

Sheffield U3A Shared Learning and Research Project Proposal

Name	Sheffield U3A Partnership with the Festival of Debate 2020
Country/ Region/ Network	Sheffield / Yorkshire / Barnsley and Rotherham
External Partners	Not-for-profit company Opus Independents https://www.festivalofdebate.com/
Date of Research Start - Finish	November 2019 – May 2020
Name of Project Leader	Philip Long
Contact details for Project Leader	pelong54@gmail.com
Project Details	<p>The Shared Learning Group proposes that Sheffield U3A partners with the organisers of the annual Festival of Debate in the development of a programme strand on well-being and active ageing. Planning is in progress for the 2020 Festival which will take place at venues across the city from 14th April – 31st May 2020.</p> <p>Festival of Debate is an annual series of panel discussions, debates, Q&As, artistic responses, keynote speeches and other public events in Sheffield, exploring politics, economics and society. Audiences are diverse, with the Festival promoted city-wide. The Festival brochure will have a print run of approximately 15,000 copies with an estimated readership of 40,000.</p> <p>The aim of the festival is to encourage participation and engagement with active citizenship and the social, environmental and economic issues of the day. Its organisers seek to develop events that aim to have a lasting impact on audiences and enable further activity and active involvement in the issues discussed.</p> <p>The Festival is coordinated by not-for-profit company Opus Independents in collaboration with over 50 partners across the city, from grassroots campaign groups to the city's largest institutions. Partners have included The University of Sheffield, Sheffield Hallam University, Ruskin in Sheffield, Sheffield Futures, Museums Sheffield, Disability Sheffield.</p>

	<p>An emerging partnership for the 2020 Festival of Debate is with the Sheffield Public Health Team focused on well-being and active ageing. In this context, the festival is also working with Voluntary Action Sheffield and Sheffield Healthwatch, two organisations which are also very interested in this agenda.</p>
<p>Project Outcomes</p>	<p>The Festival of Debate is an excellent opportunity for Sheffield U3A to engage with the public beyond the membership and also inter-generationally on topics that Sheffield U3A groups and members view as important for discussing and airing in public.</p> <p>The Festival’s aim is entirely consistent with Sheffield U3As ‘shared learning’ agenda. It will provide opportunities for individual members and groups to and exchange knowledge and ideas with other relevant organisations within the city to address issues and concerns of shared interest. These may include for example well-being and active ageing in the contexts of transport, housing, social care, new and emerging technologies, physical activity, social isolation, inter-generational equity etc.</p> <p>The Festival of Debate partnership format is a bespoke process where partners and organisers co-design the programme. The process will involve a group of 5-10 Sheffield U3A members working with the Festival of Debate team to co-produce events within the programme, the topics of which are identified as having specific relevance to the U3A membership. The Festival organisers would then work with that group to discuss which topics are prioritised and how best to engage an audience on those topics (in terms of event format, venue, speakers and content for example).</p> <p>The Festival of Debate is not a profit-making project. It requires support from organisations who have budget and who see the value in public engagement work centred around the key social, political, economic, and environmental issues of the day.</p> <p>Both partnership and sponsorship have similar levels of cost associated with them. This is estimated at around the £2,000 + vat mark depending on the level of partnership</p>

	work involved.
Availability of Material	<p>Sponsorship benefits are under review, but in 2018 included:</p> <ul style="list-style-type: none">Exclusivity: 1 of 5 programme strandsDistribution of Sheffield U3A materials at sponsored strand's events5 reserved seats at the opening and closing partiesAdvert in Festival of Debate programme – full page (40,000 readership)50% discount on Now Then Magazine advertising (30,000 readership)Prominent logo on mailing list mail-outListed as the strand sponsor in strand section of Festival of Debate programme.