



UNIVERSITY OF
BIRMINGHAM

#Interact2019 #PERfutures



Public Engagement: Future Spaces, Places & People

Dr Caroline Gillett, Research Engagement
c.d.t.gillett@bham.ac.uk

4 September
INTERACT 2019



University of Birmingham Public Engagement Team

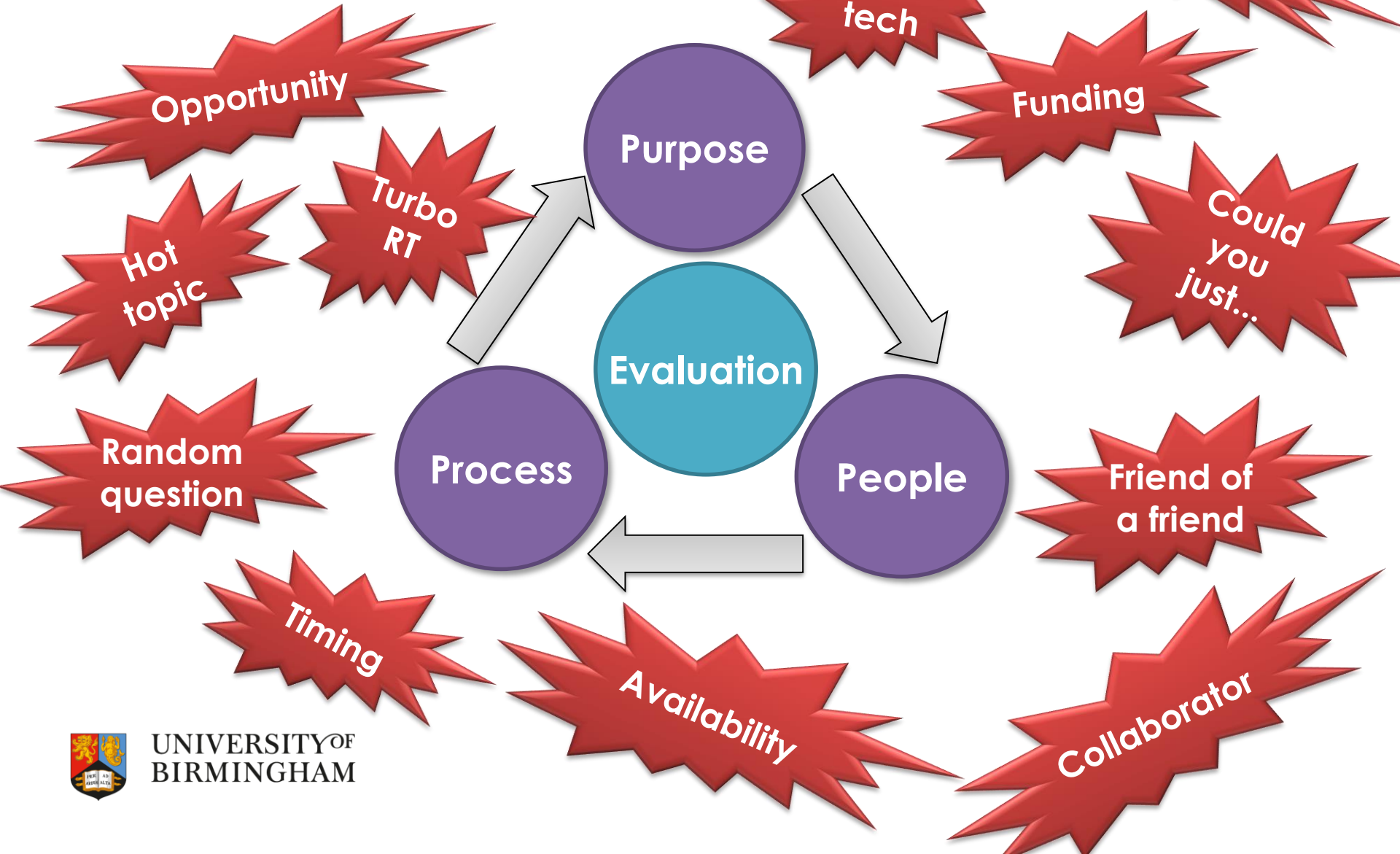
The journey so far...

We've started thinking more deeply about **activity programming & audience development**, building on:

- RCUK Catalyst Seed Fund learning
- NCCPE Engage Watermark process
- "The Exchange" – UoB flagship city centre space set for 2021



What we know...



The Challenge

- Responsive vs Strategic?
- Values vs Pragmatism
- Preaching vs Practice?
- Serendipity vs tried&tested?
- Knowns and unknowns....
- Moving beyond the usual suspects



Public Engagement Divination

1. Choose a **research theme** (either choose one of the cards randomly or pick the one you'd like)
2. Cast the **hand of fate** by choosing your divination cards
3. Create your programme!



Research Themes

1. **Infinity**
2. **Destinations Data**
3. **Powerrr Up!**
4. **Tik Tok**
5. **Worlds End!**
6. **Nuclear Futures**
7. **Healthcare Technology Breakthroughs**
8. **60th Anniversary of Laser (20200**
9. **Free choice!**

Too abstract?

