



**CIPR PRIDE AWARDS 2019 GOLD WINNER**

**Category:** Outstanding In-House Public Relations Team

**Company:** Newcastle University

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**Business objectives and analysis of team performance against budget over the past three years:**

- Build productive relationships with journalists - examples below
- Promote and support research excellence to build reputation – mitochondria IVF technique, reversing Type 2 diabetes, electric cars, antibiotic resistance (more detail below)
- Promote and support University to build partnerships on a local, national and international scale – Siemens, Northumbria Water, Seven Stories
- Help recruitment of students, particularly international, and staff – EU and international recruitment risen by 5.8%
- Aligning with “Engagement and Place” strategy, foster positive relationships with local communities – BNOC (outlined below)
- Promote students in their work, research and enterprise.

**A summary of commitment to CPD and professionalism:**

Animal research – participating in training, providing training and newly announced Leader in Openness.

Participation in the Newcastle University Policy Academy.

**A summary of recent outstanding achievements:**

Particular achievements include:

- Reaching an international television audience of over 12 million with BBC One’s “How to Stay Young” based the press office support of work by Professor Mike Trenell into lifestyle and chronic disease.
- A long-running series of press releases/video and social media to highlight the health of our seas and in particular the impact of plastic in the ocean through Newcastle research. This media work was key to Dr Alan Jamieson’s research being featured

on the BBC's Blue Planet 2 - the UK's most watched television programme of 2018 and a key part of the Sky Ocean rescue campaign.

- Hosting BBC Radio 4 for a live edition of Today last September with Justin Webb - a high-profile example of how the press office pulls together to showcase the North East, champion the excellent work carried out at the institution and is typical of our work to raise the profile of Newcastle University.
- A sustained campaign to ensure a change in the law to allow a pioneering IVF technique to protect future generations from the risk of mitochondrial disease. Negotiating this controversial area, labelled in the media as 3-parent babies, we were able to work with journalists to create supportive articles which were credited with helping influence policy makers and building support from patient groups.
- Freedom City 2017 was a major focus of our efforts in 2016–17 and a year-long, city-wide programme commemorated the 50th anniversary of Dr King being awarded an Honorary degree from Newcastle University. Activities to mark the start of the programme involved the press office co-ordinating a high-profile event at Westminster involving Matthew Barzun, US Ambassador to the UK; John Bercow, Speaker of the House of Commons; and the Minister for Local Communities. Providing an opportunity to reflect on how we can contribute towards tackling the challenges of war, poverty and racism, the event aimed to inspire a new generation to engage with his legacy. This was done through a dedicated cultural programme at 37 venues across Tyneside including a gathering of 5,000 people on the city's iconic Tyne Bridge. With press office support these events gained regional, national and international media coverage as well as social media traction.
- A sustained media effort over ten years by the press office to promote the work of Professor Roy Taylor in reversing Type 2 diabetes. The national and international media coverage resulting from this has helped to raise the profile of the work and NHS England has now announced that it will be carrying out a trial of the very low calorie diet developed at Newcastle University.

**A summary of a campaign you are particularly proud of, including details of the brief, objectives, strategy, tactics, outputs, outcomes and budget:**

With over 50,000 students living in Newcastle, there are inevitable tensions in neighbourhoods where the student population is high.

Responding to residents' concerns about antisocial behaviour, in December 2016 Newcastle University, together with its Students' Union, council, police and community reps launched an initiative in Jesmond to tackle the main issues associated with student-resident relationships: noise, litter, alcohol and neighbourliness.

Leading on all the communications around this initiative, the press office also initiated, developed and led a major campaign alongside the more negative comms to highlight the positive impact of having students in the city and try to counter some of the negativity.

BNOC – Best Neighbour On Campus – is a PR campaign and competition to find the best student neighbours. Nominated by residents, the aim was to highlight those students that have gone above and beyond to be good neighbours.

Through video, social media and positive media, the campaign has had a hugely positive impact. Between 216/17 and 2017/18 there has been a 66% reduction in the number of Section 80s issued to Newcastle University students and a 70% reduction in the amount students have been fined for antisocial behaviour. In addition, it has helped bridge the gap between students and permanent residents.