Being Human
Festival of the Humanities 2017

Evaluation Report

For the School of Advanced Study
University of London

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Evaluation of Being Human festival of the humanities 2017

Executive Summary

Conclusions about Being Human 2017

The fourth Being Human festival of the humanities was a successful large-scale, national public engagement festival that achieved its core objectives and met or exceeded many of its numerical targets, such as those for audience reach and ratings. Through 336 events, in 56 towns and cities, it attracted an estimated total audience of 31,500.

Outcomes for attendees and organisers were significant and in particular realised Being Human’s stated objectives to enhance public visibility and understanding of humanities research, demonstrating relevance to everyday life; and to encourage, support and create opportunities for humanities researchers to engage with non-academic audiences. There was also evidence that Being Human is creating a good practice model and thus helping to embed humanities public engagement within the HE sector.

The festival was successful in respect of its key strategic priorities for 2017. Additional resourcing within the central team and the encouragement of organisers to collaborate with local partners were key factors in the significant progress that was made in raising the profile of the Being Human and in deepening its national presence, although scope remains to increase coverage in a number of UK regions and to diversify audience groups reached. Valuable learning from 2017 can inform action around these priorities in future years, in particular the importance of strong local context and community partnerships in diversifying audiences. The festival’s internationalisation ambitions were realised through 4 events. Moving forward it will be important to ensure international activities are consistent with and support national ambitions and messaging.

The central team and individual organisers continued to learn important lessons about running a festival of this scale and there is strong evidence to suggest that if they are provided with sufficient resources and support to enable them to act upon this report’s recommendations, the impact and quality of Being Human will only increase in the future.

Recommendations for Being Human in the future

General

1. Continue support for Being Human in the future, ensuring it is sufficiently resourced to focus on delivering high quality events and providing engaging and relevant experiences for audiences.
2. Retain the core objectives and strategic priorities from the 2017 festival to enable the central team and organisers to build on this year’s high levels of success.

Resourcing

3. Invest further in the booking system and website to make them representative of the festival and as easy-to-use for organisers and attendees as possible.
4. Consider targeted additional investment in activities that will enable the festival to reach under-represented audiences and/or under-represented areas of the UK, including exploring the use of digital platforms to expand audience reach beyond face-to-face events.
5. To achieve the festival’s ambitions around partnership working, ensure there is sufficient funding and support to enable local partnerships to develop and deliver meaningful activities, particularly when these involve communities that represent underserved audiences.
6. Highlight the strength of the core partners’ names and Being Human central support in aiding organisers to leverage funding from other organisations, including organisers’ own institutions.
Festival structure

7. Encourage series of interlinked events that reach a range of audience types around a particular topic or subject using formats that maximise appeal to each audience type or allow particular groups to engage with topics in ways that are most appealing to them (e.g. different events for school children, parents, grandparents, other members of the community).

8. Promote delivery of events that have a local context, which has added potential to appeal to a diverse audience. Note that definitions of diverse are likely to vary according to local under-representation and may include a range of factors.

9. Continue to encourage organisers to work with local strategic partners to enhance and maximise benefits for organiser and local community.

10. Consider how the festival can best target areas of the UK that were under-represented in the 2017 Being Human programme.

11. Develop regional networks of organisers to share resources and contacts. This could be done by delivering the Masterclass regionally rather than in London.

12. Retain the hub structure with clear guidelines about what constitutes a Being Human hub.

13. For hubs that intend to operate across multiple institutions, ensure funding applications are clear about how those collaborations will communicate and operate as single entity, to avoid duplication of effort and ensure contributors and comms teams are fully committed to the collaborative model.

14. Continue to encourage hubs to focus on quality over quantity, but allow flexibility around the upper limit on number of events, where this is strategically planned to enhance engagement and outcomes (e.g. number goes above the limit due to series of linked events for specific audience groups).

Audience reach and engagement

15. Continue to reach underserved audiences through encouraging events and activities that are formed in partnerships with communities.

