

Cardiff University and the Wellbeing Agenda



Professor Kevin Morgan
Dean of Engagement – HEDFQ Conference
Cardiff 15 July 2022

The University's Civic Mission

Cardiff University sets a high premium on its Civic Mission, which aims to contribute to the health, wealth and wellbeing of Cardiff, Wales and the world...

- **A Russell Group university with multiple identities**
- **Locally embedded but globally engaged**
- **Committed to the Sustainable Development Goals**
- **Working with the Cardiff City Region, Wales and beyond**
- **Improving health, economy, social and environmental outcomes**

Making a difference to Cardiff, Wales and beyond

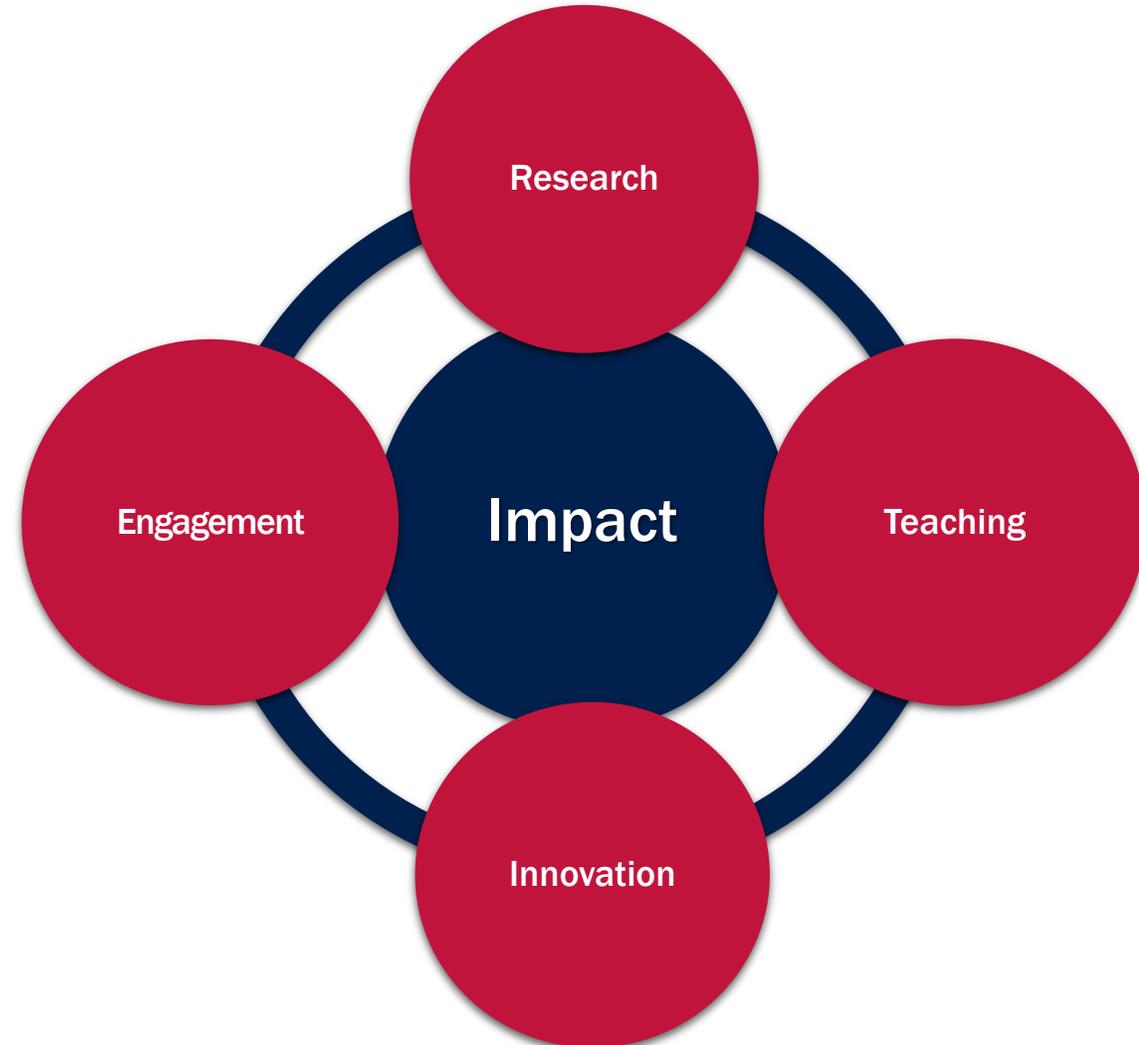
Our innovation and engagement plans aim to build relationships as well as buildings



