

Stakeholder Engagement Statement			
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1. INTRODUCTION

- 1.1 Stakeholders are parties that have an interest in the University and can affect or be affected by the University's actions, objectives and policies. We are best able to serve our stakeholders when we are well informed about the nature and needs of those stakeholders.
- 1.2 The University has a continuous dialogue with wide groups of stakeholders including students, staff and the communities we serve, and we aim to seek and take into consideration their views in the development and implementation of our Vision and Strategy and other key supporting strategies.
- 1.3 Our Vision and Strategy states that we are “Supportive of our learners and staff, as well as the region, helping all to gain confidence and achieve their potential.” This implies a partnership focus to add value and share understanding – we work better and more effectively together, whether this is with students, staff, industry or other stakeholders.
- 1.4 In all that we seek to achieve, the part played by our students, staff and external partnerships (who together are the university) is crucial, in the context of the university's values: Accessible, Supporting, Innovative and Ambitious.

2. HOW DO WE ENGAGE WITH OUR STAKEHOLDER GROUPS?

Our students

- 2.1 **As the raison d’etre for the institution, students are at the forefront in our working, and we look to them and their voice in helping shape what we do and how we do it, through close partnership working with the Students’ Union and directly with students through such means as the Student Voice Fora.**

2.2 A [Student Charter](#) is in place developed jointly with the Students' Union which sets out what we can expect from each other as partners in a learning community. We have also developed a Student Engagement Policy ([Part 1](#) and [Part 2](#)) in partnership with the Students' Union which articulates how the University engages with students at module, programme, faculty and university level in relation to quality assurance and enhancement.

2.3 Students are present and have a voice in key decision-making fora: the Board of Governors, Academic Board and the Vice-Chancellor's Board. They also play a key role in some of our interactions with regulatory bodies such as HEFCW in areas such as National Student Survey outcomes and periodic quality reviews, through their inputs into documentation and attending meetings.

2.4 Given the recent expansion in our TNE and online portfolio, we are extending student engagement mechanisms to all delivery modes to ensure that the student voice is appropriately facilitated.

Our staff

2.3 The professionalism of our staff is key in enabling our Vision and Strategy to be realised, and we support, engage and listen to our staff to ensure that what we deliver is achieved, whilst ensuring that this is done in a fair and responsible manner.

2.4 We are committed to engaging with our staff through a range of mechanisms including through focus groups, staff representative bodies, conferences and workshops. A wide range of staff development opportunities are offered every year, at university-wide or local department level as well as externally.

2.5 We monitor the quality of our staff engagement every two years through a survey and the results themselves are discussed through staff focus groups to determine the actions to address improvements that can be made. Areas explored in the survey include how people feel they are led, inspired and empowered; how their performance is managed and rewarded; how well we communicate and whether people are satisfied with working conditions. Survey data are captured and benchmarked by an independent external organisation.

Our External partners

2.6 External partners, supporters and friends are essential to ensuring the relevancy and realising the value of the university in driving the economic, social and cultural successes of the communities we serve; our partnerships enrich our offer.

2.7 We have in place a corporate [social responsibility statement](#) which sets out our aims for engaging in our relationships and operations. In addition, our Civic Engagement Strategy sets out how we do transformative cross-cutting work with local authorities, health bodies, education and national partners, involving students and staff. This positions the university as one of the 'Leaders of Place' in our community, expanding our partnerships, underpinning social benefit and providing active citizenship opportunities which have real impact.

2.8 We invite all stakeholders to our Annual Open Meeting where we report on our prior year performance and future plans; and employ a range of mechanisms where we seek external stakeholder views such as on advisory boards and committees.

2.9 The table below presents the principal stakeholder categories and sets out the purpose and nature of our engagement with them.

Stakeholder category	How we engage with them
Funding and regulatory bodies	Purposeful engagement to demonstrate accountability for the University's performance and compliance with regulations, directives and reporting requirements. Proactive approaches to opportunities for funding. Direct engagement as well as through sector bodies or board membership.
UK, Welsh and Local Government	Dialogue with political representatives and senior civil servants. Contributions and constructive inputs to national and regional fora. Engagement and influencing through correspondence and networking.
Employers within public/private/third sectors and wider community platforms, including PSRBs	Interactions at academic programme and professional services levels focusing on skills needs, curriculum development, research opportunities and graduate employability. Civic engagement, placements and volunteering initiatives involving staff and students. On-campus conferences and events.
Educational institutions	Collaborations, networking and benchmarking with peer institutions in the University sector (within and beyond Wales). Specialist HE networks for functional areas. Progression agreements with feeder schools and colleges, UK and international. Partnership delivery through an expanded portfolio (UK and international).
Media (print and online)	Press releases about corporate, staff or student developments and achievements which enhance the university's reputation. Opinion pieces/responses to queries. Blogs, vlogs and social media posts.
Friends of the university	Alumni network: continued support through Careers Service and local academic departments Honorary Fellows: keeping updated through sharing VC Office communications and invitations to university events.

2.10 The Vice-Chancellor, and the senior Executive Team supported by its own teams, are charged with maintaining stakeholder relationships at corporate level, and briefing the Board of Governors and senior management colleagues about their engagement with external stakeholders, which may be on a one-to-one basis or in formal structures. The University periodically reviews the status and mapping of external stakeholder groups and identifies where there may be gaps.

2.11 External stakeholder relations are nurtured in a flexible and responsive manner; for instance, during the Covid-19 pandemic we not only continued to participate, lead and contribute to existing fora via alternative communication channels, but we also forged new connections. The University is a proactive member of various regional and national groups working on resilience and recovery post-Covid.

3. Monitoring and Review

This statement will be reviewed at least every three years.