**Being Human festival of the humanities 2015 Evaluation: Executive Summary**

**The Being Human festival 2015**
The second Being Human festival of the humanities took place across eleven days from 12th to 22nd November 2015. Led by the School of Advanced Study, University of London in partnership with the Arts & Humanities Research Council (AHRC), the British Academy and the Wellcome Trust, the festival encompassed a programme of 308 events with a total estimated audience of 19,000 to 21,000. These events were organised by 75 lead organisations, mostly universities. Five of these lead organisations were designated as regional hubs and tasked with curating a programme of events that could ‘effectively become ‘mini-festivals’ in their own right’.

**Evaluating Being Human 2015**
Jenesys Associates Ltd were appointed to evaluate Being Human against its stated objectives. The evaluation collected data via:

- Questionnaire/survey responses from 2838 attendees age 12 and over
- Questionnaire data from 71 attendees age under 12
- Survey responses from 51 lead event organisers and 18 event partners or other participants
- 108 interviews with attendees
- Interviews with 5 regional hub contacts, 12 event organisers and 3 event partners
- Observations of 7 events

**Findings – Being Human attendees**

**Number of events attended:** Just under half of attendees (44%) visited more than one event, with 2% visiting more than five events. In 2014, 11% visited more than one event. Therefore Being Human 2015 achieved its target benchmark of increasing by 10% the number of attendees who visit more than one event.

**Demographic profile of festival attendees:** The age of attendees was mixed with fairly equal representation across all age groups with the exception of the youngest ages. 3% of attendees were age under 16. More females (62%) than males (37%) attended events and 8% described themselves as disabled. The majority of attendees (84%) described themselves as white. The ethnic group profile of Being Human broadly matches national statistics for White, Black/Black British, Mixed/Multiple, and Other ethnic groups. Proportionately the festival reaches fewer Asian/Asian British people than may be expected.

**Attendees’ background in the humanities:** The majority (82%) of attendees were graduates. Overall 51% had a humanities degree. These findings indicate that a high level of prior interest or knowledge of the humanities was likely in just over half of people who attended Being Human events in 2015. Attendees did not necessarily link the topics of their specific events to the humanities and they described the humanities in a variety of ways, ranging from being unclear of a definition, through describing lists of subjects thought to comprise the humanities, to linking the humanities with people or human activity. Only 14% had attended any events at the 2014 Being Human festival.
Information for attendees about Being Human: Most attendees heard about Being Human events through word of mouth, followed by the Being Human website, emails and the Being Human printed programme. The latter was the most popular hard copy source of information. Around one-third of attendees used the printed programme and the majority of these rated it ‘excellent’ (32%) or ‘good’ (55%). Suggestions to improve this document focused on making it easier to identify events held in the same locality or linked by theme.

Attendees’ experiences of festival events: Most attendees reported that the events they attended were ‘excellent’ (60%) or ‘good’ (33%), meaning the combined percentage who selected the two highest ratings was 93% and Being Human exceeded its target for 85% of attendees to select the two highest ratings. Event content, format and venues were also rated positively by the majority of attendees.

Attendees identified the following main success factors:
- Knowledgeable, expert and engaging speakers
- Topics and formats that stimulated debate, discussion and audience participation
- Creative elements or performances that were relevant and helped meaningfully to illustrate topics or enhanced the audience experience
- Events where the venues were particularly appealing or innovative

They also identified these areas for improvement:
- Improving sound equipment or using venues with good acoustics to ensure all attendees could hear
- Selecting venues that are easily accessible, are well sign-posted and well-matched to event formats
- Avoiding the use of speakers who fail to engage audiences or presentations that are not pitched at an appropriate level for a public audience
- Ensuring event descriptions and titles are accurate and meaningful to avoid disappointment or mistaken perceptions about content and formats

Impacts of events on attendees: 93% of attendees of all ages learned something new at Being Human events. The majority (91%) age 12 or over increased their knowledge of the humanities. Events increased 88% of these attendees’ understanding of the humanities’ relevance to everyday life and encouraged further exploration of the humanities for 87% of attendees. Most attendees who visited Being Human in 2014 had undertaken some form of further engagement with the humanities, 87% had visited another humanities public event or events. Attendees’ opinions about the concept of a national festival of the humanities were overwhelmingly positive.

Findings – Being Human event organisers
Profile of event organisers: Most organisers (88%) represented universities or other HEIs. 43% organised one event as part of Being Human and 30% organised more than 5 events, with 30 being the highest number of events. A total of 194 separate events, with an estimated total audience of 14,609, were organised by the 51 respondents to the event organiser survey, representing an average of 75 attendees per event. Just under two-thirds of event organisers first heard about Being Human from a colleague, which illustrates the importance of personal communication in publicising the festival among potential organisers and contributors.
Staffing Being Human events: Organisers involved between 1 to 30 staff in their events, with most (71%) using 5 staff or fewer. In the majority of cases (92%) these staff had public engagement experience prior to Being Human 2015. 84% of organisers involved students in their events, with 29% having involved 10 or more students. Almost all organisers had experience of public engagement prior to the 2015 festival. 24% took part in Being Human 2014 and 75% had participated in other public engagement activities.

Event partnerships: Over one-third of organisers (37%) held their events with one other partner and 41% had between two and four partners. Around one-fifth had five or more partners. The most popular type of partner was an arts centre or arts organisation, which includes theatre and film organisations, collectives, galleries and arts centres. Other prominent partners were other HEIs and museums or archive collections. Half of event organisers reported that their partnerships had been initiated in Being Human 2015 and 4% said their partnerships were initiated by participation in the 2014 Being Human festival.

Levered funding and support: Over half (57%) of event organisers levered additional (i.e. not from Being Human) funding or sponsorship for their events and the majority (94%) obtained in-kind contributions from their organisations. Using the estimated total amounts described for additional direct funding and in-kind contributions it is the projected total value of additional resources levered for the festival was £551,574.

Feedback on Being Human central marketing and messaging: The majority of event organisers rated the festival’s central marketing and messaging as ‘excellent’ (72%) or ‘good’ (26%). 64% rated the website as ‘excellent’ and 28% rated it ‘good’ The corresponding ratings for the printed programme were 56% and 28%. Event organisers praised the Twitter feed and the proactive nature of the central marketing efforts. Many acknowledged the marketing and communication challenges encountered in organising a geographically-dispersed festival covering a wide range of subjects. Organisers generally welcomed the introduction of a printed programme, but suggested it could be redesigned to make it easier to identify and group local events.

Feedback on central support, information and advice: All organisers rated the helpfulness of the festival team positively. Flexibility and speed of response were praised and the only concerns were some initial problems with email communications; deadlines being changed; and access to the central Eventbrite booking system being later than was preferred. Almost all information resources were used by event organisers. The majority used the Being Human 2015 promotional guide and evaluation guidance but none used the live streaming instructions. Only one organiser did not use any of the information resources.

Marketing resources were also well used. 94% of event organisers used the Being Human logo, 78% used the printed programme and 60% used the press tool kit. Although 84% used the audience questionnaire for age 12 or over, fewer than half used any of the other evaluation resources.

Feedback on regional hubs: The regional hub model provided a number of benefits as it allowed institutions to event programmes of significant scale. There were a number of learning points, including around ensuring added value for hub organisers and maximising internal and external impacts of hubs.

Media coverage of events: Around two-thirds of event organisers secured media coverage for their events. Most media coverage obtained by organisers was represented in
regional/local press or local/regional radio. Online coverage, local cultural or events guides and social media were also important.

**Legacy outputs of festival events:** Three-quarters of event organisers described material outputs or legacy projects that were generated by their Being Human events, including:

- Blog posts
- Films/videos
- Creative works - cds, books, artworks, theatre productions etc.
- New online content or new websites
- New exhibitions
- Podcasts/sound clips
- Further collaboration with event partners
- New events
- Ongoing events programmes
- New articles

**Organiser outcomes from Being Human:** The festival provided a range of outcomes for event organisers, including:

- New connections/partnerships/collaborations with other organisations
- Engagement with new audiences or engaged audiences
- Higher external profile for lead organisation/institution
- New internal contacts or increased internal awareness of research or public engagement
- Materials/content for new events and activities

**Findings – other participants**

Other participants, including events partners and speakers, who had been part of between one and three events rated their experiences of Being Human positively. They took part in Being Human to engage with new public audiences, to promote their research or to establish new collaborations. Their feedback highlighted positive audience reactions and new partnerships as success factors and recommended that event descriptions in all publicity should be as accurate as possible. All said they would participate in Being Human in future years and would recommend participation to others. They reported personal impacts in the form of enjoyment, increased awareness of opportunities for further collaboration or knowledge exchange and enhanced confidence to undertake public engagement. The main organisational impact that they reported was raising the profile of their institution or a particular project.

**Conclusions**

The evaluation of the Being Human festival 2015 provides evidence that it was a highly successful event, with full or partial evidence that it is meeting its overall objectives and achieving or exceeding its key benchmark targets. It identified a number of suggestions and recommendations for the festival team and steering group to consider going forward. The findings show that Being Human has developed considerable momentum, is successful and well-organised and well-administered. It should continue in future years.
Evaluation of Being Human festival 2015

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1. Introduction

1.1. The Being Human festival in 2015

The second Being Human festival of the humanities took place across eleven days from 12th to 22nd November 2015. Led by the School of Advanced Study, University of London in partnership with the Arts & Humanities Research Council (AHRC), the British Academy and the Wellcome Trust, Being Human is the first and only national festival of the humanities in the UK. Its purpose is to demonstrate that the humanities are accessible and relevant to people’s lives and that research in the humanities is vital for the cultural, intellectual, political and social life of the UK and globally. A small team manage the festival from its base at the School of Advanced Study and the festival is overseen by a steering committee which includes representatives of the AHRC, British Academy and Wellcome Trust. The third Being Human festival will take place from 17th to 25th November 2016.

Over the 2015 festival’s eleven days of duration an estimated total audience of c. 19,000 to 21,000 people attended 308 events held throughout the UK. This audience figure has been provided by SAS¹ and is based on attendee numbers reported by event organisers and booking figures recorded on the central Eventbrite booking system. Events were diverse in nature and the full festival programme can be accessed via the Being Human website². The programme included traditional talks, lectures, debates and film screenings as well as more novel formats including pop-up and drop-in events, performances and artistic collaborations. Events took place in informal environments, such as shopping centres, pubs and outdoor public spaces as well as formal venues like universities, museum, libraries and archives.

A total of 75 organisations, including 51 universities, participated in delivery of the 2015 festival by organising one or more events. Some held a range of events on a shared theme, whereas others held a number of events on different topics and many worked in collaboration with other organisations. These organisations received sponsorship of between £1,000 and £3,000 towards their costs.

In a new development for Being Human, five of the organisations were designated as regional hubs. The 2015 hubs were University of Aberdeen, Northumbria University, University of Nottingham, University of Sheffield and Swansea University. They were selected through an application process and each hub was awarded funding of between £2,000 and £5,000 to curate a programme of themed events, with the collaborative agreement between the hub and Being Human stating that these programmes could ‘effectively become ‘mini-festivals’ in their own right’. The hubs were contracted to match the value of their Being Human funding through additional funding and in-kind support.

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¹ Email 15 December 2015
² http://beinghumanfestival.org/events/
1.2. Being Human 2015 messages and objectives

As stated in Being Human festival strategy for 2015, the festival aimed to communicate the following overarching messages:

- The humanities are vibrant, interdisciplinary, accessible and relevant to all
- The humanities inspire and enrich our everyday lives
- The humanities can help us to understand ourselves, our relationships with others and the challenges we face in a changing world

The strategy also set out the following overall objectives for Being Human 2015:

1. Demonstrate the value of humanities research to society and culture in the UK and globally.
2. Demonstrate the vitality of research in the humanities across the UK.
3. Encourage, support and create the opportunity for humanities researchers to engage with non-academic audiences.
4. Enhance public visibility and understanding of the humanities.
5. Facilitate collaborations between researchers in the humanities and cultural and community partners.
6. Create opportunities for networking, ideas exchange and community building amongst academics and others working in the humanities – via both physical and virtual pathways.
7. Promote public engagement with the humanities beyond the duration of the festival.
8. Demonstrate a public appetite for an annual national festival.
9. Increase awareness and visibility of the key festival partners (SAS, AHRC, and British Academy) as the central three national organizations dedicated to supporting research in the humanities.
10. Be impartially evaluated against stated aims and objectives.

