



NOTTINGHAM IN PARLIAMENT DAY 25 OCTOBER 2016

UNIVERSITY OF NOTTINGHAM
POST-EVENT IMPACT REVIEW

THE UNIVERSITY OF NOTTINGHAM AND OVER 100 PARTNERS...



CONTENTS

This report provides a summary of the 'Nottingham in Parliament Day' initiative held on 25th October 2016, which saw The University of Nottingham lead a coalition of partners from across the city and wider region in 'taking over' the Houses of Parliament, holding 45 events across Westminster.

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1. WHY HOLD A NOTTINGHAM IN PARLIAMENT DAY?

Nottingham in Parliament Day (NIPD) was an initiative developed and led by The University of Nottingham in conjunction with over 100 partners from across the City, County, Region and beyond. Its purpose was to effect a 'take over' of Westminster with a programme of events and activities that celebrated the ideas, businesses and people that make Nottingham great.

WHAT WOULD SUCCESS LOOK LIKE?

We wanted to create a unique event that, for the University, would help meet three main objectives:

Research impact on policy: It is increasingly important that university research demonstrates the 'impact' it has on the wider world. Informing government policy is, unsurprisingly, an area where research can have a significant and tangible impact. Nottingham in Parliament Day was intended to provide University of Nottingham researchers from all academic disciplines with a highly visible platform to raise awareness and discuss their potentially world-changing research with policymakers who can then make better decisions as a result.

Nottingham's reputation: Nottingham in Parliament Day would showcase the best of the University, the city and the region. We are proud of Nottingham – for its innovations and inventions, its talent and diversity, creativity and dynamism – and we think, as a local area, we should shout about our achievements more often. What is good for the University is good for Nottingham and vice-versa.

Collaboration and partnerships: The University of Nottingham is driven by its strong civic mission. We are committed to the city and communities in which we are based. We wanted to open up the Nottingham in Parliament Day platform to partners from across Nottingham and the East Midlands. By working together on an ambitious, challenging yet ultimately positive initiative, we would strengthen and develop relationships with local and regional organisations, businesses and our parliamentarians. A fundamental role of all Universities is to offer a place where different perspectives and organisations can come together. One objective of Nottingham in Parliament Day was to provide this space in a highly-focused, highly-concentrated fashion.

Nottingham in Parliament Day was also an exercise in democratic engagement and participation. For obvious reasons, compared to those in the capital, businesses, citizens and academics outside of London do not get to use the facilities, access the opportunities, raise issues or promote their activities in Westminster to the same extent.

Articulating this concept of *regional democratic rebalancing* was critical to persuading the Speaker of the House of Commons to support the Day. There was also significant pedagogical value to the many partners involved in holding events, few of whom had previously engaged policymakers or parliamentarians. One of the longer term legacies of the Day should be that, as a locality, Nottingham is better placed to continue this engagement with our national democratic institutions.

Finally, in order to be successful, the Day itself had to have an impact by attracting the attention and engaging its target audiences – both locally and nationally. This would be assessed by publicity metrics, stakeholder engagement evaluation and post-event feedback.

WHY SO MANY EVENTS?

The theory behind the *multiple-events, one day* concept was simple. Westminster and Whitehall are busy places full of attention-limited and time-poor people. Cutting through the noise would, therefore, take something more than a series of smaller events across a long period of time. We decided that, if we wanted Westminster to really take notice, we should develop a 'big bang' initiative that brought together a diversity of activity and created something greater than the sum of its parts. From a University perspective, we identified six research themes where institutional strength coincided with a high degree of policy relevance (Food, Energy, Justice, Sustainable Chemistry, Medical Technology and Transport Innovation) and picked out seven further core themes that reflected areas of institutional prominence (Global Connections, Regional Economic Development, Culture, Philanthropy, Widening Participation, Employability and Talent, Entrepreneurialism) – curating events with colleagues working in these fields. We also issued an open call for event proposals from the University academic community, which yielded dozens of responses.

“The University is at the cutting edge of so much that is brilliant about our higher education system and I’m delighted that Nottingham in Parliament Day is demonstrating that to a wider audience”

Jo Johnson MP, Minister of State for Universities, Science, Research and Innovation

WHY SO MANY PARTNERS?

As we began to develop ideas for the programme, it became clear that partnership with organisations outside of the University underpinned many of the initiatives we wished to showcase to policymakers. Following the aforementioned principle of 'bigger is better', we contacted a number of the University's primary partners and well-known organisations from across the city and region to see if they were interested in working collaboratively to develop the Nottingham in Parliament Day platform – creating something that was led by the University, but was in fact owned collectively by all of those involved. A small Steering Group¹ was established with key partners – and project management networks established with those involved, with regular email bulletins and meetings provided by the University team. This 'Nottingham Together' approach was underpinned by four key principles that provided the criteria for partners getting involved:

'BYOO' – Bring Your Own Outcomes (i.e. be able to clearly articulate the reasons for involvement in the Day)

'BYOA' – Bring Your Own Audience and know what you want them to think, feel and do (i.e. know which stakeholders to invite, and how to develop and promote an event that would be attractive to them)

'BYOB' – Bring Your Own Budget (i.e. crowdfunding the Day, as event leads were responsible for sourcing budgets for their individual events, with the University underwriting the overarching marketing budget as part of its civic CSR contribution)

'BYOE' – Bring Your Own Enthusiasm (i.e. involvement required optimism and constructive, solution-orientated partnership working. If we couldn't be enthusiastic about Nottingham, then how could we expect others to be?)

