Campus in the City

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 everyday 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
- Eclectic 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 Casualites - Tuesday
- Messages Back: Capturing the experience and aspirations of the people of Lancaster - Wednesday
- Business Ideas Generation - Thursday
- Spanish Taster Session - Thursday

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Campus in the City 2014
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. It’s 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”

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
“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

Mail Online
World’s biggest online newspaper, reaching in excess of 100 million people

Lancashire Evening Post
Reaching a total readership of 91,000

Mail Online
World’s biggest online newspaper, reaching in excess of 100 million people

Lancashire Evening Post
Reaching a total readership of 91,000

Insider News
Subscription newsletter reaching 120,000 businesses across North West

BBC Radio Lancashire
News story on ‘Campus in the City’
In the press

Lancashire Evening Post

Witches cleared in re-trial 400 years late

BBC Radio Lancashire

Interview with Professor Elizabeth Shove, reaching prime breakfast audience

Click Green

Leading green energy and environmental news site

Lancashire Telegraph

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

BBC Radio Lancashire

Interview with Dr Stephen Pumfrey on drivetime show

Lancashire Telegraph

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

The Citizen

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