2. Evaluation of Being Human 2015

The tender brief for the evaluation of Being Human 2015 stated the purpose of the evaluation as ‘to evaluate the 2015 festival against its stated objectives’. Jenesys Associates Ltd were appointed as external evaluators in October 2015 and this report documents our findings.

2.1. Evaluation tasks

Our evaluation input comprised the following tasks:

- Designing an evaluation strategy framework and plan to evaluate Being Human 2015 against its objectives
- Creating an evaluation guide for event organisers
- Developing the following evaluation materials:
  - Online and hard copy versions\(^3\) of a questionnaire for event attendees age 12 and over (Appendix A)

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\(^3\) The online version of the audience survey was longer than the hardcopy version. It included some additional questions about learning impacts and attendees’ involvement in Being Human 2014
Jenesys Associates

Being Human 2015 Evaluation

- Hard copy questionnaire for event attendees age under 12 (Appendix B)
- Interview schedule for organisers to undertake short recorded interviews with attendees age 16 and over (Appendix C)
- Online survey for event organisers (including regional hubs) (Appendix D)
- Online survey for partner organisations and other participants (Appendix E)
- Interview schedule for event organisers and partners (Appendix F)

- Undertaking observation visits, incorporating interviews with a sample of attendees, at seven events
- Undertaking post-festival telephone interviews with regional hub contacts and a sample of event organisers and event partners
- Analysis and reporting of all quantitative and qualitative data

Hard copy questionnaires were distributed by event organisers and submitted to the School of Advanced Study for data inputting between 23rd November 2015 and 22nd January 2016. Online surveys were created, distributed and collated by Jenesys Associates using Survey Gizmo software between 13th November 2015 and 6th January 2016. Organisers recorded their attendee interviews and uploaded the recordings to a secure drop box link for review by Jenesys Associates.

2.2. Evaluation methodology

2.2.1. Evaluation questions

The evaluation addressed the following questions:

1. To what extent did Being Human 2015 meet its objectives?
2. Who attended and participated in delivery of Being Human 2015?
3. How did attendees and event organisers hear about Being Human 2015?
4. How did attendees and organisers rate Being Human 2015 and why?
5. What impacts did Being Human 2015 have on attendees, event organisers and event partners?
6. What factors influenced the impacts of Being Human 2015?
7. What learning is there from Being Human 2015 that would be of use in the future?

2.2.2. Data sources and metrics

By the end of January 2016 the following data sources were available:

- Quantitative and qualitative data from 2838 valid responses to hardcopy (n=1686) and online (n=1152) versions of a survey for attendees age 12 and over
- Quantitative and qualitative data from 71 responses to a hardcopy survey for attendees age under 12
- Quantitative and qualitative data from 51 responses to an online survey for event organisers

4 Evaluator interviews with attendees were based on the interview schedule used by event organisers
5 34 of the respondents who completed the under 12 survey reported their age as over 12. 33 of these had attended one event and were aged between 16 and 20
Quantitative and qualitative data from 18 responses to an online survey for event participants – speakers, partners etc.

- Qualitative data from 108 vox-pop interviews with attendees undertaken by event organisers (n=80) and the external evaluators (n=28)
- Qualitative data from interviews undertaken by the external evaluators with 17 event organisers (including 5 regional hub contacts) and 3 event partners
- Structured observations by the evaluators of seven events chosen to represent the geographic spread and variety of programming of Being Human 2015

2.2.3. Data analysis and presentation

Survey respondents self-selected which questions to complete. Therefore sample sizes differ for different questions and this report shows the number of respondents (n=) for quantitative data in every case. Percentages have been rounded and thus when totalled may be slightly greater or less than 100. Qualitative data from surveys and interviews with event organisers and partners were analysed thematically. The sheer amount of open-ended data from attendee interviews was far greater than anticipated and it was not possible to complete a full thematic analysis of every interview within the scope and budget for this evaluation. All recordings were listened to in order to identify broad themes and a random sample of 30 were analysed fully.

Quotes have been used to illustrate findings and have been edited where necessary to ensure anonymity. Attendees’ quotes are shown in blue, event organisers’ quotes are in red and those from other participants are in green.
3. Profile of Being Human 2015 attendees

This section profiles the attendees who provided survey feedback on Being Human 2015. A total of 2909 responses were received online or in hard copy from attendees of all ages, representing an overall response rate of 15.3%6.

3.1. Number of events attended

2851 responses were received for a total of 169 events that took place across 30 different towns or cities in every UK region covered by the festival. A further 58 responses were received where the name of the event was not indicated.

Attendees age 12 and over were asked how many Being Human 2015 events they planned to attend in total. Although most attended one event (56.1%) this number was considerably lower than the 89.3% who attended one event in Being Human 2014, indicating that this year’s festival was successful in achieving its aim of increasing by 10% the number of attendees who visit more than one event. The highest number of events reported by one respondent was nine. A number of respondents who answered ‘as many as possible/many’ or didn’t know how many events they would attend commented that they were not aware of other Being Human events or that the festival was coming to end and that there were very few or no remaining opportunities to attend more than one event. A small number of respondents also said that there was only one Being Human event in their locality.

Table 1 – Number of events attended (n=2772)

<table>
<thead>
<tr>
<th>Number of events per attendee</th>
<th>Number of responses</th>
<th>% of responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 event</td>
<td>1556</td>
<td>56.1%</td>
</tr>
<tr>
<td>2 events</td>
<td>422</td>
<td>15.2%</td>
</tr>
<tr>
<td>1 or 2 events</td>
<td>12</td>
<td>0.4%</td>
</tr>
<tr>
<td>3 events</td>
<td>308</td>
<td>11.1%</td>
</tr>
<tr>
<td>2 or 3 events</td>
<td>44</td>
<td>1.6%</td>
</tr>
<tr>
<td>4 events</td>
<td>114</td>
<td>4.1%</td>
</tr>
<tr>
<td>3 or 4 events</td>
<td>14</td>
<td>0.5%</td>
</tr>
<tr>
<td>5 events</td>
<td>32</td>
<td>1.2%</td>
</tr>
<tr>
<td>4 or 5 events</td>
<td>8</td>
<td>0.3%</td>
</tr>
<tr>
<td>5+ events</td>
<td>46</td>
<td>1.7%</td>
</tr>
<tr>
<td>As many events as possible/many</td>
<td>50</td>
<td>1.8%</td>
</tr>
<tr>
<td>Not sure</td>
<td>166</td>
<td>6.0%</td>
</tr>
<tr>
<td>Total</td>
<td>2772</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

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6 The response rate has been calculated using a figure of 19,000 i.e. the minimum total audience estimated by the festival organisers.
3.2. Attendee demographics

Figures 1 and 2 below have been compiled using data from audience surveys for all age groups.

Figure 1 indicates that the age of attendees was mixed, with 18.2% being age 24 and under, 38.8% being age 25 to 44 and 44.2% being age 45 or more. Age group 25 to 34 was the most common age range, which was reported by 23.8% of attendees. The youngest age groups had the lowest levels of attendance, with 2.5% being age under 16.

Figure 1 – % of attendees by age group (n=2817)

More females (61.8%) than males (36.8%) attended Being Human 2015, as shown in Figure 2. The corresponding 2011 census figures for England and Wales are 51% and 49%, which suggests that the festival reaches more females and fewer males than may be expected.

Figure 2 – % of attendees by gender (n=2837)
7.7% of attendees age 12 and over described themselves as disabled. This is less than half of the corresponding figure of 17% reported in the 2011 England and Wales census and suggests that there is scope for Being Human to reach out to more people who have a disability.

The survey for attendees age 12 and over asked respondents to indicate their ethnicity. Figure 3 shows that the majority (84.2%) described themselves as white. This figure is slightly higher than the corresponding 76.4% reported for Being Human 2014. The highest representation from other groups was Mixed/multiple with 3.9%. ONS 2011 census results for England and Wales\(^7\) reported that 86% of the population was White, 7.5% were Asian or Asian British, 3.3% were Black, African, Caribbean or Black British, 2.2% were from mixed or multiple ethnic groups and 1% were from other ethnic groups. These data indicate that the ethnic group profile of Being Human broadly matches national statistics for White, Black/Black British, Mixed/Multiple, and Other ethnic groups. Proportionately the festival reaches fewer Asian/Asian British people.

**Figure 3 – % of attendees by ethnic group (n=2747)**

![Ethnic Group Pie Chart]

<table>
<thead>
<tr>
<th>Ethnic Group</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>84.2%</td>
</tr>
<tr>
<td>Asian/Asian British</td>
<td>2.9%</td>
</tr>
<tr>
<td>Black/African/Caribbean/Black British</td>
<td>2.6%</td>
</tr>
<tr>
<td>Mixed/multiple groups</td>
<td>3.7%</td>
</tr>
<tr>
<td>Other</td>
<td>2.2%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

### 3.3. Attendee background understanding of humanities

To give an indication of whether or not they had a humanities background, attendees age 12 and over were asked if they had a degree and if so, whether it was in the humanities. As shown in Figure 4 overleaf, a total of 82.3% respondents had a degree and of these, 61.9%\(^8\) had a humanities degree, including respondents who had degrees in both humanities and non-humanities subjects. Overall, 51.0% of all attendees had a humanities degree: the corresponding figure for 2014 was 54.5%. These findings indicate that a high level of prior interest or knowledge of the humanities was likely in just over half of people who attended Being Human events in 2015.

\(^7\) http://www.ons.gov.uk/ons/dcp171776_290558.pdf

\(^8\) 2277 (out of 2768) attendees reported they had a degree and of these 1410 said they had a humanities degree
To provide additional insight to attendees’ understanding and background knowledge, interview subjects were asked to describe the humanities in their own words. Most had not necessarily linked the topics of their specific events to the humanities and there were a variety of descriptions ranging from being unclear of a definition, through describing lists of subjects thought to comprise the humanities, to linking the humanities with people or human activity, as shown in these examples.

I don’t really know a definition, I think it’s kind of vague. I came to today’s event because I’m interested in this topic, but I’d not thought of it being the humanities.

Humanities seem quite a broad subject so it’s difficult to define it. It seems quite vague to me.

I am not sure what you mean by humanities. It is not sciences or maths. I suppose it is all the other stuff.

Geography, art, history and English. I don’t know the specific definition.

I think of them being art, English, the classics – Latin and Greek, philosophy, dance as opposed to social sciences. Anything that talks about the human experience.

It’s like what is the humanities and what is it not. It’s not exactly art, it’s kind of social and things like history. I suppose what makes something the humanities is it’s about people.
3.4. Attendee involvement in Being Human 2014

Attendees age 12 and over who completed the online version of the survey were asked if they had attended any events at the Being Human festival in 2014. The majority (86.5%) had not attended Being Human 2014, suggesting that 2015 was most attendees’ first experience of the festival. Most interview subjects were also asked if they had been to Being Human 2014. Their experiences were consistent with the survey findings, with none of the subjects whose interviews were fully analysed having been to events in 2014.