Nottingham in Parliament Day was announced at a 'flag-raising' event at Nottingham Castle in July, where local celebrities, business and civic leaders joined the media to raise the Nottingham in Parliament Day Flag.

RESOURCES

The development and delivery of Nottingham in Parliament Day was undertaken over a six month period by a small team based out of The University of Nottingham's Political and Public Affairs Unit – with the support of the wider External Relations department. Many other departments and researchers across the University then became involved in the initiative. Outside of the University, numerous colleagues from partner organisations gave up their time, contributed budgets and offered in-kind support to help the initiative – effectively crowd-funding to meet the costs of putting on the Day.

An estimated £300,000 of equivalent value delivered through in-kind support and free use of many spaces in the House of Commons and the House of Lords; this represents exceptional value for money. 140 speakers and performers took part in the event, for free, and nearly £500,000 of media exposure was generated.



Official launch at Nottingham Castle

“Nottingham in Parliament Day really did help raise the national profile of our great City”

Ian Curryer, Chief Executive Officer,
Nottingham City Council

“It really was a raging success – without a doubt the most impressive local event we’ve witnessed in many a year”

Mike Sassi, Editor and Publisher,
Nottingham Post

¹ Representation from the University of Nottingham, Nottingham City Council, Nottinghamshire County Council, D2N2 LEP, Marketing Nottingham and Nottinghamshire, E.ON, Browne Jacobson, Innes England, BakerBaird Communications and the *Nottingham Post*

2. WHAT HAPPENED ON THE DAY?

The Palace of Westminster can be a challenging place to hold events, with intensive security considerations and a busy legislative timetable restricting what can happen on the Parliamentary Estate, where and when. Holding just one event in Parliament requires careful planning, the assistance of Members or Peers, and a degree of familiarity with the process and practice of the Estate. Perhaps it is for this reason that, whilst other places in UK have previously held events to celebrate their localities in Westminster, these have almost all been limited to one or two rooms and a focus on food and drink products. Bringing so many partners to Westminster, showcasing the scale, breadth and diversity of activity that takes place across a city and region was not something that had previously been attempted.

On Tuesday 25th October 2016, **2,952 guests** attended **45 separate events** with over **140 speakers and performers** in **28 separate venues** across the Parliamentary Estate. Approximately **90% of the events were sold-out**, with many oversubscribed and standing-room only.

The events were developed by over **100 partners**, who came together with the University to develop proposals that were then grouped into six broad thematic strands. These were:



The events themselves included everything from panel discussions, live research demonstrations, inward investment networking, drinks receptions, Michelin-starred cooking, quizzes and 3D-printing, to live sporting activity, music and theatre performances. Several hundred researchers, alumni and students from the University participated in the Day and over 100 Nottingham school children participated in workshops, live science and sporting activities. We also worked with our local parliamentarians to raise Nottingham issues through parliamentary activity and debate in the House in the run-up to, on and following the day.

Partners included major multinational organisations with a strong connection to Nottingham like Boots, Experian, Rolls Royce and E.ON; charitable organisations such as Citizens Advice Nottingham and the National Biodiversity Network; as well as the D2N2 LEP, the City and County Councils, and national organisations such as the Science Council, the China-Britain Business Council and Asia House.

“Nottingham in Parliament Day is one of the most audacious heists I’ve seen”

Nick Hurd MP, Minister of State for Business, Energy and Climate Change

The full programme for the day is available at www.nottinghaminparliamentday.uk/programme



Robin Hood with Professor Sir David Greenaway in front of Big Ben

NOTTINGHAM IN PARLIAMENT DAY IN NUMBERS

EVENTS

6

over-arching themes

45

events over the whole day

28

different locations used across the day

74

hours (and 5 mins) of events and activities
from 0630 until 2230

68

organisations took an active role in
organising or sponsoring events

RESOURCES

£230,000

equivalent value of free venue hire across Westminster

£480,678

equivalent value of media exposure for the
organisations involved from coverage in the press

650

Nottingham in Parliament Day 'goodie bags' coordinated
by Eden PR and 650 Nottingham in Parliament Day ('ey
up mi...') Ducks provided by Marketing Nottingham and
Nottinghamshire were distributed to MPs and speakers

£17,000

worth of contributions to the NIPD goodie bags
(including 700 pairs of Paul Smith socks, Outpost
Coffee and Castle Rock Beer)

£13,000

in free train travel provided by East Midlands Trains by
putting on the 'Nottingham in Parliament Day Express'
to get people down to London and back

£700

in free, carbon-neutral couriering of NIPD equipment
was provided by WEGO Couriers

540

'NIPD' branded ping pong balls were brought into
Parliament by Table Tennis England

Nottingham in Parliament Day duck



You can find pictures from the day on the [NIPD website here](#).

