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The University of Manchester

Our future  
Knowledge | Wisdom | Humanity



# Social responsibility

A five-year plan



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We will establish our University as the sector's leader for social impact by engaging our communities in our work, enabling all our people to help bring about a better world and embedding responsible processes and environmental sustainability in all our key activities.

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## Social responsibility

This is the five-year plan for the Social Responsibility theme of *Our future*, our University's vision and strategic plan. On pages 3–6 you will find the initiatives planned, under four key areas, and on page 8 the measures we will use to gauge success.



We were the first university in the UK to set social responsibility as a core goal. As we enter our third century, this five-year plan builds on our rich heritage of impact on society and the environment.

From our beginnings as England's first civic university, we've sought to break down barriers and improve lives. We opened up university education to the working classes and removed religious tests for entry in the 19th century. Christabel Pankhurst studied here before campaigning with the suffragettes for equal voting rights for women. We employed Britain's first black professor, the Nobel laureate Sir Arthur Lewis. And our first female academic, Marie Stopes, advocated birth control for women.

Today, our institutional purpose – to advance education, knowledge and wisdom for the good of society – places social responsibility at the centre of what we do. Social responsibility addresses the question 'what are we good for' rather than 'what are we good at'. Our agenda for social responsibility is therefore an institution-wide philosophy that underpins our purpose, vision and values – as well as being a distinct portfolio of effort.

In *Our future*, our University's vision and strategic plan as we enter our third century, we've identified engagement, involvement and inspiration, the United Nations' Sustainable Development Goals, environmental sustainability and embedding social responsibility as key priorities. Building on our position as

Europe's leading university for social and environmental impact and on our many sector-leading initiatives, we have organised our delivery of this plan around four overarching priority themes – environmental sustainability, social inclusion, better health and cultural engagement. Under each, we have identified focused signature programmes where we can make the biggest impact and key measures of success.

Social responsibility is a goal for all of us. I would urge you to read our other plans where you will see social responsibility embedded in all that we do to achieve our vision.

**Professor Nalin Thakkar**  
Vice President for Social Responsibility

# Our purpose, vision and strategic plan

## Our purpose

To advance education, knowledge and wisdom for the good of society.

## Our vision

We will be recognised globally for the excellence of our people, research, learning and innovation, and for the benefits we bring to society and the environment.

## Our strategic plan themes



You can read about our full vision and strategic plan at [www.manchester.ac.uk/strategic-plan](http://www.manchester.ac.uk/strategic-plan).

## Social responsibility

Engagement, involvement and inspiration

- Social inclusion
- Better health

• Cultural engagement

• Environmental sustainability

Sustainable Development Goals

# Engagement, involvement and inspiration: Social inclusion

Pronounced social inequalities, prejudice and discrimination continue to blight peoples' lives across our region, nation and globally. We will listen to, engage with, involve and inspire people on campus, in communities and around the world to advance social inclusion through our research, teaching and learning, public engagement and campus operations.

In addition to the equality, diversity and inclusion initiatives in the Our people, our values plan, we will deliver three signature programmes focused on educational access, social value and public engagement.

## Educational access programme

Opportunities to participate in and benefit from education are sharply linked to geography, family background and school type. Our plans to advance social inclusion through education include:

- expanding our Access Manchester initiatives to increase the proportion of students entering our University from disadvantaged backgrounds (by 2025);
- developing and deliver pioneering new educational outreach engagements reaching 75,000 learners across the least advantaged parts of Greater Manchester in initiatives to widen access and promote equality, diversity and inclusion of all groups (2020–2025);
- leading the UK for the number of school governors supporting leadership in state schools (2020–2025).

## Social value programme

As a key anchor institution across our city region we will generate social value through our core human resource and finance operations. Our plans include:

- becoming the UK's first university to adopt use of the Social Value Portal to raise our ambition for advancing social and environmental benefits through our procurement selection, processes, monitoring and outcomes (2020–2021);
- supporting at least 150 people each year from Greater Manchester into work at the University through our founding partnership with Manchester's Growth Company on award-winning The Works initiative, our own apprenticeship programmes and with partners via the continued development of our campus (2020–2025);
- delivering on our Living Wage Foundation accreditation status (2020–2025).

## Public engagement inclusion programme

We will share our expertise and partner with the communities and organisations to address the issues that matter to them in the areas of social inclusion, diversity, social justice and inequalities. Our plans include:

- advancing the inclusion of all sections of society in the area of science, technology, engineering and mathematics (STEM) through annual reach to 150,000 pupils and members of the public, notably through our flagship ScienceX, Great Science Share and Science and Engineering Education Research and Innovation Hub initiatives (2020–2025);
- delivering innovative forms of citizen science and participatory research with at least one major citizen science project prioritised each year (2020–2025);
- co-developing at least four new public engagement with research projects each year in our Faculty of Humanities designed to address the challenge of social inclusion, equality and diversity (2020–2025).