16. Provide guidance about targeting partners to ensure partner organisations are sufficiently resourced and/or have specific audience reach, and thus can contribute actively to events.

17. Encourage organisers to consider different and specific promotion and evaluation methods that are meaningful and accessible particular target audience groups.

Processes

18. Ensure the application process does not only ask applicants what they are going to do, but leads organisers to express ‘how’ they will achieve their own aims and contribute to the overall aims of Being Human.

19. Continue to encourage the involvement of early career staff in planning, development and delivery of events.

20. Expand the number of Masterclasses to reach more organisers. Those who attended in 2017 benefitted greatly. If possible, run these regionally to encourage networking and a stronger regional identity for Being Human.

21. Streamline the event booking system to allow organisers greater flexibility to manage ticketing and production of attendee lists for their own events.

22. Allow more flexibility for the addition of content in the online programme (e.g. having the option of adding more than one partner, listing multiple linked events).

23. Alert organisers to the potential issues of paying freelance partners and collaborators through University systems (e.g. the length of time it takes to set up contract arrangements and pay).
Local promotion

24. Guide organisers to engage their institutions’ comms teams and partners’ comms teams as early as possible in the process to maximise the opportunity for promotion through these channels.
25. Encourage organisers to reach outside of their institutions’ usual promotional channels to reach wider audiences (e.g. don’t just limit promotion to university social media accounts).
26. Ensure promotional messages emphasise the relevance and significance of topics to each target audience group. These factors are more important than ‘national festival’ messaging in attracting and engaging local audiences.

Evaluation

27. Review the evaluation methods and guidance to ensure they offer a flexible approach for use with the wide variety of events and different audiences encountered.
28. Review evaluation tools and questions so that they capture both focused feedback for Being Human and information that can feed into institutions’ own impact case studies, without being overly long for audiences to complete.
29. Consider methods used in other sectors, e.g. arts and culture, to profile audience groups and audience reach.

Backgrounds of Attendees, Organisers & Contributors

Attendees: 61% visiting the venues for the first time (similar to 2016)
Organisers: 84% from Universities/HEIs
10% BH17 was their first experience of public engagement
37% taken part in BH before
77% have been funded/are funded by BH main partners

Contributors: 82% taking part in BH for the first time

Why participate?

Attendees:
- Personal interest
- Local relevance

Organisers:
- Raise profile of research (internal & external)
- Develop partnerships
- Gain experience of PE
- Feed into research

Outputs

66% of organisers leveraged additional funding
89% obtained in-kind support from their institutions
85% created or developed partnerships
73% produced legacy materials or resources
80% got some form of media coverage
## Attendee Success factors

<table>
<thead>
<tr>
<th>OVERALL IMPRESSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well-planned, well-thought through events, e.g. felt welcoming, attendee information clearly communicated, audience participation was clearly sign-posted and well-facilitated</td>
</tr>
<tr>
<td>Attendees learnt or experienced something new, or developed existing knowledge.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engaging, high quality speakers who presented new information and topics in a manner accessible to non-experts and interacted well with one another and audience members.</td>
</tr>
<tr>
<td>Topics and other content of local relevance.</td>
</tr>
<tr>
<td>Content that highlighted personal, human stories and experiences and sometime placed them in a wider (sometimes local) context.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FORMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-format events that blended complementary different elements and resources, facilitating audience access from multiple viewpoints and varied levels of background knowledge.</td>
</tr>
<tr>
<td>Formats that facilitate well-managed audience involvement, including hands-on activities, discussions and audience interaction with speakers.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VENUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venues that related to topics or added atmosphere to events, (with the caveat that they were comfortable and accessible).</td>
</tr>
</tbody>
</table>

