the City

Campus in the City (CITC) is a university-wide project led by the Faculty of Arts and Social Sciences Enterprise Centre (FASS EC). Its aims are to:

- Enable the local community to see what happens on campus on an everyday basis and engage with the research and other activities taking place
- Provide academics and students with a chance to work with the public, to showcase their work and other activities, achieve research impact, (the demonstrable contribution research makes to society and the economy), and to evidence that impact.

CITC 2 was a partnership project with the following organisations:

- **Lancaster and Morecambe College:** who renovated the CITC shop space providing their Construction students with critical real life experience and ran events in the space.
- **The Dukes:** who kindly provided staff members and films for foreign language and science fiction film evenings
- **Lancaster Business Improvement District:** who generously contributed to CITC financially and occupied the shop every Monday
- **Lancaster and District Chamber of Commerce:** who helped market the project and ran events in the shop
- **Lancaster City Council:** who gave us 5 Cheapside, the CITC base, rent-free



5 Cheapside before, during and after construction work by Lancaster and Morecambe College students

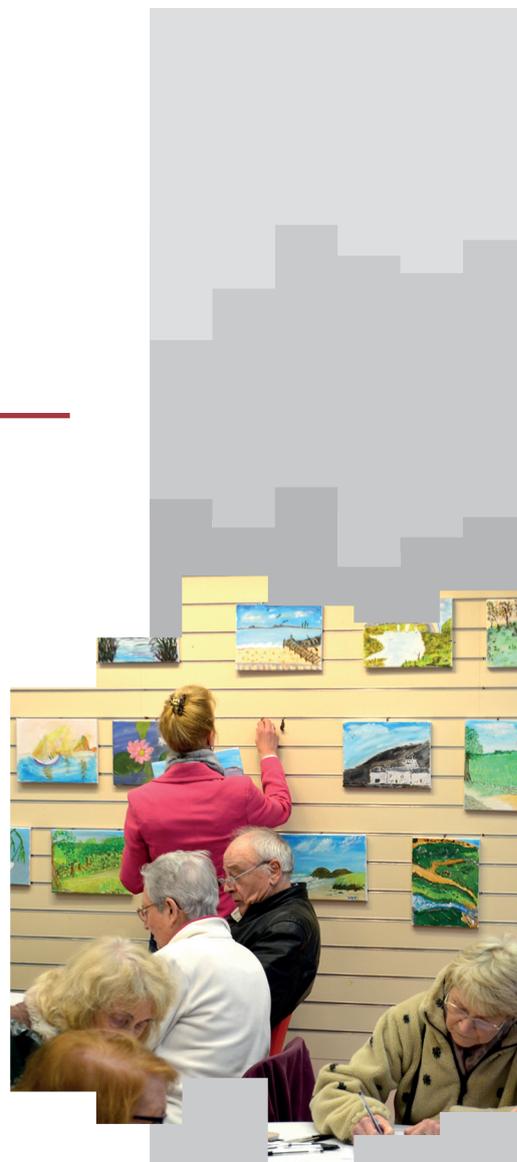
Event Case Studies

Creativity and Connectivity - 80 visitors

“CITC provided a great way to make contact with hard to reach participant groups (elderly adults)”

- Professor Emma Rose - LICA (Lancaster Institute of Contemporary Arts)

Professor Emma Rose organised this event which sought to measure the effect art can have in beating social exclusion for older people. 40 people attended a day in the CITC shop and were taught to paint by professional artists and students from the University. Their work was exhibited at a private viewing and later opened to the public resulting in 40 visitors viewing the work. Sally Naden (BBC Radio Lancashire) broadcast from the shop reporting on the event throughout the day.



Babylab - 584 visitors

“CITC allowed us to talk to the public about what we do at the Babylab. This is very important to us, because our research involves parents and children coming to campus to take part in our studies. We recruited lots of infants for our research, and the event gave us the chance to engage with parents”

- Dr Katie Twomey - Research Associate, Babylab

Lancaster Babylab works to answer questions about how children learn about the world in the first few years of their life. It focuses on how babies learn to understand the world around them, become active and understanding partners in social interactions, and master one of the most puzzling of phenomena – language. CITC provided Babylab with a chance to engage a wider range of people and recruit more children for their research. Over 2 days families were welcomed into the CITC space to find out more about babies’ learning processes.