Figure 5 - % of attendees who visited Being Human in 2014 (n=1152)

3.5. Information for attendees about Being Human 2015

3.5.1. Sources of information

Attendees age 12 and over were asked to select from a list of 14 categories the main ways they heard about Being Human festival events. Respondents could select as many answers as were applicable and those who chose ‘other’ were asked for a description. Where indicated by these descriptions, ‘other’ responses were transferred to one of the listed categories e.g. names of websites were transferred to ‘other website’. As shown in figure 6 overleaf, ‘Word of mouth’, i.e. direct communication from someone, was the most common way (32.2%) that attendees heard about events. Websites, social media and email were also important. The printed programme introduced for 2015 was cited by 10.7% of attendees, making it the fourth most popular method overall and the most commonly cited hard copy source of information.
3.5.2. Being Human printed programme

The printed programme booklet covering the entire Being Human festival was introduced in 2015. Attendees age 12 and over were asked if they had used the programme. Figure 7 shows that just under one-third had used this resource, including respondents who first heard about the festival this way, and Figure 8 overleaf shows that most attendees who had used the programme rated it positively. A total of 86.8% rated it as ‘excellent’ (32.1%) or ‘good’ (54.7%).

Figure 7 – % of attendees who used the Being Human printed programme (n=2785)
Figure 8 – attendees’ ratings of the Being Human printed programme (n=823)

Most attendees who commented on their ratings highlighted the programme’s attractive appearance and the amount of information as positive features.

**Good graphic design**

*Love how colourful it is and that it was widely available.*

*Much easier to make sense of than the website, and easier to discuss and plan with people.*

*Printed material is often easier and quicker to consult than online info - easier to carry around, share, browse, make notes on etc. - so please keep producing it!*  

There were a number of suggestions from respondents across all rating categories to improve the programme layout and further sub-divide regional sections in order to make it easier for readers to identify all events that were local to them.

*An index of institutions would have been helpful so I could more easily find events close to me.*

*Listings by city perhaps so things are easier to find?*

*The location (city) of each event could be more obvious at a glance.*

*Would be helpful to have index. Would be helpful if regions were further divided into more specific locations. Theme index would be good.*
4. Attendees’ experiences of Being Human 2015

The section draws on survey feedback from attendees in all age groups. Feedback was captured for 173 events and it is worth noting that findings about attendees’ experiences relate to just over two-thirds\(^9\) of events held across the Being Human festival as a whole.

4.1. Event ratings

Attendees age 12 and over were asked to provide overall ratings for each event and to rate the content, format and venue by choosing a response from the following balanced scale: excellent, good, average, poor, very poor or don’t know. Figure 9 demonstrates that most attendees reported that the events they attended were ‘excellent’ (60.1%) or ‘good’ (32.5%). One of the targets for Being Human 2015 was to increase to 85% the number of attendees selecting the two highest ratings\(^\text{10}\) for events. The combined percentage in 2015 was 92.6% (the equivalent 2014 figure was 81%), which suggests this target was exceeded. Very few respondents selected an overall rating of ‘poor’ (0.9%) or ‘very poor’ (0.3%). Figure 9 also shows that content, format and venue were rated positively by most attendees.

**Figure 9 – attendees’ ratings of Being Human events (n=2793 to 2815)**

<table>
<thead>
<tr>
<th>Overall impression n=2815</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>60.9%</td>
<td>32.5%</td>
<td>4.4%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content n=2799</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>63.8%</td>
<td>28.5%</td>
<td>5.5%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Format n=2793</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>53.6%</td>
<td>37.0%</td>
<td>7.3%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Venue n=2800</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>62.5%</td>
<td>29.4%</td>
<td>5.4%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The majority (85.6%) of attendees age 12 and over also reported that they would recommend the Being Human festival to others, which is another indication that their experiences were positive.

Attendees who completed the questionnaire for age under 12 were asked if they enjoyed Being Human events and could select their response from the following list: yes, no, don’t know. 66 out of 69 respondents selected ‘yes’. The 3 respondents who answered ‘no’ (2) or ‘don’t know’ were age 16, 17 and 18. They had all attended the same event.

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\(^9\) Based on the total number of events being 254.

\(^\text{10}\) The rating scale for 2015 was changed to a balanced scale. In 2014 the two highest ratings were ‘excellent’ and ‘very good’, in 2015 they were ‘excellent’ and ‘good’.
4.2. Success factors and suggested improvements

Attendees age 12 and over were asked two open-ended questions to provide further insight into their experiences of Being Human:

- What, if anything, about the event do you think was most successful? (2206 comments received)
- What, if anything, about the event do you think could be improved? (1806 comments received)

Success factors

Successes fell into four main categories:

- Knowledgeable, expert and engaging speakers
- Topics and formats that stimulated debate, discussion and audience participation
- Creative elements or performances that were relevant and helped meaningfully to illustrate topics or enhanced the audience experience
- Events where the venues were particularly appealing or innovative

 Speakers were praised for their expert knowledge, ability to present a variety of opinions and their skills in engaging non-experts, thus making their subjects accessible to public audiences.

Choosing speakers that can engage the audience with content. It’s very easy for the wrong speaker to make something interesting into a dull talk, this didn’t happen at all here, very good!!

The staff and students talking about [a specific topic] were fantastic. They had so much knowledge and were able to convey it in an exciting and relatable way. Loved it!

Such an amazing array of speakers whose knowledge and passion really came across to me.

Interactive events that allowed attendees to express their own views and engage directly with speakers, artefacts or take part in activities were praised for being more enjoyable and for adding breath and variety to the ways in which subjects were explored.

The interactive nature of the evening – the panellists talking with one another and the projects we could participate in in the lobby and reception space.

The ability for children to get involved and interact with themselves, with the rest of the audience and the experts.

They were all excellent speakers but the most interesting thing was to interact with the researchers and hear their responses to our views.

Attendees highlighted events where creative contributions from the arts, including artworks and performances, were deemed to be relevant or added value to audience understanding, engagement or enjoyment.

The artist was very interesting and provoked a different, novel aspect to the discussion.
Really liked the mixture of lecture style content and then the very atmospheric candlelit dramatic performance in the cathedral.

The blend of academic and creative material was refreshing and works incredibly well in making events accessible to as many people as possible.

Attendees praised venues that they found particularly comfortable or accessible or that offered a different or unusual experience.

The venue was a perfect setting! It reflected the content and added brilliantly to the whole atmosphere of the event.

The venue, as it was historically appropriate and accessible.

Access to areas not normally accessible to the public, with the benefit of someone who knows it inside out.

Other success factors were the provision of refreshments, good chairing and opportunities for informal networking with other audience members and those involved in presenting events.

**Suggested improvements**

There were four main categories of suggestions to improve events:

- Improving sound equipment or using venues with good acoustics to ensure all attendees could hear
- Selecting venues that are easily accessible, are well sign-posted and well-matched to event formats
- Avoiding the use of speakers who fail to engage audiences or presentations that are not pitched at an appropriate level for a public audience
- Ensuring event descriptions and titles are accurate and meaningful to avoid disappointment or mistaken perceptions about content and formats

Attendees were frustrated by events where the audience size or venue layout meant microphones were needed but were not used or where acoustics were generally poor.

Beautiful [venue] but really not suitable for talks. Sound was terrible both with and without the microphone, and people making a noise on the mezzanine level above the main hall were very distracting. It did interfere with my enjoyment of an otherwise interesting talk.

The venue acoustics were spectacularly poor. The sound system exacerbated the issue. Combined with the sound from people working or chatting in other parts of the premises were vastly amplified in our area, making it near impossible at times to near what was being said.

It was not easy to hear what each person was saying in this big room, maybe some microphones would have been helpful, but only if speakers use them properly.

Something as basic as the audience being able to hear. Some speakers mumbled and there were no microphones so you could not hear questions from the audience.
Venues that were difficult to access, poorly signposted or a poor match to specific formats or activities were also highlighted as an area for improvement.

Finding the actual event was rather a challenge – signposts from the car park onwards would be helpful.

The main reception desk had no idea about this event, but that was the first place we asked to find the room.

The exhibition may have been better suited to a location with more footfall. It was quite a small exhibition so could have fitted into many different places with more potential visitors.

A long narrow room, although very beautiful is not very conducive to a discussion event.

Attendees were disappointed by events and individual speakers who failed to engage successfully with non-expert audiences.

I didn't think it was Public or Public engagement focused at all but very much for an academic audience. There was so little going on, I was really quite disappointed.

It was bit dry and academic, the person who spoke second was clearly doing interesting research but it was a bit boring.

All the speakers overspoke and didn’t get to the point easily. Not a good example of public engagement.

Attendees felt that it was important to ensure that the titles and descriptions of events reflected content and formats accurately to ensure attendees’ expectations are met.

I was expecting far more involvement from the communities that were being spoken about. The website description was misleading.

The talk itself did not quite meet my expectations: I was expecting more analysis, whereas it was just very descriptive.

I expected more in-depth discussion about portraiture and less literature based (didn’t even realise portraiture in literature was even going to be discussed).

Other common suggestions were to expand the diversity of speakers and to increase publicity and awareness of individual events and the festival in general.
5. Being Human 2015 impacts on attendees

5.1. Learning from events

The online survey for attendees age 12 and over and the questionnaire for age under 12 asked respondents if they learned something new at Being Human. A total of 1225 attendees answered, with almost all (92.6%) respondents selecting ‘yes’.

Figure 10 - % of attendees who learnt something new from Being Human (n=1225)

![Bar chart showing 92.6% Yes, 7.4% No](chart.png)

Some attendees described what they had learned and this took the form of facts or greater understanding relating to the particular topic or topics that were the focus of the events that they attended.

5.2. Understanding of the humanities

Online and hardcopy versions of the survey for attendees age 12 and over asked three questions to assess the festival’s impacts on knowledge about the humanities, understanding of the relevance of the humanities to everyday life and interest in finding out more about the humanities.

Figure 11 demonstrates that most attendees reported positive impacts for all three questions. The majority (90.9%) reported that events increased their knowledge of the humanities ‘a lot’ (38.8%) or ‘a little’ (52.1%). The corresponding combined percentage reported for increased understanding of the humanities’ relevance to everyday life was 87.6% and for encouraging further exploration of the humanities was 87.2%. Attendees commented how events had extended their existing knowledge or renewed their interest in the humanities.

*I have a geography degree, but had not really used it for some time. The event rejuvenated my interest in some of the issues my degree explored.*

*I was already familiar with the humanities and willing to know more about it before coming, but the event certainly reinforced this.*
It have developed more knowledge about what other researchers are doing. This event has really opened my eyes to the possibilities of working with people who I would not consider natural colleagues - a little bit of out-of-the-box thinking and common threads can be found, and opportunities for collaboration.

Figure 11 – impacts of Being Human on attendees (n=2757 to 2771)

Respondents who answered ‘not at all’ to any or all of the three questions commented that they worked in or had an existing interest or expertise in the humanities. Interview subjects with a background in the humanities also suggested that there was limited scope for such impacts in their own cases. A small number of the survey respondents with humanities backgrounds felt that, for them, the questions about humanities understanding were irrelevant or patronising.

I am a social scientist and graduated with an undergrad from Leeds Met and a masters from Bristol. Already fully on board with the value of the humanities :-)

The event I attended was very interesting, but already being a ‘fan’ of the humanities in general it did not increase my knowledge of the humanities or further prove its relevance to me.

My own studies are in one of the humanities fields, so I feel that I have a good grasp of the concept in any case. These question are irrelevant to most of the audience.

Comments to explain ‘a little’ or ‘not at all’ answers to these impact questions also included being uncertain about a definition of the humanities or not associating the humanities with particular events or topics. Such comments were made by attendees with and without humanities backgrounds. Interview subjects also reported that they felt events were most likely to have impacts related to specific topics and not the humanities in general.

I wasn't aware it ran under Humanities. I attended it under [name of another festival] heading as I had attended those events before.

I have never thought of this topic as the humanities, and I am still uncertain about what the humanities are.
It has very much helped my knowledge about [particular topic] but I can’t say the same for the humanities in general, because they cover such a broad range of subjects and this is only one of them.