## Attendee Suggestions

<table>
<thead>
<tr>
<th>OVERALL IMPRESSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events and activities need to be well-planned and prepared and run to time.</td>
</tr>
<tr>
<td>Provide clear information for audiences about detailed structure/content/timing of different elements within events and what would be happening during them.</td>
</tr>
<tr>
<td>Provide sound amplification, where needed, such as for Q&amp;A sessions, noisy venues or where there is sound bleed/interference from elsewhere.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select contributors who can engage and communicate effectively with non-experts without patronising audience members.</td>
</tr>
<tr>
<td>Match content to event publicity and programme descriptions (including publicity about target audiences).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FORMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Include discussion or Q&amp;A sessions to allow audience interaction - must be well-chaired/managed.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VENUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure exact locations (e.g. rooms) are clearly and professionally signposted.</td>
</tr>
</tbody>
</table>
Attendee awareness of a national festival
- 51% aware prior to events
- 19% found out at events
- 'local relevance' and accessibility more important factors than national festival or main partners

Central support and resources
- 93% or organisers rated central support positively
- 100% would recommend taking part
- 53% rated central marketing & messaging positively (11% increase on 2016)
- Masterclass welcome & well received
- Pre-event info could be streamlined/ more focused
- Learning points:
  - Managing online event info
  - Deadline for submitting content
  - Payments & invoicing
  - Evaluation

Partnership working
- Aids audience reach
- Access to great venues
- Sharing skills/knowledge base
- Impacts on research
- Learning points:
  - Partner resourcing levels and commitment
  - Communications
  - Time commitment

Community involvement
- Beneficial for events & research
- Positive impacts for participating communities
- Learning points:
  - Local interest and accessibility to local communities paramount
  - Element of trust needed to truly engage some communities

Promoting Being Human
- Large numbers not necessary for high quality engagement
- Learning points:
  - Support from institution comms teams
  - Lack of knowledge/contacts to promote events
  - Specific promotional channels needed for particular audience groups

Participating in a national festival for organisers
- Helpful when securing internal support/ external partners

Intended outcomes for attendees
- 92.6% increased awareness of research in the subject(s) covered
- 87.7% increased understanding of humanities relevance to everyday life
- 93.1% encouraged to find out more about subject(s)
- 73.8% raised awareness of Being Human’s core partners
Attendee described outcomes

Knowledge and understanding – learning new facts or information, deeper understanding of a topic, learning about organisations and what they do or making links between topics.

Attitudes and values – feelings or perceptions about the humanities or specific topics had been positively influenced, including opinions about themselves or others or feelings about institutions.

Enjoyment, inspiration and creativity – attendees enjoying events or activities, being inspired or trying something new.

Activity, behaviour and progression - actions that attendees intended to take following their engagement with Being Human.

Organiser outcomes

Personal

- Increased knowledge and understanding of managing and planning public engagement events and activities, including managing partnerships, promotion etc.
- Introduction to new partners/collaborators and ways of working in partnership.
- Increased understanding and appreciation of different audience groups, including audiences that are traditionally under-served in public engagements.

Institutional

- A model or framework for public engagement, including in other disciplines.
- Motivated to take part in Being Human in future
- Positive outcomes from student involvement

Contributor outcomes

- PE experience or skills, particularly related to collaborative projects
- Contact with potential future collaborators.
Evaluation of Being Human festival 2017

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1. Introduction

The fourth Being Human festival of the humanities took place under the theme ‘Lost and Found’ across nine days from 17th to 25th November 2017. As in previous years, it was led by a core team from the School of Advanced Study, University of London in partnership with the Arts & Humanities Research Council (AHRC) and the British Academy. As the only national festival of the humanities in the UK, it brings together universities, Independent Research Organisations (IROs) and heritage, cultural or community partner organisations to stage events that celebrate the humanities and aim to engage non-academic audiences with humanities research.

A small central team manages the festival from its base at the School of Advanced Study and is overseen by a steering committee that includes representatives of the main partners. Being Human funds events through a competitive bidding process, which is open to researchers from any career stage, background, disciplinary expertise or experience of delivering public engagement. A regional hubs model aims to ensure a geographical spread in the programme, with a collaborative agreement between each hub and Being Human stating that these hubs could ‘effectively become ‘mini-festivals’ in their own right’. In 2017, there were 5 regional hubs in Belfast, Dundee, Glasgow, Nottingham and Swansea.