# Engagement, involvement and inspiration: Better health

While major progress has been made in improving health and wellbeing, there remain significant challenges in understanding, preventing and tackling disease and addressing key health challenges locally, nationally and internationally. We will listen to, engage with, involve and inspire people on campus, in communities and around the world to support advances in health, wellbeing and social care through our full range of activities.

We will engage and involve the public and patients on local health challenges through collaboration with the Greater Manchester Health and Social Care Partnership, NHS trusts and Health Innovation Manchester. We will also advance patient and public involvement to address key areas of Sustainable Development Goal 3: Good Health and Wellbeing, particularly in relation to fighting communicable and non-communicable diseases.

## Global health challenges

We will improve lives by engaging and involving patients and the public on at least one major global health research challenge each year, linked to Sustainable Development Goal 3, with priority given to those parts of the world subject to most severe health inequalities, conflict or humanitarian challenges (2020–2025).

## Local health challenges

We will engage and support our students to address at least one priority public health challenge in Greater Manchester each year (2020–2025).

## Patient and public involvement

We will increase the number of successful research bids with relevant patient/public involvement at their core by 10% each year from 2019/2020 (2020–2025). We will also support year-on-year growth in the number of undergraduate and postgraduate-taught health-related units that involve patients and the public each year from 2019/20 baseline (2020–2025).

# Engagement, involvement and inspiration: Cultural engagement

Our work to engage and inspire people on campus, in communities and around the world with society's greatest challenges is brought to life in the distinct priority we give to cultural and creative activity.

The cultural and creative sector is a key driver of social development, contributing to the wellbeing of society and the environment, health and self-esteem, quality of life, dialogue and diversity. It is also one of the most rapidly growing sectors, where dynamic economic and cultural exchanges occur and innovation is nurtured.

Our Creative Manchester platform and four world-leading cultural institutions – Manchester Museum, the Whitworth, The John Rylands Library and Jodrell Bank Discovery Centre – are engaging individuals, civil society organisations, educators, leaders and employers through our distinct collections, ideas, objects, events, performances, exhibitions, partnerships, convening power, public intellectuals and inspirational spaces.

We have set the following priorities over the next five years for our cultural institutions and Creative Manchester to contribute to social, environmental and individual wellbeing.

## Engagement through our cultural institutions

We will support our unique cultural institutions – the Whitworth, John Rylands Library, Manchester Museum and Jodrell Bank Discovery Centre, to be effective bridges between our University and the public. We will build civic, national and international partnerships in culture through:

- launching the world's first Centre for Age Friendly Culture in our Manchester Museum to lead practices and theories of ageing, identity, cultural participation and value (2022–2025);
- launching a pioneering new Office of Useful Art in the Whitworth as the centre of the international Arte Útil (art as a tool) movement (2020–2025);
- advancing our award-winning bluedot arts-science-culture festival at our Jodrell Bank Discovery Centre (2020–2025);
- launching a unique British Pop Archive at our John Rylands Library to establish it as the home for the study of British pop music and engaging new audiences with our collections and scholarship (2021–2025).

## Creative Manchester

Our ambitious strategic platform, Creative Manchester, aims to champion culture and creativity by engaging people, educators, leaders, employers and organisations across all sectors to nurture talent and enhance our contribution to cultural and creative growth.

We will develop innovative courses and teaching, influence and inform policy and decision-making around the creative and cultural sectors and collaborate with partners to strengthen, diversify and grow the cultural and creative industries, locally, nationally and internationally. A key priority is to use our talent, facilities and convening power to advance cultural and creative impact through at least three key strategic alliances each year with key local, national and international and partners (2020–2025).

# Environmental sustainability

The global crisis brought about by levels of greenhouse gas emissions, rising temperatures and the erosion of nature and biodiversity represent nothing less than an urgent and existential threat to humanity. Through our Sustainable Futures programme we will listen to, engage with, involve and inspire people to understand and address the urgency of the climate and nature crisis and the opportunity of environmental sustainability through our research, learning, public engagement and operations.

Our global community of 12,000 academic and professional staff, 50,000 students, half a million alumni and numerous external partners offer significant opportunities to advance environmental sustainability. Our Sustainable Futures programme will advance knowledge, understanding and action on environmental sustainability on campus, in communities and around the world through the following key initiatives.

## Sustainability platform

We will create a new platform to bring together, advance impact and share knowledge about the University's most significant research on environmental sustainability and climate change (2021–2025).

## Zero carbon

We will develop a zero carbon pathway to support our transition towards a zero carbon campus, and will develop measures and metrics to ensure our campus is resilient to the changing climate. We will:

- reduce direct carbon emissions from owned or controlled sources (Scope 1) and indirect emissions from the generation of energy we use (Scope 2) by 13% per annum from 2017/18 baseline;
- develop a science-based target for Scope 3 emissions (by 2021);
- revise our policy on socially responsible investment in line with the zero carbon agenda;
- collaborate with our partners across Greater Manchester on decarbonisation.

## Single-use plastics

We will develop an action plan to support delivery of our commitment to eliminate avoidable single-use plastics across catering, labs and stationery (by 2022).

