



2017 festival call for participation 17–25 November 2017

1) ABOUT THE FESTIVAL

Being Human is the UK's only national festival of the humanities. Held in November, the festival brings together universities, Independent Research Organisations (IRO) and community and commercial partners to stage activities that make leading research in the humanities accessible to non-academic audiences. The festival is a celebration of the humanities, highlighting research in this area in fun, hands-on, immersive ways to demonstrate its relevance to our everyday lives.

The festival provides opportunities for outstanding researchers to engage with new audiences, beyond academia and informed individuals. Opportunities to run an event are for researchers at any career stage, background, disciplinary expertise or experience of delivering public engagement events. To this end, the festival funds excellent and innovative public engagement events which would not be fully supported from other sources.

Through the festival team and the hubs model, academics will be supported to develop the events and use best practice. The hubs model also helps to ensure a broad geographical spread in the programme and that events take place off-campus.

The festival is committed to a competitive bidding and assessment process via peer review. This careful review process ensures that each event or activity works within the ethos of the festival.

The core objectives of the festival are:

- to demonstrate, to a non-academic audience, the value of humanities research to society in the UK and globally;
- to enhance public visibility and understanding of humanities research; demonstrating its relevance to everyday life;
- to encourage, support and create opportunities for humanities researchers to engage with non-academic audiences;
- to initiate culture change in attitudes towards public engagement within the humanities – embedding public engagement across the higher education HE sector.

Being Human is led by the School of Advanced Study (SAS), University of London, and run in partnership with the Arts and Humanities Research Council (AHRC) and the British Academy.

In 2016 Being Human ran between 17–25 November and featured:

- sixty nine lead organising institutions
- seven ‘festival hubs’ outside London
- over 250 free events in 45 towns and cities across the UK
- over 30,000 attendees
- over 200,000 hits on the festival website
- an online reach of more than 3,000,000

In 2017, the festival will return between 17–25 November with a new programme theme: ‘Lost and Found’ (see section 3: ‘Theme’). The festival is directed by Professor Sarah Churchwell, Chair of Public Understanding in the Humanities at the School of Advanced Study, University of London.

2) GETTING INVOLVED AND FUNDING OPTIONS

Being Human funds and promotes activities which make humanities research accessible, approachable, engaging and understandable to non-academic audiences. It does not promote or fund activities aimed primarily at the humanities research community (e.g. conferences and symposia). Instead, it aims to foster meaningful connections between those researching in the humanities and people who do not have an existing formal relationship with a UK higher education institution (HEI) or IRO.

There are three pathways to getting involved in the Being Human festival. Under the first pathway (2.1 below) people can apply to Being Human for small grants of up to £2,000 for seed funding to facilitate up to five events and activities. Under the second pathway (2.2 below) institutions can apply for a larger grant of up to £5,000 to coordinate between five and ten activities as a Festival Hub. (Only a limited number of these grants are made each year). The third pathway (2.3) is to organise a ‘self-funded’ activity that does not require a direct financial contribution from Being Human but fits the criteria of the festival and which will be promoted as part of our programme.

2.1 SMALL AWARDS

The majority of funding allocated by Being Human takes the form of small awards designed to support high quality public engagement activity that would not be fully supported from other sources. The School of Advanced Study, University of London, in partnership with the AHRC and the British Academy, has made available funding to allow HEIs and IROs to bid for support of up to £2,000 under this pathway.

Small awards can be used to fund either a single event or a small thematically linked series of up to five events and activities. Fundable activities must:

- 1) demonstrate aspects of humanities research in ways that are accessible, enjoyable and understandable for non-academic audiences
- 2) be led by a UK HEI or an [AHRC recognised independent research organisation](#), or cultural organisation in partnership with a HEI or IRO
- 3) have at least one HEI researcher in the humanities directly involved not only in planning but in delivering the event
- 4) be held during the festival dates 17–25 November
- 5) be free to attend

Small awards are intended to fund activities that would not run without this stimulus. Applications seeking additional funding to underwrite an already planned activity are unlikely to be successful.

i) Suitable formats

Activities can run in various formats, from guided walks, exhibitions, pop-up events in public places, digital tagathons, and events incorporating music, film, comedy and live performance. It is essential, however, that funded activities provide an engaging 'hook' through which to approach complex research ideas.

