



STAFFS CAN

26th April 2023



What we focused on at Staffs CAN on the 26th April 2023

How communities and universities can work on research together

What research is important to the people of Staffordshire?

Who in Staffordshire needs to be involved in conversations about research?



Staffs CAN Review

What we did

14 people came to this Staffs CAN with a range of community members, and representatives from community, voluntary, public and private sector organisations and charities.

This Staffs CAN set out the first plans for the creation of a Public Manifesto for Research, that will aim to create meaningful research for the people of Staffordshire based on the things that matter to them.

What did people say?

We asked the people that came to Staffs CAN about the research that they think matters to people in Staffordshire. They did this by discussing ideas with other attendees and then feeding back to the wider Staffs CAN group.

What research matters and why?

What is the Impact of the cost of living on mental health and wellbeing?
(Has it made people more isolated, cut down on going out, exercising, internet)

- Why: Need more awareness of free activities- Social Prescribing.

What makes it difficult for communities to be engaged in community activities and events?

- Why: Involve more people so that there is less isolation.

Why do some local people lack aspiration?

- Why: Improve future aspirations and prospects for local people. Assess the barriers to this as well as the self-limiting beliefs that are held by local people.

What are the (local) barriers to living your best life?

- Why: Raise aspirations

Factors affecting lower life expectancy.

- Why: Live longer in good health and quality of life



Why are community groups and individuals still unaware of what the university offers to them in terms of support and development?

- Why: If this were better understood, the value chain would be extended to cover more community aspects- scope and quality.

Why are funders for charities or SMEs less likely to put Stoke on Trent on their map compared to other geographical areas?

- Why: This would clarify the root cause for such funding shifts and may advise on steps needed from local SMEs and charities to attract funding and thus, help create jobs and community support.

What is the framework of being a “Stokie” and who can say “I’m a stokie”?

- Why: Considering the more diversified community, it is vital for everyone to feel they belong to the city even when geographically accommodated as strangers in the neighbourhood.

What is the mental health state of mobile phone/ PC Users?

- Why: Everyone has some kind of digital device

What are the local council doing to lessen contributing factors to climate change?

- Why: THE CLIMATE!

What is the impact of the energy crisis?

- Why: PEOPLE!

What is the impact of the cost-of-living crisis?

- Why: PEOPLE!

What is the state primary care in Stoke-on-Trent?

- Why: PEOPLE!

What are the barriers to community inclusion for young people/ adults with learning disabilities and how can inclusion in the community be encouraged?

- Why: Understanding barriers, concerns, and queries from employers- What prevents local employers from employing adults with learning disabilities



Other research ideas included...

- What is the impact of the cost of living on local communities?
- What is the impact of disabilities on well-being and mental health?
- What is the real impact of social media on communication?
- What is the impact of early years support?
- What makes people give/donate to charity? How can you encourage people to give more?
- Why is life expectancy lower in Stoke-on-Trent than in other areas of the country?
- What is the impact of the Cost-of-Living Crisis?

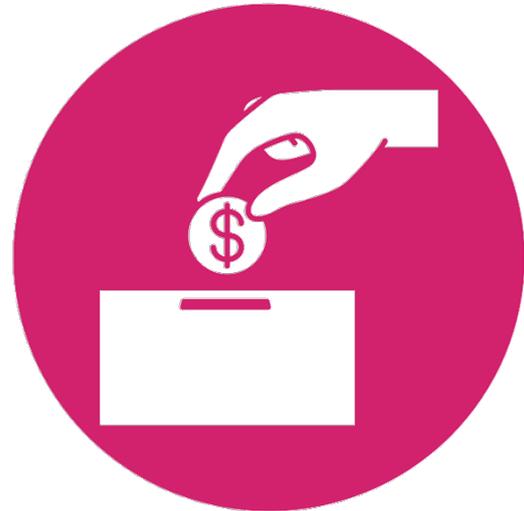


Research priorities

From the above information, discussions were had within the group to outline what some of the research priorities for Staffs CAN would be to start with. These are:



Cost of Living



Funding
and
Fundraising



Life expectancy
and
Quality of life



Awareness of University
and Community Resources



Cost of Living

The cost-of-living crisis is something that has impacted a huge amount of people across Staffordshire. Collaborative research surrounding this topic would allow people from Staffordshire to be able to have input into research that could create beneficial outputs and findings for local people.

Funding and Fundraising

Those in the room representing community organisations, charities and local businesses spoke about how tough funding and fundraising is in the current climate. Research and assistance into how this can be made easier and maximised by businesses, community organisations and charities would be beneficial for these groups that support a huge amount of people across the county.