## ClimateCare

We will develop and agree strategic partnerships to engage staff, students, alumni and other communities in responsible schemes to support proven natural solutions to capture carbon, restore the natural world and enhance environmental sustainability. Local, national and international partners will be identified and targets agreed (by 2021).

# Sustainable Development Goals

The Sustainable Development Goals (SDGs) are the world's blueprint to achieving a more sustainable future for our people and planet. We will focus and align a wide range of our research, teaching and learning, public engagement and campus operations to these global goals.

## Communicating the SDGs

We will develop a new SDG microsite to align, link and communicate our work on the global goals (by 2022).

## Research for sustainable development

We will ensure each of our research beacons identify at least one SDG as their focus (by 2022).

## SDGs in teaching, learning and the student experience

We will advance student engagement with the SDGs through our Stellify and University College for Interdisciplinary Learning initiatives, and an online action platform (2020–2025). We will also launch a revised set of graduate attributes for all undergraduate and postgraduate taught programmes linked to social responsibility and the SDGs (by 2022).

## Equity and Merit

We will ensure that our renowned international Equity and Merit programme offering free campus-based and online master's education for professionals from four nations in the global south (Ethiopia, Rwanda, Tanzania and Uganda) will make a positive contribution to the sustainable development goals (by 2021).

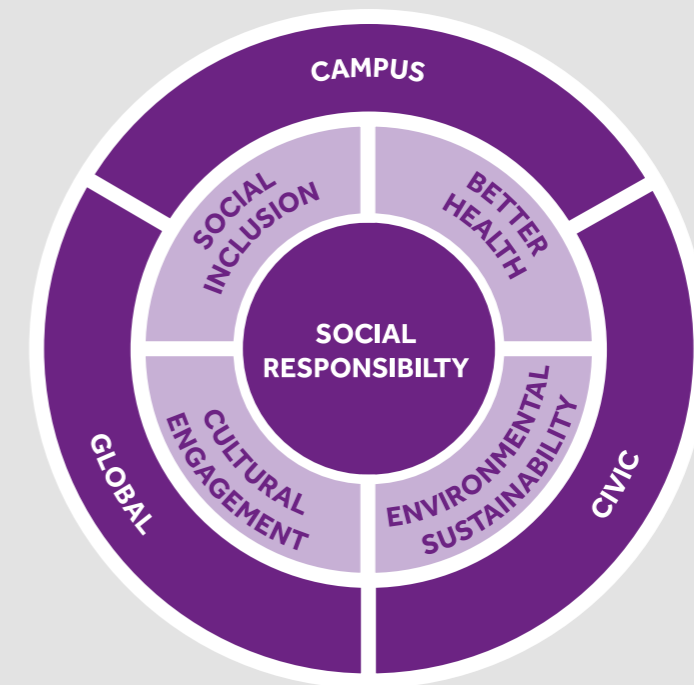
# Our measures of success

We will measure our success against a portfolio of measures and quality marks of social, cultural, health and environmental impact.

<p><b>Social and environmental impact</b></p> <p>Performance in the world's top 25 universities in the <i>Times Higher Education</i> University Impact Rankings, based on the UN Sustainable Development Goals</p>	<p><b>Environmental sustainability</b></p> <ol style="list-style-type: none"> <li>1. Elimination of avoidable single-use plastics across catering, labs and stationery by 2022</li> <li>2. Develop and launch the ClimateCare strategic partnership by 2021</li> <li>3. Delivery of annual interventions outlined in the zero-carbon pathway 2020–2025 and develop a science-based target for Scope 3 emissions by 2021</li> </ol>
<p><b>Social inclusion</b></p> <ol style="list-style-type: none"> <li>1. 75,000 annual widening participation and inclusion engagements across Greater Manchester</li> <li>2. 5% annual growth in school governors</li> <li>3. 150 people supported each year into work</li> </ol>	<p><b>Better health</b></p> <ol style="list-style-type: none"> <li>1. One global and one local health challenge prioritised each year</li> <li>2. 10% increase in successful research bids with patient/public involvement</li> </ol>
<p><b>Cultural engagement</b></p> <p>Growth of overall cultural institution visitors to 1.75 million by 2025</p>	<p><b>Sustainable Development Goals</b></p> <p>Annual growth in student engagement through participation in Stellify and University College for Interdisciplinary Learning units (2020–2025)</p>

# Our social responsibility plan at a glance

Building on our strong record of success in social responsibility in aligning with key civic and global goals we will listen to, engage with, involve and inspire people on campus, in communities and around the world to address four key social responsibility priorities: social inclusion; environmental sustainability; better health; *cultural engagement*.



Underpinning these priorities is an institution-wide approach to ensuring the social responsibility agenda prospers by:

- **enabling** its development through focused signature programmes, measuring impact, optimising staff leadership and engagement, and ensuring staff, students, alumni and external partners act as agents for change;
- **embedding** it into other strategic themes in the University;
- **engaging** in external agendas such as the United Nations' Sustainable Development Goals, national policy developments and Greater Manchester strategies, creating external partnerships, prioritising communications and engagement practices and sharing evidence and stories of our impact.