1.1. Objectives and strategic priorities of Being Human 2017

Core objectives

As stated in the festival strategy, Being Human 2017 had the following core objectives:

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

Strategic priorities

The key strategic priorities for Being Human 2017 were defined around continuing to develop the festival as a central, neutral and valued platform for public engagement activity in the humanities. The festival aimed to continue to consolidate as well as develop its working model by putting additional resource towards working with UK-based organisers and regional hubs, whilst also moving towards also engaging more deeply with ‘harder to reach’ communities in the UK. It also piloted an approach to working with international partners beyond Europe for the first time.

The key ambitions were defined as:

1. **Deepening and diversifying Being Human’s national presence**, through streamlining the festival application process and making other improvements to the central service offered to organisers, and working in the longer term towards reaching traditionally underserved communities
2. **Internationalisation**, through coordinating a series of collaborative international events with a view to placing Being Human within an international conversation about the humanities; demonstrating to a public audience the international nature and reach of humanities research; maximising the impact of the festival by tying it into broader discussions in the media around international collaboration, globalization, etc.
1.2. Evaluation of Being Human 2017

Jenesys Associates Ltd were appointed as external evaluators for Being Human in September 2017. We collected data and feedback via a mix of quantitative and qualitative methods.

Data collection

By mid-February 2018 the following data sources were available:

- A total of 2,623 valid\(^1\) responses to the official Being Human attendee surveys from attendees\(^2\) of all ages, representing an overall response rate of 8.3% (based on an estimated total audience of 31,500).
  - 2,601 responses to hardcopy (n=1,611) and online (n=990) versions of a survey for attendees age 12 and over
  - 21 responses to a hardcopy survey for attendees age under 12
  - 1 response to a hardcopy survey for teachers

N.B. Attendee responses covered 145 identifiable separate events which took place across 44 towns or cities and covered every UK region.

- Feedback data were also received for a further 141 attendees at 4 events, where data were collected using organisers’ own forms. Where possible, these data have been integrated into our reported statistics and findings.
- 89\(^3\) valid responses to an online survey for event organisers (including hub coordinators), covering 144 separate events
- 50 valid responses to an online survey for event contributors – speakers, panellists, partners etc., covering 25 events
- 31 vox-pop interviews with attendees at 7 events undertaken by the external evaluators
- 26 telephone interviews undertaken by the external evaluators with organisers (includes 4 hub coordinators)
- Structured observations by the evaluators of 7 events chosen to represent the geographic spread and variety of programming of Being Human 2017

Data analysis and reporting

This report documents the evaluation findings. Survey respondents self-selected which questions to complete. Therefore sample sizes vary 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 were analysed thematically.

Quotes have been used to illustrate findings and have been edited where necessary to ensure anonymity. They are shown in blue italics and attributed to attendees, organisers, which includes hub coordinators, and contributors (e.g. speakers, panellists, event partners, performers, artists, workshop facilitators).

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\(^1\) Responses were deemed valid when 2 or more questions were answered
\(^2\) Attendees = audience members who visited Being Human events and activities
\(^3\) In cases where more than one organiser response was received for the same event/series of events, these were combined for statistics such as attendee numbers, levered support etc. to ensure there was no duplication in reporting and analysis.
2. Being Human 2017 – key facts and figures

2.1. 2017 Headline statistics

This table compares headline statistics for the four Being Human festivals that have been held so far.

