

## Evaluation Guide - Being Human festival 2021

### Purpose of the Being Human Evaluation

Evaluation is a crucial part of Being Human, it demonstrates the festival’s impact and helps to secure its future.

In addition for this year, **information collected through the evaluation from event attendees and stakeholders (partners, speakers, performers etc.) will be provided in an anonymised, event-specific form to Event Organisers and Hub Coordinators**, for your own reporting or celebrations. This feedback will cover attendee experiences, outcomes, and demographic profile; plus stakeholder opinions and outcomes.

### Aims of the Being Human Evaluation

1. Enabling Being Human to **present the true scale and full impacts** of the festival.
2. **Capturing learning** to ensure Being Human optimises:
  - a. quality and accessibility for future events
  - b. support for Event Organisers and Hub Coordinators.
3. **Demonstrating achievements** to core sponsors and partners - the Arts and Humanities Research Council (AHRC) and the British Academy.

### Being Human Evaluation Overview

The evaluation will collect feedback from three groups:

Feedback from:	Who are they?	Collected via:
<b>Your Attendees (age 16 and over)</b>	People who make up the audiences at your Being Human events and activities.	An <b>online survey promoted and distributed by you (Event Organisers and Hub Coordinators)</b> , and promoted via the Being Human central (main) website and central social media.  Responses go directly to the external evaluators.

Feedback from:	Who are they?	Collected via:
<b>Your Stakeholders (your event Team)</b>	Speakers, panellists, performers, community, cultural and heritage partners etc., who participate in delivering and promoting your Being Human events and activities.	An <b>online survey promoted and distributed by you</b> , and promoted via the central Being Human central (main) website and central social media.  Responses go directly to the external evaluators.
<b>You</b>	Event Organisers and Hub Coordinators - the main organisers of Being Human events or programmes of events.	An <b>online survey distributed to you by the Being Human central team</b> to you.  Responses go directly to the external evaluators.

## Feedback From Your Attendees/ Audiences

The main data collection method for attendees is an **online survey, which takes a few minutes to complete** in full, and collects mostly quantitative information. It has been **designed to enable Being Human to assess the reach and impact of events, and collect information required for reporting to core sponsors**. Responses will be collected directly by the festival's external evaluators.

The **Attendee Survey will close on 14<sup>th</sup> December 2021**, three weeks after the end of the festival. During January 2022, the external evaluators will **provide Event Organisers and Hub Coordinators with anonymised Attendee Survey feedback from your event/s**.

The Being Human Attendee Survey will find out:

- a) **Motivations** for attending.
- b) **Experiences** - including 3-words to describe event/s, useful for you to create word clouds.
- c) **Outcomes** aligned to Being Human objectives and broader public engagement aims.
- d) **Demographic information** to understand the audiences that Being Human is reaching.

As most Being Human 2021 events will be online rather than in-person, an online Attendee Survey is the most appropriate method. It is also **COVID-19 safe for in-person events**, as it avoids people having to handle pieces of paper, pens etc., and means you don't have to conduct specific risk assessments or provide methods for sanitising such items.

Guidelines published by organisations such as MRS (Market Research Society) and BERA (British Educational Research Association) indicate that people age 16 and above can make their own decisions about giving consent for feedback. The Being Human 2021 Attendee Survey is **for attendees age 16 and over**, and therefore avoids safeguarding protocols and consent permissions that have to be addressed when collecting feedback from younger children and young people. Of course, Event Organisers and Hub Coordinators who need to collect evaluation feedback from individuals age under 16 are able to do so using your own methods and consent protocols.

