

FBMH Social Responsibility Strategy: 2017- 2022

1. Background

Our vision for social responsibility is that we will empower people to transform their ideas in biology, medicine and health for the benefit of society in Manchester, the UK and across the globe. We will make a major contribution to the social, health and economic success of our local, national and international community by using our expertise and knowledge to address major challenges of the 21st Century. Particular emphasis will be placed on addressing health inequalities and by producing graduates who exercise leadership to effect positive change. Social responsibility will be embedded in our research and learning activities and will be recognised as a distinguishing feature of the Faculty and schools by our staff, current and prospective students alumni and other stakeholders. It will be promoted among staff and students by encouraging their engagement in a broad range of activities, collaborations and patient and public engagement.

2. Our mission

Our mission is to encourage and empower the transformation of ideas in Biology, Medicine and Health into beneficial and sustainable impacts on our local, national and global communities. This will be achieved through embedding social responsibility as a core value within our teaching, research and public engagement. Fairness, transparency and inclusiveness will drive all frontline activities of the Faculty, enabling all staff and students, irrespective of their backgrounds, to achieve excellence and effect positive change.

This document sets out the strategy for social responsibility from 2017-2022.

Detailed key performance indicators will be set annually to meet the strategic aims outlined below.

3. COMMUNICATIONS

We will support communicating all of our Social Responsibility achievements

We will:

- 3.1 Establish a high social responsibility profile for research and learning within FBMH to increase buy-in from our internal and external stakeholders, nationally and internationally
- 3.2 Showcase social responsibility achievements both internally and externally
- 3.3 Communicate the positive impact of our social responsibility activities
- 3.4 Establish and embed effective communication channels for social responsibility successes

Key Performance Indicators (KPI):

- 3.5 Achieve 10% of staff registered to receive key social responsibility communications by 2018, increasing to 25% by 2022
- 3.6 Establish a Public Contributor communications network for patients/public involved in our research and teaching, with 150 members by 2018, increasing to 450 by 2022
- 3.7 Publish 5 high impact articles (both peer reviewed academic journals and/or popular science/general media) on SR activities by 2022

4. ENGAGING OUR COMMUNITIES

We will encourage, support and partner with our communities to inspire and be inspired

We will:

- 4.1 Lead the Faculty's activities in relation to the Institutional 'Inspiring Communities' social engagement¹ and Public Engagement Plans².
- 4.2 Work in partnership with Patients and the Public, local businesses, community groups, schools and MAHSC (Manchester Academic Health Science Centre) to ensure maximum impact of the work of our Faculty, enhancing our research and learning experience
- 4.3 Ensure maximum effect of our Widening Participation (WP) and schools engagement initiatives
- 4.4 Provide multiple routes of employment entry so that we can maximise employment options for our local communities
- 4.5 Support our history and heritage, specialising in the history of science technology and medicine and the stewardship of our medical collections (through the Museum of Medicine and Health)
- 4.6 For all of the above, ensure that we evaluate the impact

Key Performance Indicators (KPI):

- 4.7 Lead three large scale collaborations (including Heritage events) with our cultural institutions and our local communities, enabling a better understanding of the devohealth agenda, impacting on > 2000 of our local communities by 2022
- 4.8 Achieve at least one shortlisted entry for the NCCPE (National Coordinating Centre for Public Engagement) Public Engagement award by 2020
- 4.9 Exceed benchmark figures on undergraduate student numbers to impact positively on at least 4% more students from Low Participation Neighbourhoods (LPN)
- 4.10 Expand the Faculty's Widening Participation (WP) Discovery Day programme (e.g. establishing a dentistry day), which will benefit 20% more students by 2020

5. RESEARCH WITH IMPACT

We will enhance the impact of our research that is tackling society's greatest health and social care challenges

We will:

- 5.1 Work with the Vice Dean for Research, Associate Dean for Business Engagement, Research Impact Champions and MAHSC to enhance the societal impact of our research
- 5.2 Support and highlight research that is addressing the major health and environmental challenges that we face in the 21st Century (including health inequalities, impact of climate change on health etc.)
- 5.3 Support policy@manchester, specifically the Health and Social Care Theme

Key Performance Indicators (KPI):

- 5.4 Aim for 100% of the eligible grant applications to include Patient and/or Public Involvement as an integral component to the proposed project by 2021, increasing the positive impact to our research
- 5.5 Lead at least one policy@manchester event annually, focusing on major health challenges, increasing to three by 2022
- 5.6 Champion our research with high local societal impact, focusing on our role in transforming the health and wellbeing of the Greater Manchester population, providing three examples per year, with at least

¹ Inspiring Communities: Local community social engagement plan 2016-2019

(<http://documents.manchester.ac.uk/display.aspx?DocID=30998>)

² Share, Inspire, Involve: Public Engagement strategy 2017-2020

<http://www.engagement.manchester.ac.uk/about/Public%20Engagement%20Strategy%20FINAL.pdf>

one example during 2018 from the Faculty signature Health Education England Peer Education project.

6. SOCIALLY RESPONSIBLE GRADUATES

We will ensure that our graduates are able to act as informed, thoughtful and critical citizens and future leaders

We will:

- 6.1 Work with the Vice Dean for Teaching and Learning and the Directorate for Student Experience to empower our students to Make a Difference to local, national and international communities
- 6.2 Lead health related student volunteering programmes locally, nationally and globally, addressing areas such as educational needs, healthy living and healthcare needs in post conflict areas, enabling a measurable, positive impact through Stellify
- 6.3 Lead the Ethical Grand Challenges health related signature programme (specifically 'Workplace Ethics'), enabling our students to tackle key questions facing society in the 21st Century

Key Performance Indicators (KPI):

- 6.4 Support local and national student volunteering, with 3 biology, medicine and health projects by 2019, increasing to 6 by 2022
- 6.5 Build on our previous success of student attendance across all of the Ethical Grand Challenges
- 6.6 Enable 250 undergraduate students the opportunity to gain Community Engagement experience by 2022
- 6.7 Engage 250 students annually through our flagship 'SR in the curriculum' initiative

7. EQUALITY, DIVERSITY AND INCLUSION

We will embed equality, diversity and inclusion into our culture, reflecting the diverse community that we serve.

We will:

- 7.1 Champion and advance equality, diversity and inclusion in all of our activities, including staff employment and advancement, through fair and responsible processes.
- 7.2 Receive external independent validation for our work towards Equality and Diversity through the Equality Challenge Unit's (ECU) Athena SWAN and the Race Equality Charter Mark (RECM)
- 7.3 Engage and work with major research funders to help address existing inequalities
- 7.4 Better understand the potential impact of Faculty functions on certain groups by providing an inclusive environment that improves disclosure rates for disability, religion or belief (including lack of belief) and sexual orientation

Key Performance Indicators (KPI):

- 7.5 All three schools to hold Silver Athena Swan awards by 2020
- 7.6 Annual International Women's Day event attended by at least 10% of staff
- 7.7 Senior positions (Grade 8 and above) for PSS and Academic Staff are reflective of the diversity of the population that they represent in junior positions (Grades 6 & 7) by 2022
- 7.8 A 10% increase in the number of staff from minority groups who understand the promotions process and are clear about the criteria (currently 51% staff from previous staff survey) by 2022
- 7.9 Achieve key milestones in Diversity and Inclusion Student Ambassador programme

- 7.10 Hold networking events with external grant advisors (e.g. Wellcome Trust) aiming to increase grant success rates particularly in the under-represented groups (at least 1 event per year)

8. ENVIRONMENTAL SUSTAINABILITY

We will promote the efficient use of resources by staff and students to enable us to lead the way to a truly sustainable world.