**Being Human headline statistics 2014 to 2016**

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead organising</td>
<td>59 (57 universities)</td>
<td>73 (58 universities)</td>
<td>67 (58 universities)</td>
<td>83 (70 universities)</td>
</tr>
<tr>
<td>institutions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UK events / activities</td>
<td>163</td>
<td>300</td>
<td>263</td>
<td>336^4</td>
</tr>
<tr>
<td>UK towns &amp; cities</td>
<td>36</td>
<td>45</td>
<td></td>
<td>56^5</td>
</tr>
<tr>
<td>Regional hubs outside London</td>
<td>5</td>
<td>6</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>International events</td>
<td></td>
<td>1</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Total estimated UK</td>
<td>18,000</td>
<td>21,000</td>
<td>33,000</td>
<td>31,500^6</td>
</tr>
<tr>
<td>audience</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community / cultural</td>
<td>100</td>
<td>180</td>
<td>221</td>
<td>181</td>
</tr>
<tr>
<td>partners</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter followers</td>
<td>2,000</td>
<td>3,909</td>
<td>6,214</td>
<td>8,214</td>
</tr>
<tr>
<td>Mentions in national and regional press</td>
<td>32</td>
<td>117</td>
<td>95^7</td>
<td>176</td>
</tr>
<tr>
<td>Festival web page views</td>
<td>45,002</td>
<td>200,000</td>
<td>285,754</td>
<td>267,193</td>
</tr>
</tbody>
</table>

**2017 Targets**

A comparison of the statistics for each year suggests that Being Human met or exceeded the following of specific targets for 2017:

1. Maintain number of festival events – target: 260 - **exceeded 326**
2. Increase slightly number of ‘Small Awards’ to organisers across the UK – target: 40 – **met 40**
3. Increase slightly the number of UK towns and cities featuring events – target: 50 - **exceeded 56**, with minimum of 5 towns/cities without a university – **exceeded 10**
4. Introduce a curated strand of international events: at least 3 – **met 4**
5. Increase number of ‘unfunded’ applications – 45 target, up from 28 in 2016 – **nearly met 43**
6. Increase number of festival activities run without a direct grant from Being Human via the ‘unfunded’ pathway – **exceeded 80**
7. Increase number of academics/staff involved as organisers - from 640 to 1,000 – **not met 755**, but an 18% increase

^4 Based on online programme daily event numbers. Each exhibition that ran throughout the festival has been counted as 1 event or activity
^5 10 of the towns/cities are not home to a university
^6 Based on numbers reported in evaluation survey and estimates for drop-in exhibitions see section 2.2
2.2. Numbers of events and attendees

Organisers who submitted survey responses ran between 1 and 12 events as part of Being Human 2017, with 15 separate events being reported by one hub coordinator and the number of events organised by the other hubs ranging from 6 to 11. Over half (56.5%) of organisers outside of hubs ran one event, with three reporting that they ran 5 events or more, which is a similar pattern to 2016 when 60.3% ran one event and two non-hub organisers ran 5 events or more.

This year, organisers reported an estimated total audience of 15,406 covering 193 events, ranging from 2 to 1,000 attendees per event. A further 3,000 attendees were estimated by the evaluators to have engaged with three drop-in exhibitions where numbers were not reported by organisers, meaning the total estimated audience across 196 events was 18,406. This represents an average of 93.9 attendees per event. Based on this average attendance, the total Being Human audience across 336 programmed events is estimated to be 31,553. When calculated on the same basis, the estimated audience for the 2016 festival was similar at 31,270.

Location of events

An analysis of the locations of UK events in the Being Human printed programme by UK region shows that London was the most popular region with 29.6% of events, followed by the East Midlands (12.0%), South East (11.6%) and Scotland (10.4%). Two of these regions – East Midlands and Scotland were home to Being Human hubs and may be expected to have a larger proportion of events. The following table compares these location data with the latest UK population statistics. Data for the 2016 Being Human geographical distribution of events is presented for comparison and confirm the presences of a hub as an influencing factor e.g. there were hubs in the North West and South West in 2016 when the respective % of events were 7.1% and 8.2%, much closer to the population percentages and greater than the respective 4.8% and 5.6% in 2017. In both years the % of events in London was more than double the population %.

