



Civic strategy 2.0 and beyond

In conversation with Richard & Jane

Wonkhe's Higher Education Festival,
University of London, November 2023
@ UPP_Foundation @janeerobinson97

Civic University Commission & Legacy



Over 70 Universities pledged to develop a Civic University Agreement



Funding for creation of Civic University Network



Annual PA Consulting survey of Vice Chancellors find universities are under-going a “sea change” in strategies to prioritise engagement and impact driven by UPPF Civic University Commission and Levelling Up Agenda

UK v-Cs shift focus to regional ties and employer engagement

Leaders prioritising regional impact above competition, while significant numbers consider mergers, annual PA Consulting survey suggests

December 9, 2021
John Morgan
Twitter: @johncmorgan3



Received cross party support, featured prominently in Augar review and party manifestos

Purpose: Play a core civic role in the regeneration, culture, sustainability, and heritage of the communities in which they are based.

Tertiary institutions serve as local centres for a wide range of social, economic and educational activity. To quote a recent report on universities from the UPP Foundation Civic University Commission, “if you strip all these things away, you are left with an impoverished place – and it is impossible to think of another institution that could deliver these benefits”.⁷ The same is at least as true of further education colleges which are in effect community colleges in many towns and cities

Changing Zeitgeist?

Annual PA Consulting survey of Vice Chancellors finds universities are turning towards the role of universities in their regional economies, including via civic university agreements with local authorities, local NHS trusts or further education colleges

UK Research and Innovation

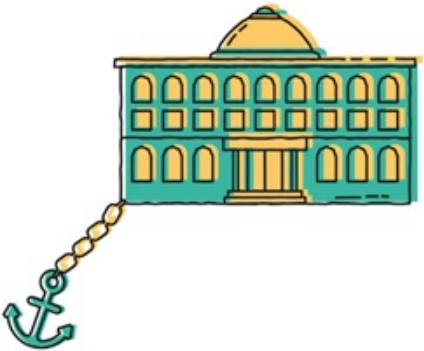
UK politics & policy [+ Add to myFT](#)

Michael Gove announces £1.4bn devolution deal for north-east England

Region will acquire elected mayor with new powers if agreement wins local approval



Michael Gove hailed the deal as giving local leaders 'more power, more money and an even greater say in how their areas are run'
© Dan Kitwood/Getty Images



It's the economy, stupid!



The UK GDP growth rate was only 0.2% in the second quarter of 2023, down from 7.6% in 2021 (ONS, 2023).



Shift in labour demand towards higher-educated, service-oriented, health-related, digitally-enabled, and technology jobs, create persistent shortages (McKinsey, 2023)



Four pillars of economic growth and prosperity – enterprise, education, employment, everywhere. (Jeremy Hunt, Chancellor of the Exchequer, 2023)



The other end of the telescope...

Interactions with universities in 2021-2022: split by social grade					
	Total	AB	C1	C2	DE
Read about research carried out at a University	16%	25%	17%	12%	10%
Interacted with a University student in your own time	16%	19%	17%	14%	11%
Interacted with someone who was in training, such as a trainee doctor or teacher	11%	18%	10%	11%	7%
Seen or heard a speaker from a University on television or radio	11%	18%	12%	8%	7%
Interacted with someone who works at a University in your own time	11%	16%	11%	9%	7%
Participated in research ran by a University	10%	13%	10%	8%	9%
Interacted with a University student as part of your work	8%	12%	8%	6%	4%
Interacted with someone who works at a University as part of your work	7%	10%	9%	5%	3%
Attended an event where student volunteers were working	6%	9%	6%	5%	4%
Attended an event held by a University hosted off-site	5%	10%	4%	3%	3%
Worked directly with a University as part of your work	5%	9%	4%	4%	2%
Been taught or trained by a member of a University at your work	4%	6%	4%	4%	2%
Attended an event run by a student volunteer	4%	7%	3%	3%	3%
Don't know	1%	0%	1%	1%	1%
None of the above	49%	33%	48%	54%	62%