Event Case Studies

Care and Compassion Practices - 96 visitors

“Campus in the City was an enjoyable and inspiring experience through which I met a diversity of people and learned about their experiences of compassion in care”

- Dr Vicky Singleton - Department of Sociology

The event aimed to gather, collate and share the experiences and views of anyone involved in caring – carers, practitioners and those being cared for – about the diverse practices that make up compassionate care. Visitors, including a group of primary school children, engaged in activities to attempt to identify common perceptions of compassionate care. Visitors were also encouraged to talk about their understanding and experiences of compassion in care, and were offered the chance to be involved in the project as it continued.



Museum of Water - 439 visitors

“Live at LICA found that Campus in the City was a great opportunity to bring creative work into the city”

- Caroline MacLennan - Gallery Assistant

The workshop was developed in response to the exhibition ‘Museum of Water’ which was exhibited at the Storey Gallery from 20th - 22nd February. Four different water based craft activities were developed which both children and adults could enjoy.

The aim of the workshop was to introduce the Lancaster community to the themes addressed by the exhibition and to encourage visitors to take their creations up to the exhibition itself.

In addition to craft activities visitors were invited to help develop the storytelling aspect of the exhibition by sharing their own stories over a cup of tea.



Event Case Studies

Safe Child Africa - 120 visitors

“As the University’s first NGO in Residence, we were delighted to be part of Campus in the City. Getting involved gave us the chance to not only showcase the work of Safe Child Africa, but also to celebrate the work that FASS is doing to build partnerships with third sector organisations”

- Lisa Atkinson - Fund Raising Officer Safe Child Africa,
FASS NGO In Residence

Safe Child Africa ran a full day-to-evening event at Campus in the City. During the day, other local charities were invited and hosted in the space to display their work to the public. During the evening ‘No Child Should Live in Fear’, showcased the work of Safe Child Africa and its achievements over the last 10 years. The event was a chance to highlight the continuing innovation of the NGO in Residence scheme: facilitating and strengthening the relationships between academics and the third sector.



Streets of Mourning - 349 visitors

“It was great to be back in CITC putting into action all of the lessons we learnt from last time to make this event a success”

- Dr Corinna Peniston-Bird - Department of History

The only event to be repeated from CITC 1 due to its popularity with the local community, Streets of Mourning showcased outreach work with schools and other local organisations around the impact of World War I as well as the Streets of Mourning website itself, which allows Lancaster residents to find out what happened to the occupants of their house during World War I. During the event, actors dressed as World War I soldiers were on hand to talk about life in the trenches and George Green from the Department of English and Creative Writing shared his grandmother’s memories of life during the war. We were also very pleased to welcome Year 6 pupils from Moorside Primary School and the Mayor of Lancaster.



Feedback and the Future

Lancaster feedback

5756 visitors engaged with CITC 2 events

428 people voted across the three 'Vote Campus in the City' polls, which asked questions about their feelings about the project.

- 92% of voters felt more connected to the university having visited CITC
- 94% of voters would like to see Campus in the City in Lancaster on a full-time basis
- 99% of voters want CITC repeated in 2016

We are currently looking at expanding CITC by taking it to new places (whilst continuing in Lancaster city centre.) Possibilities include Cumbria (Barrow In Furness or Carlisle) amongst others

Public feedback

“It brings life to Lancaster”

“A great opportunity for members of the public to find out more about the University”

“Integrating the uni into the community takes time, but it’s a must. I always feel proud of the uni every time I pass the Campus in the City space. Please continue this project”

“It’s a great addition to our city!”

“I definitely feel more of a connection to the Uni”

“Fab! :)”



Feedback and the Future

Feedback from external organisations and partners

100% of those external collaborators who responded to the survey said they would participate again if CITC was repeated in the future

100% of those external collaborators who responded to the survey said their objectives were met

“Good site, well presented, with appropriate equipment and facilities, and excellent support from staff.”