PEOPLE

102

partners helped build the day

2,952

guests attended events

At least 800

policymakers from Westminster, Whitehall and the
wider policy community attended events

Over 50

diplomatic representatives from over 20 nations
attended events, including the Ambassadors for
Japan, India, Sri Lanka and Cameroon

Over 140

speakers and performers took part in events

Over 150

parliamentarians and their staff attended events

27

MPs, Lords and Baronesses spoke as part of the events

6

Ministers and Secretaries of State were
involved in the programme

35

University of Nottingham researchers took the opportunity
to share their academic expertise with policymakers

40/45

events involved The University of
Nottingham's staff and students

An estimated 500

'Nottinghamians' descended upon Westminster,
including 100 school children and approximately
200 University of Nottingham staff and students

2

Robin Hoods were in Westminster on the day

73

hours of volunteer time on the day helped everything
run smoothly

**"My congratulations to The University
of Nottingham, who helped stage a
magnificent 'take over' of Parliament. It
was a great day and our great city is now
firmly on the Westminster map"**

Rt. Hon. Anna Soubry, Member of
Parliament for Broxtowe

3. MEDIA COVERAGE AND PUBLICITY OF THE DAY

A key criterion of success for Nottingham in Parliament Day was for the initiative to attract local and national attention, with the size, scale and ambition of the Day helping partners achieve awareness ‘cut-through’ amongst priority audiences. Whilst the events themselves were a conduit to these audiences (to speakers, host parliamentarians and to those that attended, but also to those that received an invitation to events), the broadcast, press and online media profile of Nottingham in Parliament Day was the primary source of this impact. We worked closely with local and regional media partners (BBC Radio Nottingham, East Midlands Today, the *Nottingham Post*, Global East Midlands, Left Lion and Notts TV) in the run-up to the event to plan coverage of the initiative.

A specialist assessment of the media coverage and publicity received by the Day, and its equivalent value was undertaken by the company Kantar Media Insight.

This assessment concluded that, cumulatively, Nottingham in Parliament Day had a **media reach of over 15 million people**, who were exposed to at least one of **67 different bits of coverage** in the mainstream media. The articles were uniformly positive and represent an equivalent media value (the cost of achieving the same prominence with paid advertising) of £480,678.

NATIONAL COVERAGE

BBC 2's *Daily Politics* was responsible for the single most-visible piece of content of the day, reaching an audience of 2.7 million. Professor Sir Martyn Poliakoff was interviewed live in the studio, as well as featuring in a recorded experiment set up outside Parliament alongside Minister of State for Universities Jo Johnson. University of Nottingham politics academic Professor Steve Fielding was also interviewed on the *Daily Politics* the next day about his research on the link between political fiction and public trust in politicians. Both the BBC News and ITV News websites and twitter handles also featured Nottingham in Parliament Day on their rolling coverage of the day's developments.

In addition, national print media was a key method of highlighting specific issues. Professor Sir David Greenaway's article for *The Telegraph* discussing Brexit and the role of Universities in their local communities reached almost 2.4 million readers online. Academics running events on the day used national media to raise awareness of their research, with the *Sunday Times*, the *Times*, the *Independent* and the *New Statesman* all featuring coverage.

LOCAL AND REGIONAL COVERAGE

BBC East Midlands Today was the most prominent outlet by cumulative reach, with eight news items across the day's prime time slots and additional items in the preceding days. The *Nottingham Post* published a special eight-page supplement in the paper on **Friday 28th October** featuring a detailed roundup of the events that took place on the day, the last of 11 separate items in the run up to and immediately following the day. There was significant coverage on BBC Radio Nottingham, who decamped to Westminster for the Day and ran numerous features and interviews the day before and after the events. They also ran a '50 days after' feature later in the year. Notts TV and Capital FM also devoted a large amount of their broadcast time to Nottingham in Parliament Day with live and pre-recorded broadcasts about the day featuring heavily in their programming.