We will:

- 8.1 Showcase the positive impact of our research that is addressing sustainability
- 8.2 Equip our students with the knowledge and experience to positively contribute to our world as professionals, leaders and citizens of tomorrow
- 8.3 Lead on Faculty Living Campus projects, empowering our staff, students and alumni to embed a culture of environmental sustainability, partnering with people and organisations in pursuit of shared environmental sustainability goals

Key Performance Indicators (KPI):

- 8.4 Launch the Faculty Living Labs project, with 10% year on year increase in number of staff/students/public engaging
- 8.5 An increase in the number of Green Impact teams with key indicators set in annual operational priorities.
- 8.6 At least 40% of staff have engaged with key Environmental Sustainability initiatives (e.g. 10,000 actions) by 2022

9. SUCCESSION PLANNING

We will ensure succession planning for future Social Responsibility leadership

We will:

- 9.1 Equip our staff with the knowledge and expertise for future Social Responsibility leadership, through training, mentorship and clear organisational structure and responsibilities

Key Performance Indicators (KPI):

- 9.2 Senior social responsibility positions, knowledge and expertise identified through networks and performance/contribution schemes
- 9.3 Eighteen individuals (1 per division) supported/mentored in key areas of social responsibility
- 9.4 Contribution to social responsibility to be taken in to account during promotion decisions for staff (academic and PSS)
- 9.5 Support teaching sabbaticals to enable staff to undertake key SR projects (e.g. large scale initiatives)

10. Appendices

Appendix I

University Operational Priorities 2017/18

Overarching priority

To make progress towards Manchester 2020, including a required step change in performance in a number of areas, namely:

World-Class Research

- i) To accelerate progress towards our research targets through implementation of the refreshed research strategy.
 - *Achieve target growth in research income, increase recovery rates and continue to attract substantive capital awards.*
 - *Reinforce our areas of clear research strength and address any identified shortcomings.*
 - *Communicate and implement expected performance levels for all researchers which match the University's aspirations and support researchers to attain these levels.*
 - *Achieve top three in the UK for business engagement and commercialisation of research, develop internationalisation and build the regional innovation ecosystem.*

Outstanding Learning and Student Experience

- ii) To improve key areas of teaching performance.
 - *Improve standing in the Teaching Excellence Framework and UK league tables .*
 - *Enhance student support and reduce differential attainment.*
 - *Expand distance learning capacity.*
 - *Increase undergraduate international student income and diversify the intake of international students.*

Social Responsibility

- iii) To deliver a focused, distinctive and effective social responsibility programme.
 - *Support engagement with each of the agreed social responsibility signature programmes.*
 - *Deliver on the actions set out in the Race Equality Charter Mark towards resubmission in July 2018.*
 - *Increase national and international profile for social responsibility.*

Enabling Strategies

- iv) To create the financial headroom to invest in our future ambitions, through identifying sources of additional funding, efficiencies and areas for strategic investment.
- v) To increase efficiency and effectiveness in University processes and procedures through simplification and standardisation.
 - *Identifying and realising the opportunities for simplification and standardisation through the work of the Student Lifecycle Project and cognate groups, utilising external benchmarking data.*

