

Engaging Communities : Events

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Who am I?

- Senior Lecturer in the Lancaster Environment Centre
- Associate Director for UG Strategy and Admissions



What is my research?

- Plant-insect interactions
- Tritrophic interactions
- Volatile signals



What else is part of my day job?

Part of a programme funded by RCUK – 12 Universities in the UK

Lancaster Schools University Partnership Initiative (SUPI) with the South Lakes Federation –

Inspiring the Next Generation of Researchers



Who to engage with?

Think carefully who you want to engage with - you will need to consider ways to ensure your planned activity is appropriate and relevant to the target audience

Engaging with the public – who is this?

The 'public' is everyone: your family and friends, your line manager, a school pupil, potential future funders or members of your local community. It is often helpful to break this down into different types based on categories such as age, gender, ethnicity, location and interests.

Understand your audience

Why will this audience be interested in my event?

- Don't make assumptions
- Ideally, involve members of your targeted audience in your planning- they will bring new perspectives and help ensure you develop an effective event
- Think about different learning styles

Possible barriers

- Consider any barriers and what you can do to ensure that they don't stop your target audience coming to your event. These can include:

transport (availability and costs)

disposable income

timing of the activity

accessibility and mobility (physical and cultural)

language (do you need to involve an interpreter?)

awareness of the event

childcare

diet and food (ensure that you provide refreshments that are appropriate for your audience)

School-University Partnerships

The root of the challenge seems to lie in the deep cultural differences between the two sectors. These differences are enshrined in different accountability structures, operating models and languages, which then drive individual and organisational behaviour.

School-University Partnerships:
Fulfilling the Potential
Summary Report
October 2014

http://www.publicengagement.ac.uk/sites/default/files/publication/supi_project_report_final.pdf

Don't assume anything



Plan, plan and plan again



Food

Junk Food V's Healthy Food