The connected/engaged university

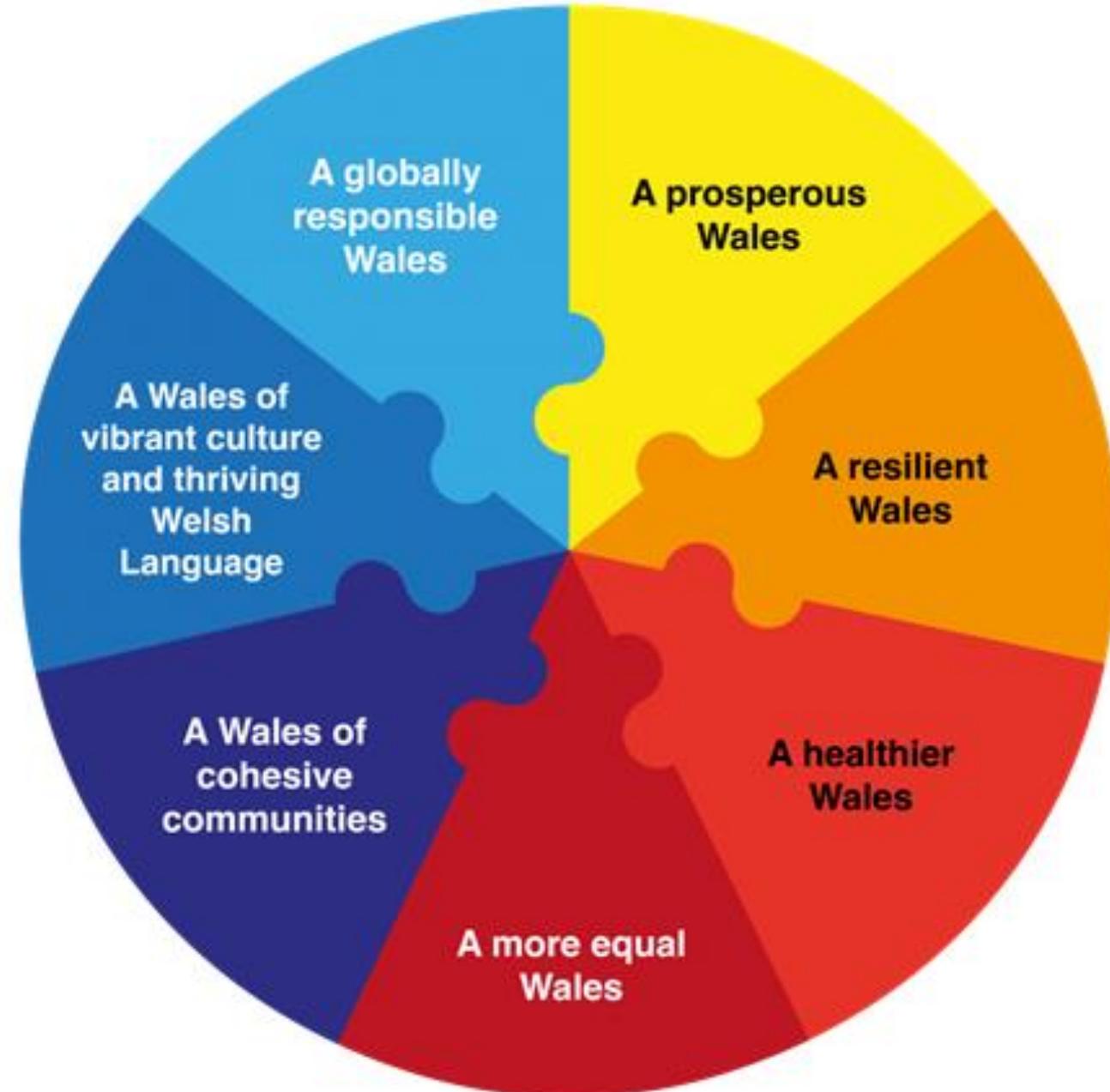
The **connected university** is the internal analogue of the **engaged university** because being good at external engagement is predicated on good internal connectivity

The holy grail of the engaged university is a culture where the 4 domains are seen as inter-dependent and mutually reinforcing



Well-being of Future Generations Act

- Public bodies are obliged to address 7 well-being goals
- Public bodies are also obliged to consider 5 ways of working to promote the principle of sustainable development
- The Welsh Government has published a set of 46 National Indicators to measure progress in achieving the 7 well-being goals
- Lots of good intentions here...but public bodies have struggled to implement the goals due to capacity constraints