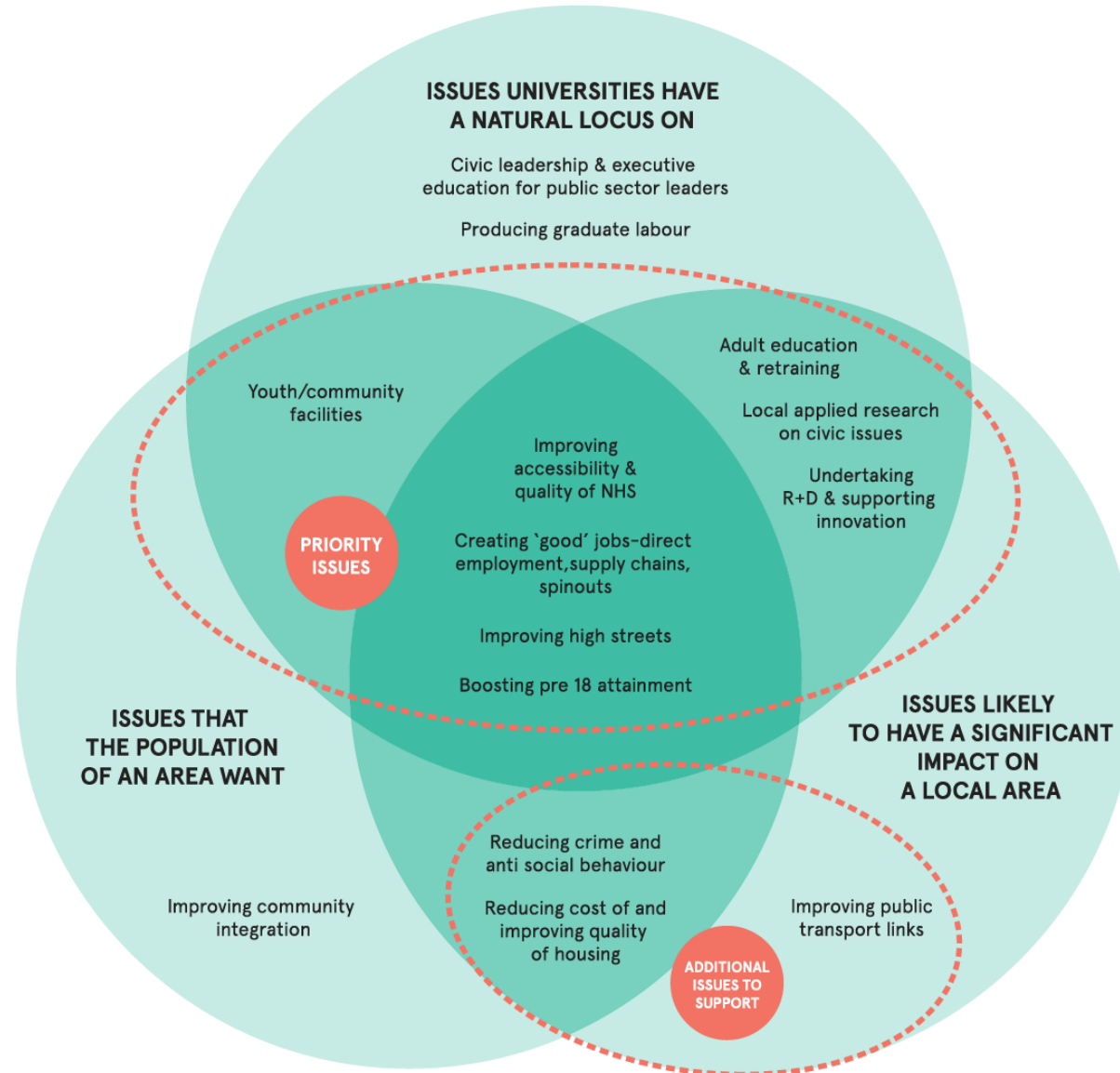
...[universities are now] just another corporate entity there to make a profit

I think too many people are pushed to go to university anyway, I know a lot of people stay in university because they can't get a job

I'd be interested in working at the universities, but have you ever seen them advertise to locals?

I think they care about people in [rich borough] but not people in [deprived borough]

Are we the best partners we can be?



Are we really held accountable...?