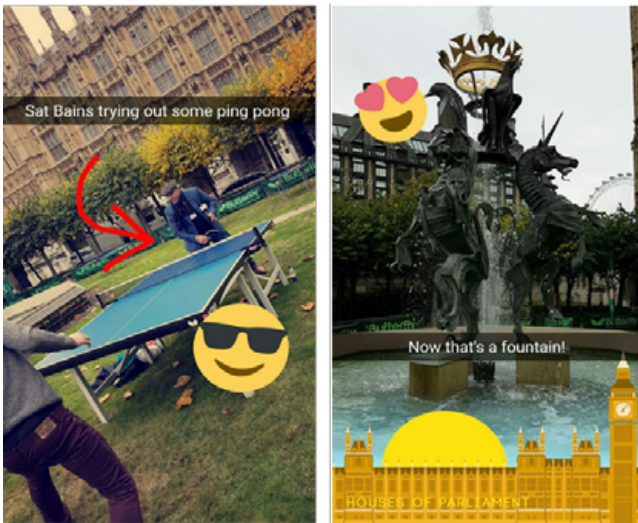


SOCIAL MEDIA

On social media, the official hashtag – **#NottinghamTogether** – was trending on Twitter in the top three stories on the day (at one point overtaking the Heathrow runway announcement to become the top trending topic). Social media activity had a **reach of 8.8 million people**, with sentiment analysis showing that 98.9% of the social media engagement was positive or neutral, with the top associated keywords including the words “proud”, “fantastic”, “amazing”, “celebrating” and “supporting”. Associated hashtags included #eyupmiduck and #lovenotts, as well as links to key topics being discussed on the day such as #midlandsendgame, #homeofsport, #healthcare and #fintech.

As well as Twitter, coverage of the day featured on Facebook, Instagram and Snapchat, with high-profile participating speakers and MPs creating their own content and increasing the reach of the Day.

More details about the [media coverage of the day here](#).



PUBLICITY

15 million

people saw, heard or read a reference to Nottingham in Parliament Day in the national or local media

8.8 million

people reached by social media activity

7.31 million

followers tweeted a live blog of the day by BBC News

29,976

unique web-page views on www.nottinghaminparliamentday.uk

693

Twitter posts by 394 users included the #NottinghamTogether hashtag

67

media items reported on Nottingham in Parliament Day events

4

mentions in the formal parliamentary record – including two at Treasury Questions

1

#NottinghamTogether was the Number 1 trending topic in the UK for part of the day

“The social media (specifically Twitter) occurring before and on the day appears to have caught people’s attention and boosted interest in the research”

Dr Alexandra Lang, Research Fellow,
Faculty of Medicine & Health Sciences,
The University of Nottingham

4. IMPACT AND EMERGING OUTCOMES

In addition to the publicity impact of the Day itself, there were three primary areas of outcomes that the University were looking for the Day to achieve: a) research impact on policy b) Nottingham's reputation and c) improving partnerships and collaboration. Additionally, the 'Bring Your Own Outcomes' and devolved event ownership programming meant that each partner involved in activity was responsible for developing and delivering their own outcomes from participation in the Day.

A comprehensive process of tracking, measuring and attributing this diversity of outcomes as they emerge over the weeks and months following the event was logistically unfeasible. Nonetheless, we were able to develop a basket of assessment metrics and qualitative data capture that provide an illustrative demonstration of Nottingham in Parliament Day's impact.

The information in this report refers to the short-term impact of the Day in the three primary areas of outcomes sought by the University. However, there will be a further medium and long term survey issued over the next 9 and 18 months to participating partners to provide a measure of longitudinal assessment that will help any investment case for future activity.



Elizabeth Fagan, Senior Vice President and Managing Director, Boots, and Robin Hood holding the European Cup



University Challenge - The University of Nottingham vs House of Commons



Michelin-starred chef Sat Bains playing ping pong on New Palace Yard



University of Nottingham sports scholar exercising her football skills

4.1 UNIVERSITY RESEARCH IMPACT ON POLICY

The University of Nottingham's world-class research provides policymakers, businesses and citizens with the solutions to tackle local, national and global challenges. Nottingham in Parliament Day was intended as a platform for the Nottingham researchers to share the finding of their research, lend their expertise to inform political debate and hear from policymakers across Westminster and Whitehall about what future research might focus upon.

The programme featured 14 directly research-focussed events, which outlined research findings and recommendations to provide policymakers with an evidence base that could inform their approach to many of the major challenges facing society. These included energy, transport innovation, global food security, sustainable chemistry, healthcare technology, community integration, modern day slavery, exporting in a post-Brexit world and many more.

Each event was developed to incorporate discourse and debate with at least one parliamentarian and, where possible, other policy officials. This portfolio of events were attended by an informed audience drawn from the worlds of politics, academia, industry and civil society. As well as showcasing the breadth of cutting-edge research, conversations taking place on the day have helped individual researchers make connections with practitioners which will continue shape future research priorities and create pathways to impact.

The examples below are just some of the early ways in which this research impact on policy is being felt.

FREEDOM BLUEPRINT: HOW WE END CONTEMPORARY SLAVERY

The University of Nottingham has a strong emerging reputation as a leader in research into rights and justice. The flagship '*Freedom Blueprint*' project is working to help achieve the UN's Sustainable Development Goal to "eradicate forced labour, end modern slavery and human trafficking".

An hour-long panel discussion on Nottingham in Parliament Day, led by the University's top academics, was attended by more than 20 antislavery NGOs and senior political figures including the Speaker of the House of Commons.

As a direct result of the event, a key new collaboration will see researchers work with Minderoo and the Walk Free Foundation to crowdsource future analysis of satellite images. In addition, the team are working on a potential partnership to educate young people about this issue, and an approach for knowledge exchange with the Metropolitan Police.