Life expectancy and Quality of Life

Life expectancy and quality was considered to range from place to place across Staffordshire, with Stoke-on-Trent having a lower life expectancy than other areas of the county ¹. The group spoke about how current information could be shared about the situation in the county, as well as creating research to explain why the life expectancy across the county can differ so much.

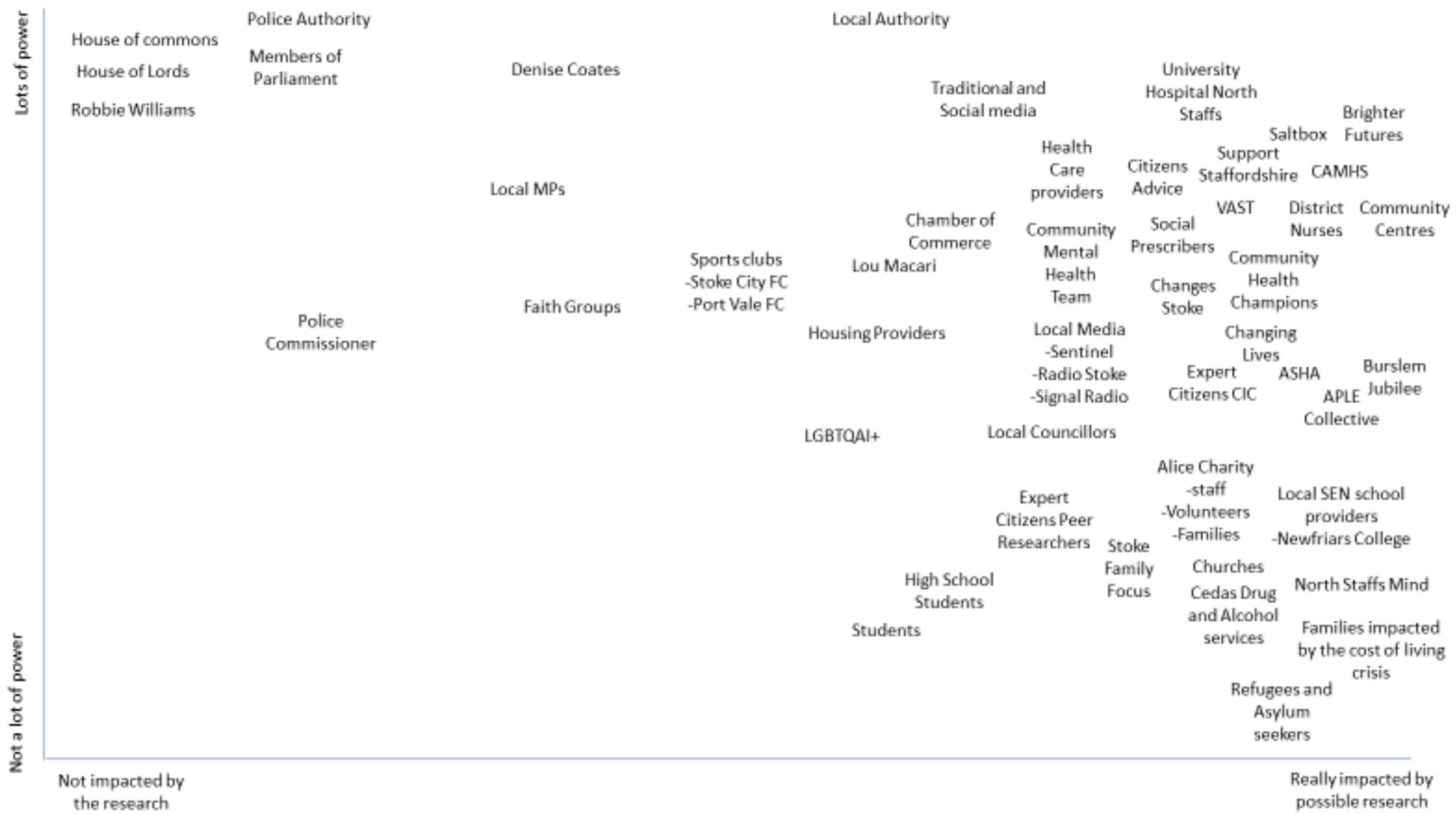
Awareness of University and Community Resources

A conversation was had about community members, organisations and businesses not knowing what is on offer across the county in terms of the knowledge, resources, and facilities that they might be able to access to support themselves, their community, and their business.

1

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/lifeexpectancyforlocalareasoftheuk/between2001to2003and2018to2020>





What happens next with this work?

The information taken from this Staffs CAN will be used to help start a 'Public Manifesto for Research' in Staffordshire. Staffordshire University will work on this over the next 12-18 months to help direct research in Staffordshire towards the wants and needs of its people.

A Public Manifesto for Research

