

Manchester Metropolitan University

Organisation Development, Training & Diversity

Appendix F



Manchester Metropolitan University

Equality & Diversity

Communication, Consultation and Engagement

Strategy

2010 - 2011



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Equality & Diversity Communication, Consultation and Engagement Strategy

1. INTRODUCTION

This strategy sets out our approach towards involving people who use the Services of Manchester Metropolitan University (MMU). It is intended to describe the arrangements that will be in place and how the views of ¹stakeholders will be fed through to influence:-

1.1 the way in which schemes, policies and services are planned and developed;

1.2 how we can best meet the needs and wishes of stakeholders.

The strategy provides a framework that will be used as a guide to ensure that we explain what is being done; discuss future options; and engage the MMU and local community in drafting of schemes and decisions on services. The overall context for this document is described in MMU's Public Engagement Strategy - the primary focus for this particular strategy is to ensure MMU provides an equitable service taking into account the diverse needs of its various stakeholders through consultation to bring about a unified and consistent framework within which people who use our services are assured of having their voices listened to and of making a difference to service provision.

This document is intended as a guide for all MMU staff. It is our intention that public information will be available through web based and hard copy formats.

2. MISSION AND VALUES

In implementing this strategy, we will be guided by the **University's ²2020 Vision**, Mission and Values as below:

¹ For a comprehensive list of MMU stakeholders, please see Appendix 1

² Web link to the 2020 Vision Institutional Strategic Plan 2007-2020: <http://www.mmu.ac.uk/about/strategic-plan/>

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Our Mission is:

to be the UK's leading university for world class professionals.

Our Values are:

2.1 to respect the rights of individuals.

2.2 to promote responsible, ethical and professional behaviour.

2.3 to promote diversity.

2.4 to promote and reward outstanding performance.

2.5 to develop and disseminate new knowledge.

2.6 to promote global citizenship in our staff and students.

2.7 a University whose expertise, research and other resources support the social and economic development of the region.

2.8 a University which invests selectively and strategically in research.

2.9 a University which promotes, facilitates and achieves good social mobility for its graduates.

3. OBJECTIVES

To achieve best practice we will:

3.1 Communicate effectively with the MMU community and the public using a range of methods.

3.2 Work towards a match between needs and services.

3.3 Develop and promote creative ways of engendering and maintaining dialogue with staff, students and service users.

3.4 Be transparent, objective and accessible.

3.5 Ensure that feedback information from service users is systematically sought, considered and used for the improvement of services.

3.6 Evaluate, critically and continuously, the consultation and engagement process, to ensure that it is operating effectively.

3.7 Publicise and explain the University's commitment to engaging with people, paying particular attention to the groups which are often under-represented in the University.

3.8 Value the people who engage with the University, and nurture the relationships on which contributions are based. Feedback to participants should always be given following consultation activities.

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3.9 Build on the consultative processes and relationships which are already in place.

3.10 Ensure, through its links with partner organisations, that collaboration is maximised and duplication eliminated.

3 INVOLVEMENT

In committing ourselves to making the most of the involvement and engagement of people in the development and review of services, we are aware that different aspects of our service will require different types and durations of engagement with individuals and the community.

Similarly, while some people may wish to commit a great deal of their own time and effort to engaging with MMU and contributing to the development and improvement of services, others may prefer to have limited involvement or to just to engage on specific issues. Other may not wish to get involved at all. At whatever level people want to be involved, we have an obligation to stimulate, develop and sustain their capacity to assist us.

4 CONSULTATION

We recognise the need for the adoption of a variety of approaches to gathering and evaluating the views of stakeholders about our services. Communication channels include:

- 4.1** Feedback on services already received
- 4.2** Questionnaires/Surveys/Feedback forms
- 4.3** Events
- 4.4** Workshop events
- 4.5** Forums/Networks
- 4.6** Equality Impact Assessments
- 4.7** Road Shows
- 4.8** Focus Groups
- 4.9** Reports (internal and external)
- 4.10** MMU Newsletters
- 4.11** Email
- 4.12** Website/intranet
- 4.13** Posters, leaflets & handouts
- 4.14** Management Meetings e.g. FEGs, BoG (inc TUs)
- 4.15** Minutes (published)
- 4.16** Inductions
- 4.17** Training
- 4.18** Text Messaging service for Grades 1 & 2 (TBC)

We will involve stakeholders at an early stage, throughout the process and always report the outcome of such involvement to participants. We will seek to ensure our engagement is undertaken fairly and appropriately, with due regard to the needs of particular individuals.

APPENDIX 1

DEFINITIONS

Communication is the exchange of information or a process of transferring information from one entity to another.

Consultation is a process by which stakeholder's input on matters affecting them is sought.

Engagement is the act of sharing in the activities of a group

Target audience

Target audiences should be prioritised in relation to importance and influence relative to the objectives set out for the communication or information piece.

1.1 Staff

The term "staff" includes all permanent, temporary, part time and full time employees and contractors. Staff can be sub divided by:

- Departments, Schools or faculties (including Research Institutes)
- role category
 - Academic
 - Research
 - Support - Secretarial/Clerical/Technical/Computing
 - General

Hard to reach groups of staff, are staff who may not have access to the core communication channels. Hard to reach groups are primarily defined by role category e.g. catering or grounds staff. They are employed within Facilities and may work shifts and may not have access to email.

1.2 Students

The term "students" includes all undergraduate, postgraduate, part time and full time students, who are based on or off campus. Students can be sub divided by:

- Depts, schools or faculties (including Research Institutes)

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- Year of study.