Academic feedback

80% of the academics who responded to the survey said they felt their research had benefitted from CITC*

*some correspondents used CITC purely for public engagement rather than trying to benefit their research

93% of academics who responded to our survey said they would participate in CITC if it was repeated in 2016

“CITC is vital to our impact projects and data, providing very strong evidence we will be mobilising in the next REF. It also allows us to provide partners with expertise and public exposure which cements external relationships. Vital!”

“Engaging with the public allows me to understand and/or anticipate some of their responses to my work. It also helps remind me that while research is academic, my aims for publishing are both in the professional sphere to a general audience and of publishing my critical writing to an academic one. My research becomes more inclusive when I put faces to readers.”

“Having a location in the centre of town greatly increases access to hard to reach social groups.”

“A great project which I hope to be involved with in the future.”

“I very much hope it happens again next year! Even better, a permanent presence in Lancaster would be wonderful.”



Expansion and Development

The original Campus in the City started in 2014, running for 11 weeks in a commercial unit in St Nicholas Arcades (the sole project partner). The event was widely considered a success with 3384 visitors to the shop, 30 events run and 228 people voting for CITC to be repeated. The project garnered widespread media attention from local to national press and radio, featuring in the media over 27 times.

Campus In The City 2 in 2015 expanded upon the success of 2014, this time with 5 partners. Despite only running for 10 weeks this year's CITC saw 5756 visitors engaged through 62 different events. 428 people voted across three different polls regarding CITC's future and again the project caught the attention of the media 21 times, including being featured in the *Times Higher Education Supplement* twice.

Researchers from academic subjects across all four faculties in the University and the Students' Union (LUSU), reflecting the growing popularity and appreciation of the project across campus.

Recently other universities have expressed an interest in the CITC model and possibilities of joint working.

The CITC film (created by local business Workshop Media) can be seen at: campusinthecity.com/2015/06/17/campus-in-the-city-2015

The FASS EC exists to help academics and students achieve impact and partnerships/relationships with organisations external to the University.

If you're interested in being involved with future CITC projects or finding out more about the FASS EC and what it offers to external organisations please contact Joseph Buglass: j.buglass@lancs.ac.uk or **01524 510808**

FASS EC is interested in:

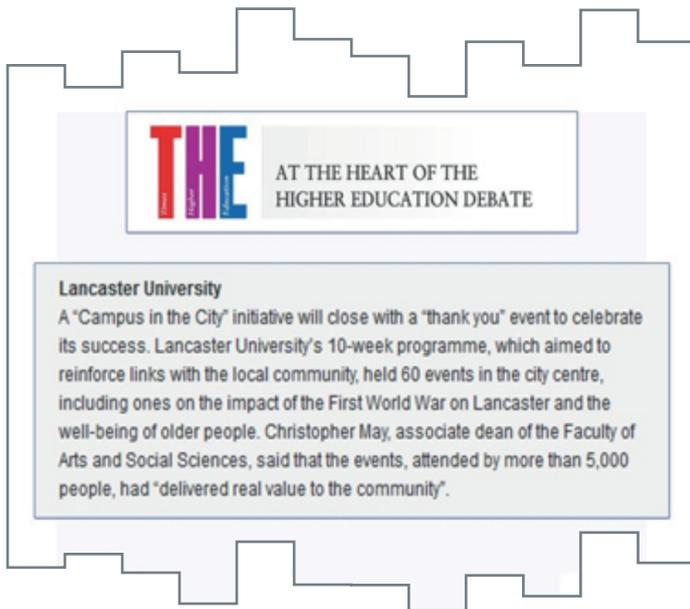
- Placement opportunities
- Working with charities and social enterprises on mutually beneficial projects
- Partnerships for Campus in the City
- Ideas about events/activities that could be hosted by CITC
- Suggestions of new locations for CITC to visit



Campus in the City in the Media

The Times Higher Education Supplement

Total readership of 95,000



Lancaster Guardian

Total readership of 12,000



Lancashire Evening Post

Total readership of 91,000



BBC Radio Lancashire

Total of 212,000 listeners



With Special Thanks

- The community of Lancaster and Morecambe
- The staff and students of Lancaster University
- Our neighbours on Cheapside and in St Nicholas Arcades
- Our partner organisations
- Our funders: the friends and alumni of Lancaster University and Lancaster BID
- LUSU (Lancaster University Students' Union)
- Lancaster University Network Services

