

# Are universities good neighbours?

Thursday 11 July 2013

Please find below an overview programme of the event.

## Programme

hrs		
0845	<b>Arrivals and Registration</b> Delegates are invited to arrive at the Henley Business School, Whiteknights campus, University of Reading. Upon arrival you will be invited to register and join fellow delegates for refreshments.	<i>Please find travel information below</i>
0915	<b>Opening Plenary</b> <ul style="list-style-type: none"> <li>• <b>Welcome and Introduction</b> Sir David Bell, Vice-Chancellor, University of Reading</li> <li>• <b>Opening address – Are universities good neighbours?</b> Councillor Sir Merrick Cockell, Chairman, Local Government Association</li> <li>• <b>‘Studentification’ 10 years on – is Article 4 putting the balance back into communities?</b> Professor Darren Smith, Loughborough University  Professor Smith coined the term ‘studentification’ to describe the effects of changes in communities brought about by the expansion of higher education and its impact on housing and social cohesion in areas near to universities. Here, Darren examines where we are now, what measures have been introduced to combat these effects and what the future holds.</li> <li>• <b>Local government response to the changing Student Housing Market</b> Mark Glynn, Manchester City Council  Mark describes the impact of the growth of purpose-built student accommodation and how the council is investigating strategic responses to shifting patterns of provision.</li> <li>• <b>Q&amp;A</b> Speakers from the morning session to join for open discussion with the audience.</li> </ul>	<i>Henley Business School – lecture theatre</i>
1100	<b>Break</b> Refreshments will be served	<i>Henley Business School – foyer</i>

1130	<b>Parallel workshops</b> Delegates are invited to choose one from the following: <ul style="list-style-type: none"> <li>• <b>Student alcohol education programmes</b> Rory Cunningham, University of Exeter, reflects on a year of trialled alcohol education workshops and invites delegates to discuss and share best practice.</li> <li>• <b>The value of volunteering</b> Greg Miller and Emma Butcher, discuss the development of a comprehensive volunteering programme at the University of Leeds. Student volunteering benefits students and communities and is an important element of university community engagement.</li> <li>• <b>The International Town - Gown Association (ITGA)</b> Cooper Healey is newly returned from the US and Canada and meeting with colleagues in the ITGA. She shares her experience of town/gown relations abroad and asks if colleagues would like to form a UK/European branch of ITGA?</li> </ul>	Henley Business School – various (TBC)
1230	<b>Lunch and networking</b> Delegates to enjoy an opportunity to network over lunch.	Henley Business School - foyer
1330	<b>Parallel workshops - sharing best practice</b> Delegates are invited to choose two from the following (40 mins each): <ul style="list-style-type: none"> <li>• <b>Parking and sustainable transport</b></li> <li>• <b>Student Community Wardens – what’s your scheme?</b></li> <li>• <b>Estate Agents signs – banning orders in ‘student’ areas</b></li> <li>• <b>Waste management and the big clear-out</b></li> <li>• <b>Dealing with complaints about students in the community</b></li> <li>• <b>Students’ Unions and sustainable community engagement</b></li> </ul> These sessions will be facilitated by colleagues from the sector.	Henley Business School – various (TBC)
1500	<b>Plenary - Making the case for our economic impact locally</b> A two part presentation and discussion on media campaigns that can influence local authority and public perception. <ul style="list-style-type: none"> <li>• <b>‘£1 million a day’</b> - a media campaign launched by Susannah Baker, Communications Director at Oxford Brookes University to influence key stakeholders and the wider public, changing perceptions about the value of universities in the local area.</li> <li>• <b>‘Global reach, local impact’</b> was a publication produced by Alex Brannen, Head of Media and Public Relations at the University of Reading. It was aimed at local government representatives and the wider public to demonstrate the economic contribution of the university to the region.</li> </ul>	Henley Business School – lecture theatre
1545	<b>Closing remarks</b> <ul style="list-style-type: none"> <li>• Ann Westgarth, Community Relations Manager at the University of Reading will bring the conference to a close.</li> </ul>	Henley Business School – lecture theatre