Hard to reach groups include international, mature, part time and distance learning students. These students do have access to email, but may not have access to extended channels of informal communication.

6.3 External stakeholders

Our external stakeholders encompass a diverse population including:

- Alumni
- Manchester's local community
- Manchester City Council
- Local businesses
- Community and voluntary sector organisations
- Religious and faith groups
- Equality commissions and specialist organisations
- Local media
- Funding bodies
- Other education providers, national and international
- Prospective students
- Prospective staff
- Web community

6.4 Equality target groups

Equality target groups are generally minority groups, who are most likely to face discrimination. Provisions will be made to ensure that representations from these groups are made possible and encouraged in consultation and involvement exercises. The main groups include:

- Women
- Black and minority ethnic (BME)
- Lesbian, gay, bisexual or trans (LGBT)
- Young people
- Older people
- Disabled people
- People from different faith groups

6.5 Trade Unions

The University officially recognises GMB, Unison and UCU. All recognised trade unions will be involved in communication and consultation exercises as appropriate.

APPENDIX 2

IDENTIFICATION OF STAKEHOLDERS CHECKLIST

The checklist refers to a variety of examples of types of external audiences. This list is not exhaustive.

Main Audience	Target Audience	Audience Required?
Staff	Depts/Schools/Faculties	
	Grades	

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	Management	
	Academic	
	Research	
	Support	
	Technical	
	MMU Collaborative Partnerships office (James Winter)	
	Widening Participation Office (Robert Ready)	
	Staff Equality Fora and/or Co-Chairs	
Students	Student's Union	
	Admissions Team	
	Aim Higher – contact: Peter Riley	
	Postgraduate	
	Undergraduate	
	Year of study	
	Programme of study	
	International	
	Part time	
	Full time	
	Learner Development Services/Disability Network	
	MMU Alumni r.charnock@mmu.ac.uk	
	coMMUni (Josie Cartwright - info@communi.org.uk)	
External Stakeholders	Manchester's Local community: Local businesses – 8 th Day/Cornerhouse Manchester Library Aquatics Centre Local Universities: UoM, RNCM	
	Greater Manchester Fire & Rescue Service (Donna Gyles: gylesd@manchesterfire.gov.uk)	
	Manchester City Council - Organisational Improvement and Service, Nicky Griffiths, Inclusion Officer Lesbian Issues: n.griffiths@manchester.gov.uk	
	Oldham Council Steven Titley, Inclusion & Access Co-ordinator: stephen.titley@oldham.gov.uk Bruce Panhale, Head of Community Cohesion Support: bruce.penhale@oldham.gov.uk	
	Stockport Metropolitan Borough Council Steve Longden, Corporate Policy Manager (Diversity and Equality): steven.longden@stockport.gov.uk	
	NHS North West Christine Burns, Interim Equality and Diversity Programme Manager: christine.burns@northwest.nhs.uk	
	Tameside Council, Adult Services Juliet Winfield, Service Unit Manager: Juliet.Winfield@tameside.gov.uk	
	Bury Council Catherine King, HR Adviser – Equality and Diversity: c.king@bury.gov.uk	

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	Trafford Metropolitan Borough Council Gaynor Burton, Equality and Diversity team: equalityanddiversity@trafford.gov.uk	
	Greater Manchester Police Clare Pavitt, Director, Diversity Command: clare.pavitt@gmp.police.uk Greater Manchester Police Authority Paul Leeming, Executive Services Coordinator: paul.leeming@gmpa.gov.uk	
	Greater Manchester Transport Executive (GMPTE) David Partington, Disability Access Co-ordinator: david.partington@gmpa.gov.uk	
	Community Voluntary Sector CVS Organisations: http://www.onecentralplace.org/ <i>Young Britain</i> <i>Age Concern/Trafford Forum for Older People</i> <i>LGF</i> <i>Press for Change</i> <i>Salford's Women's Centre</i> <i>Salford's Disability Forum</i> <i>START</i> <i>SUGGEST</i> <i>MIND/Mcr Mental Health Forum</i> <i>Mcr Race and Health Forum etc</i> <i>Manchester Rape Crisis</i>	
	Manchester City Council Regeneration Group (key contact Angela Harrington)	
	City South Manchester Housing Trust (key contact: Niall Power)	
	Equality Commissions/Specialist organisations: Equality Challenge Unit EHRC Employers' Forum on Disability HEFCE NWDA	
	Local Media <i>BBC, MEN</i>	
	Jobcentre Plus	
	Prospective staff (add a short survey to the Recruitment website?)	
	Prospective students (we can say we have done this at Crewe) Loretto College Manchester Foyer Manchester Academy Other Feeder schools	
	Religious and Faith groups Inter-Faith Group MMU Prayer Rooms	
	Web community	
	Funding Bodies	
	Other HEIs in the Northwest RNCM, Manchester, Salford, Chester – send to HEEON Network?	
	MMU Board of Governors	
	Agencies we collaborate with:	

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	<i>Aspire</i> <i>St John's Ambulance service</i>	
	RC chaplaincy, Avila House, Oxford Rd	
	St Augustine's GP Surgery	
Misc sources/channels	Exit Interviews	
	Occupational Health Services	
	MMU CareFirst Scheme	
	B&H Monitoring Forms	
	Facebook & Twitter	
	First Destinations Survey	
Recognised Trade Unions	Unison	
	GMB	
	UCU	

Mona Patel, Equality & Diversity, ODTD

May 2010

Date to be reviewed: April 2011