



2016 festival call for participation

17-25 November 2016

1 ABOUT THE FESTIVAL

Led by the School of Advanced Study, University of London in partnership with the Arts & Humanities Research Council and the British Academy, Being Human is the UK's only national festival of the humanities. The festival was established in 2014 with the following core aims:

- to demonstrate the value of humanities research to society and culture in the UK and globally
- to encourage, support and create opportunities for humanities researchers to engage with non-academic audiences
- to demonstrate the relevance of the humanities to everyday life
- to enhance public visibility and understanding of the humanities

Every year, the festival engages the public with innovative research taking place across the humanities and in collaboration with other disciplines. Demonstrating the role the humanities play in our everyday lives, Being Human aims to make humanities research accessible and understandable to a non-academic public.

In 2015 Being Human ran between 12-22 November. It featured:

- 73 lead organising institutions
- 5 'festival hubs' outside London
- 300 free events in 36 towns and cities across the UK
- 21,000 attendees
- over 200,000 hits on the festival website
- an online reach of over 3,000,000

In 2016, the festival will return between 17-25 November with a programme of activities themed around 'Hope and Fear' (see section 3). This year's festival is directed by Professor Sarah Churchwell, Chair of Public Understanding in the Humanities at the School of Advanced Study, University of London.

2 FUNDING

2.1 The School of Advanced Study, University of London, supported by the Arts & Humanities Research Council and the British Academy, has made available funding to allow Higher Education Institutions (HEIs) and Independent Research Organisations (IROs) to bid for support, as organising institutions, to stage events during the Festival.

2.2 Although it is anticipated that the majority of awards available will be for under £2,000, applications for funding of up to £5,000 may also be considered if of exceptional quality or if institutions are willing to coordinate between five and ten events as Being Human 'Festival Hubs' (see section 4).

2.3 The Being Human festival increases public engagement with, and understanding of, the humanities and humanities research. It offers funding to activities that showcase research in the humanities and which reach out actively to the public and engage their imagination and interest. In 2016 we particularly welcome applications that:

- respond to the 2016 theme 'Hope and Fear' (see below)
- demonstrate capacity to reach a significant number of people
- demonstrate participation with local, national or international cultural organisations
- engage with topical debates and the news agenda
- encourage innovation in methods of public engagement, especially dynamic or participatory events
- engage with diverse audiences (specifically younger and ethnically diverse audiences)

We also encourage applications that will showcase new and innovative research in the humanities by, for example, disseminating outputs from research projects during the festival itself.

2.4 Examples of supportable events might include (but are not limited to):

- Exhibitions and installations
- Performances
- Film screenings
- Digital activities
- Hands-on activities
- Tagathons
- Pecha Kucha or Ignite sessions
- Walks and tours
- Public talks and lectures
- Public art installations
- Archaeology digs
- Debates

Please note that conferences and symposia are **not** fundable under this scheme. However an exceptional public engagement activity running in parallel or as a closing event to a conference may be considered. Applicants are advised to look through the [2015 programme of events](#) and [Being Human blog](#) to get a sense of potentially fundable activities. The [Being Human 2014 festival evaluation](#) also contains useful information on fundable and successful events.

2.5 To be eligible to apply for funding, events and activities should:

- reflect the key aims and objectives of the festival
- be led by a UK HEI or an [Arts & Humanities Research Council recognised Independent Research Organisation](#), or cultural organisation in partnership with a HEI or IRO
- provide a clear link to research in the humanities

- have at least one HEI researcher directly involved not only in planning but in delivering the event
- be held during the festival period (though applications which include pre-festival 'warm up' events will also be considered)
- be free to attend
- be targeted at a clearly defined non-academic audience

It is expected that events will normally be held in the UK, however, international applications may be considered. Please contact us before submitting your application if you would like to be considered for an international event.

2.6 In 2016 applications are particularly welcomed which demonstrate capacity to:

- respond in an engaging and creative way to the festival theme, 'Hope and Fear' (see below)
- reach a large audience
- unveil or disseminate new research developments in the humanities
- engage with at least one cultural or community partner (e.g. galleries, museums, charities);
- explore innovative or dynamic methods for delivering public engagement
- engage with topical debates and the news agenda
- explore issues relating to health, wellbeing or social connectivity
- engage with diverse audiences (specifically non-white British audiences and young people between 15-19 years of age)
- explore imaginative and unusual venues for festival activities
- engage well known speakers and figures associated with the humanities
- demonstrate capacity to maximise media impact and provide legacy beyond the festival
- present evidence of 'in-kind' or match funding

2.7 Eligible costs include: venue and equipment hire, consumables (excluding catering for audience members), travel. Although requests for professional fees (e.g. artist or performer fees) will be considered, we will not make any contribution to existing staff members' costs.

