

Campus in the City



Arts and
Social Sciences

LANCASTER
UNIVERSITY

ENTERPRISE CENTRE



St Nics
ST NICHOLAS ARCADES



Supported by donations from alumni and friends of the University through the Lancaster University Friends Programme

Foreword: Prof. Chris May

The FASS Enterprise Centre has been working to develop the engagement and knowledge exchange strategy for the Faculty of Arts and Social Sciences. The recruitment of Joe Buglass to work with me to push this project forward was a real game changer. When Joe came to me with the idea for Campus in the City I could immediately see how great it could be but also how time consuming it would be to make it work. Joe spent much of the six months prior to launching CITC working hard to make it a success. This project has demonstrated the wide interest in Lancaster in what the Faculty's researchers work on, and as importantly delivered real value to the community alongside the local businesses who benefitted from the project's ability to draw extra people into St.Nicholas' Arcade. I am very glad that the FASS Enterprise Centre has been able to establish Campus in the City as a viable method of engagement but its success is a real testament to Joe's energy and determination. I hope you find the report interesting and it whets your appetite for the return of CITC in 2015.



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

Foreword: Jerry North

We were happy to see a recently vacated unit in the centre put to excellent use by Lancaster University during the early part of 2014 as Campus in the City. The team transformed what would have been a 'blot' on the vibrancy of the Ashton Walk Mall into a hub of varied activity during their period of occupancy. This helped maintain and even augment on occasion the visitor numbers to this area of the centre and prompted an increased interest in the unit from other potential users.

Based upon our experience of this very successful first time experiment we have been happy to maintain our dialogue with the team at FASS and look forward to more successful partnerships in the future.



Jerry North, Centre Manager of St Nicolas Arcades



Introduction and our aims

“We will play a wider role of engagement as a civic leader – contributing and leading culturally, socially, intellectually and economically”

- Lancaster University’s Strategy document

The Faculty of Arts and Social Sciences Enterprise Centre (FASS EC) exists to encourage and assist academics and students to be innovative and enterprising in how they carry out research and how they use that research to create impact.

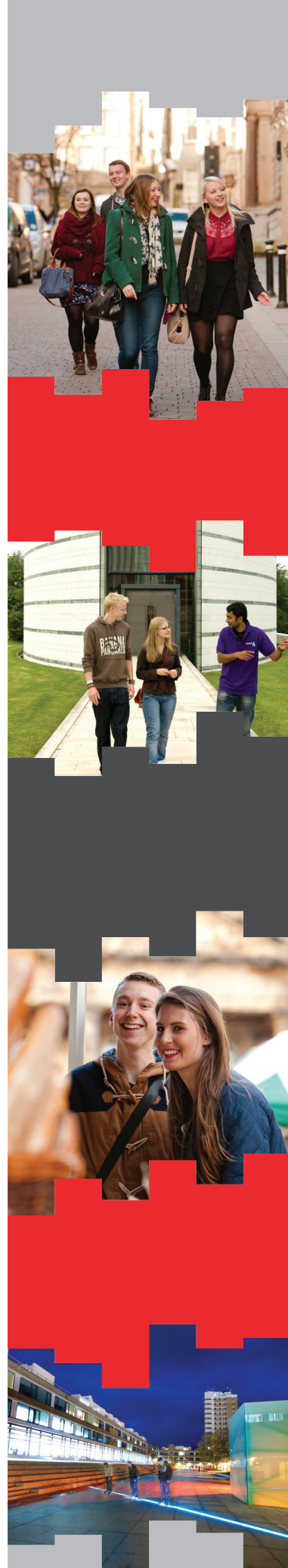
Campus In The City was an 11 week FASS EC project that was a first for Lancaster University in its 50 year history. Funded by the Higher Education Innovation Fund (HEIF) and the Alumni Office’s Friends Programme, CITC was designed to take research and activities from campus and put them into a retail unit in a city centre shopping arcade.

Its aims were to:

- Show the public what goes on at the University and its relevance to their every day lives
- Build closer links with the local community
- Help the business community by occupying an empty commercial space with activities that would increase Arcade footfall.
- Provide academics and students with a chance to engage with the public directly

Over the 11 weeks (5th Feb – 19th April) there were 35 events all designed to help achieve the University goal of actively communicating with local businesses and communities. 23 of these events involved collaborations with external (usually local) groups and organisations.

CITC Fact: By the final day **3384** people had visited CITC.