Our MoU with the FutureGen Commissioner

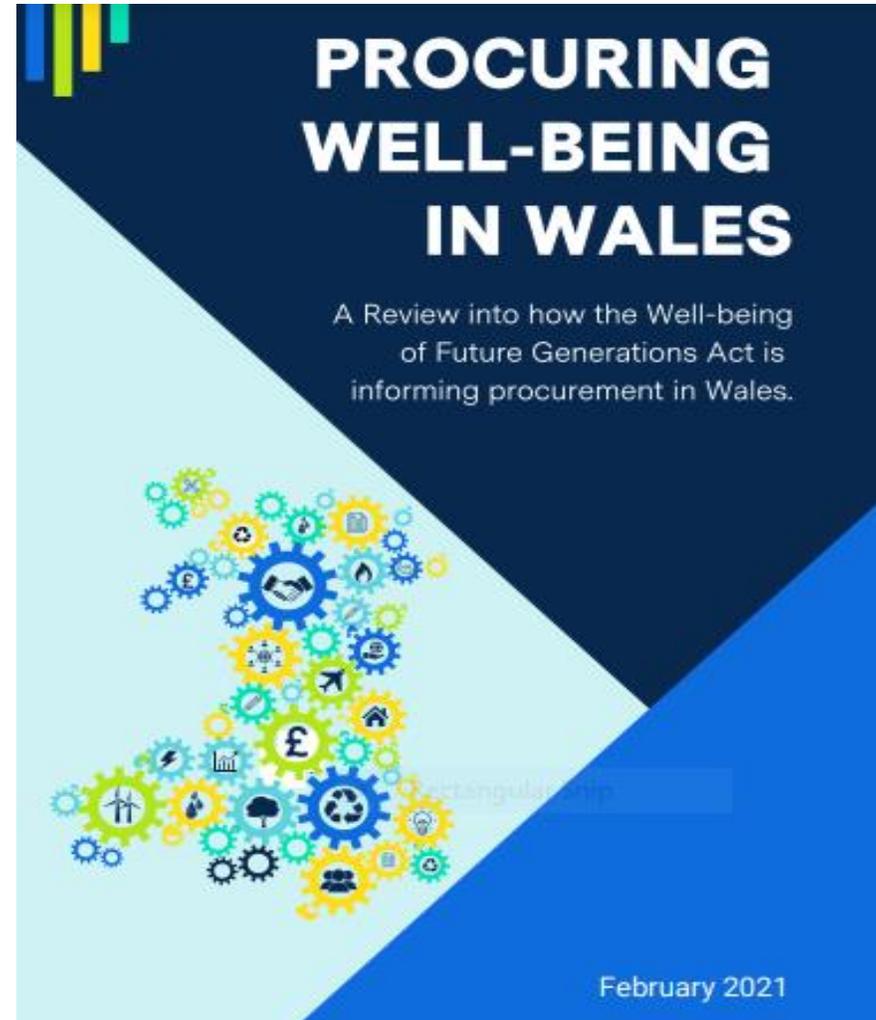
Theme	Where it fits / potential academic lead
Procurement	Follow up to Prof. Jane Lynch's previous review
Universal Basic Income	Aligns with Prof. Chris Taylor / SPARK'S developing work
Green social prescribing	Civic Mission flagship project led by Prof. Kevin Morgan
Budget and decarbonisation	Prof. Calvin Jones has been involved previously
Section 20 Review: skills	Aligns to Civic Mission; student placement agreed
Work with PSBs	Prof. Calvin Jones has been involved previously
Evaluation	Potentially on Procurement and on Planning Reforms
Culture & Welsh Language	Being developed with the <u>Academi Gymraeg</u> and others

Civic mission – current themes

- 1) Catalysing Wales' green recovery** – by helping citizens and communities to reconnect with nature through more sustainable lifestyles
- 2) Building Wales' skills for the future** – by working with the OFGC to provide practical advice on how public bodies can enhance skills that contribute to the Commissioner's wellbeing goals.
- 3) Embracing community engagement** - by supporting projects that strengthen the social fabric of our diverse communities, building on the success of our *Community Gateway* project in Grangetown in the Southern Arc of the city

Providing capacity to the FG Commissioner

- Cardiff University worked closely with the Commissioner on her review of procurement practice in public sector bodies. Some frank findings -
- “Welsh Government has failed to show clear joined up leadership on the role of procurement in delivering Wales’ national well-being goals (and public bodies well-being objectives). There is poor communication and integration between different Welsh Government priorities, alongside lack of support available for public bodies to ensure these are implemented effectively on the ground”



University engagement – the challenges

All universities that aspire to be “engaged universities” face a number of common challenges – the 4Ms

- **Models** – the “entrepreneurial university” and other mental models (stressing narrowly framed tech-transfer)
- **Mechanisms** – the university is a “black box” to outsiders
- **Metrics** – narrow career metrics (though the weighting of the impact metric is growing in significance)
- **Money** – the funding for university engagement in Wales lags considerably behind England

Some basic lessons from our Civic Mission

- Wellbeing agenda is a collective social endeavour
- A civic university must leverage its estate and its “anchor” status
- Successful collaboration is built on trust
- Trust is a unique asset – it has a value but no price
- Universities need to bring the outside in – to see ourselves as others see us!