

# Determining the number of visits at public events

- This is a self-completion activity. The central Public Engagement Team is not responsible for the accuracy of the numbers provided by event coordinators. Responses are not verified centrally beyond a basic 'sense-check'.
- This is a minimum estimate of numbers, not all public events are reported and recorded centrally – there is no University requirement for coordinators to do so.
- Visits = face-to-face interactions, not total visitor numbers. Many people attend multiple public events at the University and each of their attendances is recorded.

## Procedure for assessing number of visits at Festival events run by the central Public Engagement Team (Cambridge Science Festival, Cambridge Festival of Ideas, Open Cambridge, Fun Lab at the Big Weekend, Cambridge Series at The Hay Festival)

<p>Hands-on activities at Festivals</p>	<p>Unbooked events</p> <ul style="list-style-type: none"> <li>• ensure you know the fire limit for the venue and do not exceed this</li> <li>• use clickers to count people entering the venue - this gives the total number of people attending the event</li> <li>• allocate two volunteer stewards to do this role</li> <li>• at the Guildhall ask venue stewards to click people into the venue at all doors (and also click people out at all doors to give total number attendees over the day)</li> <li>• at regular intervals, use clickers to count the number of people in the venue at that time so that fire limits are not exceeded</li> <li>• if limits are close or the venue feels uncomfortably crowded and/or hot, manage a queue of people outside the venue and let people in on a one-in, one-out basis</li> <li>• determine approximate dwell times/churn by observing particular people throughout the day, noting the time they enter and leave</li> <li>• ensure attendee numbers are recorded on the event log form</li> </ul>
<p>Talks at Festivals</p>	<p>Pre-booked events</p> <ul style="list-style-type: none"> <li>• ensure you know the capacity of the venue</li> <li>• pre-book all talks using a system such as Eventbrite</li> <li>• overbook by ~20% to account for no-shows</li> <li>• on the night, run two queues, one for people with tickets, one without</li> <li>• reserve back row for volunteers and late comers</li> <li>• let people with tickets into the venue first</li> <li>• five minutes before the start of the event, assess the number of seats available, fill these with people without tickets</li> <li>• start the event on time</li> <li>• if seats still available at the back of the venue, allow late comers into venue for ~10 minutes after the start, after this close the doors</li> <li>• record the number of attendees on the event log sheet (double check figures by additionally counting how many empty seats left, subtract this from the theatre capacity)</li> </ul>