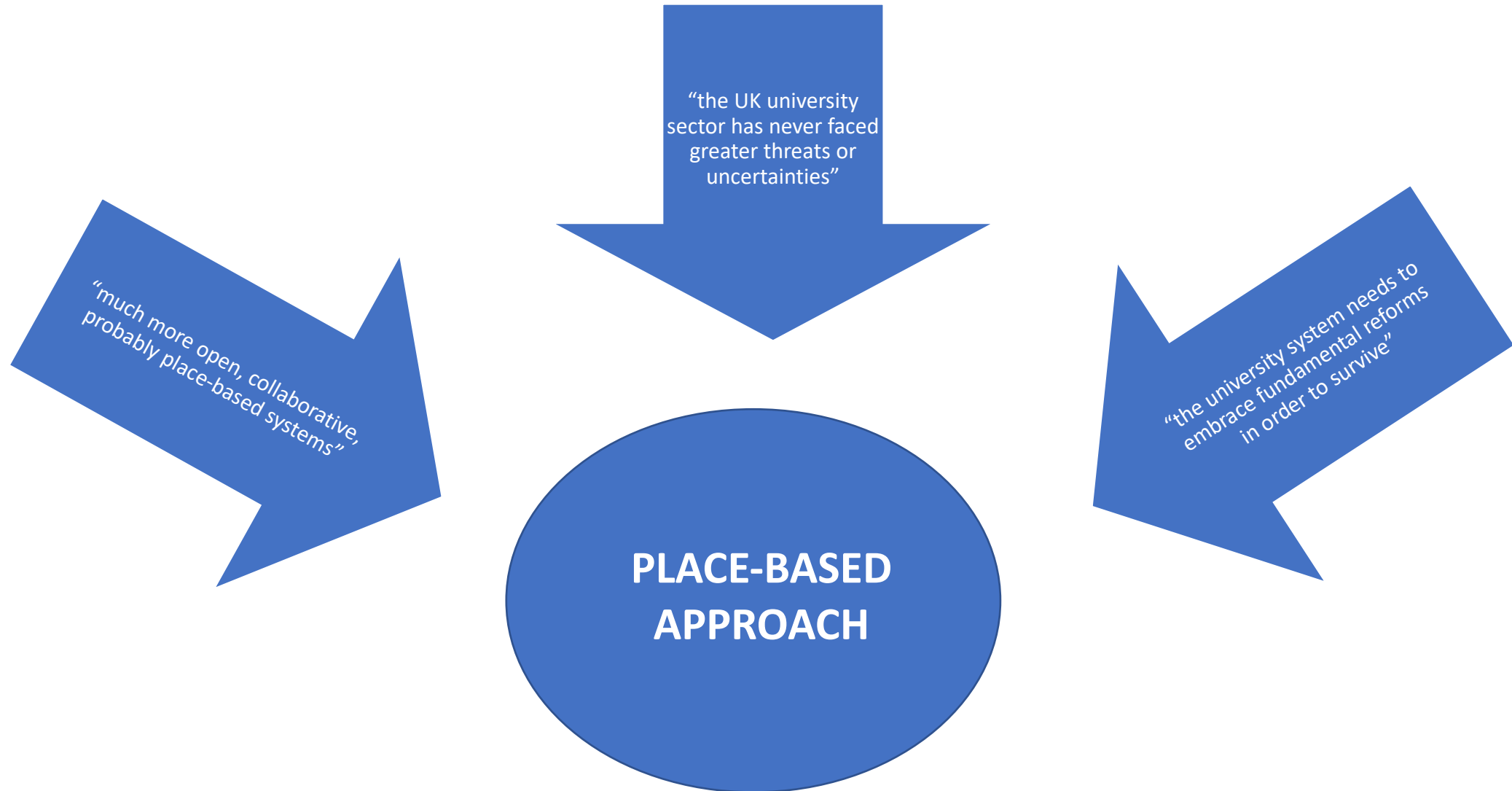


“With our partners, we will be clear about what we do and how we measure it, so we can say with confidence what we have achieved – and how we might do better in the future.”



**Social Value
Portal**

Enlightened Self-interest?





Five Things to Consider...

1 How can we more support *inclusive* economic growth more *intentionally*?

2 How are we making sure that we are relevant to *all* our communities?

3 Are we the best partners we can be?

4 Are we really held accountable?

5 Do we need a new model?