5.3. Longer-term impacts

To obtain some idea of attendees’ engagement with the humanities beyond the festival, respondents to the online survey for attendees age 12 and over who attended Being Human in 2014 were asked three questions to explore how much they had engaged with the humanities since then. Figure 12 shows that most of these attendees had undertaken some form of further engagement. Visiting another public event or events about the humanities was the most likely form of further engagement, with 87.1% of attendees reporting that they had undertaken this activity.

Figure 12 – attendees follow-up to Being Human 2014 (n=93)

5.4. Opinions about a national festival of the humanities

Interviewed attendees were asked what they thought about the concept of a national festival of the humanities. Opinions were overwhelmingly positive and interview subjects thought a national festival of the humanities was a good idea. There were a number of observations about the concept being ambitious and some attendees suggested that uncertainty about what constitutes the humanities could make it difficult to promote such a festival. These subjects said it was important to develop themes and marketing messages that make a link between the humanities and people’s daily lives or common interests. Others expressed the view that it would be necessary to recognise that audiences were only ever likely to experience events that are local to them.

It’s a brilliant idea, but the biggest challenge will be getting people to understand what the humanities is and why it is important to them.

It’s a marvellous idea but you have to get the marketing right. I saw a poster on a bus the other day that said Being Human was the only UK national festival of the humanities. What does that mean? What does it say to the average person on that bus? What’s its relevance to them? The poster did not answer any of those questions.
Whilst it is brilliant, I suppose you have to be realistic about how far people will travel to events. Perhaps you should have one major event that travels around the UK and that would give people a better idea that this festival is something national and nationally important.

5.5. Attendees’ understanding of sponsor organisations

One of the objectives for Being Human is to increase awareness and visibility of the key festival partners – SAS, AHRC and the British Academy - as the three central organisations dedicated to supporting UK humanities research. This objective can really only be fully assessed by asking those organisations about the impacts of their involvement and including a specific relevant question in the attendee and organisers surveys. To obtain some indication of attendees thinking, our interviews with 28 attendees at observed events invited comments on this objective.

All the attendees we interviewed had noted that the festival sponsors were mentioned in the introductions to events, and some also noticed their logos on presentation slides or posters, where these were used. Over half said that if this objective was important then the relevant organisations needed greater visibility, with most suggesting they could address this by being represented at or introducing events. Other attendees questioned this objective saying they were unclear about its significance and the relevance of these organisations to public audiences.

He mentioned all their names at the start, there was quite a list. I assumed they all sponsored the event but hadn’t thought about them more than that. I suppose the best way for them to get us to understand their role is for them to be actually here at events.

I’d certainly heard of the British Academy before as they are involved in film and all the other names were mentioned, but I can’t remember them all. It would be a very long introduction if you were to explain every one. Perhaps they should have sent a representative to speak to people informally after the talk.

It’s nice to know that the festival is sponsored, but I don’t think those sponsors mean a lot to me personally or most of us here to be honest. I expect that they are really important for the speakers and people who organise the festival but less so to us in the audience.
6. Profile of lead participants in Being Human 2015

The section draws on survey and interview feedback from event lead organisers for Being Human 2015, including the 5 regional hubs. A total of 54 survey responses were received, indicating an overall response rate of 72.0%\(^{11}\). Three responses were combined or removed as they duplicated data relating to a particular event or series of events.

6.1. Number of events organised

Most organisers (88.2%) represented universities or other HEIs. 43.1% had organised one event as part of Being Human and 29.5% had organised more than 5 events, with 30 being the highest number of events (reported by one respondent who represented a regional hub). A total of 194 separate events were organised by respondents to the survey. The 51 survey responses reported an estimated total audience of 14,609, representing an average of 75 people per event. Based on this average, the 308 events that comprised the festival would have attracted a total audience of 23,100, which is higher than the School of Advanced Study estimated total figure of 19,000 to 21,000 reported in section 1.1. It suggests that the lower estimate is conservative and can be accepted.

Table 2 – Number of events organised (n=51)

<table>
<thead>
<tr>
<th>No. of events organised</th>
<th>No. of organisers</th>
<th>% of organisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 event</td>
<td>22</td>
<td>43.1</td>
</tr>
<tr>
<td>Between 2 and 4 events</td>
<td>14</td>
<td>27.5</td>
</tr>
<tr>
<td>Between 5 and 10 events</td>
<td>9</td>
<td>17.7</td>
</tr>
<tr>
<td>More than 10 events</td>
<td>6</td>
<td>11.8</td>
</tr>
<tr>
<td>Total</td>
<td>51</td>
<td>100.1%</td>
</tr>
</tbody>
</table>

6.2. Sources of information about Being Human

Event organisers were asked to select from a list of seven categories the first way they heard about the Being Human festival. Respondents were limited to one answer and those who chose ‘other’ were asked for a description. Figure 13 overleaf demonstrates that ‘Colleague’ was the most common way (62.7%) that organisers first heard about Being Human, illustrating the importance of personal communication in promoting the festival to potential organisers. The most frequent descriptions of ‘Other’ sources of information were named individuals, which we must assume were not colleagues, and having taken part in Being Human 2014. These descriptions reinforce the importance of word of mouth recommendation and personal experience in publicising the festival.

\(^{11}\) Calculated using a total of 75 organisations.
6.3. Staff and volunteers involved

Event organisers were asked how many of their organisation’s staff and students were involved in Being Human. They reported staff numbers ranging from 1 to 30 with most respondents (70.6%) reporting 5 staff or fewer, whilst around a quarter mobilised 11 or more staff. In three cases, very large numbers of staff were involved: two respondents cited 20 and another cited 30. 84.3% of organisers had involved students in their events. They reported student numbers ranging from 1 to 30, with 29.4% of organisers having involved 10 or more students.

The majority of organisers had experience of public engagement prior to the 2015 festival, with 23.5% having taken part in Being Human 2014 and 74.5% having taken part in other public engagement activities. Event organisers were also asked if the staff involved in their events had taken part in public engagement before. The majority (92.1%) indicated that their staff had public engagement experience prior to Being Human 2015.

6.4. Partnerships

The 51 survey respondents were all lead organisers of events. However many other individuals and organisations also participated in the administration, promotion, planning and delivery of Being Human. Event organisers were asked to list the partners they had worked with and Table 3 overleaf shows the overall findings in response to this question. Only one respondent reported that their event was run by one sole organisation. Over one-third of organisers (37.3%) held their events with one other partner and 41.1% had between two and four partners. Around one-fifth (19.6%) of organisers reported five or more partners. These included all the regional hubs, and all but two of the event organisers who gave this response had organised a programme of five or more events.
Table 3 – Number of event partners by event organiser (n=51)

<table>
<thead>
<tr>
<th>No. of partners</th>
<th>No. of organisers</th>
<th>% of organisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1</td>
<td>1.9%</td>
</tr>
<tr>
<td>1</td>
<td>19</td>
<td>37.3%</td>
</tr>
<tr>
<td>2</td>
<td>9</td>
<td>17.6%</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>5.9%</td>
</tr>
<tr>
<td>4</td>
<td>9</td>
<td>17.6%</td>
</tr>
<tr>
<td>5+</td>
<td>10</td>
<td>19.6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>51</strong></td>
<td><strong>99.9%</strong></td>
</tr>
</tbody>
</table>

Event organisers provided names of 180 partner individuals or organisations and these were categorised by type as shown in figure 15. This analysis highlights that the most common type of partner was an arts centre or arts organisation, which included theatre and film organisations, collectives, galleries and arts centres. This category represented 26.7% of all reported partners. Other prominent types of organisations were other HEIs and museums or archive collections. Community organisations, pubs, cafes, churches and libraries jointly represented 23.0% of all partners, suggesting that public venues which may not be traditionally used by HEIs were popular partners. These types of venues are consistent with the festival’s aims to reach new and diverse audiences.

Figures 14 – types of organisations involved in Being Human (n=51)

Respondents were asked if the partnerships with other organisations or individuals had been initiated by Being Human in either 2014 or 2015. Half\(^\text{12}\) of event organisers reported that their partnerships had been initiated in Being Human 2015 and 4.0% said their

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\(^\text{12}\) One respondent who did not list any partners did not answer this question
partnerships were initiated by participation in the 2014 Being Human festival, whilst 46.0% felt their partnerships pre-dated Being Human.

In interview, event organisers commented about how pre-existing partnerships had been strengthened and new partnerships been firmly established through participation in Being Human. Many also described how they intended to build on their Being Human partnerships in the future:

*We met representatives of [a museum] through our event and established contacts for helping with an exhibition they will run in 2016.*

*The event resulted in considerable strengthening of relationship with [named individual], who will be working with our team on the project (and other new initiatives) in the future.*

*We had previously met with [name of organisation] before and knew we would love to collaborate but Being Human 2015 gave us something strong to work together on and an impetus we had not had before.*

### 6.5. Levered funding and in-kind support

Event organisers were asked how much additional (i.e. not from Being Human) funding or sponsorship they were able to obtain for their 2015 festival events. 43.1% had not levered any additional funding and 37.2% had obtained additional funding of £2k or less. None reported more than £8k additional funding. Based on the mid-point for each of the ranges in Table 4, the total amount of additional funding is estimated to be £65,500. Based on the maximum for each range the estimated total amount of additional funding that was levered is £85,000.

**Table 4 – additional sponsorship or funding by event organiser (n=51)**

<table>
<thead>
<tr>
<th>Additional sponsorship or funding</th>
<th>No. of organisers</th>
<th>% of organisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>22</td>
<td>43.1</td>
</tr>
<tr>
<td>Less than £1k</td>
<td>9</td>
<td>17.6</td>
</tr>
<tr>
<td>£1k to £2k</td>
<td>10</td>
<td>19.6</td>
</tr>
<tr>
<td>£2k to £4k</td>
<td>4</td>
<td>7.8</td>
</tr>
<tr>
<td>£4k to £6k</td>
<td>4</td>
<td>7.8</td>
</tr>
<tr>
<td>£6k to £8k</td>
<td>2</td>
<td>3.9</td>
</tr>
<tr>
<td>Total</td>
<td>51</td>
<td>99.8%</td>
</tr>
</tbody>
</table>

In addition to external or internal financial support, organisers were asked to estimate the value of the in-kind contributions their own organisations made to Being Human 2015. One respondent did not answer this question. The majority (93.8%) had received some form of in-kind support. A small number (6.1%) reported that they received zero in-kind contributions, which suggests that all work on their festival events had been externally funded or not funded at all. Around two-thirds reported in-kind support to the value of £5k
or less. One hub estimated that its organisation’s in-kind contribution to be £100,000. Based on this amount plus the mid-point for each of the other ranges in Table 5, the total amount of in-kind contribution is estimated to be £303,500 or an average of £6.1k per organiser.

Table 5 – in-kind contributions to Being Human by event organisers (n=50)

<table>
<thead>
<tr>
<th>Estimated in-kind contribution</th>
<th>No. of organisers</th>
<th>% of organisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>3</td>
<td>6.0</td>
</tr>
<tr>
<td>Less than £1k</td>
<td>10</td>
<td>20.0</td>
</tr>
<tr>
<td>£1k to £5k</td>
<td>22</td>
<td>44.0</td>
</tr>
<tr>
<td>£5k to £10k</td>
<td>11</td>
<td>22.0</td>
</tr>
<tr>
<td>£10k to £15k</td>
<td>3</td>
<td>6.0</td>
</tr>
<tr>
<td>£15k to £20k</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>More than £20k</td>
<td>1</td>
<td>2.0</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Table 6 presents an estimation of the total overall resources levered by the Being Human 2015 festival as a whole. Using the estimated total amounts described above for additional direct funding and in-kind contributions, mean averages per respondent have been calculated. When these averages are multiplied by the total number of organisers of Being Human 2015 events, it gives a very rough indication of the estimated total resources levered for the Being Human festival as a whole which was approximately £551,574.

