

Engagement and impact with a distinctive edge

Neil Hyatt
University of Sheffield
Email: n.c.hyatt@sheffield.ac.uk

DISTINCTIVE Industry Meeting
1 July 2014
Sellafield Ltd. and NNL

Engagement and impact led events

Summary of proposed activities

- Engaging with policy makers
- Public and media engagement summer school
- Radio documentary
- Consortium research public engagement events

Engaging with policy makers

Objectives:

- ▶ Raise profile of project in government departments and Westminster
- ▶ Promote research outcomes and impacts
- ▶ Provide opportunity for consortium researchers to engage policy makers

Two suggested events

1. Afternoon / evening event at Royal Academy of Engineering (2014/15)

Distinctive sponsored lecture and panel, dinner?

2. Showcase event at Westminster (2016/17)

Posters and demonstrations on research outcomes (Royal Society style)

Public and media engagement summer school

Date for the diary: summer 2015

Location TBC – likely London or Manchester for media connections

Objectives:

- ▶ Motivate project participants for external engagement
- ▶ Equip project participants with knowledge and skills for engagement
- ▶ Facilitate an opportunity to collaborate in a public outreach activity

Day 1: Vision setting talks, Skills Workshop 1.

Day 2: Skills Workshop 2, Skills Workshop 3, dinner speaker.

Day 3: Public engagement focus; form outreach groups; close.

Example of successful public engagement



Public consultation events

Led by Dr Matthew Cotton (UoS)

Expertise in the social and ethical dimensions of environmental policy

World café

- Informal drop in event for public discussion with experts (= you)
- Small groups summarise issue and discussion (audio, film, visual display)
- Worked up into a format for dissemination via the website

Deliberative workshop

- Formal consultative methodology for public engagement (Sciencewise)
- Balanced public attendance by application, selection and reimbursement
- Discuss socioeconomic and ethical impacts of consortium research
- Capture written and photographic record of event (flipcharts, posters etc)
- Report identifying future research and policy directions with social mandate
- Possible academic publication

Radio documentary

Opportunity: 60y anniversary of Calder Hall inauguration in 2016

Reflect on our nuclear past, look to our nuclear future?

I (= we) plan our own distinctive radio documentary

- Frances Byrnes: experienced writer and producer, 3 Sony Awards
- Academics advise on scientific storyline (discovery, technology, people?)
- Frances develops a proposal for submission to BBC Radio
- If successful, Frances is funded to produce the documentary (2016!)
- Site access would be very welcome (opening minds through doors?)
- Participation open to all, suggest initial half day meeting with FB?

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