## Optimising Attendee Feedback Rates – BEFORE Events

It is recommended that as part of the **registration or booking process for booked events you inform attendees how their email addresses will be used in the evaluation**. Here is some suggested text to add to your event booking page or form. We recommend you check this with your organisation's GDPR policies:

*What will my email be used for?*

*You are booking an event that is part of the 2021 Being Human festival of the humanities. Your email will be used only to send you information about the event you are attending, and to send you a voluntary, anonymous follow-on survey to understand the impacts of this event; to inform what the festival does in future; and help keep events free.*

*If you have any questions about the evaluation, please contact the festival team via [beinghuman@sas.ac.uk](mailto:beinghuman@sas.ac.uk).*

## Optimising Attendee Feedback Rates – DURING Events

### DURING BOTH Online and In-Person Events

- **Promote the survey in event opening and closing comments, and in event social media posts.**
- **Make evaluation an integral part of your events, e.g. schedule a 5 minute feedback slot at the end of your programme or running order.**
- **Explain to attendees that their feedback is:**
  - **necessary to help free, publicly-funded events continue,**
  - **anonymous – they are free to say what they like,**
  - **used to develop and plan future events.**
- **Post the URL link in the chat whenever evaluation is mentioned.**
- **Show a final slide with the survey's URL link and QR code (below) and give people a few moments to access the QR code and survey on their phones.**

## Being Human Audience (Attendee) Survey link and QR code

<https://www.smartsurvey.co.uk/s/BeingHuman2021Audience/>



You have extra opportunities to **facilitate the collection of feedback during in-person events.**

#### Further Options for In-Person Events – In addition to above

- **Display the QR code and an invitation to provide feedback:**
  - on all materials given to attendees, e.g. flyers, programmes, schedules,
  - in appropriate places, e.g. registration desk, flyers on seats, where refreshments are served.
- **Facilitate the process when the characteristics of a particular event or audience mean that support may be needed to provide feedback:**
  - use well-briefed volunteers (see below) to collect responses from attendees at appropriate times, e.g. refreshments, during breaks after events,
  - each volunteer has an internet-connected tablet computer or phone with the survey bookmarked, as they will need to access it multiple times,
  - give each volunteer a hard copy of the questions to show attendees what they are being asked (only handled by the volunteer for COVID-19 safety),
  - volunteers ask the survey questions and enter answers on the tablet or phone so that attendees don't have to handle anything.

- For in-person events where digital connectivity or digital access are issues, or where you cannot email the survey link to your attendees after an event, then volunteers could invite attendees to complete a hard copy version (with relevant COVID-19 safety measures in place). The hard copy version requires you to insert the name of the relevant event/s or to let the Being Human team know which event/s responses relate to when you send them for data input

N.B. All hard copy responses would need to be **scanned and emailed by Tuesday 14<sup>th</sup> December 2021 to [beinghuman@sas.ac.uk](mailto:beinghuman@sas.ac.uk) for data inputting.**

#### Tips for Volunteers for Collecting Attendee Feedback

- **Ask volunteers to take the survey in advance to familiarise themselves with it**, giving TEST as the 'name of the event' for which they are submitting feedback. They can do this multiple times.
- **The role entails approaching and talking to attendees** who will be trying to work out what the volunteers are doing and why, and how they should react. **A friendly approach** will help put attendees at ease. SMILE – even with a face covering, it adds warmth to your voice and can be seen in the visible parts of your face.
- **Honestly, openness and clarity are the best approaches to getting useful, reliable and valid feedback.** Volunteers should explain what they are doing and why, how long it will

take, e.g. a few minutes. Explain that all answers are anonymous and that attendees should be as honest as possible, e.g.

*Hello, my name is ... and I am a student at/ work at {name of organising university/ institution}. We are asking people at this event what they think of it to help us plan new events in the future, and keep them free for attendees. Would you mind answering a few questions? It will only take five minutes. There are no right or wrong answers and you don't have to answer every question.*

- Most questions are 'tick box' - **read answer options to attendees and be prepared to repeat or explain them if needed – volunteers will input the responses** as they go through the survey with attendees.
- **Take care not to 'lead' responses** - attendees should not be advised on their answers. They can choose not to answer certain questions.
- **Give attendees time to think and answer** as people will often initially say 'I don't know'. If you wait, they will usually then go on and give you an answer.
- **Use neutral intonation** when reading out the questions i.e. don't stress particular words.
- **Ensure to press 'Finish Survey'** when an attendee reaches the end to submit their answers.