Table 6 – estimated maximum total resources levered by Being Human 2015 events

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Average per respondent</th>
<th>Calculated total for all 75 event organisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional funding levered by 51 event organisers</td>
<td>£65,500</td>
<td>£1,284</td>
<td>£96,324</td>
</tr>
<tr>
<td>In-kind contribution levered by 50 event organisers</td>
<td>£303,500</td>
<td>£6,070</td>
<td>£455,250</td>
</tr>
<tr>
<td>Estimated total resources levered for Being Human 2015</td>
<td><strong>£551,574</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
7. Support for Being Human 2015 event organisers

7.1. Central marketing and key messaging

Feedback was sought from event organisers about their opinions of central marketing of the whole festival and how this could be improved in future years. They were asked to provide ratings for three elements (i.e. central marketing and messaging, the Being Human website and printed programme) by choosing a response from the following balanced scale: excellent, good, average, poor, very poor or don’t know. Figure 15 demonstrates that the majority (98.0%) of event organisers rated central marketing and messaging as ‘excellent’ (72.0%) or ‘good’ (26.0%). 92.0% rated the website as ‘excellent’ (64.0%) or ‘good’ (28.0%) and the equivalent ratings for the printed programme were a total of 84.0%, comprising 56.0% who selected ‘excellent’ and 28.0% who selected ‘good’.

**Figure 15 – event organisers’ ratings of festival marketing messages and resources (n=50)**

In interview and survey comments, event organisers highlighted the support of individual members of the festival team; the Twitter feed; and the proactive nature of the central marketing efforts:

*Plus huge amount of support from [members of the central team]. Outstanding.*

*This was the first time my colleagues and I organised a public engagement event of this type. Having the Being Human framework behind us was invaluable. I particularly enjoyed how Being Human was supportive, but not smothering. We could do our own thing, whilst still relying on a framework.*

*Excellent organisation and support. Great & responsive Twitter feed. Clear messages and great materials to help what must be a wide range of institutions and groups taking part in the festival. Really impressed across the board and was a pleasure to work with and privilege to be part of the Festival.*

Many organisers acknowledged the particular marketing and communication challenges encountered in organising a geographically-dispersed festival covering a wide range of subjects. It was suggested that having a small number of clear, focussed objectives and
greater coordination between local and central publicity could help to raise awareness of the festival among public audiences:

*By covering all the humanities, Being Human is naturally diverse. However it also seems to have a wide range of aims. It would be helpful to have fewer aims more widely shared among everyone involved in the festival’s organisation to help the public to understand what it is.*

*Being Human can be many things to many people. If the aim is to target the public then messages need to be more focussed and consistent. For example, is the main aim to promote the humanities in general or is it to promote universities’ humanities research? If the latter – then this should be the focus.*

*More local targeting by the BH campaign would be very useful, as a means of bringing the national and the local together within the PR and helping ensure messages are as consistent as possible.*

Whilst organisers generally welcomed the introduction of a printed programme, the view was widely expressed that the layout and indexing could be enhanced to make it more relevant and useful at a local level. There were a number of reported cases where organisers had printed a local programme because they felt it was not easy to identify local events. The majority of organisers, including hub contacts, reported that they received more copies of the main programme than they could distribute effectively:

*The events got a little lost in the overall programme - organised by institutional programme or city might work better.*

*Printed programme was good, but I would have preferred events grouped by city, for ease of use.*

*Both the website and printed booklet did not work for the hub events because it was too difficult to link to find events which were specific to our city there. The notion that people would travel between cities for events was ill conceived and whilst it’s useful to see what’s going on in other places, it doesn’t help the public when they are trying to find out about local events.*

### 7.2. Information, advice and support from the festival team

The Being Human festival team at the School of Advanced Study provided a range of information, advice and support for event organisers. Some of this was made available online through the festival website, whilst other advice and resources were provided directly to organisers by phone or email. Organisers were asked to rate the helpfulness of the festival team by choosing from the following scale list: extremely helpful, somewhat helpful, a little helpful and not at all helpful. All (51) event organisers responded positively, with 92.2% selecting ‘extremely helpful’ and 7.8% selecting ‘somewhat helpful’. Interview feedback was consistent with these responses, where the team’s flexibility and speed of response were praised and the only concerns were some initial problems with email communications; deadlines being changed; and access to the Eventbrite booking system being later than was preferred. It was widely reported that when any glitches or problems occurred, the central team dealt with them promptly and satisfactorily.
Generally, event organisers were more than satisfied with the central team’s promptness and helpfulness when responding to queries:

I had some initial issues with my emails not being received by Being Human staff. However, all other communications were excellent.

On the whole it was very good but there were some glitches. Key information for participants was missing (how to get paid, for example!), other information was piecemeal and/or unclear, deadlines seemed to be set in a rush.

The festival team were extremely fast in their responses to questions, and always very helpful and courteous. Much appreciated!

The team were always available to answer any questions and provided proactive advice and support throughout.

The event organiser survey asked respondents which centrally-provided information resources they had used. They could choose more than one item from a list of five, including none. As shown in Figure 16, organisers were most likely to have used the promotional guide and evaluation guidance. The Being Human 2015 promotional guide was used by 84.3% of event organisers, 82.4% used the evaluation guidance and 52.9% used the Eventbrite attendee instructions. None had used the live streaming instructions. A single respondent who ran one event had not used any of the information resources.

**Figure 16 – Information resources used by event organisers (n=51)**

<table>
<thead>
<tr>
<th>Information Resource</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being Human 2015 promotional guide</td>
<td>43</td>
</tr>
<tr>
<td>Evaluation guidance</td>
<td>42</td>
</tr>
<tr>
<td>Instructions for emailing Eventbrite attendees</td>
<td>27</td>
</tr>
<tr>
<td>None</td>
<td>1</td>
</tr>
<tr>
<td>Live streaming instructions</td>
<td>0</td>
</tr>
</tbody>
</table>

Organisers were also asked about their use of centrally-provided marketing resources, where respondents could choose as many answers as they liked from a list of seven items, including none and other. All respondents who selected ‘other’ had used badges. As presented in Figure 17 overleaf, 94.0% of event organisers had used the Being Human logo. The Being Human printed programme was used by 78.0% and 60.0% had used the press toolkit. Fewer than half of organisers had used online branding materials (44.0%) and the pull-up banners (20.0%). One respondent, who organised two events, reported that they had used none of the marketing resources.
When asked about their use of evaluation resources provided by the festival team, the majority (84.0%) of organisers reported they had used the audience questionnaire for age 12 or over. Fewer than half had used any of the other evaluation resources. Three respondents had not used any centrally-provided evaluation resources. However, one of these respondents commented that central evaluation resources had helped them in the design of their own evaluation methods. Another said the provided forms were too long.

7.3. Additional resources or support requested by organisers

Event organisers were asked if there were any other resources or central support that they would have found useful, i.e. any resources support that were not offered in 2015. The most common response was none, although there were a few suggestions to improve central PR and publicity for the festival, to facilitate greater networking between local organisers, and to provide greater encouragement for geographical clustering of events organised by different organisations in the same local region.
7.4. Organisers’ views on sponsors

In interviews, event organisers and partners were asked to comment on Being Human’s stated objective to increase awareness and visibility of the key festival partners – SAS, AHRC and the British Academy - as the three central national organisations dedicated to supporting humanities research. All interview subjects welcomed the contribution made by these organisations, with comments indicating that organisers and partners were not only grateful for the support and funding but also appreciated the opportunity Being Human provided to achieve a wide range of outcomes, which are reported in section 8 below.

All interviewed organisers and partners said they were aware of the AHRC and the British Academy and their involvement in humanities and arts prior to Being Human. The majority – all universities – were also previously aware of SAS. The view was widely expressed that AHRC and the British Academy were less visible to them than SAS, as the latter were the overall festival organisers and had also organised their own Being Human Events. In line with attendees feedback described in section 5.5, there were a number of suggestions that AHRC and the British Academy could raise their Being Human profiles by being active participants in events or using events to disseminate materials and messages.

It would be good if the sponsors would participate. It would raise their profile and help us to get buy-in. For example, AHRC involvement would motivate academics to come forward with ideas.

I know when we do the ESRC Festival of Social Science, they send pamphlets and things aimed at the public which we then have at events. That sort of thing would help raise their profile.

I really think the focus of Being Human is rightly on promoting arts and humanities research and not individual organisations per-se. It promotes research really well. An organisation has to be part of an event to get noticed and even then in reality most people in the audience are interested about the subject matter not where the speakers or organisers come from.

7.5. Feedback about regional hubs

The regional hub model was a new development for Being Human in 2015. Representatives of all five regional hubs were asked for their views on this model and ideas for how it could develop in the future.

The inclusion of regional hubs was deemed to have resulted in a number of benefits for the host organisations and the Being Human festival as a whole. These benefits are summarised here:

- Institutions can access funding to organise and promote a programme of themed events using expertise from a range of disciplines
- Opportunity for institutions to put together ambitious programmes of significant scale and greater potential impact
- Enables communication of one theme to different audiences (e.g. children, adults, particular communities) through multiple event formats
• Allows new public engagement audiences and event formats to be explored with the security of some funding
• Raises the profile of humanities public engagement within participating universities as researchers are asked to submit applications for events to become part of hub activities
• Reinforces awareness and recognition that Being Human is a UK-wide event through a greater concentration of events in hub cities and localities
• Supports the creation and strengthening of local partnerships that have potential to develop further

Hub contacts also identified a number of features of the hub model that are learning points for the festival team and steering committee:

• The hub role results in a considerable extra workload, which requires significant commitment from the host organisation in distributing funds and obtaining matched funding. It is important to ensure the rewards are commensurate with the level of resourcing required
• The distinction between regional hubs and other institutions who organise multiple Being Human events should be clearer, ensuring the added-value benefits of being a hub are fully understood and exploited to the benefit both host institutions and the festival as a whole
• There is a temptation for hubs to be overambitious in the number events they deliver, which can further increase workload and reduce focus. Running a small number of successful events is preferable to spreading resources and audience focus too thinly
• Potential audiences for events organised by hubs would benefit from a hub section on the Being Human website so that they can quickly see in one place everything that is organised by their local hub
• The hub festival ambassador concept only works when ambassadors have the time and profile needed to actively promote and engage in Being Human
• In some regions the city-based concept is at odds with existing public engagement partnerships (involving multiple HEIs and/or other organisations) that have a wider geographic focus. Regional hubs involving several partner institutions or covering a wider area may be more appropriate in some locations
• Having a keynote high profile hub event attracts publicity for the whole hub programme and therefore Being Human in general. Such an event is also an opportunity to invite key stakeholders, including festival sponsors, as guests. Hubs could be required to organise one such event as part of their programme
• It could be beneficial to bring all hubs together to reflect on the 2015 experience as part of the planning for next year’s festival. Previous hubs could also mentor new hubs in future years if the costs of such support could be met by the festival
8. Being Human 2015 outputs and impacts for event organisers

All but one respondent, who did not explain their answer and who had organised three events, selected ‘yes’ when asked if they would recommend participating in Being Human to others. This suggests that organising events for Being Human was a rewarding experience and that the festival delivered positive outputs and outcomes for organisers. The survey also asked organisers a series of question about specific impacts in the form of media or legacy outputs and what they or their institutions gained from participating in Being Human 2015.

8.1. Media coverage obtained by event organisers

Forty-two respondents answered a question about whether they had obtained any media coverage for their Being Human events. Of these, 27 (64.3%) answered ‘yes’ and 15 (35.7%) answered ‘no’. Respondents who answered ‘yes’ were asked for details of the coverage they obtained. The 27 event organisers who had gained media coverage of their events mentioned a minimum of 75 media references, which have been categorised as shown in Figure 19. Total media coverage is likely to be higher as several respondents did not provide sufficient detail in their answers for their media coverage to be included in the analysis for this section (e.g. ‘lots of social media coverage’, ‘several what’s on type blogs’ or ‘the events were featured on a number of news websites’).

Most media coverage obtained by organisers was represented in regional/local press (mentioned by 45.2% of respondents) or local/regional radio (38.1%). Online coverage (28.6%), local cultural or events guides (21.4%) and social media (21.4%) were also important. Some event organisers attributed their national coverage to the Being Human festival press launch organised by the central team.