3 FESTIVAL THEME, 'HOPE AND FEAR'

The theme for the 2016 national Being Human festival is 'Hope and Fear'. The theme has been selected both for its capacity to speak to fundamental human traits and for its applicability across disciplinary boundaries in the humanities. 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):

- Aging, health and wellbeing
- Climate change and the environment
- Endangered or new languages
- Human rights
- Human migration/population changes
- New technologies
- Terrorism and radicalisation
- Urbanism (past and present), Smart Cities
- Utopias and dystopias (cultural, social, political)

The sub-themes above are given for guidance only and other interpretations of the 'Hope and Fear' theme are welcomed. In 2016 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 festival applications responding to the 'Hope and Fear' theme will reflect this ambition.

4 FESTIVAL HUBS

4.1 In 2016, we also welcome applications from institutions willing to act as 'Festival Hubs' for Being Human. Hub institutions will be offered funding 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 2016, including our media and social media activities.

4.2 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 2016, which fits the festival's objectives as outlined above.

As well as responding to the festival theme of 'Hope and Fear', 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 makeup 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
- where possible, a prominent figure associated with the humanities to act as a 'festival advocate' and public face for the programme of events

Hub institutions will curate programmes of more than **five** but **no more than 10** events as part of the Being Human festival. Events should be clearly branded as part of the Being Human festival. Consultation may be required to ensure a good fit with the Being Human strategy for 2016.

4.3 Hubs will also be expected to nominate a 'Festival Advocate' to act as a figurehead and advocate for their institution's Being Human programme. Ideally, these should be either a prominent academic in the humanities with media experience or a cultural/ media figure with a strong interest in the topic and/or the institution. Advocates need to have public engagement expertise and experience, reputation or credibility in the field of humanities, and capacity and availability to undertake the duties required of the role. Further guidance can be provided by the Being Human festival team.

Festival advocates will be asked to:

- provide one interview-style blog piece for the Being Human website
- support the festival via Twitter and other social media as appropriate
- appear at one event or more during the Being Human festival
- if possible, write for or appear in the media on behalf of the festival

Please consult with the Being Human team **before** approaching your Festival Advocate.

4.4 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 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.

4.5 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.

5 APPLICATION PROCESS

5.1 The School of Advanced Study will coordinate the application and selection process. Applications will be considered by the Steering Group, which includes representatives from the British Academy, the AHRC, and the School.

5.2 Applications should be made on the prescribed form. The timetable is as follows (final deadlines will be provided on offer of award).

Monday 16 May (5pm)	Deadline for applications for funding
end-May	Notification of outcome of applications
June	Deadline for unfunded event applications
July	Deadline for submission of final event details for print
September	Deadline for final event details for website

5.3 Applications will be judged against the following criteria:

- 1) capacity to deliver the festival's core aims
- 2) appropriateness of formats (including venues) to intended audience
- 3) potential for mutual benefit for cultural/community partners
- 4) fit with the 2016 festival theme – 'Hope and Fear'
- 5) capacity to engage with topical issues and debates
- 6) level of institutional support/co-sponsorship
- 7) evidence of plans to promote activities to non-academic audiences
- 8) capacity of institution's festival team to deliver the project
- 9) cost effectiveness and feasibility within timeframe
- 10) innovativeness of approach
- 11) potential for legacy beyond the duration of the festival

5.4 Applicants should note that, as well as using the above criteria, the Steering Group will have regard for geographical and disciplinary spread, as well as thematic cohesion. **It is recommended that applicants consult their research office, public engagement unit or equivalent before submission.** Multiple applications from the same institution are unlikely to be successful.

5.5 Multiple events hosted by one institution are welcomed. Applications for more than one event should be presented as a centrally coordinated programme. If more than five events are planned an institution should bid to be a Being Human 'Festival Hub' (see above, section 4).

5.6 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.

5.7 Institutional support for applications is desirable and recommended. However applications may also be considered from individual researchers. Please contact the festival team in the first instance to discuss such applications.

5.8 Activities that are funded solely by the host institution/s, but which Organising Institutions would like to be considered for inclusion in the Being Human programme are also welcomed. Details should be submitted to the festival steering committee **in June 2016**. Guidance on how to do this will follow in due course.