



MAKING A
DIFFERENCE

Professional support services making a difference

Dr Julian Skyrme

Director of Social Responsibility

Rosie Williams

Head of School Administration, SEED

Vicky Foster-Lloyd

Head of Sport and Active Lifestyles

Introduction

- Social responsibility strategy
- Community engagement plan:
Inspiring Communities
 - “Explore additional focused opportunities for staff to gain learning and development opportunities through community engagement.”
- Learning and development strategy:
 - “Our Social Responsibility agenda will be served by recognition of the learning that people bring back into the workplace from their contributions to wider communities.
- Give and Gain: UoM as a charity



PRIORITIES

↑
F
U
N
C
T
I
O
N
S
↓

	Education and Work	People, place & environment	Health	Science and culture
Research				
People (Students, Staff, Alumni)				
Engagement				
Processes				

MAP OF MANCHESTER WARDS



- 1 John Rylands Library
- 2 UoM North Campus
- 3 UoM Main Campus
- 4 Student Accommodation

School Governor Initiative

- **Aim:** engage staff and alumni to support leadership of school through becoming Governors
- **Progress:**
 - Top employer in UK
 - 433 Staff & Alumni Governors give 5,196 days supporting 194,850 learners
 - > £1M economic benefit
 - Multi-award winning – including QAVS
- **Plans:** continue sector leadership, CPD, continue alumni engagement, evaluation



The Queen's Award
for Voluntary Service

The MBE for volunteer groups

Growth of School Governors (2015)	
1	The University of Manchester (staff/alumni)
2	Lloyds Banking Group
3	NHS
4	Department of Education
5	Teach First
6	Barclays
7	KPMG
8	PWC
9	Future First
10	The Royal Bank of Scotland

Read with SEED

- **Background:**

- Emerged in 2014 out of a need to form a sense of PSS community within the newly formed School
- Used an existing pilot scheme in place for students within the former School of Education to read in schools with pupils, and transformed it into a PSS led initiative



- **PSS engagement:**

- This scheme was chosen by PSS staff out of a number suggested at the first SEED PSS Conference in July 2014
- PSS staff self nominated to be part of the team (lightly managed by member of SEED PSS SLT)
- Involved six key colleagues from across grades 2-6, across all PSS teams in the School – who project managed the activity
- Additional PSS colleagues were brought into the activity when reading began

Read with SEED

- **Benefits to community/society:**

- *“All the children I spoke to said they liked reading to their adult and would like to carry on if possible.”*
- *“From October to December 2015 the 18 children who took part in the project showed an average increase in reading age of 6.5 months (over a 3 month period). The rest of the year group made on average 4.5 months progress.”*



- **Benefits to the University of Manchester:**

- Allowed staff from across all grades to build their project management experience and experience of working externally to the School
- Gave PSS staff from within the School the opportunity to be recognised outside of the School for their work (the scheme was Highly Commended at the University's Making a Difference Awards)

Purple Wave



Purple Wave

- **Background:** A mass event to unite the University community, promote healthy, active lifestyles and raise money for charity
- **PSS engagement:** Mike Gibbons, Vicky Foster-Lloyd & SPORT Manchester team / participants / volunteers
- **Benefits to community/society:** Raised over £60k for 3 charities to date, University support for a local event leading to requests for run leaders in the local area/s
- **Benefits to the University of Manchester:** profile, team spirit and the obvious health and wellbeing benefits



Additional PSS opportunities to support social responsibility and community engagement: some criteria

1. Meets needs of residents in 10 priority wards
2. Link to one of the 4 key priorities on (Work/Education; People, place and environment; Health; Science/Culture)
3. Brings benefits back into UoM through supporting Learning and Development strategy needs:
 1. Promoting leadership and management skills
 2. Supporting coaching and mentoring skills
 3. Achieving change, communicating effectively, results orientation
4. Scalable to large numbers (e.g. we have >150 staff governors)
5. Accessible and attractive to a large proportion of staff

Discussion

- Using the five criteria identified in the previous slide, what ideas do you have for linking social responsibility to learning and development needs for the University?