Figure 19 – media coverage obtained by lead participants (n=42)

8.2. Event organisers’ legacy outputs or projects

Forty-two respondents also answered when asked if there were any outputs or legacy projects (e.g. films, blogs, exhibitions) resulting from their Being Human events. Of these, 32 (76.2%) answered ‘yes’ and 10 (23.8%) answered ‘no’. Respondents who answered ‘yes’ described a wide range of different outputs and cited 61 in total:

- Blog posts (11 mentions)
- Films/videos (10 mentions)
Creative works - cds, books, artworks, theatre productions etc. (10 mentions)
New online content or new websites (10 mentions)
New exhibitions (5 mentions)
Podcasts/sound clips (4 mentions)
Further collaboration with event partners (4 mentions)
New events (4 mentions)
Ongoing events programmes (2 mentions)
New articles (1 mention)

8.3. Organisational and individual outcomes

Event organisers were asked to list three things that they gained from participating in the Being Human festival 2015. In response, 46 organisers described a total of 106 outcomes, including outcomes mentioned in the ‘general comments’ section of the event organiser survey. At thematic analysis identified 14 different categories as shown in Figure 20. The number of categories suggest that Being Human has a wide range of organiser impacts. The most common outcomes were:

- New connections/partnerships/collaborations with other organisations (20.8% of all outcomes)
- Engagement with new audiences or engaged audiences (16.0% of all outcomes)
- Higher external profile for lead organisation/institution (16.0% of all outcomes)
- New internal contacts or increased internal awareness of research or public engagement (13.2% of all outcomes)
- Materials/content for new events and activities (8.5% of all outcomes)

Figure 20 – Being Human 2015 outcomes (n=46)
Event organisers described how Being Human provided motivation and funding for them to seek out and establish collaborative relationships with other academics, cultural organisations and other universities to stage events as part of the festival. In some cases, event organisers had been seeking an opportunity to work with specific partners and Being Human provided that opportunity.

- Stronger ties to museums and venues that we had previously overlooked.
- We made new connections in the city and we discovered a great new venue.
- We worked with organisations that we hadn’t worked with for a while or who had previously only been venues for our work.

Many organisers said that their involvement in the Being Human festival had enabled them to engage with a range of different audiences across a broad variety of humanities topics and subjects. In some cases these were audience groups that they had not previously targeted. It was felt that these audiences had gained new understanding or knowledge about the humanities institutions involved in events and that event organisers had also learned more about targeting those audiences. Some organisers noted that the breadth of subjects within the humanities allowed them to develop and deliver events based on topics that were particularly relevant or closely linked to specific audience groups.

- Opportunity to reach new audiences (7-14 year olds) which are not a usual target audience for our activity.
- We expanded our audience base geographically across the city throughout the surrounding area. We made better links with local communities who are part of our established audience.
- Got our message out to new audiences, who now know what we hold and that it’s free to view. The subject matter was personally relevant to many of the new audiences. Many of these individuals have their own networks or group connections we can now connect with as an organisation.

Participation in the festival had resulted in media coverage and raised the public profile of the organisations that staged Being Human events. As described in section 8.1, regional and local media outlets were most likely to feature Being Human, therefore many of the profile-raising outcomes were local in nature. Some event organisers highlighted how participation in Being Human had a positive impact on their institutions’ social media profiles.

- It was a great profile raiser for us and fantastic to be involved in something that is dedicated to the humanities.
- Significant social media reach for our activities via the Being Human network.
- Public awareness of our [project]; Raising the profile of individual researchers and departments, humanities overall and the University. The buzz on social media was incredible.

For universities, Being Human was also reported to have raised internal awareness of both research and public engagement in the humanities, helping to create and strengthen connections amongst researchers in different disciplines and between researchers and public engagement staff. Being Human had also attracted researchers who were new to
public engagement and it was generally felt that these connections would be built upon in the future.

There was renewed excitement about our individual research and there were interdisciplinary connections made as part of the festival.

It has enabled strengthened our relationships with lesser known or new academics within the university.

It has drawn in academics and researchers who were new to public engagement. We can now work with them and include them in other events.

Being Human encouraged event organisers to be innovative, take risks and to create public engagement materials, activities and events that would be presented again in the future.

The beginnings of ideas for future public events and increased public engagement and impact.

We gained a considerable amount of bespoke public engagement materials that will be recycled for use throughout the rest of our project and beyond. Without the Being Human event, we would not have been inspired to do any of this.

The innovative attitude and approach of the festival is excellent and inspired the very idea of the workshops and event. It may well be a series of workshops we repeat because they’ve been received so well by participants and the audience alike.

Other outcomes reported by organisers were learning about public engagement, recognition from an external funder, knowledge about using social media and access to resources or communities that are the subjects of research. The following quotes illustrate these outcomes.

We learned how to (and not to) deliver a series of events.

Funding and in-kind support from the Festival was the main outcome as it enabled us to get matched funding.

Definitely a better understanding of how to social media to promote events ahead of time

Access to materials we could not otherwise see for our research. Access to communities to contribute to the research and to whom we can disseminate our research and learn from.
9. Event organisers’ suggestions for Being Human

The survey asked event organisers to suggest up to three things that could be improved about the Being Human festival. Five respondents answered ‘nothing’ and 39 made specific suggestions which were analysed thematically along with any improvements mentioned in organisers’ interviews and their responses to the survey ‘other comments’ question. Some suggestions emphasised or repeated the feedback presented in section 7 and are not restated here. Overall there were two main themes, with festival promotion and marketing being the most significant followed by central funding and support.

**Promotion and marketing**

- Appoint a high profile, public-friendly individual as an ambassador or public spokesperson for the festival as a whole to raise the national profile and secure greater interest from national media
- Establish a formal link or partnership with a national media outlet or outlets to raise the public profile and public reach of the festival
- Ensure all organisers are fully aware of other events happening near to them so that they can cross-promote Being Human to their own audiences
- Increase the promotion of individual events held outside London on Being Human’s central social media platforms to improve perceptions of the festival being London-centric
- Hold ‘flagship’ launch events in key regions as most target audiences and organisers cannot travel to London for the main festival launch
- Increase the involvement of community organisations, venues and groups to reach particular public audiences and provide reinforcement to the message that Being Human is not an academic festival or just about universities
- Develop a clearer focus for the aims of the festival so that more cohesive messaging and promotion can be achieved
- Link local and national promotion more closely to achieve maximum benefits for both local and national PR
- Ensure events are easier to identify by locality in all central marketing materials
- Create publicity messages and straplines that are meaningful to public audiences and connect with different target groups or spark their interest
- Differentiate messaging for participants (e.g. researchers, event organisers) and target audiences recognising that they have different motivations for taking part in Being Human
- Involve festival sponsors in key regional events raising both the profile of the festival and awareness of the sponsors’ involvement in the festival and their roles in humanities research in general

**Funding and support from the central team**

- Increase the visibility of the funding call to make as many researchers as possible aware of the opportunities to participate
- Extend the lead time for the funding and awards process to allow institutions sufficient time to promote the festival internally and put together meaningful programmes of events
• Provide advance information about reporting expectations and deadlines, taking account of the fact that the fourth quarter of the year is a particularly busy time for reporting demands
• Reduce the need for organisers to replicate marketing resources at a local level by improving the website and printed programme and increasing their usefulness to audiences interested in attending local events
• Speed up access for organisers’ to the central Eventbrite booking system
• Ensure email communications with organisers are focused and succinct and there is systemised acknowledgement by the centre of communications from organisers
• Share best practice and lessons learned among organisers and potential organisers before calls are issued for next year’s festival

Miscellaneous suggestions

• Encourage, and perhaps provide additional support for, more events for young people or specific communities to diversify the audience for Being Human
• Consider allowing paid tickets for some larger events to help cover costs and potentially reduce audience drop-out rates
• Shorten the evaluation forms to minimise the time required for audiences to provide feedback
• Provide suggestions for opening and closing statements for events to help reinforce key Being Human messages
10. Feedback from other participants in Being Human 2015

This section summarises the feedback received from partners, speakers and other individuals who were involved in Being Human events. It is based on data collected via 18 survey responses and 3 interviews. Event organisers were invited to distribute the survey for other participants and it is not known how many of them did this, so the response rate cannot be calculated. Survey respondents had each participated in between one and three Being Human events held in four UK regions, and covered between them a total of 20 different events. Their reasons for participating in Being Human fell into three categories:

- To engage with new or more diverse public audiences
- To promote research in which they were involved
- To establish new partnerships or collaborations

The survey asked respondents to select the nature of their involvement in Being Human from this list: speaker, event partner, volunteer, host venue and other. Seven were speakers, ten were event partners and one answered other, describing themselves as ‘a university organiser’. All but one of the respondents rated their experience of Being Human as ‘excellent’ (nine respondents) or ‘good’ (six), highlighting positive audience reactions and the new partnerships they established.

*Good turn-out at the talks - engagement indicated by lively questions and discussion after the talks finished.*

*The collaborative component with another participant, the engagement post-Being Human and other opportunities with that participant.*

The respondent who rated their experience as average felt their event organiser could have improved the involvement and inclusion of participating individuals who were not affiliated to the lead organisation.

Suggestions from all respondents focused on the need to ensure descriptions in printed programmes and on websites provide an accurate reflection of both the content and format of events.

Two respondents had participated in Being Human 2014. They said that the 2015 festival was larger and felt more established.

All respondents said they would participate in Being Human in future years and would recommend participation to others. They reported personal impacts that can be categorised as enjoyment, increased awareness of opportunities for further collaboration or knowledge exchange and enhanced confidence to undertake public engagement. The main organisational impact that they reported was raising the profile of their institution or a particular project.
11. Conclusions and recommendations

The purpose of this evaluation was to assess the Being Human festival 2015 against its stated objectives. This section presents the findings for each overall objective and against some key benchmarks followed by a general concluding statement and recommendations for the future.

11.1. Progress against overall objectives

As summarised here, there is full or partial evidence that all objectives were achieved. In a small number of cases where only partial evidence was collected we have suggested ways to evaluate Being Human’s progress fully in respect of those objectives.

1. **Demonstrate the value of humanities research to society and culture in the UK and globally.**
   Evidence from attendees shows that 87.6% had increased in their understanding of the relevance of the humanities to everyday life. This includes attendees with a background in the humanities.

2. **Demonstrate the vitality of research in the humanities across the UK.**
   Being Human acted as a showcase for humanities research. Most events throughout the festival in all regions of the UK involved humanities researchers who presented their projects and research. Greater publicity could enhance this achievement.

3. **Encourage, support and create the opportunity for humanities researchers to engage with non-academic audiences.**
   Being Human presented 308 events aimed at public audiences, most of which involved humanities researchers and many of which afforded opportunities for them to interact directly with audiences. Targeting specific audience groups, involving them in events and using public venues helped to attract public audiences, including those interested in particular topics and themes.

4. **Enhance public visibility and understanding of the humanities.**
   90.9% of attendees age 12 and over had increased their knowledge of the humanities to some extent and 92.6% of attendees of all ages had learned something new. Just over half of attendees had a humanities degree, indicating that Being Human enhanced the visibility and understanding of the humanities for attendees who had and did not have backgrounds in this field.

5. **Facilitate collaborations between researchers in the humanities and cultural and community partners.**
   180 partner individuals or organisations were involved in Being Human events. Most common of these were arts organisations, with museums or archive collections also significant. Community organisations and venues were other popular partners.

6. **Create opportunities for networking, ideas exchange and community building amongst academics and others working in the humanities – via both physical and virtual pathways.**
   This objective was achieved at a local level and around specific events as evidenced by the intentions of organisers and other partners to continue to build on the relationships that were established through Being Human. However, it was felt that more could be done centrally to support networking and exchange of information between individuals involved in different events.
7. **Promote public engagement with the humanities beyond the duration of the festival.**
   The majority of attendees who visited Being Human in 2014 had subsequently engaged with the humanities. 87.1% had attended another public event about the humanities, 80.6% had discussed with others topics covered in the 2014 festival and 74.2% had found out more about those topics.