<table>
<thead>
<tr>
<th>Region</th>
<th>% of 2017 events (n=250)</th>
<th>% of UK population⁸</th>
<th>% of 2016 events (n=169)</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>29.6%</td>
<td>13.4%</td>
<td>29.4%</td>
</tr>
<tr>
<td>East Midlands</td>
<td>12.0%</td>
<td>7.2%</td>
<td>8.2%</td>
</tr>
<tr>
<td>South East</td>
<td>11.6%</td>
<td>13.8%</td>
<td>13.6%</td>
</tr>
<tr>
<td>Scotland</td>
<td>10.4%</td>
<td>8.2%</td>
<td>7.1%</td>
</tr>
<tr>
<td>South West</td>
<td>5.6%</td>
<td>8.4%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Wales</td>
<td>5.2%</td>
<td>4.7%</td>
<td>5.3%</td>
</tr>
<tr>
<td>North West</td>
<td>4.8%</td>
<td>11.0%</td>
<td>8.2%</td>
</tr>
<tr>
<td>West Midlands</td>
<td>4.8%</td>
<td>8.8%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Yorkshire &amp; The Humber</td>
<td>4.4%</td>
<td>8.3%</td>
<td>10.0%</td>
</tr>
<tr>
<td>North East</td>
<td>4.0%</td>
<td>4.0%</td>
<td>5.9%</td>
</tr>
<tr>
<td>East of England</td>
<td>4.0%</td>
<td>9.3%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>3.6%</td>
<td>2.8%</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

⁸ The external evaluators’ estimated total for 2016 was lower than the 33,000 reported that year by the Being Human central team. However the difference can be accounted for in the approximate nature of estimated numbers for exhibitions and drop-in events.

⁹ Latest UK population statistics ONS 2017

https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/annualmidyearpopulationestimates/latest
2.3. Demographics

2.3.1. Age groups of attendees and organisers

As in previous years, attendees’ age ranges were mixed. 18.4% were age under 24, compared to 23.0% in 2016 and 18.2% in 2015. This year, 32.1% were age 25 to 44 and 49.5% were age 45 or more.

Age 55 to 64 was the most common age range at 18.1%. In 2016, 25 to 34 was the most common age range at 21.9%. As in previous years, the youngest age groups had the lowest levels of attendance with 4.2% being age under 16. The equivalent figures in 2016 and 2015 were 6.8% and 2.7% respectively.

*Comparison of attendee ages 2015 to 2017*

<table>
<thead>
<tr>
<th>Age range</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 24</td>
<td>18.2%</td>
<td>23.0%</td>
<td>18.4%</td>
</tr>
<tr>
<td>25 to 44</td>
<td>37.8%</td>
<td>36.5%</td>
<td>32.1%</td>
</tr>
<tr>
<td>45 and over</td>
<td>44.2%</td>
<td>40.6%</td>
<td>49.5%</td>
</tr>
</tbody>
</table>

Most (69.5%) organisers this year were age 18 to 45, with 57.7% being in the 31 to 45 age group and 11.8% being age 18 to 30. The equivalent 2016 figures were 70.3%, 59.5% and 10.8%.

2.3.2. Genders of attendees, organisers and contributors

More attendees who identify as female (66.3%) than male (31.9%) attended Being Human 2017, as shown overleaf. The equivalent figures in 2016 were 61.3% and 36.3%, which were almost the same as in 2015. The corresponding 2011 census figures for England and Wales are 51% and 49%, which suggests that the festival consistently reaches more females and fewer males than are found in the whole population.
Genders of attendee survey respondents age 12 and over (n= 2280)

More individuals who identify as female (67.8%) than male (28.7%) organised events at Being Human 2017, which are similar to the 66.2% and 30.9% in 2016.

The gender balance of 2017 contributors were similar to that of attendees and organisers at 63.3% female and 36.7% male.

2.3.3. Ethnic groups of attendees, organisers and contributors

Most (83.6%) attendees described themselves as white, which is similar to the corresponding figure of 81.5% reported for 2016.

Ethnicities of attendee survey respondents age 12 and over (n= 2248)

A comparison of 2011 census results for England and Wales\textsuperscript{10} with reported ethnic groups for 2017 Being Human attendees indicates that the profile of festival attendees by ethnic group broadly matches

\textsuperscript{10} http://www.ons.gov.uk/ons/dcp171776_290558.pdf
national statistics in England and Wales for White and Mixed/Multiple ethnic groups and exceeds that for Other Ethnic Group (which includes Chinese/British Chinese). Proportionately, however, Being Human 2017 was less successful in reaching Asian and Black groups of the England & Wales population. The 2011 Scottish Census\textsuperscript{11} results, Being Human 2016 and latest HESA data for Higher Education staff are presented for information.