Programme of events

Week 1

- Meet The Racing Car - Wednesday
- FemFest (Part 1) - Thursday
- FemFest (Part 2) - Friday
- Adult Relationships in Childrens Literature - Saturday



Week 2

- WWI - Wednesday
- WWI - Thursday
- WWI - Friday
- WWI - Saturday



Week 3

- Colourful Soles - Wednesday
 - Chile 40 years on - Wednesday
 - Colourful Soles - Thursday
 - Colourful Soles - Friday
 - Adult Relationships in Childrens Literature - Saturday
-

Week 4

- Babylab - Wednesday
- Metaphors In End Of Life Care - Thursday
- L and M College Employability Event - Friday
- Philosophy Session - Friday
- SOLO - FASS PG Entrepreneurs exhibition - Saturday



Week 5

- Think You Know About Breastfeeding - Wednesday
 - Think You Know About Breastfeeding - Thursday
 - Think You Know About Breastfeeding - Friday
 - Think You Know About Breastfeeding - Saturday
-

Programme of events

Week 6

Making Better Humans - Wednesday
Ecelctic Art - Wednesday
Making Better Humans - Thursday
Making Better Humans - Friday
Insolvency - CPD - Friday
Troubled Families Brentwood - Friday
Business Ideas Generation - Saturday

Week 7

Guatamala Talk - Wednesday
Philosophy Drop in - Friday
Write For Life Event - Saturday



Week 8

Bipolar Awareness Event - Wednesday
Bipolar Awareness Event - Thursday
The Lancashire Witches: Then and Now - Friday
Philosophy Drop in - Friday
Lakeland Website - Saturday

Week 9

Room Temperature Exhibition - Thursday
Room Temperature Exhibition - Friday
Meet The Racing Car - Saturday

Week 10

Business Ideas Generation Session - Wednesday
Animal Care - Friday
Philosophy Drop in Session - Friday



Week 11

Business Ideas Generation - Monday
Lancaster and WW1: Mobilisation and Casualties - Tuesday
Messages Back: Capturing the experience and aspirations of the people of Lancaster - Wednesday
Business Ideas Generation - Thursday
Spanish Taster Session - Thursday

Event highlights

CITC was an opportunity to provide academics and students with a chance to engage with the public directly

Lancaster and the First World War: The King's Own, Casualties and Westfield War Memorial Village then and now
- 12th February – 15th February

“ I have to say CITC has been fantastic for me! I've met people who grew up on the village that I've never met before and that's after placing advertisements in the local places. This has been a very fruitful project for me!”

- Martin Purdy PhD on the Westfield War Memorial Village

A collaboration between the History Department, the King's Own Regimental Museum, and the Lancaster Military Heritage Group. The event exhibited a unique online map highlighting the homes of local WW1 casualties to demonstrate the impact of the war on Lancaster. Martin Purdy (History PhD) gathered visitor's memories of the Westfield War Memorial Village.



CITC Fact: 593 visitors attended this event over 4 days.

Meet The Racing Car - 5th April

“We wanted to show the car to the public and stress it was students who built it. We also took the opportunity to let people know about our local sponsors, and that TV presenter James May is our patron. It was also a great opportunity to tell people about engineering at the University and how they can get involved”

- Anita Crompton (Lancaster Racing Team Member)

The Lancaster Racing Team (from the Engineering Department) brought down their racing car allowing the public to sit in it and find out more about engineering in general at the university.



CITC Fact: 767 visitors attended this event.

Business feedback

CITC helped the business community by occupying an empty commercial space with activities that would increase Arcade footfall and heighten visibility

CITC sought to add value to the businesses in the Arcades. It was imperative that CITC be seen to add rather than take if relationships were to be established.

We used a local independent coffeehouse Vincenzo's for all our catering needs.

Helen Driver and Elvin Kacani - Manageress and Owner of Vincenzo's respectively

"We've definitely noticed an increase in footfall since CITC has been here. Its nice to see new faces come in and we hope CITC definitely continues in the future. It causes interest! People come in and see the flyers and want to know what's going on. It's nice to have something different in the centre"

One of the core aims of CITC was to increase footfall in the businesses neighbouring the CITC unit.

Matthew Wallis - Manager of GMC Lancaster

"I wish CITC was more permanent! It's really helped local businesses and helped us massively being located across from it. We fully support CITC"

Mohammad Ansari - Owner of Dress II Impress

"After it opened next door to me I saw a big difference in the number of students coming into the shop. CITC has given me an increase in business"

If you're a local business and want to explore the possibilities of working with FASS EC contact FASS Enterprise Officer Joe Buglass on **01524 510808** or **j.buglass@lancs.ac.uk**



Community feedback

CITC gave the public an insight in to what goes on at the University and its relevance to their everyday lives

“A lot of people within Lancaster just see it [the university] as just something up the road and they’ve got absolutely no idea of what goes on there. I think it’s a really good idea that Campus In The City can bring things down here of interest that people can look at“

- Christine Nightingale

“What they do at Campus In the City could actually be of benefit to the community”

- Marcus Forrester

“What I’ve got out of it I suppose is encouragement. It’s good to see something like this happening in Lancaster”

- Janet Regan

CITC Fact: 228 visitors voted for us to stay...only **13** voted for us to go!