## Optimising Attendee Feedback Rates – AFTER Events

### AFTER Online and In-Person Events

- **Email (see below) the survey link and invitation to registered (pre-booked) attendees as soon as possible after your activities or events have taken place.**
- **Promote the survey via all social media channels.**
- **Feature the URL link on all post-event website content, blog reports etc.**
- **Invite all stakeholders to promote the Attendee Survey, as well as give their own feedback.**

Please see overleaf for suggested **text to include in post-event email to attendees:**

*[Name of event]–invitation to give feedback*

*Thank you for attending [event title], part of the 2021 Being Human festival of the humanities.*

*To help us keep these events free and improve them in the future, we would be grateful if you could please take 5 minutes to fill in an online feedback survey. UK residents who complete the survey could win a £50 Waterstones voucher by entering a free prize draw. The survey is confidential, and your answers will be kept completely anonymous. Please send your feedback by midnight on 14<sup>th</sup> December 2021. Survey link:*

*<https://www.smartsurvey.co.uk/s/BeingHuman2021Audience>*

*Thank you for your help.*

## Feedback From Your Stakeholders

The Being Human central team and sponsors are keen to understand the full range of the stakeholders (partner organisations, speakers, panellists, performers, artists etc.) you work with in developing and delivering your events, and to hear their opinions and outcomes. This includes **speakers or panellists (i.e. not you as the Event Organiser or Hub Coordinator) from your own organisation and external organisations, plus all your cultural and community partners.**

For this group, there is an online survey for you to email to all relevant stakeholders using this link: <https://www.smartsurvey.co.uk/s/BeingHumanStakeholders/>

We recommend you email this URL link as part of your post-event thank you message to contributors/partners when you can also ask them to promote the Attendee Survey.

**Suggested text to include in a post-event email to stakeholders:**

*[Name of event]—invitation to give feedback*

*Thank you for taking part in [event title], part of the 2021 Being Human festival of the humanities.*

*To help secure future funding for Being Human and improve events in the future, we would be grateful if you could please take a few minutes to fill in this online feedback survey.*

<https://www.smartsurvey.co.uk/s/BeingHumanStakeholders/>

*The survey is confidential, and your answers will be kept completely anonymous. Please send your feedback by midnight on 22<sup>nd</sup> December 2021.*

*We would also be very grateful if you could please promote the Being Human audience survey to anyone who attended the event, as their feedback is essential in demonstrating the festival's achievements to sponsors. The link to this survey is:*

<https://www.smartsurvey.co.uk/s/BeingHuman2021Audience>

*Thank you for your help.*

The stakeholder survey will **close at midnight on Wednesday 22<sup>nd</sup> December 2021**. During January 2022, the external evaluators will **provide Event Organisers and Hub Coordinators with anonymised stakeholder survey feedback for your Being Human event/s.**

## Feedback From You

The main data collection method for Event Organisers and Hub Coordinators (i.e. you) is an online survey.

The link for your survey is <https://www.smartsurvey.co.uk/s/BeingHumanOrganisers/>

The Being Human central team will email you a template of the survey questions before the festival starts, so that you know what information is being sought. You can return to the survey multiple times to complete your responses, in case you need to look up or calculate any information e.g. total audience number across multiple events. Broadly, it is exploring:

- Event and audience numbers (aggregated for Hubs or programmes of events).
- Numbers and types of partnerships involved.
- Amount of levered funding and in-kind support.
- Impacts aligned to Being Human objectives and sponsors' priorities.
- Legacy outputs (e.g. public engagement resources, materials) and legacy potential for you and your organisation.
- Any media coverage achieved.
- Ratings of Being Human central support and communications.
- Your demographic profile.

You will be sent a reminder about completing the Event Organiser and Hub Coordinator Survey mid-way through the festival. This survey will **close at midnight on Wednesday 22<sup>nd</sup> December 2021.**

*Good luck with your events and thank you for helping with the evaluation.*

**October 2021**