8. **Demonstrate a public appetite for an annual national festival.**
   All interviewed attendees thought a national festival of the humanities was a good idea, with the caveats that it was a very ambitious undertaking and that most attendees would only go to local events. Interviewed event organisers also thought the concept was a good idea. To obtain more widespread feedback and evaluate this objective properly, we suggest introducing it as a specific question within the audience and event organiser surveys.

9. **Increase awareness and visibility of the key festival partners (SAS, AHRC, and British Academy) as the central three national organizations dedicated to supporting research in the humanities.**
   As with objective 8 we suggest adding a specific question on this objective to the audience and event organiser surveys to assess this objective fully. In addition, the views of the referenced organisations should also be canvassed. Interviews with attendees and organisers suggest there is scope for the key festival partners to increase their visibility across Being Human in the future.

10. **Be impartially evaluated against stated aims and objectives.**
    This report and the appointment of an external evaluator are evidence that this objective was met.

11.2. **Performance against key benchmarks**
    In addition to the overall objectives for Being Human there were seventeen programming objectives, which included a number of target benchmarks. Performance against these benchmarks are summarised here.

   **Build upon and increase audience satisfaction ratings achieved in 2014 (5% increase in people describing event as ‘very good’ or ‘excellent’).**
   This benchmark was exceeded as 92.6% of attendees selected the two highest ratings\(^\text{13}\) for events at Being Human, which is 11.6% higher than the equivalent 2014 figure of 81%.

   **Increase overall attendee numbers by 5%.** This benchmark was met. Based on the upper estimated figures for 2014 (20,000) and 2015 (21,000) attendee numbers increased by 5%.

   **Increase number of attendees visiting more than one event by 10%.**
   This benchmark was exceeded. 43.9% of Being Human 2015 attendees visited more than one event, which is 33.2% above the 10.7% who attended more than one event in Being Human 2014.

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\(^{13}\)The rating scale for 2015 was changed to a balanced scale of excellent, good, average, poor, very poor. In 2014 the two highest ratings were ‘excellent’ and ‘very good’, in 2015 they were ‘excellent’ and ‘good’. 
11.3. General conclusion

This evaluation of the Being Human festival 2015 provides evidence that it was a highly successful event, with full or partial evidence that it is achieving its overall objectives and meeting exceeding its key benchmark targets. The festival was highly rated by attendees of all ages and with varying levels of background knowledge of the humanities. Being Human also delivered a range of positive outcomes for event organisers and partners. The new regional hub model was appreciated by attendees and organisers and helped to raise the festival’s profile outside London. There were a number of hub learning points which can inform the future implementation of this model. There is still scope to raise the profile of the festival nationally and locally. The findings presented in this report show that Being Human has developed considerable momentum, is successful and well-organised and administered. It should continue in future years.

11.4. Recommendations

The evaluation has highlighted a number of recommendations for the festival team and steering group, which are presented here as ideas for consideration going forward. They are not intended to repeat the detailed suggestions from attendees and event organisers which are presented in sections 4.2 and 9, which should also be considered when planning future Being Human festivals.

Organisation

R1: Continue the hub model, taking on board the learning outlined in section 7.5 and examples where institutions that were not hubs ran a successful programme of multiple events, particularly on a regional basis.

R2: Consider ways to ensure the profile of the hubs is in line with their greater input to Being Human.

R3: Facilitate greater networking between event organisers to encourage sharing of experiences and connect events that address related topics or themes.

R4: Develop case studies to share success factors or tips for particular types of events e.g. drop-in events, events involving communities, events involving artists or performers, panel events.

R5: Aim to maximise lead times into the funding and awards process to optimise the variety and quality of events on offer.

Promotion

R6: Identify a public figurehead for the festival who is media-aware and public-friendly and use this individual to raise awareness and profile at a national level.

R7: Find ways to integrate national and local marketing of the festival more closely to ensure common messaging and help to raise the public profile across all locations.

R8: Develop marketing messages, straplines and communications that make potential attendees care about the humanities and can engage diverse audiences, including those who have no idea about the humanities and its relevance to them.
R9: Review the layout and structure of the central website and printed programme, ensuring users have the best possible chance of identifying local events and linking events on similar themes.

**Programming**

R10: Give consideration as to whether attendees can be charged for keynote or significant events, this would help cover costs and could reduce audience drop-out rates.

R11: Balance diversity with a clear focus to aid audience and participant understanding of the aims of the festival.

R12: Include target communities in the planning and organisation of events to maximise their buy-in and gain access to their networks and contacts for promotion.

R13: Assess the possibility of having a launch event that is streamed live and can be incorporated into local launch events (e.g. with local discussion panels), giving audiences a chance to participate regardless of where they are in the UK.

**Evaluation**

R14: Continue to use balanced scales for all quantitative questions.

R15: Add coding response options in event organiser questions about partner types, media coverage, outputs and legacy, gains etc.

R16: Consider the effectiveness of attendee interviews as an evaluation tool, they are resource intensive and their analysis is very time-consuming and it may be better to extend the online audience survey to capture the information they obtained.

R17: Seek feedback from the three key organisations - AHRC, the British Academy and SAS - to assess the festival’s impacts on them.

R18: Consider how more feedback could be captured from event partners, e.g. directly by the external evaluator, if this is deemed to be important.

R19: Optimise the usefulness of evaluation feedback for organisers, e.g. by highlighting for universities its potential usefulness in relation to REF impact reporting.
12. Appendices – Evaluation Materials

12.1. Appendix A – Questionnaire and Survey for attendees age 12 and over

**Hard copy questionnaire**

**Being Human festival of the humanities 2015**
**Audience Feedback (age 12 and over)**

Your feedback will help us assess the *Being Human* festival’s impacts and identify any potential improvements. This survey will only take a few minutes and **you could win a £100 online shopping voucher**. You can also complete it online at [bit.ly/BeingHuman15](http://bit.ly/BeingHuman15)

Your views about today’s *Being Human* event

1. How did you hear about the event? (tick all that apply to you)
   - [ ] *Being Human* festival website
   - [ ] *Being Human* festival printed programme
   - [ ] Twitter
   - [ ] Mailing/email from the venue
   - [ ] Eventbrite
   - [ ] Local media/press
   - [ ] Poster/banner/advert in public place (describe)_______________________

2. How do you rate the following aspects of this *Being Human* festival event?

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<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall impression</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Content</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Format</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Venue</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

3. What, if anything, about this event do you think ... (please write in the boxes and explain why)

... was most successful ?
4. How much, if at all, has this *Being Human* festival event...

<table>
<thead>
<tr>
<th>Question</th>
<th>Not at all</th>
<th>A little</th>
<th>A lot</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>... increased your knowledge of the humanities?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>... increased your understanding of the relevance of the humanities to</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>everyday life?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>... made you want to find out more about the humanities?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Please turn over)

5. Have you used the *Being Human* festival printed programme booklet?

- [ ] No
- [ ] Yes
- [ ] Don’t know

If YES, please rate the *Being Human* festival printed programme booklet:

- [ ] Very poor
- [ ] Poor
- [ ] Average
- [ ] Good
- [ ] Excellent

6. Have you been to/are you planning to go to other events at the *Being Human* festival?

- [ ] No
- [ ] Yes
- [ ] Don’t know

How many *Being Human* festival events do you plan to attend in total?__________

7. Would you recommend the *Being Human* festival to others?

- [ ] No
- [ ] Yes
- [ ] Maybe

8. Any other comments about today’s event, the *Being Human* festival or the humanities generally?

---

**Some information about you** (Choose one answer per question)

1. Your age?

- [ ] 12 to 15
- [ ] 16 to 19
- [ ] 20 to 24
- [ ] 25 to 34
- [ ] 35 to 44
- [ ] 45 to 54
- [ ] 55 to 64
- [ ] 65+

2. Your gender?

- [ ] female
- [ ] male
- [ ] prefer not to say
3. Your ethnicity?  
- White  
- Asian  
- Asian British  
- Black  
- African  
- Caribbean  
- Black British  
- Mixed  
- Other ethnic group  
- Prefer not to say

4. Do you have a disability?  
- No  
- Yes  
- prefer not to say

5. Do you have a degree or equivalent qualification?  
- No  
- Yes, in a humanities subject  
- Yes, in another (not humanities) subject

**Prize Draw to win £100 online shopping voucher**

**Thank you very much for your feedback.** As our way of saying ‘thanks’ you can now choose to be entered into a prize draw for a £100 online shopping voucher. To be entered in the draw, please provide your email address (or the email address of an adult if you’re age under 16).

Your email address will be used only to notify the winner of the prize draw and kept separate from your answers in order to maintain the anonymity of your feedback. It will not be passed to any third party or held any longer than necessary to administer the prize draw.

Email: __________________________________________________________

**Online-survey**

Q1 Name of Being Human event you attended?

_____________________________________________________________________

How did you hear about this event? (select all that apply to you)  
[ ] Being Human festival website  
[ ] Being Human printed programme  
[ ] Twitter  
[ ] Mailing/email from venue  
[ ] Eventbrite  
[ ] Local media/press  
[ ] Poster/banner/advert in public place  
[ ] Other website  
[ ] Being Human flier  
[ ] Facebook  
[ ] Other direct mailing/email  
[ ] Word of mouth (told by someone)  
[ ] National media/press  
[ ] Other (please describe): ____________________________________________
Q2 How do you rate the following aspects of the event?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall impression</td>
<td>()</td>
<td>()</td>
<td>()</td>
<td>()</td>
<td>()</td>
<td>()</td>
</tr>
<tr>
<td>Content</td>
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<td>()</td>
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<td>()</td>
<td>()</td>
</tr>
<tr>
<td>Format</td>
<td>()</td>
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<td>()</td>
<td>()</td>
<td>()</td>
<td>()</td>
</tr>
<tr>
<td>Venue</td>
<td>()</td>
<td>()</td>
<td>()</td>
<td>()</td>
<td>()</td>
<td>()</td>
</tr>
</tbody>
</table>

Q3 What, if anything, about the event do you think... (please write your answers in the relevant box and explain your reasons)

<table>
<thead>
<tr>
<th></th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>... was most successful?</td>
<td></td>
</tr>
<tr>
<td>... could be improved?</td>
<td></td>
</tr>
</tbody>
</table>

Q4 Did you learn anything new at the event?

( ) No
( ) Yes

You may use this box to tell us something you learned.

_________________________________________________

Q5 How much, if at all, has the event...

<table>
<thead>
<tr>
<th></th>
<th>Not at all</th>
<th>A little</th>
<th>A lot</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>... increased your knowledge of the humanities?</td>
<td>()</td>
<td>()</td>
<td>()</td>
<td>()</td>
</tr>
<tr>
<td>... increased your understanding of the relevance of the humanities to everyday life?</td>
<td>()</td>
<td>()</td>
<td>()</td>
<td>()</td>
</tr>
<tr>
<td>... made you want to find out more about the humanities?</td>
<td>()</td>
<td>()</td>
<td>()</td>
<td>()</td>
</tr>
</tbody>
</table>

Comments:
Q6 Have you used the Being Human festival printed programme booklet?
( ) No
( ) Yes
( ) Don't know

Q7 How do you rate the Being Human festival printed programme booklet?
( ) Very poor
( ) Poor
( ) Average
( ) Good
( ) Excellent

Comments:

Q8 Have you been to/are you planning to go to other events at the Being Human festival 2015?
( ) No
( ) Yes
( ) Don't know

Q9 How many Being Human 2015 events do you plan to attend in total?

Q10 Did you attend any event(s) at the Being Human festival in 2014?
( ) No
( ) Yes
( ) Don't know

Q11 Since attending the Being Human festival in 2014 have you ...