In the press

The Higher Education

Total readership of 95,000

The weekly magazine for higher education

THE Higher Education

Designed but not built
Mystery £138k payment
to departed leader 7

Impasse and exile
Papua New Guinea v-Ch
reinstatement battle 22

Strategic alliances
Scholars and politicians
can make good policy 32

What-if versus Just-so
The counterfactual craze
and 'history lite' 52

Lancaster University

A "campus" has been set up in a shopping centre by a university in an effort to reinforce its links with the community as part of its 50th anniversary celebrations. Lancaster University, which is located on the outskirts of the city, has moved academics into an empty shop unit in the popular St Nicholas Arcades centre. A diverse programme of events aims to inform shoppers, city-centre workers and passers-by about the work of the institution during the 11-week experiment.

The Higher Education

Reaching an average monthly audience of 767,000

THE AT THE HEART OF THE HIGHER EDUCATION DEBATE

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NEWS AND ANALYSIS

Campus news

Lancaster University

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Mail Online

World's biggest online newspaper, reaching in excess of 100 million people

'Jeans and hoodies could help tackle climate change': Less energy is wasted if people wear casual clothing, claims expert

Lancaster University claims hoodies and worktops are too warm

• An expert says people wear jeans, hoodies and worktops in offices and homes because they are so warm, which wastes energy and contributes to climate change.

The research, carried out by Lancaster University, found that people wear casual clothing in offices and homes because it is so warm, which wastes energy and contributes to climate change. The research, carried out by Lancaster University, found that people wear casual clothing in offices and homes because it is so warm, which wastes energy and contributes to climate change.

Dr Peter Fox, a climate expert, said: "We have found that people wear casual clothing in offices and homes because it is so warm, which wastes energy and contributes to climate change. The research, carried out by Lancaster University, found that people wear casual clothing in offices and homes because it is so warm, which wastes energy and contributes to climate change."

Insider News

Subscription newsletter reaching 120,000 businesses across North West

insidernews

Regional business news straight to your inbox

LANCASTER EDITION Tuesday 11 February 2014

Start the growth conversation today

A £7.2m funded programme of services for Lancashire's growth-hungry businesses

TOP STORY

Housing plans in for former Camelot theme park

Plans to redevelop the former Camelot theme park in Chorlton, near Chorley, have been lodged by developer Story Homes. Up to 420 properties could be built on the park, which closed in 2012. [READ MORE](#)

DEALS

Dubai company buys Gold Medal

Thomas Cook has sold Preston-headquartered travel business Gold Medal in a £50m deal. [READ MORE](#)

Management buys SPs in £7.25m deal

Capital Partners has closed a management buyout of Diapolo-based SPs from Aardale. [READ MORE](#)

Acquisition saves jobs at Preston manufacturer

A total of 60 jobs have been saved at a historic casing manufacturer in Preston after it was bought out of administration. [READ MORE](#)

MANUFACTURING

Made in the North West finalist revealed

The Shortlist has been revealed for the Made in the North West Awards 2014 celebrating manufacturers from across the region. [READ MORE](#)

PROPERTY

University moves into shopping centre

Lancaster University is opening a pop-up campus in the city's St Nicholas Arcades. [READ MORE](#)

BUSINESS

[or Kuku](#)

Lancashire Evening Post

Reaching a total readership of 91,000

Education

University sets up shop in city arcade

Lancaster University is setting up a "campus" in a busy shopping centre in a pioneering bid to reinforce its links with the community as part of its 50th anniversary celebrations.

The university, which is located on the outskirts of the city, has moved academics into an empty shop unit in the popular St Nicholas Arcades centre.

And it has created a diverse programme of events to attract shoppers, city-centre workers and passers-by during the 11-week experiment, which coincides with the milestone anniversary of the founding of the university in 1964.

Starting on February 2 - until April 14, the varied programme includes a talk on the impact of the Great War locally and open school and learning sessions.

There are sessions on subjects as wide-ranging as the romantic poets and the portrayal of families in children's fiction during the Campus in the City project, set up by Lancaster University's Faculty of Arts & Social Sciences (PASS).

Local historians will speak about the First World War, dressed in uniforms of the conflict, and there will also be a talk and exhibition on the Woodland Memorial Village, located on the outskirts of Lancaster after the conflict.

Visitors can also attend an introduction to philosophy and local groups are also getting involved, coming together with teaching staff and university students for projects involving sound and singing of songs, including to raise money for the charity.

