



EVOLVING WORKS

PROFILE

Dr. Hayley Trowbridge is an experienced third sector leader, researcher, and facilitator in social innovation and justice fields.

Since starting her career as a Volunteer at a media training centre for adults with learning disabilities in her hometown of Wigan, Hayley has worked with communities across the UK and Europe to dismantle hierarchies and implement equitable ways of working in research, policy and services. She specialises in creative and participatory methods, often utilising digital technologies.

Through her work, Hayley is committed to addressing epistemic injustice. She is passionate about platforming people's voices on issues that are pertinent to them and building people's and communities' capacity to catalyse social change.

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HAYLEY TROWBRIDGE

FACILITATING CONVERSATIONS, LEARNING
AND CHANGE

RECENT EXPERIENCE

FACILITATOR / CONSULTANT

Evolving Works (Freelance) | September 2013 - Present Day

- Design and delivery of action research approaches, evaluation & learning activities, and citizen participation projects, involving different groups including young people, local residents, older people, Disabled people, public service professionals, artists, heritage & creative organisations, and NGOs.
- Strategic consultancy in fields such as organisation development and audience engagement, and mentoring of early to mid-career professionals.
- Development and implementation of creative, digital and community-based projects in varied locations and settings.
- Facilitation of creative, storytelling and futures workshops with a keen focus on inclusion and voice for groups who face additional barriers to education, economic opportunities, health & wellbeing, and social equalities.
- Delivery of training-the-trainer and continued professional development programmes for people working in arts, culture, heritage, third, education and public services.
- Creation of education tools and resources (i.e. toolkits, video guides etc.) for a range of audiences and production of digital content across varied mediums such as print, video/livestreams, web and social media.

RESEARCH FELLOW

Cardiff University | February 2023 - Present Day

- Developing and implementing a responsive, learning framework for a complex change environment
- Designing and delivering research projects using participatory methods on topics such as system change, knowledge co-production and lived experience
- Delivering training on participatory methods for academics, public involvement professionals and third/public sector partners
- Writing research publications and presenting research findings
- Writing research grant applications

CEO

People's Voice Media | October 2015 - March 2025

- Overall strategic, financial and human resources management of the organisation and its associated pan-European partnership network.
- Overseeing organisations learning and development framework
- Leading business, income and partnership development activities
- Leading the development and implementation of an anti-racism vision
- Management of research, innovation, heritage, co-creation, educational and cross-cultural learning exchange projects.
- Facilitation of cross-sectoral training programmes, workshops and events within the realms of digital storytelling, lived experience and social change with groups such as young people, older people, people experiencing mental health issues, Disabled people, and people with low levels of digital literacies.
- Development of research and education methodologies, academic and practice-based publications and multimedia resources.
- Writing and presenting research findings and project, financial and governance reports for a range of purposes and audiences.
- Providing vision for and overseeing the delivery of an annual conference.

PORTFOLIO HIGHLIGHTS

Projects

- People's Voice Media - Trustee & Company Secretary supporting business development, compliance in organisational reporting, and research practice.
- Wigan STEAM - Co-founded a social enterprise that delivers STEM subjects through the Arts through creative workshops, events and makerspace.
- weheartech CIC - Co-founded a social enterprise that used creative practices to support people to develop digital, media and information literacies.

Books and Journals

- Trowbridge, H (Forthcoming, 2024) 'Changing the world, one story at a time: A methodological approach to curating stories of lived experience' in *Story Works*, Antonia Liguori, Philippa Rappoport and Daniela Gachago (eds). Smithsonian Scholarly Press; Washington DC, US.
- Trowbridge, H. (2024) Democratising futures, reinvigorating democracy? Participatory futures as a tool for citizen voice and influence in local decision-making. *Foresight: The journal of future studies*, strategic thinking and policy
- Trowbridge, H (2024), Connecting citizens and services through the power of storytelling In: Baines, S. et al. eds. Co-creation in Public Services for Innovation and Social Justice. Bristol: Bristol University Press, pp. 95-110.
- Trowbridge, H. and Willoughby, M. 2022. Re-humanizing the system - how storytelling can be used to bridge the divide between services and citizens. *Public Money & Management* 45(5), pp. 298-299. (10.1080/09540962.2021.1981014)
- Trowbridge, H and M. Willoughby (2020) 'Connecting Voices, Challenging Perspectives and Catalysing Change: Using storytelling as a tool for co-creation in public services across Europe' in *CESCI Cross-Border Review Yearbook*, James Scott (ed). Central European Service For Cross-Border Initiatives.

Blogs and Briefings

- Breaking Down Silos: Creating the foundations for localised knowledge and expertise mobilisation between communities and research institutions (2024), <https://blogs.cardiff.ac.uk/spark/breaking-down-silos-creating-the-foundations-for-localised-knowledge-and-expertise-mobilisation-between-communities-and-research-institutions/>
- Developing a cross-sector Community of Practice: A blueprint for sharing knowledge, skills and connections (2024), <https://blogs.cardiff.ac.uk/spark/developing-a-cross-sector-community-of-practice-a-blueprint-for-sharing-knowledge-skills-and-connections/>
- Co-creation as a value-led practice? (2020), Blog available at: <https://cosie.turkuamk.fi/general/co-creation-as-a-value-led-practice/>
- "It Ain't What You Do, It's the Way that You Do It – That's What Gets Results" (2019), Blog available at at: <https://cosie.turkuamk.fi/general/it-aint-what-you-do-its-the-way-that-you-do-it-thats-what-gets-results/>

Papers, Seminars and Talks

- Cathays Futures: Innovating approaches to knowledge mobilisation and co-production, workshop delivered at MethodsCon (Sept 2024)
- Changing the world, one story at a time: An introduction to Community Reporting, Workshop delivered at Engage Conference (May 2024)
- Exploring the dynamics of change in local civil society: A case study of Camerados' Public Living Rooms, paper presented at VSVR (Sept 2023)
- Storytelling as a tool for future-thinking, paper presented at 10th International Digital Storytelling Conference (June 2022).
- A peer-led approach to evaluating the 'soft and fluffy', paper presented at Microsystems Festival (March 2021).

SKILLS

Facilitation

- Storytelling
- Co-production
- Citizen participation
- Creativity and curiosity
- Future-thinking and foresight
- Training-the-trainer & CPD

Research

- Participatory approaches
- Co-production practice
- Qualitative research
- Evaluation & impact
- Learning processes
- Action research

Strategy

- Vision and mission setting
- Ideas initiation & development
- Catalysing & scaling change
- Addressing complex problems
- Growing & nurturing community

EDUCATION

PhD Communications and Media

The University of Liverpool
2010 - 2015

Certificate to Teach in the Lifelong Learning Sector

UCLAN
2009 - 2012

Teaching for Researchers (Distinction)

The University of Liverpool
2010 - 2011

BA Hons Screen Studies (1st Class Honours)

LJMU
2005 - 2008

English Language A Level (A) English Literature A Level (A) Film Studies A Level (A) Media Studies A Level (A)

Winstanley College
2003 - 2005