"The day was inspirational and spectacular"

Professor Todd Landman, Pro-Vice-Chancellor Faculty of Social Sciences, The University of Nottingham

THE UK BIOBANKING TIMEBOMB: MAINTAINING STRONG PUBLIC TRUST IN MEDICAL RESEARCH

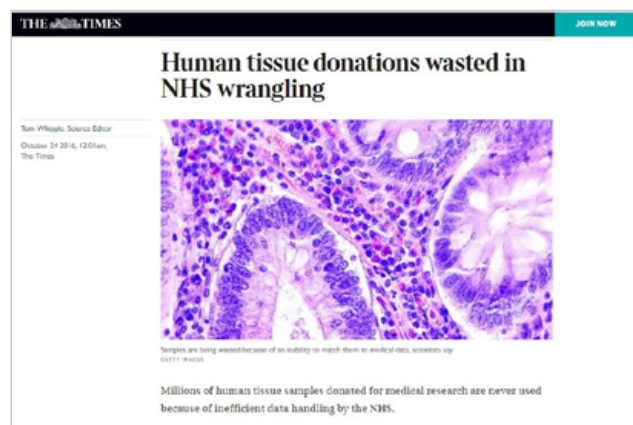
The National UKCRC Tissue Directory and Coordination Centre is run in partnership between UCL and The University of Nottingham's Advanced Data Analysis Centre, and led by Nottingham researcher Phil Quinlan.

Phil and the team used Nottingham in Parliament Day to highlight shortcomings in the regulation of biobanks – the organisations which hold human tissue samples donated to help medical research. The team argued that without proper coordination, up to three quarters of these samples are simply not usable by researchers.

National media coverage ahead of the day helped raise the profile of the event and the issue, and speakers on the day included the CEO of the Human Tissue Authority and the Chair of the Health Research Authority (HRA).

Following the event, the HRA's UK Ethics Committee has agreed to implement a new requirement that all UK biobanks must register on the Directory – a decision which could prevent millions of samples going to waste.

Dr Quinlan said: "Nottingham in Parliament Day really helped to accelerate this work. This is the first ever defined expectation for researchers to register the existence of the samples they hold. It could be a significant and exciting first step in a wider initiative to enable sharing of samples and data within research".



Dr Phil Quinlan's contribution to The Times article on biobanks (24 October 2016)

TACKLING MISOGYNY AND THE LANGUAGE OF DISCRIMINATION

Linguistics Professor Louise Mullany and Nottinghamshire Police worked closely together to deliver an influential panel discussion on misogyny and the role of language in gender discrimination and abuse.

Nottinghamshire Police has recently become the first force in the country to formally record misogyny as a hate crime. The session on Nottingham in Parliament Day aimed to raise awareness and push for wider adoption of this policy. As a result, two other forces have already agreed to echo the Nottinghamshire policy change and the team have been invited to present evidence with a view to the policy being rolled out across the biggest police force in the country, London's Metropolitan Police Service.

In addition, conversations have begun with new contacts in the Home Office and the Ministry of Justice, and Chief Constable Sue Fish of Nottinghamshire Police has written to the Chair of the Home Affairs Select Committee to offer evidence to the ongoing Hate Crime inquiry. Professor Mullany has been invited to deliver NHS gender and leadership training, and the partnership built with Nottinghamshire Police is being translated into new areas of research focus.

“More MPs and civil servants have agreed to be part of a major ESRC bid that I am heading up (£1 million) on the language of discrimination in the workplace”

Professor Louise Mullany,
Linguistic Profiling for Professionals

PARTICIPANTS' VIEWS

- 58% of participants felt they had developed better links with policymakers as a result of NIPD
- 36% described policymaker links as one of the most positive impacts of their involvement in the Day
- 77% said they would choose to be involved another policy-facing event
- 80% said they believe NIPD will assist them in achieving their outcomes in the short, medium and long terms

“We simply would not have been able to bring together key stakeholders had it not been for this day. The follow up work we are now doing has accelerated us significantly. Many of the academics from other Universities were saying ‘why aren’t we doing this!’ – I think that tells you a lot....”

Dr Philip Quinlan, School of Veterinary Medicine and Science



Dr Debbie Sparkes speaking at the Future of Food event

4.2 NOTTINGHAM'S REPUTATION

Nottingham in Parliament Day helped showcase the best of the University, the City, County and Region to policymakers and London influencers who may not necessarily have a great deal of exposure to the ideas, businesses and people that make Nottingham great.



Nottingham Trent University students with Vernon Coaker MP

A strong reputation for Nottingham plays a crucial role in helping to attract inward investment, talent and tourism; as well as keeping our potential for growth and prosperity in the forefront of policymakers' minds as Brexit and devolution of powers reshape our political landscape.

The University and many partners identified that Nottingham was not adept at 'shouting about itself' and it was in danger of being overlooked by policymakers in comparison to other regional cities and economic areas that presented a positive narrative more consistently and compellingly to the relevant audiences. The University's own research also showed that levels of awareness of the institution and its research was not as high amongst MPs and Civil servants as it should be.

Nottingham in Parliament Day aimed to boost the reputation of Nottingham amongst target audiences by a) increasing awareness of our strengths and b) improving perception. In the long-term, beneficial outcomes for Nottingham should be derived from this enhanced reputation.