Chancellor Mary, Associate Dean of the Faculty of Arts and Social Sciences (PASS), is excited by the project and its possibilities.

It is one of the most exciting projects in the country. It really is a case of the university in the city.

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UNIVERSITY CHALLENGE CREATES CAMPUS IN A SHOPPING CENTRE

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BBC Radio Lancashire

News story on 'Campus in the City'

BBC LANCASTHIRE

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In the press

Lancashire Evening Post

Wednesday March 26, 2014 [www.lancashirepost.com](#)



RETRIAL: Lecturer Stephen Pumfrey (left), Professor Alison Findlay and Dr Liz Oakley-Brown present the evidence

Witches cleared in retrial 400 years late

Pendle dozen were 'fitted up' say jurors at Lancaster

By BRIAN KELLY
[www.lancashirepost.com](#)
[@lancashirepost](#)

IT took more than 400 years, but the infamous Lancashire Witches finally got justice yesterday.

The city of Lancaster, where 12 were convicted and 10 of them hanged in 1612, corrected one of its darkest chapters of general history.

They were cleared at a retrial around Pendle Hill and subjected to a show trial at Lancaster Castle can finally rest in peace.

The recreation of the trial was part of a full day of events by the Lancaster University's pioneering Campus in the City project looking at a story which has captured the imagination of generations.

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lep.co.uk

Reaching an online audience of 283,000 across the UK

Witches cleared in re-trial 400 years late



Witch trials readings from Lancaster University for shoppers at St Nicholas Arcade. Pictured are history lecturer Stephen Pumfrey, professor Alison Findlay and Dr Liz Oakley-Brown.

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BBC Radio Lancashire

Interview with Professor Elizabeth Shove, reaching prime breakfast audience



DIACAST LANCASHIRE Graham Liver ▶ New John Gillmore 10:00:04

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DIACAST LANCASHIRE Fri 4 Apr 2014 06:00 BBC Radio Lancashire

See all previous episodes from Graham Liver ▶ More episodes

Click Green

Leading green energy and environmental news site



Dressing down in the office helps save the environment, says research

By [The Click Green Team](#) | 11:00 AM GMT+1 | 11 Apr 2014

Central office dress codes featuring hoodies and jeans could save the UK's energy demand, according to a leading scientist at Click Green.

The idea of combining new temperature sensors to track indoor and outdoor temperature, humidity, and air quality.

The Click Green Research Centre, based at the university, has led the way in using sensors to track energy use in buildings.

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BBC Radio Lancashire

Interview with Dr Stephen Pumfrey on drivetime show



DIACAST LANCASHIRE Gary Hickson ▶ New John Gillmore 10:00:04

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DIACAST LANCASHIRE Thu 27 Mar 2014 16:00 BBC Radio Lancashire

See all previous episodes from Gary Hickson ▶ More episodes

Lancashire Telegraph

News 3

TRIAL

Guilty of witchcraft? You can be the judge

PEOPLE are being given the chance to be jurors at a re-trial of the Pendle Witches.

THE chance to deliver the verdict on the 1612 trial of the witches is just one of a full day of events



The statue of 'witch' Alice Nutter at Roughley

Throughout the day, volunteer groups will be presented with the evidence before being asked to decide on guilt or innocence.

By Liz Brown

Lancashire Telegraph



LANCASHIRE TELEGRAPH FINALIST ONLINE MEDIA AWARDS 2013 BEST LOCAL/REGIONAL NEWS WEBSITE

News Sport Blackburn Rovers Burnley FC Leisure Info Photos Videos Jobs Home

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PENDLE ▶ Send your news, pictures & videos

Were the Pendle witches guilty of witchcraft? You can be the judge

9:34am Wednesday 26th March 2014 in Pendle

PEOPLE are being given the chance to be jurors at a re-trial of the Pendle Witches.

The chance to deliver the verdict on the 1612 trial of the witches is just one of a full day of events

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ABS BY G

The Citizen

Were the Pendle witches guilty of witchcraft? You can be the judge

9:34am Wednesday 26th March 2014 in News

PEOPLE are being given the chance to be jurors at a re-trial of the Pendle Witches.

The chance to deliver the verdict on the 1612 trial of the witches is just one of a full day of events looking at the story.

'The Lancashire Witches: Then and Now' is part of Lancaster's history.



With special thanks

- The local community of Lancaster
- All the academics/students who got involved in CITC
- The staff of Vincenzo's café
- The staff of St Nicholas Arcades
- The Alumni and Development Office



FASS EC is always interested in opportunities to engage with local organisations and groups external to the university. if you have an idea or would like to explore possibilities please don't hesitate to contact us.

Contact FASS Enterprise Officer Joe Buglass
01524 10808 • j.buglass@lancs.ac.uk