

## HE-BCI record 2023/24 - General guidance on Table 5: Social, community and cultural engagement: designated public events - Proposed

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1. Table 5 should include analysis of social, community and cultural events intended for the external community. It is designed to measure the impact of activities where financial income is an inappropriate proxy for impact.
2. Impact should be returned through attendee numbers and academic staff time.
3. HESA recognises that it is not generally practical to gauge the ultimate impact of public events, although it seems reasonable to assume that events would be attended only if they were of some value to the attendee.
4. Staff time should be calculated using the assumption that one day is equal to eight hours. Time committed to the preparation of the event should not be reported. If academic staff did not lead or facilitate at an event, only the number of attendees should be returned.
5. Where it is not possible or appropriate to report the total number of actual attendees at an event, for example a festival or exhibition presented by a collaboration of different HE providers, the number of attendees should be prorated in a sensible and transparent way to estimate proportions of large audiences.
6. Events held in HE provider owned spaces and non-provider owned spaces can be reported.
7. Events included in this table do not have to have been funded by the HE provider.
8. Events held both in the UK and overseas should be included.
9. The events returned need to involve an exchange of knowledge. For example, where university rooms have been rented by an external organisation for the purpose of holding a conference or event, this should not be returned as there is no exchange of university generated knowledge. If the provider is involved in the content of the conference, so there is an exchange of university generated knowledge, and it is open to the public to attend then it would be treated in the same way as public lectures and can be returned irrelevant of who is the organising body or if it is charged or not.
10. Therefore, examples of the types of events that should be **excluded** from Table 5 include: :
  - Open days,
  - Student Union events,
  - Simple trading activity,
  - Commercially operated conferences,
  - Where university rooms have been rented by an external organisation for the purpose of holding a conference or event,

- Further events where the primary purpose is widening participation or student recruitment.

### **Multi-day events**

11. Where HE providers are able to identify individual attendees, they must determine the overall number of individual attendees to a multi-day event. For example, if the same 50 people attend each day of an event that is run over the course of 5 days, a total of 50 attendees should be recorded.
12. Where a multi-day event is open by nature and it is not possible to know whether individuals have attended on more than one day, the totalled sum of attendees should be returned and HE providers do not need to account for repeat attendance.

### **Livestreamed events**

13. Where events are livestreamed, there must be a robust recording mechanism to record the number of watchers or attendees. For example, where attendees are required to log in to a webinar. Livestreamed events that are being broadcast to an open audience must not be included under sub-headings 1a to 1d and may only be recorded under sub-heading '1e - Other'.

### **Online Delivery of Events**

14. The delivery of online social, community and cultural events that are intended for the external community should be recorded in this table. If the event replicates/recreates the same format of a live event it can be returned in the most appropriate sub-heading. For example, a public lecture delivered online should be returned in sub-head 1a – Public lectures.
15. However, if delivering the event online results in a significant change of format it should be returned in sub-head 1e – Other. An explanation on how attendees have been calculated and the methodology used should also be provided in the notes section. For example, a museum exhibition online is likely to be a far different experience for the user when compared to a live event, so it may not be appropriate to return it in sub-head 1c – Exhibitions (galleries, museums, etc.).
16. A provider should use their best judgement on which heading is appropriate to use for an online event.

#### **Sub-head 1a: Public lectures**

17. This sub-head should include public lectures and talks, the content of which involves intellectual input from the HE provider.

**Example 1:** An academic is hosting a one hour public lecture which shares findings from their research. An audience of 40 attends the lecture.

Return: Staff time hosting the event (one hour) and attendee numbers (40). Staff time committed to the preparation of the lecture should not be reported.

#### **Sub-head 1b: Performance arts (music, dance, drama, etc.)**

18. This sub-head should include performances of music, dance, and the dramatic arts.

**Example 2:** Students perform in a 2 hour musical recital which is led by a member of academic staff. The staff member has been supervising the student's performances during core studies. 75 members of the public attend.

Return: Staff time (2 hours) and attendee numbers (75). Staff time committed to the supervision of the students during their core studies should not be reported.

#### **Sub-head 1c: Exhibitions (galleries, museums, etc.)**

19. This sub-head should include permanent and temporary exhibitions held at museums and galleries.

**Example 3:** An academic staff member spends 10 hours developing exhibition materials based on their research, to be held at a science museum. They facilitate at the opening of the exhibition for 2 hours. The exhibition is held for a week and 350 people attend.

Return: Staff time (2 hours) and attendee numbers (350). Staff time should only be included for the event itself. Where it is not possible to know whether individuals have attended a multi-day event more than once, the totalled sum of attendees should be returned and HE providers do not need to account for repeat attendance.

#### **Sub-head 1d: Museum education**

20. This sub-head should include all forms of museum education held at museums and galleries, including lectures, workshops and children's clubs.

**Example 4:** Academic staff runs a whole day workshop at an art museum. 20 people attend.

Return: Staff time (8 hours) and attendee numbers (20). Staff time should be calculated using the assumption that one day is equal to eight hours.

#### **Sub-head 1e: Other**

21. Where the HE provider holds alternative public events which cannot be categorised under sub-heads a - d, it is requested that these events are returned under 'Other' and that details of the nature of these events are listed in the free text cell located beneath Table 5 on the Excel spreadsheet. For example, festival events, guided tours, fashion weeks, non-provider owned museum and gallery exhibitions. In case of a query whether an event should be included, please contact the Liaison team at HESA with details (<https://www.hesa.ac.uk/liaison>).

22. Staff time when presenting at conferences should be rounded to the nearest day, rather than returning a certain number of hours. If there are multiple attendees presenting at a conference, the hours of each member of staff may be counted. If a staff member attends a whole day of a conference but their keynote speech is only a couple of hours, they may count the entire day.

**Example 5** An academic has a 20 minute guest slot on a one hour news programme.

Return: If there is a known average number of viewers for the programme, apply apportionment to this average. This is because the lecturer was not participating in the whole programme. In this example, 33% of the average number of viewers should be returned.

**Example 6:** An academic publishes a 500 word blog on a website which presents findings from their research. The time spent writing and editing the blog took 8 hours. The blog received 500 views.

Return: Attendee numbers (views - 500).