At their best, activities in the Being Human programme offer access to humanities research and researchers (including custodians of archives and collections) in ways that allow for direct interaction and participation. Formats that have proved successful in achieving this in previous years include (but are not limited to):

- research-led walks and tours (particularly those including a performance element);
- events featuring creative elements or performances that are relevant and help meaningfully to illustrate topics;
- events in unusual (but also accessible and welcoming) venues – e.g. cafes, pubs, theatres, museums and galleries;
- museum 'lates', object handling sessions or 'behind the scenes' events;
- events featuring a strong creative or hands-on aspect – e.g. creative writing, craft activities or making;
- activities featuring food and drink as part of the core activity – e.g. tastings, themed meals;
- activities with an element of co-design from community partners.

ii) Small award priorities

In 2017 applications are particularly welcomed which demonstrate capacity to:

- respond in an engaging and creative way to the festival theme, 'Lost and Found' (see below);
- unveil or disseminate new research developments in the humanities;

- explore issues that are topical and newsworthy;
- engage with a carefully chosen cultural or community partner (e.g. galleries, museums, charities) that will help to secure an audience for the activity;
- explore innovative methods for delivering public engagement, or which build on established successful models;
- engage with diverse audiences (specifically non-white British audiences and young people between 15–19 years of age);
- reach genuinely disengaged audiences (for example, audiences in areas of high deprivation or low educational attainment);
- demonstrate capacity to maximise media impact and provide legacy beyond the festival;
- explore topics likely to be of broad interest beyond academia (e.g. sport);
- present evidence of ‘in-kind’ or match funding.

iii) Eligible costs

Eligible costs include: venue and equipment hire, consumables (including catering if this is a core aspect of the project – not receptions), travel. Professional fees (e.g. artist or performer fees) are eligible, however, Being Human cannot make any contribution to existing staff members’ costs. This includes both academic and professional support staff costs.

Exhibitions and installations are fundable, but should be accompanied by talks, tours, or other engagement activities. Public lectures and panel discussions are not normally fundable by Being Human unless they feature a very strong public engagement aspect (e.g. an element of performance). However, events of this kind can still feature within our programme if self-funded and if they are topical and engaging (see 2.3, ‘Unfunded Activities’).

Academic conferences and symposia not fundable under this scheme. However, an exceptional public engagement activity running in parallel with or as a closing event to a conference may be considered.

Applicants are advised to look through the [2016 programme of events](#) and [Being Human blog](#) to get a sense of potentially fundable activities. The Being [Human 2014 and 2015 festival evaluations](#) also contains useful information on fundable and successful events.

A number of case studies of successful Being Human activities are available on our website. Please refer to these for hints, tips and examples of best practice.

Please note that grants are competitive. Being Human has only a limited amount of funding to distribute each year and it is strongly recommended that applications bid for **the realistic minimum sum** required to successfully deliver an activity, rather than the maximum allowed under the award scheme. While £2,000 is the maximum that can be applied for, the majority of grants awarded will be for less than this amount.

You will reduce your chance of being funded if proposed activities:

- have only a tenuous link to humanities research;
- do not have a clearly defined audience, or are not tailored to that audience's interests;
- have the capacity to engage only a very small number of people (e.g. under 20);
- work with subject matter that is niche and not rendered accessible;
- have venues that have not been carefully chosen, or are inaccessible;
- are unlikely to fit in a public festival context (i.e. if subject matter is likely to be highly sensitive or emotionally triggering for a public audience);
- are over-ambitious and at high risk of failure;
- are not deemed to be good value for money, or are thought likely to be able to run without funding from Being Human

2.2 HUB AWARDS

We also welcome applications from universities (not IROs) willing to act as Festival Hubs for Being Human (pathway two). A limited number of institutions will be offered up to a maximum of £5,000 to fund festival activities, and will be required to commit to support activities by means of additional funding and in-kind support, **to at least match the value of the sum awarded.**

Programmes offered by hub institutions will play a central role in our communications strategy for 2017, including our press and social media activities, and hubs are expected to play a proactive role in raising the national profile of the festival. Hubs may be asked to take part in national campaigns and collaborative projects to help promote the festival.

Hub institutions will aim to engage researchers working in the humanities, or whose research has a strong collaborative or interdisciplinary component in this area, to deliver a programme of events for the Being Human festival 2017, which fits the festival's objectives as outlined above.

As well as responding to the festival theme of 'Lost and Found', hub programmes should include:

- at least five but no more than ten Being Human events;
- at least one event aimed at young people aged 15–19;
- one or more events reflecting the ethnically diverse make-up of the UK or aimed primarily at ethnically diverse audiences (i.e. non-white British and/or diasporic communities);
- one or more events run in partnership with cultural or community partners outside of the institution.