**Comparison of ethnicities of 2016 to 2017 attendees age 12 and over with UK census results**

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>ONS 2011 census results England &amp; Wales</th>
<th>2011 Census results Scotland</th>
<th>Being Human 2016 attendees</th>
<th>HESA 2016/17 UK HE staff ethnicity\textsuperscript{12}</th>
<th>Being Human 2017 attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>86.0%</td>
<td>95.0%</td>
<td>81.5%</td>
<td>81.1%</td>
<td>83.6%</td>
</tr>
<tr>
<td>Asian/Asian British</td>
<td>7.5%</td>
<td>3.0%</td>
<td>6.9%</td>
<td>6.9%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Black, African, Caribbean, Black British</td>
<td>3.3%</td>
<td>1.0%</td>
<td>2.2%</td>
<td>2.3%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Mixed/Multiple</td>
<td>2.2%</td>
<td>0.4%</td>
<td>2.5%</td>
<td>3.0%\textsuperscript{13}</td>
<td>2.6%</td>
</tr>
<tr>
<td>Other Ethnic Group</td>
<td>1.0%</td>
<td>0.3%</td>
<td>2.4%</td>
<td>4.2%</td>
<td></td>
</tr>
</tbody>
</table>

Most organisers (77.0%) and contributors (79.6%) also described themselves as white, which repeats the pattern for previous festivals. These percentages are comparable to the HESA ethnicity data for staff, where 1.1% are reported to be white as shown above.

**2.3.4. Reported disabilities**

7.6% of 2017 attendees age 12 and over described themselves as disabled, with a further 2.7% preferring not to say. The equivalent figures in 2016 were similar at 8.4% and 1.8%. The 2011 England and Wales census recorded that 17% of the population reported a disability, which suggests that there is scope for Being Human to reach out to more people who have a disability.

Lead organisers and contributors were not asked if they described themselves as having a disability.

**2.3.5. Home location of attendees**

To provide some insight of the reach of Being Human, attendees were asked for the first part of their home postcode. Full postcodes are needed in order to map attendees’ home locations onto the different Indices of Multiple Deprivation used by the UK’s constituent countries. However, first parts of post codes have been analysed for England, using National Collaborative Outreach Programme (NCOP) target wards\textsuperscript{14}, and in Wales, using Communities First\textsuperscript{15} areas.

NCOP target wards are those wards in England that have low levels of young participation in Higher Education and where participation is lower than expected based on KS4 (GCSE level) attainment. There are 997 target wards, which represents 13.0% of all wards in England. 21.2% of English postcodes reported by Being Human 2017 attendees cover target ward areas.


\textsuperscript{12} [Academic and Non-academic HE staff in the UK 2016/17](https://www.hesa.ac.uk/data-and-analysis/staff)

\textsuperscript{13} Other including Mixed and Multiple as reported by HESA


\textsuperscript{15} [https://gov.wales/topics/people-and-communities/communities/communitiesfirst/?lang=en](https://gov.wales/topics/people-and-communities/communities/communitiesfirst/?lang=en)
The Communities First Programme, which ran until March 2018, supported the most deprived areas of Wales with the aim of contributing to alleviating persistent poverty. 60% of Welsh postcodes reported by Being Human 2017 attendees cover areas that received Communities First support.

2.4. Backgrounds of attendees

A series of questions probed attendees age 12 and over about their backgrounds in relation to the humanities, higher education, Being Human festival and event venues.

**Humanities background and education**

To provide an insight to their backgrounds in the humanities and their educational level, attendees were asked to report whether or not they have a degree and if so, whether or not their degree is in the humanities. As shown in the chart below, 79% reported that they have a degree, with 49.6% having a degree in a humanities subject. The equivalent 2016 figures were 76% and 48.6%, which suggest the humanities and educational backgrounds of attendees were similar for both years.

