

Guidance on affiliated, funded and branded off-campus events

Context

1. The purpose of this guidance is to provide organisers of events under the University's *Visiting and External Speakers and Events Policy* with a steer on the management of affiliated, funded or branded events off-campus. We recognise that events and activities held off-campus are central to the positive promotion, reputation-building of the University and its engagement agenda, and are core to staff and student personal development. The guidance includes broad characteristics and criteria for what might reasonably be defined as affiliated, funded or branded events, and what is practical in the University's oversight of events and activities taking place off-campus.
2. The University supports the principles of freedom of speech irrespective of the location in which those freedoms might be expressed. However, under the 1986 Education Act, it is important to note that the University's commitment to securing freedom of speech within the law relates specifically to meetings and events held on University premises. With advances in technology since the Act was passed, the University interprets this more broadly to also mean online activities transmitted into/from the University, using the University's IT network for this purpose. The University also recognises that organisations other than HEIs are not subject to specific requirements to secure freedom of speech on their premises, but may be subject to wider freedom of expression requirements in line with the law and necessary in a democratic society.
3. A whole range of considerations beyond freedom of speech may apply when considering events held on campus if they could reasonably be seen as being affiliated, funded or branded University events. These include any responsibility the University might have under health and safety law, for example, where a work-related event takes place involving University employees off-site. In turn, a specific legal requirement under the *Prevent Duty Guidance for HEIs in England and Wales* is that arrangements should be in place for assessing any speakers and events which take place off campus and to take swift and appropriate action, if those speakers could reasonably be seen as drawing others into terrorism.

General Principles about off-campus events

4. All Corporate Events, e.g., which are principally or solely Northumbria University led or branded (whether organised through and representing a Faculty, Service or the University as a whole) **must be approved by the Corporate Events team. Corporate events normally have the endorsement of University Executive or are led or sponsored by one or more members of it, and/or are an established part of the University Calendar. The team will ensure that any Corporate Event considers the Visiting and External Speakers Policy requirements as part of the wider assessment of, and planning for, the event.**
5. There is a general expectation that social activities and informal, unstructured activities would almost always not be classed as an off-campus event, even where the individuals could be seen to be affiliated to the University or one of its partners, e.g., a student society wearing hoodies with University or a Students' Union society branding. However, in doing so colleagues organising and participating in such events should be mindful of the University's reputation and what others may reasonably deem to be associated with the University.

Affiliated, funded and branded events off-campus

6. No strict and absolute definition can be arrived at as to what constitutes affiliated, funded and branded events. The following are key characteristics of events which may fit into more than one of the categories:

<p><u>Affiliated</u> For an off-campus event to be regarded as affiliated to the University, members of the University (e.g., staff, students or governors) would:</p> <ul style="list-style-type: none"> - be involved in the event on the basis of their University role rather than their personal or non-University professional lives <i>and</i> - have played a key role in the organisation and co-ordination of the event on the basis of the above <i>and/or</i> - make up a significant proportion of the speakers, representatives or participants at the event. 	<p><u>Events and activities likely to be non-affiliated</u></p> <ul style="list-style-type: none"> - Social activities, informally structured or ad hoc events and activities - events where Northumbria participations are not a principal feature of the event, e.g., one or two Northumbria speakers at a major conference or event, would not constitute affiliation with the University.
<p><u>Funded</u> For an off-campus event to be funded, we would expect the University to be one of the main funding sources for an event. This would mean that without which the funding alternative sources of funding would need to be sought for the event to take place, or that in taking place, it would be fundamentally different in nature.</p> <p>This may take the form of:</p> <ul style="list-style-type: none"> - an event sponsored or co-sponsored by the University, e.g., where University branding is likely to be visible - funding which takes the form of less visible support but which nonetheless is significant for the purpose of holding the event. <p><i>It is important to note that an event which is funded by the University means the use of the University's direct financial resources irrespective of the cost centre for such funding within the University.</i></p>	<p><u>Non-funded</u></p> <ul style="list-style-type: none"> - the use of staff time and other University resources which are not directly financial are classed as non-funded; - where the funding given is not a significant source of funding relative to the event this would be classed as non-funded, e.g., £100 paid towards an event which cost £500 in total to run could be considered as 'funded', but £1k for an event costing £20k to hold may not be considered so.
<p><u>Branded</u> For an off-campus event to be branded, this would normally involve the visible display and linkage to the University's name, logo, or subsets of this (e.g., Newcastle Business School) to an event as a whole. This would mean:</p> <ul style="list-style-type: none"> - the branding to be dominant or at least a key feature of an event, e.g., where this was a co-sponsored event, <i>and</i> - on any publications and materials through a range of media associated with the event or activity. <p><i>Normally we would expect It is possible that branded events may also qualify as funded events.</i></p>	<p><u>Non-branded</u> The following, and equivalent examples, would generally <u>not</u> be considered to be branded events:</p> <ul style="list-style-type: none"> - use of the University's logo or name as part of a presentation by a speaker at an event involving more participations from outside the University - or where a University hosts a stall at an exhibition with many participations.

Franchise partners

7. The University works with a number of franchise partners at home and overseas who deliver and/or assess a degree programme that leads to a Northumbria University award. Events and speakers visiting the campuses of franchise partners are by their nature off-campus to Northumbria, and may be based overseas. The University would expect its franchise partners to be aware of and abide by the University's *Visiting and External Speakers and Events Policy*, recognising that UK legislation in relation to freedom of speech and academic freedom is unlikely to apply outside the UK. However, it is important that the principles underpinning the Policy are upheld, including in conjunction with the Prevent Duty.

Using this guidance

8. The purpose of this guidance is to provide some parameters which will help those organising or participating an event off-campus to make reasonable judgements about an event and any potential risks or implications associated with it under the *Visiting and External Speakers Policy*. However, it is important that staff and students take responsibility for the potential impact both for the University and for themselves and others, of any events or activities that they are involved in off-campus.
 9. However, if you are an organiser of an event or activity off-campus, or are a participant in an event off-campus whether or not it is led by the University, and you have any doubts or potential concerns about the event, then it is important that you refer the matter for further advice from:
 - i. the Event/Speaker Assessing Officer who will be your Head of Department (or Faculty Associate Dean, Teaching and Learning) in their absence for events for academic staff, and Professional Services Director of Service for professional support staff OR
 - ii. the Head of Governance or Risk Manager.
 10. The concerns that you may have will broadly link to the questions i-iii in 4.3 of the *Visiting and External Speakers and Events Policy*, as follows in relation to speakers and activities off-campus:
 - i. Has the speaker been refused permission to speak publicly at other educational establishments or organisations (including the Students' Union of this or another university)?
 - ii. Is the subject matter, topic or title controversial if advertised to the general public, or within the University community?
 - iii. Is there the likelihood of a situation arising in which people might experience harassment, intimidation, verbal abuse or violence, damage to person or property?
- If 'Yes' is answered to any of the above, then please seek advice in line with 8i and 8ii above, to support you in assessing and managing any potential risks related to an off-campus event.