Whilst accurately assessing the success of the initiative in terms of these intangibles in the short-term is difficult, both testimony about the reputational impact of the event and some indicative qualitative evaluation seem to indicate that Nottingham in Parliament Day was a success. The University worked with one of the Day's partners, ComRes, to survey 152 MPs (weighted for Geographical and Political distribution) in the week following Nottingham in Parliament Day to assess whether it had led to any reputational enhancement for the University.

The findings demonstrated that awareness of the event was extremely high, with 37% of MPs saying they were aware of or had engaged with Nottingham in Parliament Day – and 65% agreeing that "Nottingham in Parliament Day was a good example of a University fulfilling its civic role".

MIDLANDS ENGINE BREAKFAST: HOW CAN NOTTINGHAM DRIVE THE MIDLANDS ENGINE?

The Midlands Engine Breakfast roundtable event brought together, for the first time, MPs from the City and County with Nottingham's leading businesses, civic institutions and local government officials to discuss and debate the future of Nottingham's economic development strategy within the context of the wider regional 'Midlands Engine' agenda.

CEO of GlaxoSmithKline and Chancellor of The University of Nottingham, Sir Andrew Witty, chaired a high profile panel which included Nottinghamshire's Lord-Lieutenant (and Chair of the Midlands Engine) Sir John Peace, the new UK Managing Director of Walgreen Boots Alliance Elizabeth Fagan, Vice-Chancellor of The University of Nottingham Professor Sir David Greenaway and Leader of Nottingham City Council Cllr Jon Collins.

The event also featured contributions by Rt. Hon. Anna Soubry MP for Broxtowe, Rt. Hon. Ken Clarke MP for Rushcliffe, Lilian Greenwood MP for Nottingham South, Chris Leslie MP for Nottingham East and the MDs of E.ON and Paul Smith Ltd. Without the high-profile platform offered by Nottingham in Parliament Day, it is highly unlikely this group of stakeholders would have had the opportunity to meet collectively, as they did, under the banner of #NottinghamTogether – committing to a number of collaborations and actions that will help drive forward Nottingham's economic development.



Midlands Engine Breakfast panelists

CITIZEN, SCIENTISTS, SPIDERS AND OTHER SPECIES

The Nottingham-based National Biodiversity Network (NBN), a national membership charity, arranged a panel discussion in the House of Lords on the challenges affecting the collection of biodiversity data and engaging 'citizen scientists'.

Ahead of the discussion NBN organised an interactive 'nature survey' in neighbouring Victoria Tower Gardens. Within an hour they had recorded over 60 different species – higher than expected for this urban, highly managed park. Its purpose was to raise awareness to politicians of the biodiversity that can be found literally on their doorstep.

Following the event, Lord Hunt has agreed to host a further discussion in the House of Lords to expand on the debate and engage the construction sector in the value of biodiversity data. NBN will be holding a similar event in the Scottish Parliament early in 2017.



FUTURE OF HEALTHCARE TECHNOLOGIES: WHAT IS THE SECRET TO GETTING PEOPLE BETTER, FASTER?

The Centre for Healthcare Technologies (CHT) is a unique collaboration between The University of Nottingham and the Nottingham University Hospitals (NUH) NHS Trust. The Centre works to identify and address major healthcare challenges by harnessing technology, helping speed up access to innovative devices and diagnostics for NHS patients.

Nottingham has a well-established and respected track record of innovation in health and life sciences, giving this event a key role in sharing the story of the city. In addition, with the Accelerated Access Review final report published the day before the event, this was a timely discussion around regulatory challenges and the role of research in speeding up safe access to innovative healthcare.

Louise Scull, Chair of the NUH NHS Trust, chaired a panel of experts from academia, healthcare and industry to explore the challenges and share some solutions. The audience included policy makers, funders and businesses who highlighted the importance of collaborations to identify knowledge and technology gaps, and of sharing experiences to resolve potential issues.

“An amazing achievement and milestone. We now have more than 7 cities wanting to work with us to help their cities achieve the same! Thanks for this achievement.”

Valentine Nkoyo, Mojatu Foundation

4.3 IMPROVING COLLABORATION AND PARTNERSHIPS

The University of Nottingham is driven by its strong civic mission, we are committed to the city and communities in which we are based. What is good for Nottingham is good for the University and vice-versa. Nottingham in Parliament Day was underpinned by the ethos of 'Nottingham Together' (which then became our social media hashtag). This not only aimed at helping build better relationships between the University and partners in the initiative, but also in creating a platform that enabled participating organisations to forge connections with each other. We wanted to showcase strong existing partnerships – like the link between Nottingham's Michelin-starred Chef Sat Bains and food researchers at The University of Nottingham – as well as give new collaborations a chance to take root across the private, public and voluntary sectors.

Because NIPD's concept of 'showcasing Nottingham success' was clear, simple, positive and easily adaptable to the strategic interests of all partners – the actual process of developing and delivering the programme was invaluable in improving collaboration and partnerships.