<table>
<thead>
<tr>
<th></th>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>...attended another public event(s) about the humanities?</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>...found out more about topic(s) covered in the 2014 festival?</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>...discussed with others topic(s) covered in the 2014 festival?</td>
<td>( )</td>
<td>( )</td>
</tr>
</tbody>
</table>
Q12 Would you recommend the Being Human festival to others?
( ) No
( ) Yes
( ) Maybe

Q13 Any other comments about the Being Human event you attended, the Being Human festival as a whole or the humanities in general?

____________________________________________
____________________________________________

Q14 Your age?
( ) 16 to 19
( ) 20 to 24
( ) 12 to 15
( ) 25 to 34
( ) 35 to 44
( ) 45 to 54
( ) 55 to 64
( ) 65+

Q15 Your gender?
( ) Female
( ) Male
( ) Prefer not to say

Q16 Your ethnicity?
( ) White
( ) Asian
( ) Asian British
( ) Black
( ) African
( ) Caribbean
( ) Black British
( ) Mixed
( ) Other ethnic group
( ) Prefer not to say
Q17 Do you have a disability?
( ) No
( ) Yes
( ) Prefer not to say

Q18 Do you have a degree or equivalent qualification?
( ) No
( ) Yes, in the humanities
( ) Yes, in another (not humanities) subject

Q19 Do you want to enter a prize draw for a chance to win a £100 online shopping voucher?
( ) No
( ) Yes

To enter the prize draw please provide your email address (or the email address of an adult if you are age under 16). This information will be used only to notify the winner of the prize draw and kept separate from your answers to maintain the anonymity of your feedback. It will NOT be passed to any third party or held by us for any longer than necessary to administer the prize draw. 

Email: ________________________________

Thank You!
12.2. Appendix B – Questionnaire for age under 12

My visit to the Being Human festival of the humanities - age under 12

What is your age? [ ] Are you a: Boy? [ ] Girl? [ ]

Please tick: [ ] Yes [ ] No [ ] Don’t know

1. Did you enjoy today’s event? [ ]

2. Did you learn something new today? [ ]

3. Please tell us something you learnt that you didn’t know before today:

4. What amazed you most today?

Thank you!
12.3. Appendix C – Interview schedule for organisers’ interviews with attendees

Introduction to interviewees

We are evaluating today’s Being Human festival event and are interested in your impressions and reactions. This will help us assess the success and impact of the event and the festival. We would like to interview you for a few minutes using a voice recorder. There are no right or wrong answers and please be as honest as possible in your views.

The interview is confidential. Your answers and all recordings will be kept anonymous. Anyone who is interviewed will not be identifiable in any report.

Are you willing to be interviewed?

N.B. if the person you want to interview is age under 16 you must get permission from a responsible adult for them to take part in the interview by asking: Do you give consent for young person in your charge who is under-16 to be involved in an interview?

If the person (of any age) is happy to be interviewed (and adult permission is given if they are under 16) switch on your recorder and begin.

Questions

1. Please briefly tell me why you have come to [NAME OF EVENT] today and if you are going to or have been to any other Being Human events – this year or in 2014?

1a. [If they attended Being Human in 2014] How, if at all, have you followed-up from the 2014 Being Human festival? {PROMPT: e.g. attended any other events about the humanities, continued to explore topics, discussed topics with others etc.}

2. This event is part of the UK-wide Being Human festival - what do you think about the concept of a national festival of the humanities and why do you say that? {PROMPT: importance, advantages, disadvantages of a national festival, did they realise that it is a UK-wide festival}

3. To help give some context to the next question, please briefly describe the humanities in your own words? {PROMPT: what subjects are or are not part of the humanities, where are the humanities encountered in everyday life, don’t know what the humanities are}

4. How, if at all, has today’s event affected your knowledge, views or thinking about the humanities? {PROMPT: knowledge about the humanities in general or specific subjects/topics, relevance of humanities to everyday life, importance of humanities research}

5. Is there anything else you’d like to say about today’s event or the Being Human festival of the humanities generally?

Upload recorded interviews at: bit.ly/BH15upload

Any questions please email Sarah Jenkins sarah@jenesysassociates.co.uk

The following question was added to interviews conducted by the external evaluator:

One of the objectives of Being Human is to increase awareness and visibility of the key festival partners (SAS, AHRC, and British Academy) as the central three national organizations dedicated to supporting research in the humanities. To what extent do you think this objective is achieved?
**12.4. Appendix D – Online survey for event organisers**

1) Name of lead institution (select from drop down list)

2) Name of your Being Human event or programme of events?

3) Number of event(s) you organised for Being Human 2015?*
   - [] 1
   - [] 2
   - [] 3
   - [] 4
   - [] 5
   - [] 6
   - [] 7
   - [] 8
   - [] 9
   - [] 10
   - [ ] >10 (please specify): ________________________________________________

4) Estimated audience numbers for your Being Human event? (If 1 event)

   ________________________________________________

5) Estimated audience numbers for your Being Human events? Please estimate the overall total and list the numbers for each event here.

   ________________________________________________
   ________________________________________________
   ________________________________________________
   ________________________________________________

6) How many staff or students from your institution participated in Being Human 2015?
   - Staff: ________________________________________________
   - Students: ________________________________________________
7) Had you or the staff who participated in Being Human 2015 taken part in public engagement before? (Select all that apply)

<table>
<thead>
<tr>
<th></th>
<th>No</th>
<th>Yes, Being Human 2014</th>
<th>Yes, other public engagement activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>You</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Staff</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

8) Please list all partner institutions/organisations involved in your 2015 Being Human events?

__________________________________________________________________
__________________________________________________________________

9) Were these partnerships initiated by participation in Being Human?

( ) No
( ) Yes, by participation in 2015 festival
( ) Yes, by participation in 2014 festival

10) How much, if any, total sponsorship or additional (not from Being Human) funding did you obtain for your Being Human 2015 events?

( ) None
( ) £1k to £2k
( ) £2k to £4k
( ) £4k to £6k
( ) £6k to £8k
( ) Other (please specify): ____________________________________________

11) Please provide an estimate of the in-kind contribution (e.g. staff time, space, equipment) your institution made to Being Human 2015?

( ) None
( ) £1k to £5k
( ) £5k to £10k
( ) £10k to £15k
( ) £15k to £20k
( ) Other (please specify): ____________________________________________
12) Were you able to obtain any media coverage for your Being Human events?
( ) No
( ) Yes

13) Please provide details of the media coverage you obtained.
____________________________________________
____________________________________________

14) Are there any outputs or legacy projects (e.g. films, blogs, exhibitions) resulting from your Being Human events?
( ) No
( ) Yes

15) Please provide details (list and any relevant links) of any such outputs or legacy projects.
____________________________________________
____________________________________________

16) How did you first hear about Being Human festival of the humanities?
( ) Colleague
( ) AHRC website or mailing
( ) British Academy website or mailing
( ) School of Advanced Study website or mailing
( ) Twitter
( ) Jisc mail
( ) Other (please specify): __________________________

17) How do you rate the following aspects of Being Human central marketing and communications? Use the 'Comments' box to explain how, if at all, these could be improved.

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central marketing &amp; key messaging</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Being Human festival website</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
</tbody>
</table>
18) How helpful was the festival team helpful in providing you with support and information? Please explain your answer in the 'Comments' box.

( ) Not at all helpful
( ) A little helpful
( ) Somewhat helpful
( ) Extremely helpful

Comments:

19) Which Being Human information for event organisers did you use? (select all that apply)

[ ] Being Human 2015 promotional guide
[ ] Live streaming instructions
[ ] Emailing Eventbrite attendees instructions
[ ] Evaluation guidance
[ ] None

20) Which Being Human marketing resources did you use? (select all that apply)

[ ] Being Human printed programme
[ ] Press toolkit
[ ] Logos
[ ] Pull-up banners
[ ] Online branding materials e.g. web banner, Facebook page branding
[ ] None
[ ] Other (please specify): ____________________________________________________

21) Which Being Human evaluation resources did you use? (select all that apply)

[ ] Audience questionnaire for age 12 and over
[ ] Audience questionnaire for age under 12
[ ] Audience interview schedule
[ ] Link to online audience survey
[ ] None
22) Are there any other resources or central support that you would have found useful?
________________________________________________________________________

23) Please list up to three other things that you or your institution gained from participating in Being Human 2015.
________________________________________________________________________
________________________________________________________________________

24) Please list up to three things that could be improved about Being Human in future years.
________________________________________________________________________
________________________________________________________________________

25) Would you recommend participating in Being Human to others?
( ) No
( ) Yes

26) Any general comments about the Being Human festival of the humanities?
________________________________________________________________________
________________________________________________________________________
12.5. Appendix E - Online survey for partners etc.

1) Which of the following best describes your involvement in Being Human? (select one)*

[ ] Speaker
[ ] Event partner
[ ] Volunteer
[ ] Host venue
[ ] Other - (please specify): ____________________________________________

2) Name of event or programme of events you participated in?*

____________________________________________________________________
____________________________________________________________________

3) Why did you decide to become involved in Being Human festival of the humanities - what were you hoping to achieve?*

____________________________________________________________________
____________________________________________________________________

4) Please rate your experience of participating in the Being Human festival and explain your rating in the Comments box.*

( ) Very poor
( ) Poor
( ) Average
( ) Good
( ) Excellent
Comments: ___________________________________________________________________

5) What, if anything, about your experience of the Being Human festival do you think...
   ...was most successful?: ________________________________________________
   ...could be improved?: ________________________________________________
Comments: ___________________________________________________________________________
6) What impact, if any, do you think that participating in the Being Human festival has had or will have on...
...you?: _________________________________________________
...your institution / organisation?: _________________________________________________
Comments:

7) Did you participate in the 2014 Being Human festival of the humanities?
( ) No
( ) Yes

8) How does your experience of this year's Being Human festival compare to 2014?
________________________________________________________________________
________________________________________________________________________

9) Would you...*

<table>
<thead>
<tr>
<th></th>
<th>No</th>
<th>Maybe</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>... participate in the Being Human festival again in the future?</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>... recommend participating in the Being Human festival to others?</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
</tbody>
</table>

Comments:

10) Finally, any other comments about the Being Human festival of the humanities?
________________________________________________________________________
________________________________________________________________________
12.6. Appendix F – Interview schedule for event organisers and partners

Introduction

Thank you for speaking to me.

As you know, Jenesys Associates are the external evaluators of Being Human 2015. The purpose of today’s interview is to explore your experiences as an event organiser, regional hub or partner.

As with all aspects of the evaluation, the interview is confidential. Your answers and all will be kept anonymous and everyone who is interviewed will not be identifiable in any report. Please be as honest as possible in your views.

I would like to record the interview to ensure I have an accurate record – are you OK with this?

- Firstly – have you completed the event organisers’ on-line survey yet metrics and feedback about the support and promotion of Being Human?
- Next – did you take part in Being Human 2014?

Now some questions about your experiences of Being Human 2015:

- How did your involvement as a Being Human regional hub come about?
- What aims were you hoping to achieve?
- How effectively has the experience met those aims?
- Generally how do you rate your experience of Being Human (and why)?

If a regional hub contact ask the following:

- What, if any, do you think are the advantages of being a regional hub? What impacts does this role have?
- What tips or advice do you have for the Being Human organisers and sponsors about the regional hub model?
- If Being Human were repeated in future years would you get involved or recommend being involved to others and why/why not? Generally and in the role of regional hub?

Now some more general questions about the Being Human festival concept:

- Generally what do you think of the concept of a UK-wide festival of the humanities and why?
- In your opinion, how effectively does Being Human achieve its purpose and why do you say that?
- One of the objectives of Being Human is to increase awareness and visibility of the key festival partners (SAS, AHRC, and British Academy) as the central national organizations dedicated to supporting research in the humanities. To what extent do you think this objective is achieved?
- Finally is there anything else you’d like to say?

Thank you