Too out there?

Too specific?

Too controversial?



Hand of Fate

The context for your programme will be 'foretold' through your **Future Spaces, Places & People** cards:

- **Locality** (scene setting): pick **1 PLACE** card
- **Venue** type: pick **1 SPACE** card
- Target **audience(s)**: pick **2 PEOPLE** cards
- Desired or dictated **activity**: pick **2 METHOD** cards



Create Your Programme!

In groups, use worksheets to record:

1. **Theme** and reasoning
 2. **Activity Title**(s)
 3. **Description** and research links
- ♥ **Aims** / Core Values
 - ♦ **Opportunities** and allies
 - ♠ **Risks** and challengers
 - ♣ **Assumptions** / Specifics of Institution/context
 - \$ **Costs** / budget and sources



Heed our words

Villains and heroes! Who can smooth or bar the way?

Temperance! Note all risks and assumptions

Syzygy and discord! Do you all agree?

**Don't forget
the JOKER!**



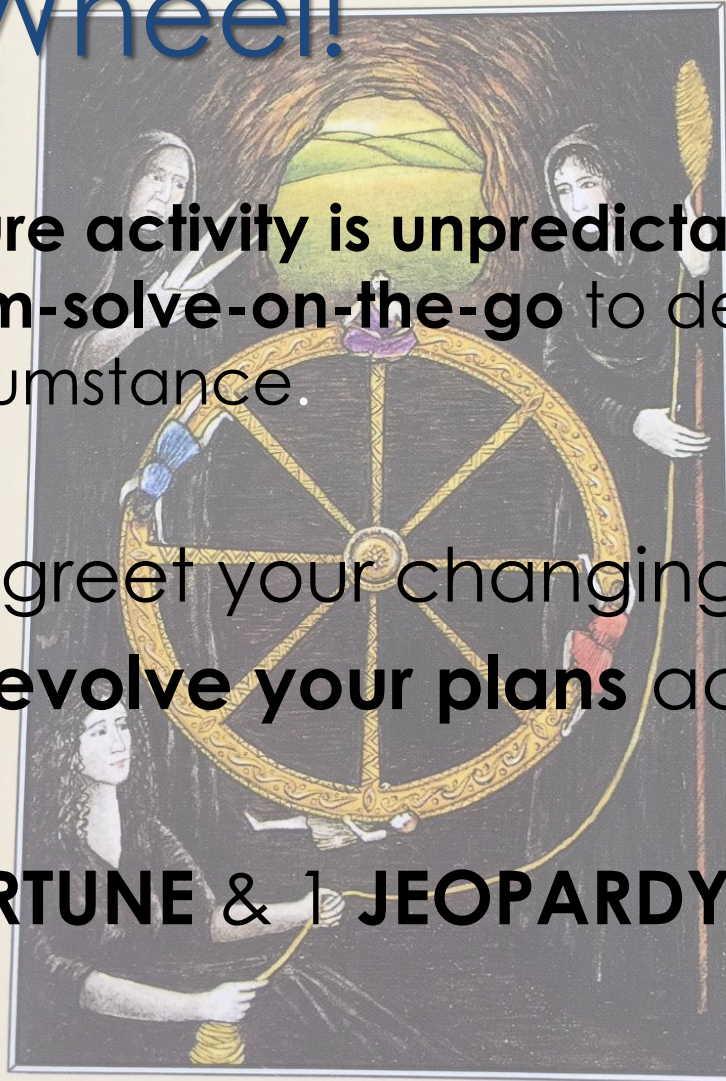
Spin the Wheel!

Planning for **future activity is unpredictable**. You need to **problem-solve-on-the-go** to deal with changes in circumstance.

Time to greet your changing fate.
How will you **evolve your plans** accordingly?

Pick 1 **FORTUNE** & 1 **JEOPARDY** card...

THE WHEEL OF FORTUNE



Copyright © Trida Newell 1986



Prepare to unveil your plan

- Groups have **2 minutes** to feed back their activity plans
- How did you adapt to **fortune & jeopardy?**
- How did you find the process?



Key principles and values

Regardless of the nature of the activity, are there **key learning points / take-homes**?

- Common good practice?
- Common challenges?
- A need to be flexible?
- A need to draw the line?



Our cards on the table

PLACE: **City Centre**

SPACE: **Historic Building**

PEOPLE: **General Public & 'New' Audiences***

PE ACTIVITY: **Sci-art & Public Talks***

Watermark:
Pragmatism vs. Values and
Moving beyond **usual suspects**



Thank
you!



Crystal ball says: Feedback!

I'd really appreciate your feedback, please fill out a card before you go!

Stay in touch:

c.d.t.gillett@bham.ac.uk

Feel free to give us a follow

[@galacticzoo](#) (me) & [@uobengage](#) (team)

#PERfutures

Slides & Resources: bit.ly/2lsGMrg

Thank you & enjoy the rest
of Interact 2019!

We predict an engaging future...



UNIVERSITY OF
BIRMINGHAM