The programme is the biggest testimony to the success of these aspirations, with multiple partners involved in almost every event. *The Nottingham: City of Talent and Enterprise, Business Reception* had three lead organisations working with another 12 partners to secure speakers and attendees from London tech sector companies considering relocating to Nottingham. Similarly, *Nottingham Science City: Developing STEM Skills for the Future* was a collaboration between 10 organisations, including both universities, students from Nottingham University's Academy for Science and Technology, Siemens and the Science Council. MPs attending the event were particularly taken by the school students 3D scanning, then printing busts of their heads as part of the showcase.

"The University of Nottingham was founded on the philanthropy of Sir Jesse Boot and his inspiring vision that science and industry should combine for social and economic benefit. Working with organisations outside our university and building partnerships is vital to achieving this vision."

University of Nottingham Global Strategy
2020 – Partnerships for Growth

HEALTH AND LIFE SCIENCE INNOVATION SHOWCASE

The Health and Life Science Innovation showcase was a key event under the 'City of Science and Healthcare Innovation' theme and brought together representatives from nine separate organisations to show the strong and vibrant healthcare innovation sector here in Nottingham.

Nottingham has a long-established history with health care innovation – the anti-inflammatory drug Ibuprofen and the MRI scanner were both developed in the City.

The Health and Life Science Innovation showcase was led by Nottingham University Hospitals NHS Trust (NUH), which runs Queen's Medical Centre, Nottingham City Hospital and Ropewalk House.

Keynote speeches by Peter Homa CBE, NUH Chief Executive, and David Pearson CBE, Deputy Chief Executive of Nottinghamshire County Council, set the scene for guests including MPs, regulators and influential sector leaders from home and abroad.

"It was a privilege to take part in Nottingham in Parliament day profiling the innovation in health and care in Nottinghamshire. Important conversations took place and it served to forge links that didn't previously exist but would help Nottingham and Nottinghamshire in the future"

David Pearson CBE, Deputy Chief Executive Nottinghamshire County Council and the Sustainability and Transformational Lead for Nottingham and Nottinghamshire

HEALTH AND LIFE SCIENCE INNOVATION SHOWCASE CONTINUED

Each partner involved showcased specific aspects of innovation and research:

- **The East Midlands Academic Health Science Network** exhibited a range of innovations developed locally and being used across the UK.
- **Horizon Digital Economy Research Institute and the Human Factors Research Group** at The University of Nottingham highlighted recent collaborative research projects.
- **Nottingham CityCare** showcased the ground-breaking Small Steps Big Changes (SSBC) programme
- **Nottingham University Hospitals Trust** showcased the award-winning 'Pocket Midwife' maternity app for expectant mums and the work of Shared Governance, a programme that empowers frontline staff to make decisions in the interest of better patient care. Health checks were also provided to guests.
- **Potter Clarkson LLP**, a leading firm of European Intellectual Property (IP) Specialists, offered advice on all aspects of IP from patents and trademarks through to dispute resolution.
- **Walgreen Boots Alliance** demonstrated its ethos of innovation: the discovery of Ibuprofen, the development of pharmacy-led vaccinations, the outreach to schools on children's eye care, and positive outcomes for its sore throat test and treat service.

“The Science Council is now working with partner organisations as a consequence of the event as well as the strengthening of links to Nottingham STEM activities/initiatives”

Kelly Vere, Science Council

SUPPORTING COLLABORATION

When we asked partners to describe what they felt they had personally got out of their involvement, establishing relationships with new partners or strengthening existing partnerships was the most common positive outcome – mentioned by three quarters of participants. Several University of Nottingham researchers and staff members also cited improved partnerships with colleagues within the University. 91% of respondents agreed with the statement “Nottingham in Parliament Day helped bring partners from across the city and region together”.

“This was an amazing day that enabled academics to work directly with politicians, civil servants, activists and other key stakeholders. This was proper policy research in action, bringing innovative knowledge exchange and impact to directly to Government”

Professor Louise Mullany, Linguistic Profiling for Professionals



Lilian Greenwood MP holding a 3D print out of her head

5. FEEDBACK AND EVALUATION

The post-event survey of partners and event leads highlights a very positive overall impression of the event; over 95% of respondents considered NIPD to be a good idea, and overall a success. 93% thought the Day had helped bring Nottingham to the attention of policymakers. It also helped participants to think about Parliament as a place they could make a difference – 38% said they understand more about Parliament after the Day, and 29% said they felt more positively about the work of Parliament and politicians.

Within the University, the vast majority of event leads – 96% – believe the event was a good thing for the University to have led and would choose to get involved in another NIPD. Likewise, external partners had a good perception of NIPD with every single respondent saying the day was a success, and 65% would consider taking part in a similar event in the future.

A few respondents were unsure if NIPD should become an annual event but fully endorsed follow-up events such as smaller, one-off events in Westminster or elsewhere, with one suggestion being to “bring Parliament to Nottingham”.

