

Who should fill in the survey?

Only one survey return is required for each school or centre and this must be returned by a nominated contact who may consult with individual academics as necessary and address any queries to events@uea.ac.uk.

What is meant by staff time?

Academic staff will necessarily give their time in leading and delivering public engagement activity. For the purposes of this survey Academic staff time is counted in days. A half day will therefore be recorded as 0.5 and so on. Preparation time is included for workshops and lectures but not for exhibitions, performances or for briefing any students involved in the delivery.

When: the survey covers the period 1st August 2016 to 31st July 2017. Deadline for return of the survey form is 3rd November 2017.

Where: does location matter? No; local, regional, national and global events are all countable.

Why is this information required?

Attendee figures and estimated academic staff time contribute to Table 5 of UEA's return to HESA's Higher Education Business & Community Interaction (HE-BCI). HEFCE's aims for the survey are:

- to provide data on the continuing development of interaction between higher education institutions (HEIs) and business and the wider community
- to provide reliable and relevant information to support the continued public funding of knowledge exchange (KE) activity in the UK
- to give HEIs good benchmarking and management information
- to develop a source of indicators at the level of the individual HEI, some of which can be used to inform funding bodies' allocations of continued funding
- to gain a UK-wide perspective in knowledge exchange and to highlight any significant differences across the four UK nations.

How much detail is needed?

UEA returns figures under each of the activity categories, for free and charged-for events regarding attendees and staff time. It is very useful to have event titles where possible to enable cross-checking and avoid double-counting. Reasonable estimates for attendee figures and staff time are allowable. Activities recorded under "Other" need to be given a basic title to give an idea of the type of activity, e.g. invited speaker to local community group. Please put figures – not text - into the tables under attendee and staff time.

How do we obtain our figures?

If your school or centre doesn't have a method for recording public attendees to academic activity you will need to nominate a contact to gather information. This can be a process of identifying events held by the school/centre over the past year where the public were invited and by asking colleagues for figures. PURE can be a useful tool for researching recorded activity. The blank survey form could also be sent to all academics emphasising the need for the form **to be returned to the nominated contact** before the deadline of 3rd November 2017. Only one return is needed per school/centre.

Which events are to be counted? (Additional Guidance from HESA below*)

The survey asks for specific categories of Public Lectures, Performance Arts, Exhibitions and Museum Education but offers a chance for “Other” activity to be listed also.

Not counted: Open and visit days or recruitment events are not included.

Listeners to broadcasts (e.g. radio, podcast, TV appearances), readers of published articles and followers on social media are not counted. Viewers of screenings are not included *unless* a talk with the audience is part of the event.

Already Counted: UEA hosts a number of interdisciplinary and central events and these are collected separately from the organisers wherever possible:

- HUM Events (including the Literary Festival and Music concerts, Noirwich and UEA Live)
- UEA London, Inaugural & Christmas Lectures

***Additional Guidance adapted from HESA on Table 5: Social, community and cultural engagement: designated public events** Source: www.hesa.ac.uk

- 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. Knowledge/facility related events, and in particular events designed to raise awareness of diversity should be recorded in this Table.
- Impact should be returned in terms of attendees and academic staff time.
- The following types of events should be excluded from this Table: open days, Student Union activity, simple trading activity and commercially operated conferences.
- Staff time should be calculated using the assumption that one day is equal to eight hours.
- Activities included in this Table do not have to have been funded by the higher education provider (HEP). Events held in both the UK and overseas should be included.

Public lectures:

It is recognised that it is not practical to collect attendees or to attempt to gauge the indirect impact of such public events, although it seems unreasonable to suggest such events would be attended if they were not valuable. The use of academic staff time as a proxy for impact is not relevant in the context of non-academic public lectures. Where no such staff time has been invested, the event may still be applicable to be recorded.

Performance arts (music, dance, drama, etc.):

This category should include performances of music, dance, and the dramatic arts. Staff time should only be included for the event itself; time committed to the preparation of the event through supervising students during core studies should not be included.

Exhibitions (galleries, museums, etc.):

This category should include permanent and temporary exhibitions held at museums and galleries owned by the reporting HEP. Staff time should only be included for the event itself; time committed to the preparation of the event through supervising students during core studies should not be included.

Museum education:

This category should include all forms of museum education held at museums and galleries *owned by the reporting HEP (i.e. Sainsbury Centre)*, including lectures, workshops and children's clubs.

Other:

Where the HEP holds alternative public events which cannot be categorised under Sub-heads it is requested that these events are returned under ‘Other’ and that that details of the nature of these events are listed.