Hub institutions will curate programmes of up to ten events as part of the Being Human festival. We recommend that these programmes include one or two larger events designed to appeal to a very general audience, with other events targeted at specific audiences.

Successful 'Festival Hub' applicants will be invited to meet with the Being Human team at agreed points during the development of their festival programmes. These meetings (which can be arranged via phone/Skype) will provide opportunities to discuss and develop ideas and possibilities for collaboration, for example around communications strategies, which will be of benefit both to hub institutions and to the Being Human festival as a whole.

There may be possibilities for hub institutions to participate in Being Human media partnerships and opportunities. It is expected that possible hubs would be open to opportunities of this kind and would provide contacts who can respond quickly to any opportunities arising.

If an application for hub status is unsuccessful, Being Human may offer to fund parts of your proposed programme with a Small Award.

Please note that to ensure an even geographical spread of programming, in 2017 we will not consider hub applications from universities based in London.

i) Hub award priorities

Being Human only makes a limited number of hub awards each year. In 2017 we will be prioritising applications that:

- respond in an engaging and creative way to the festival theme, 'Lost and Found' to offer a coherent hub programme
- demonstrate staff capacity at the hub to deliver and promote the programme
- demonstrate ability to coordinate with appropriate cultural and community partners to deliver events (i.e. galleries and museums, including those run by universities, and cinemas, etc.);
- explore topics that are relevant and newsworthy;
- unveil or disseminate new research developments in the humanities;
- engage with diverse audiences (specifically non-white British audiences and young people between 15–19 years of age);
- reach genuinely disengaged audiences (for example, audiences in areas of high deprivation or low educational attainment);
- demonstrate capacity to maximise media impact;
- come from outside London

Examples of previous hub programmes can be found [on the festival website](#).

2.3 UNFUNDED ACTIVITIES

Small and hub awards are intended to provide seed-funding for projects that **would not run** without this additional support. However, Being Human is also very happy to feature and promote 'unfunded' activities that do not require financial support from the festival

(pathway three). Unfunded activities will be included in Being Human's online and print programmes and will be promoted by the festival (see 4.1).

Principally it is envisioned that unfunded activities will be organised specifically for Being Human, but can run using existing institutional or research budgets. This might include events that can run in tried and tested formats at very little cost: for example walking tours, film screenings, pop-up talks, object-handling sessions, etc. Or it might include more ambitious events which make the most of existing funding attached to research grants or other budget pots.

Self-funded activities can also include already timetabled activities such as public talks and lectures which meet the criteria of the festival and would benefit from additional marketing and promotion. Examples of unfunded activities might also include suitable regular events (for example museum late openings) which fall within the festival dates and which match the festival's theme and core objective of making humanities research publicly accessible.

If an application for funding is unsuccessful (under pathways one or two) the festival team may ask whether it is possible for the activity to run, perhaps in a less ambitious format, on an unfunded basis.

The deadline for unfunded applications is in June. However applications will also be accepted and reviewed if submitted for the April deadline for funded applications.

i) Eligibility and chances of success

Unfunded activities stand a higher chance of being accepted into the festival programme. However, applications will still be reviewed carefully by the selection panel to ensure that they fit with the festival's aims and objectives and with the 2017 theme.

Generally, the eligibility criteria for unfunded activities are the same as those outlined above for the Small Awards pathway. However, there are some important differences:

- unfunded activities do not have to be led by a HEI or IRO. Organisations such as publishers, museums and galleries, and libraries have run successful unfunded events for Being Human in previous years. Participation of a humanities researcher is still required, however.
- unfunded activities do not automatically have to be free to attend, although this is strongly encouraged wherever possible. Being Human is not able to coordinate payments for events via our central website, and we will not include any event in the Being Human programme with a ticket price of over £10.

3) THEME AND APPLICATION PROCESS

3.1 FESTIVAL THEME: 'LOST AND FOUND'

The theme for the 2017 national Being Human festival is 'Lost and Found'. Applicants are invited to respond creatively and in ways that probe the rich intellectual possibilities of the theme. Possible areas of inquiry include (but are certainly not limited to):

- Exploration and discovery (in fact and fiction)
- Lost and found ideas, doctrines, emotions
- Lost and found cities and civilisations
- Lost and found languages and cultures
- Lost and found heritage, histories, artefacts
- Lost and found identities
- Lost and found spaces
- Maps, labyrinths, mazes

The sub-themes above are given for guidance only and other interpretations of the 'Lost and Found' theme are warmly welcomed. In 2017 the Being Human festival aims to be topical, and to demonstrate the capacity of humanities research to shape and engage with contemporary public debates. It is anticipated that successful festival applications responding to the 'Lost and Found' theme will reflect this ambition.

