

Higher Education Business Community Interaction – Guidance on Table 5: Social, community and cultural engagement.

Executive Summary

To submit your public and community engagement activities, visit the link [here](#) and follow the instructions. You can submit details of multiple public engagement events you have been involved with using the same survey – simply select the number of events you would like to enter at the start of the survey.

The HE-BCI record is collected annually from all publicly funded Higher Education Providers (HEP). To ensure consistency, the reporting period for the collection is always from 01 August year 1 to 31 July year 2. The HE-BCI record is the main vehicle for measuring the volume and direction of interactions between UK HEPs and business and the wider community. A range of public and project funders such as, BEIS and UK Research and Innovation use the HE-BCI record to produce key performance indicators, policy development, monitoring and international benchmarking. We therefore need to ensure that our return is completed as consistently as possible between different Faculty's and successive years.

HE-BCI Table 5 collects data related to our social, community and cultural engagement in the form of number of attendees and academic time involved in our public lectures, performance arts, exhibitions, museum education and other events. When determining whether an activity is eligible to be returned, the key factor is whether there has been an exchange of knowledge i.e. an exchange of University generated knowledge to the public. The delivery of online social, community and cultural events that are intended for the external community should also be returned. If the event 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 as a public lecture. However, if the event online results in a significant change of format it should be returned as other.

When calculating academic time, 1 day is equal to 8 hours Preparation and travel time cannot be included within academic time, however, if a staff member attends a whole day of a conference but their keynote speech is only an hour, they may count the entire day.

The HE-BCI data is collated and returned by the Business Information team within Business Engagement and Knowledge Exchange. For any further queries, please contact Lawrence.davies@manchester.ac.uk (Business Information Manager).

Context

The Higher Education Statistics Agency (HESA) was established to undertake data collection and analysis about higher education to provide consistent information throughout the UK. HESA has the responsibility for integrating statistical data collection across all publicly funded higher education providers (HEPs) in Wales, Scotland and Northern Ireland and OfS registered approved HEPs in England.

Data collection

The HE-BCI record is collected annually from all publicly funded HEPs. To ensure consistency, the reporting period for the collection is always from 01 August year 1 to 31 July year 2. For example, the 2020/2021 HE-BCI report was collected in respect of the activity which took place between 01 August 2020 and 31 July 2021.

Purpose of the HE-BCI record

The HE-BCI record is the main vehicle for measuring the volume and direction of interactions between UK HEPs and business and the wider community. The record has collected data for each academic year from 1999/2000.

The data supplied within the return are required for the following reasons:

1. To assist in the production of knowledge exchange activity information
2. To assist in the production of management information
3. To support policy development
4. To provide metrics to drive the allocation of public funds
5. To further develop HEPs' infrastructure in this area

A range of other public and project funders such as, BEIS and UK Research and Innovation use the HE-BCI record to produce key performance indicators and also for monitoring and international benchmarking. We therefore need to ensure that our return is completed as consistently as possible between different Faculty's and successive years.

Guidance on HE-BCI returns

Overview

Table 5 includes 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. Appendix A contains an example of HE-BCI Table 5 and the activities captured, namely public lectures, performance arts, museum education, exhibitions and other.

The HE-BCI record may be subject to audit by funding bodies. We therefore need to compile data in a consistent and clear manner for meaningful interpretations of the data to be made. To this end, a survey has been created to capture all of our public engagements events across our Faculty's.

What should I include?

When determining whether an activity is eligible to be returned in Table 5, the key factor is whether there has been an exchange of knowledge i.e. an exchange of University generated knowledge to the public. If we are involved in the content of the conference, there is an exchange of university generated knowledge and it is open to the public to attend then it can be viewed as a public lecture and we can return it in Table 5.

The following types of events should be excluded from Table 5: open days, Student Union activity, simple trading activity and commercially operated conferences, where University rooms have been rented by an external organisation for the purpose of holding a conference or event. Further activities where the primary purpose is widening participation or student recruitment should not be returned either.

Activities included in Table 5 do not have to have been funded by the University of Manchester and events held in both the UK and overseas should be included.

Where it is not possible or appropriate to report the total number of actual attendees at an event, for example a festival, exhibition presented by a collaboration of different HEPs, or a podcast where a UoM academic only contributes for a small section of time, the number of attendees should be prorated in a sensible and transparent way to estimate proportions of large audiences. For example, if a professor was in a 20 minute section of an hour long podcast, the most that could be returned would be 33% of the listening figures. For YouTube and other video hosting sites, a useful estimate is to count around 80% of the views as they are likely to be front loaded.