Appendix 2: Key Achievements during 2016/17

1. FBMH currently provides strategic leadership on the Workplace Ethics work stream of the Ethical Grand Challenges programme initiated by the University. The Faculty has also supported and contributed to the 10,000 action plans for sustainability.
2. The Faculty has led on a successful £420k HEFCE grant aimed at addressing differential achievement amongst our students from diverse backgrounds. This award will be an important item in our quest for excellence in the TEF.
3. Following extensive negotiations, agreement has been reached with the ECU regarding submissions for all three schools for an interim Silver AS award in 2017
4. Awarded £70k from Health Education England (Feb 2017) towards inclusion of Social Responsibility in the core curriculum.
5. The CEI has concluded a 'Social Responsibility in the Curriculum' funding call (modelled on the successful Faculty of Humanities fund) to support FBMH staff to initiate/pilot activities aimed at incorporating activities with a SR dimension within the curriculum. The CEI has also successfully concluded a small projects funding call to build capacity and momentum in Public Engagement projects. To date we have pump-primed 6 projects
6. The CEI continues to advise, guide and coordinate PPIE activities across the new Faculty. The Centre also provides training for newly recruited volunteers. Discussions have already been held with MAHSC colleagues to develop a coordinated PPIE strategy across all stake-holders. Based on these initial discussions, it is seen that the role of CEI in this arena need to be strengthened further, in coordinating PPIE activities within taught undergraduate programmes and small grants up to a value of 300K
7. The CEI acts as the main centre coordinating and supporting all the externally focussed SR activities of FBMH, including the organisation and delivery of school/community engagement activities. For example:
 - a. in 2016/17 the CEI has facilitated several FBMH academics to take part in a coordinated a series of workshops at several surrounding schools aimed at promoting careers in biology, science and health.
 - b. The CEI coordinated the Faculty's response and involvement (students and staff) in the highly successful International BIRTH festival conducted by the Royal Exchange Theatre
 - c. CEI also coordinated the Annual Linnean Society Lecture aimed at recognising and rewarding the contributions made by women in promoting natural sciences. We have reached agreement with the Linnean Society that this lecture would become an annual event in the SR calendar.
8. We have already sought and been given membership within a key man-power planning strategy board established by the single Manchester CCG. Through this involvement we will create opportunities for our students to engage in Health promotion activities within GM within their

core programmes and through volunteering, thus creating additional opportunities for our students to acquire the Manchester Leadership Award under the 'Stellify' programme. This involvement will also enable the Faculty to have greater influence with the GM CCGs with several other indirect benefits to the Faculty.

9. We are now working closely with funding bodies such as Wellcome Trust and RCUK to address diversity issues in funding decisions. We held a focus group in collaboration with Wellcome Trust to improve our understanding of the issues that under-represented groups face. As an outcome from this focus group, networking events with external grant advisors are being planned for 2017 where individuals from under-represented groups will be encouraged to take part.
10. The National Trust student volunteering programme, delivered by the SBS continues to be a great success, being oversubscribed
11. The International Womens' Day event in early March was highly successful with over 200 attendees from the faculty and contributions from both highly recognised external speakers and senior University of Manchester staff.
12. Our internationalisation programme goes from strength to strength:
 - a. An initial public and service-user engagement workshop was conducted in Northern Uganda to raise the profile of Disability, associated with limb loss in post-conflict societies. These activities are recognised and supported by senior Health and University officials in Uganda and has the overwhelming support of the Uganda-UK Health alliance, the official inter-governmental body set up by the Governments of Uganda and the UK. A small Grant application (25K) to support an enhanced public engagement programme (Through 'Disability Festivals' organised in Kampala, Gulu and Manchester) to coincide with the Chancellor's visit to Uganda in June 2017 is currently under review with the Wellcome Trust.
 - b. We are also working closely with key stakeholders within the NHS, HEEN and Charities to establish and support student placements in low and middle income countries (Uganda and Ethiopia in particular) in keeping with the visions of the newly established UK Global Health Exchange – an official body within HEEN.
 - c. We have formulated definitive plans for launching an accredited CPD course aimed at the '*Recognition and management of acute illness*' in Low and Middle income countries in 2017. It is our vision that this will be delivered in a new partnership between FBMH, All India Institute of Medical Sciences and Technology, New Delhi (AIIMS), MAHSC partners and the Royal College of Physicians Edinburgh. An initial pilot will take place at Hawassa, Ethiopia on 22nd and 23rd May 2017 with colleagues from Manchester Royal Infirmary and Wrightington Hospital taking part. Discussions in relation to formalising these plans are still at an early stage.