3.2 APPLICATION PROCESS

There is a separate application form for each of our three pathways. All forms are available on our website at www.beinghumanfestival.org/apply. Applications should be made on the correct form and returned via email to: beinghuman@sas.ac.uk. Any word counts set out on the form should be strictly adhered to. Exceeding these may result in the application being discarded.

The timetable is as follows:

Monday 10 April (5pm)	Deadline for applications for funding
Late May	Notification of outcome of applications
Monday 13 June (5pm)	Deadline for unfunded event applications
Tuesday 1 August	Deadline for submission of final event details for print
September	Deadline for final event details for website

3.3 REVIEW PROCESS

Applications will be considered by a peer review panel which includes representatives from the festival partner organisations as well as external experts. Please note that, due to the

high volume of applications that we receive each year, Being Human is not able to offer feedback on applications.

Applicants should note that, in addition to using the above criteria, the review panel will have regard for geographical and disciplinary spread, as well as variety of activity type and thematic cohesion across the programme. **It is recommended that applicants consult their research office, public engagement unit or equivalent before submission.** Multiple applications for funding from the same institution are less likely to be successful.

Acceptance of any award indicates acceptance of the [terms and conditions](#). The panel will assume that any necessary safety, staffing and other institutional matters have been properly considered and does not accept liability for any breaches thereof.

Successful applications under the 'Small Award' and 'Hub Award' pathways will be announced at the Being Human Summer Showcase event in London on Monday 26 June 2017. Award winners will also be listed on the Being Human website.

3.4 BEING HUMAN SUMMMER SHOWCASE

All applicants to Being Human will be invited to our Summer Showcase event in central London on Monday 26 June. This event will allow Being Human applicants and others interested in public engagement activity in the humanities to meet the festival team, hear from previous festival participants and get some tips on best practice from public engagement experts. The day will provide an opportunity to gain in-depth insight into the core components of delivering a successful festival activity, including advice on partnership work, marketing, event planning and working with the media. It will include demonstrations of some of the most successful Being Human activities from 2016.

The Summer Showcase will culminate in a public announcement of the 2017 Small Award and Hub Award winners, coinciding with a press release. In previous years award holders have liaised with press-officers at their own institution to make the most of this as an opportunity to start gathering momentum for media interest in their contribution to the festival.

4) FURTHER GUIDANCE

4.1 MARKETING AND PARTNERSHIPS

Guidance on how to promote your Being Human activities will be given to all successful festival applicants. In addition, Being Human can provide a certain amount of central marketing support. Specifically, we will provide the following:

- copies of Being Human print materials geared towards promoting the national festival as a whole (e.g. print programmes)
- templates that will allow you to produce your own marketing materials (posters, banners, power-point etc.)

- a guide to promoting your event that contains marketing hints and tips as well as template press releases
- support from the central Being Human social media accounts

Please note that as a national festival taking place in multiple cities across the UK, Being Human is necessarily limited in the amount of central marketing support that it can give to individual organisers and events. To make the most of participating in the festival, it is therefore essential that all organisers think carefully about the likely appeal of their event, the specific audience that they are trying to connect with, and how they plan to reach out to that audience using the resources available locally.

4.2 PARTNERSHIPS

We encourage Being Human participants to use the festival as an opportunity to work with cultural and community partners to broaden the appeal of an activity. Your organisation may already have established community partners for off-campus/off-site events. It may be worth exploring options here with public engagement, widening participation, outreach or other relevant departments within your organisation.

Choosing the right partner can be crucial to an activity's success so it is important to think about this early. Examples of partners could include an arts organisation, museums and galleries (including university-run museums), collectives, community organisations, libraries and archives.

When thinking of approaching partners to collaborate with, we recommend:

- selecting partners who really add value to events or make meaningful contributions (e.g. allowing you to engage with new audiences and communities)
- seeing BH as an opportunity to work with organisations that you have not worked with before (although there may be an existing university relationship)
- using partners' connections and networks to promote events, but not relying on them to do all the work

The most successful partnerships generate mutual benefit for all concerned. This is often achieved by involving partners in the planning of an activity from an early stage (for example offering them a place on planning committees) rather than by simply relying on them to supply a venue.