For further guidance on what to include, Appendix A provides information on the 6 categories of activity and Appendix B has a list of example activities that are eligible to be included in the Table 5 return.

Online events

The delivery of online social, community and cultural events that are intended for the external community should be recorded in Table 5. If the event 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 (see Appendix A).

However, if 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.), and in this case the event should be returned in Sub-head 1e – Other.

Appendix A: HE-BCI Table 5 and guidance

| | | Free events | | Chargeable events | |
|----|---|-------------|-----------------------------|-------------------|-----------------------------|
| | | Attendees | Academic staff time (days)* | Attendees | Academic staff time (days)* |
| 1 | 2020-21 | - | - | - | - |
| 1a | Public lectures | 4,920 | 3 | 2,000 | 1 |
| 1b | Performance arts (music, dance, drama etc.) | - | - | 17,000 | 4 |
| 1c | Exhibitions (galleries, museums etc.) | 18,117 | 4.5 | - | - |
| 1d | Museum education | 400 | 5 | - | - |
| 1e | Other | 79,632 | 2 | - | - |

*Staff time should be calculated using the assumption that one day is equal to eight hours, and rounded to the nearest whole day.

Sub-head 1a: Public lectures

This Sub-head should include public lectures and talks, the content of which involves intellectual input from the HEP. Academic staff time should only be included for the event itself. Time committed to the preparation of the event should not be included. 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.

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

This Sub-head should include performances of music, dance, and the dramatic arts. Academic staff time should only be included for the event itself. Time committed to the preparation of the event through formal teaching and supervision of students during core studies should not be included.

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

This Sub-head should include permanent and temporary exhibitions held at museums and galleries owned by the reporting HEP. Academic staff time should only be included for the event itself or the development of exhibition materials. Time committed to the preparation of the event or the materials through formal teaching and supervision of students during core studies should not be included.

Sub-head 1d: Museum education

This Sub-head should include all forms of museum education held at museums and galleries owned by the reporting HEP, including lectures, workshops and children's clubs. Academic staff time should only be included for the event itself. Time committed to the preparation of the event through formal teaching and supervision of students during core studies should not be included.

Sub-head 1e: Other

Where we hold alternative public events which cannot be categorised under Sub-heads a - d, these events should be returned under 'Other' with details of the nature of these events listed in the comments cell (see Appendix B). For example festival events, guided tours, fashion week, non-provider owned museum and gallery exhibitions.

Appendix B: List of eligible Table 5 activities

The sub-heading used to return an activity can be influenced by the format, particularly when the event is online. When multiple sub headings are relevant, use judgement when assigning the activity to a sub-heading or contact lawrence.davies@manchester.ac.uk for further advice.

The activities eligible to be included cover a broad range of events, particularly within the 'public lecture' and 'other' sub-headings. A few examples of relevant activities are shown below:

| Type of activity | Sub Heading |
|------------------------------|----------------|
| Public/engagement meeting | Public lecture |
| Webinar | Public lecture |
| Q&A | Public Lecture |
| Lectures | Public lecture |
| Public outreach events | Public Lecture |
| Video | Other |
| YouTube | Other |
| Podcast | Other |
| Radio | Other |
| Community festival | Other |
| National festival/Eisteddfod | Other |
| Science festival | Other |
| Workshops | Other |
| Guided tour | Other |
| Fashion week | Other |

Example 1: Sub-head 1a: Public lectures

Event: Public academic lecture

HEP contribution: Staff time

Impact: Attendees

Return: A simple count of attendees should be returned.

Example 2: Sub-head 1b: Performance arts (music, dance, drama, etc.)

Event: Performance and exhibitions

HEP contribution: Venue, resources and academic staff time

Impact: Attendees (although students will also benefit from many of these interactions)

Return: Academic staff time should only be included for the event itself, not the time committed to the preparation of the event through supervising students during core studies.

Example 3: Sub-head 1e: Other

Event: Podcast

HEP contribution: Academic staff time

Impact: Listeners

Return: Prorated listening figures for the event itself e.g. 25,000 attendees should be returned for an hour long podcast with 100,000 listeners, where the academic was included in a 15 minute segment.

Example 4: Sub-head 1d: Museum education

Event: Museum children's club

HEP contribution: Venue, resources, academic staff time

Impact: Attendees

Return: A simple count of attendees should be returned