

About this pathway

Hub Awards are the largest and most competitive awards made by Being Human. Universities can apply for grants of between £2,000-4,000 under this pathway from funding made available by the festival's core partners (the School of Advanced Study, University of London, the AHRC and the British Academy).

Hubs are required to commit to support activities by means of additional funding and in-kind support, to at least match the value of the sum awarded.

Festival Hubs funded by these awards offer highly visible concentrations of best practice activity for the festival. They achieve this by providing particularly coherent, imaginative and/or eye-catching programmes of events that raise the festival's profile nationally as well as regionally.

In 2018 we are asking all applications for Hub awards to include one particularly high profile and/or large scale 'headline' event to act as an anchor to a series of activities. We will be offering successful applicants an opportunity to bid to have their headline activity featured as the festival's official closing event on Saturday 24 November.

What support is available?

A limited number of grants of between £2,000-4,000 are available under this pathway.

Additionally, hubs will have access to resources including:

- guides to promoting your programme of activities that contains marketing advice as well as template press releases;
- 'best practice' [case studies](#) containing hints and tips to delivering successful festival activities;
- copies of Being Human print and digital materials geared towards promoting the national festival as a whole;
- templates that will allow you to produce your own marketing materials (posters, banners, digital and power-point templates etc.);
- support from the central Being Human social media accounts;
- access to other marketing materials (e.g. banners and badges) to promote your activity.

Hubs will play a slightly more central role in our communications strategy for the festival – for example there may be possibilities for Hubs to participate in Being Human media partnerships and opportunities. It is expected that possible Hubs would be open to opportunities of this kind and would provide contacts who can respond quickly to any opportunities arising.

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

For the first time, we will in 2018 also be offering an opportunity for Hubs to bid to have their headline activity act as the festival's official closing event on Saturday 24 November.

What format should hubs follow?

Festival hubs can take various forms, from a tightly-curated series of activities brought together around a strong, specific theme, to a programme with very strong links to a specific place or community, to a broader, university-wide series of activities.

We do not necessarily expect or encourage Hub Award holders to attempt to organise mini regional festivals as such. Instead, what we are looking for is a number of activities (typically 5-8) that significantly enhance the festival programme and offer an exceptionally close fit with our mission.

Successful hubs provide:

- Programmes that embed the Being Human aims and objectives in a strong local context which is appealing to local audiences and relevant to local research strengths.
- Programmes that encourage and support effective local partnerships which have the potential to create legacies beyond Being Human.

What do you mean by a 'headline activity'?

This year, for the first time, we are making it a requirement that hubs programmes build in one headline event that has a large capacity and/or a particularly inventive and eye-catching format. This will help to provide a focus for programming and to distinguish Festival Hubs from areas where there simply happens to be a lot of individual Being Human activities.

Examples might include:

- a museum late style event involving multiple researchers
- a large capacity performance lecture event
- a particularly innovative and or/high profile activity in any appropriate format with a capacity of 100+

Can I apply?

Any UK university can apply to be a Festival Hub. Due to difficulties in coordinating branding and inter-university communications, however, we are not in 2018 inviting joint applications from partnerships or groupings of universities – although of course universities can collaborate on specific activities within hub programmes.

As well as responding to the festival theme of 'Origins and Endings', Hub programmes should include:

- one large scale or particularly eye-catching headline event
- at least one activity exploring issues relating to health and wellbeing
- around 5 smaller thematically-related events
- at least one activity aimed at families or younger people
- one or more activities aimed at BAME audiences or one or more activities aimed at an under-served community within the local area
- Capacity to match fund to at least the value of the award

What criteria are applications judged against?

Hub applications will also be judged according to:

- quality and originality of individual events and overall programme
- overall programme's fit with the festival's core aims and objectives
- overall programme's fit with the festival theme, 'Origins and Endings'
- evidence fit between planned activities and intended audiences
- evidence that issues of accessibility have been considered across venues
- evidence of institutional 'buy in'
- evidence of support from any cultural or community partners
- value for money and capacity to engage a significant number of people (including potential for media interest)
- evidence of achievability and team capacity to deliver the project

Shortlisted applicants may also be invited to take part in an interview – which can be conducted via Skype – with the festival team. This is to allow an opportunity to explore the application in greater depth and address any questions raised by the assessment panel.

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

What is funding for?

Funding is intended to support expenditure that cannot be easily absorbed into existing institutional budgets or found from other funding sources. For example, eligible costs include using funding to:

- pay performers/musicians/artists who are not salaried members of staff but who will add significant value to an activity;
- pay for venue hire or for essential transport (e.g. hiring a coach for a bus tour);
- pay for catering/consumables that are essential to the activity (e.g. for themed meals, tasting sessions, etc., but not receptions);
- pay for essential equipment, props, etc.

Being Human cannot make any contribution to:

- existing staff members' costs, whether academic or professional staff.
- catering unless it is essential to the format of the event.
- supporting academic conferences and symposia, or any event that has been clearly designed primarily for the benefit of the humanities research community.

Are there any priorities for funding?

Funding for Hubs is prioritised outside London and the South East. London-based universities are welcome to apply this year, but it is anticipated that very few hub awards will be made within the capital. If you are at a HE institution based in or near London it may be worth contacting the Being Human team for an informal chat about eligibility and chances of success before submitting an application.

Should I apply?

Delivering a project on this scale is a significant amount of work, and is not to be undertaken lightly. A frequent comment from organisers who have received Hub Awards in previous years has been that they have been surprised by how much work is involved. It is therefore essential that you consider realistically before putting in an application whether you will have the necessary support in place to see the project through should a funding bid be successful.

It is worth asking yourself:

- will you have the time, on top of existing commitments such as teaching, research, other professional projects etc., to oversee delivery and evaluation of a number of ambitious festival activities?
- do you have previous experience of delivering public engagement activities? It is important to understand that this will involve a lot of admin, as well as work on promoting and evaluating the programme on top of delivering it
- will you be able to draw upon the support of public engagement, events, marketing and other professional teams within your organisation in order to deliver a successful programme?
- do you have existing and tested relationships with the cultural or community partners you would like to work with? Will they help you reach your intended audiences?
- have you spoken to these partners before putting in an application? Do they share your vision and enthusiasm for the project?
- why do you want to run a Hub? Successful Hubs in previous years have carefully aligned their Being Human programmes with broader strategic objectives and priorities, which offer a longer term pay-off for the amount of work involved

We strongly recommend that anyone proposing to organise a Hub should put in place support from experienced events and public engagement colleagues, rather than relying on PhD students or on academic staff with competing priorities. This team capacity will form part of the judging criteria.

Further information on the level of support available in organising your activity is available in the [FAQs](#) section of our website.