When asked to give their final thoughts about NIPD, the majority of respondents praised the initiative, describing it as a “tremendous success,” “great experience,” “fantastic, innovative idea,” “excellent day,” “amazing day,” “one of the best events I’ve ever been involved in as an academic”.

WHAT DID THEY SAY ABOUT IT?: MPS AND LORDS

“At the heart of the day’s events was a sense that Nottingham is a city with a vision of an exciting future. Nottingham is a place to do business with a rich array of talented young entrepreneurs and in Nottingham University a place of world-class learning, research and development.”

Rt. Hon. Anna Soubry MP for Broxtowe

“The Nottingham University Day in Parliament really was a positive take over. It was a big success. It also demonstrated very strongly just how much our universities are an integral part of our daily lives, even though much of it is not even noticed or given credit for.”

Rt. Hon. the Baroness Dean of Thornton-le-Fylde

“...the effort really did put the City on ‘the map’ and got a lot of colleagues talking. Very helpful for the pride in the city and giving us a proper focus on our objectives too.”

Chris Leslie MP for Nottingham East

“Nottingham in Parliament Day is one of the most audacious heists I’ve seen.”

Nick Hurd MP, Minister of State for Business, Energy and Climate Change

“It was great to see Nottingham take over Parliament for the day. I enjoyed the fringe with Professor Steven Fielding whose research I found fascinating. What was important about the day was that it wasn’t inward looking and generated a great deal of local media coverage, including a BBC piece which enabled me to meet two of my constituents who were sceptical of politicians. Well done Nottingham University.”

Gloria De Piero MP for Ashfield

6. CONCLUSION AND NEXT STEPS

Whilst this report has focused on the immediate impact of the Day and outcomes beginning to emerge from it, it is clear that Nottingham in Parliament Day can be considered a major success. The medium and long-term impacts will emerge in due course, but arguably the most important outcome has been the emergence of the 'Nottingham Together' approach, which will help Nottingham respond to the challenges and opportunities of a fast-changing and turbulent political climate we find ourselves in.

In terms of future initiatives, the importance of momentum should not be underestimated. To that end, the final meeting of Nottingham in Parliament Day Steering Group identified three broad strands of future work:

NOTTINGHAM TOGETHER

In addition to increasing the number of bilateral partnerships, the 'Nottingham Together' multilateral network of organisations will continue – meeting regularly and working to support each other on major initiatives such as hosting the UK Corporate Games in Nottingham (which will bring an estimated £3m economic boost to the city) and the University's 'Wonder' Festival of Discovery. This networked approach will support Marketing Nottingham and Nottinghamshire (the locality's Place Marketing Organisation) take advantage of future opportunities where partnership working will help Nottingham stand-out. The social media presence will also continue.

"Nottingham in Parliament Day was a great success, it galvanised leading stakeholders around the #NottinghamTogether theme and has provided the perfect curtain raiser for our year-long Nottingham campaign in London in 2017"

Brendan Moffett, Chief Executive, Marketing Nottingham and Nottinghamshire

PARLIAMENT IN NOTTINGHAM

Whilst Nottingham went to Westminster for Nottingham in Parliament Day, another strand of follow-up activity will see partners working together to encourage greater parliamentary and government engagement back up in Nottingham. The current Government's small parliamentary majority and post-Brexit requirements of increased overseas travel during recess means that Ministerial visits to UK sites outside of London are severely restricted travel. Consequently, cities like Nottingham have to work harder to secure Government visits and Ministerial time.

"The day was simply astounding. It brought together more than 100 partners from business, education, health, sport and civil society behind a common agenda; it showcased the best that Nottingham has to offer as a place to live, work and build communities; it galvanised our own community; and it highlighted our University's civic leadership in a totemic way. We were, for this day, 'Nottingham Together' – and the combined power of the message was such that this 'hashtag' was even out-trending the Heathrow announcement across the UK for large swathes of the day."

Professor Sir David Greenaway, Vice-Chancellor, The University of Nottingham

NOTTINGHAM IN LONDON

Nottingham in Parliament Day will not be repeated in 2017, mostly because part of the initiative's success was its trail-blazing status. However, the University will be running numerous events across Westminster and Whitehall to promote its research impact and support efforts to develop evidence-based policy. These will use the 'Nottingham in Parliament' brand. Outside of the University's parliamentary engagement, partners will be supporting the new Marketing Nottingham and Nottinghamshire's 2017 London Campaign, which will focus on raising the profile of Nottingham as a destination for business relocation, talent attraction and tourism.

"Nottingham has shown itself to be a leader. And where you have led, others may now follow."

Rt. Hon. John Bercow MP, Speaker of the House of Commons





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For more information about Nottingham in Parliament Day,
visit www.nottinghaminparliamentday.uk

For more information about the work of The University
of Nottingham Political and Public Affairs Unit, visit
www.nottingham.ac.uk/about/government-relations

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@Nottinghamday
#NottinghamTogether

The University of Nottingham has made every effort to ensure that the information in this brochure was accurate when published. Please note, however, that the nature of the content means that it is subject to change from time to time, and you should therefore consider the information to be guiding rather than definitive.

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