*Attendees age over 12 higher education background (n = 1985)*

Attendees’ interview feedback about the meaning of ‘the humanities’ confirmed the wide variety of subjects and topics covered by the term, and in some cases demonstrated individuals’ personal experiences of the humanities.

*Thoughts, ideas about gender theory, philosophy of society and about culture and thought really, but more about philosophy.* (Attendee)

*Society and its interests. And past and present and future. I would say it includes everyone as one and it includes you in all different ways, like we have religious studies, sociological studies and geographical studies. It includes everyone. There’s no – like one thing for one person or another.* (Attendee)

*I think of the arts – I did an arts degree.* (Attendee)

*I think I probably think it is the history of people, the stories of people, quite a lot of sort of movement of people, migration, how people interact with their environment, that sort of thing.* (Attendee)
Some attendees expressed uncertainty about their understanding of the term ‘humanities’ and its meaning.

Mine goes back to education, humanities used to be economics and I understand this isn’t that, so for me I find it quite difficult to, when you started talking about the humanities I thought ‘oh, have I got the wrong end of the stick here’ so I’m not sure what you guys mean and my interpretation of it. (Attendee)

Yes you’ve got me, because yeah, when we think (...) in disciplines yeah, humanities, hard science. But I think in social terms it’s very difficult to trace that line. It’s easier in academia, with the disciplines and you can kind of point to the ones that are in humanities. (Attendee)

Prior experience of Being Human and venues

Attendees were asked if they had been to an event or events at a previous Being Human festival and most (83.8%) answered no, suggesting that the festival attracted a high proportion of new audience members. The equivalent figure in 2016 was slightly higher at 89.8%.

Attendees age over 12 participation in previous Being Human festivals (n = 2235)

39.1% of attendees had been before to the venues where their events were held, which indicates that the majority (60.9%) were visiting venues for the first time. This is similar to the 2016 festival.

The fact that most audience members were engaging with Being Human or venues for the first time in 2017 can be useful in promoting the festival to potential organisers, partners and other contributors in future years.
2.5. Backgrounds of organisers

Organisers were asked about their institution types, roles and experience or backgrounds in research and public engagement.

84.3% of lead institutions or organisations were universities or other HEIs and 88.8% of organisers who provided survey feedback were employed by these types of organisations. University-based organisers were asked to report their role in their institution, and most (65.8%) indicated that they were Academic staff, with 15.2% being Professional services staff (including university-based heritage professionals), 11.4% being Early Career Researchers and 3.8% being Post-graduate students. The comparable 2016 figures were 60.8%, 16.2%, 9.5% and 1.3%.

University-based organisers who categorised their role as ‘other’ included an individual with a combined academic/professional services role and an individual with a technical role.

University-based organiser role types (n=79)

University-based organisers with research roles i.e. academic staff, early-career researchers and post-graduate students, were asked if they had received funding from the festival main partners, i.e. AHRC or the British Academy. At the time they responded to the survey, 24.6% were funded by AHRC and 6.3% were funded by the British Academy, which compare to 25.7% and 4.0% in 2016.

30.8% and 15.6% respectively had received funding in the past from AHRC or the British Academy but were not at the time receiving funding from these organisations, in comparison to 18.9% and 17.6% in 2016. This means a total of 77.3% of university-based 2017 organisers who had research roles were either currently funded or had in the past been funded by the Being Human main sponsors, which compares to 66.2% in 2016.

As shown in the graph overleaf, 37.1% of organisers from all types of institutions had taken part in at least one previous Being Human festival. This means around two-thirds (69.7%) of organisers were participating in the festival for the first time, compared to 58.8% in 2016. The 69.7% who were participating for the first time comprised 10.1% (19.1% in 2016) for whom this festival was their first experience of public engagement and 59.6% (39.7% in 2016) who had taken part in other forms of public engagement, but not Being Human, before the 2017 festival.
Organiser (inc. hub coordinators) prior experience of public engagement (n=89)

<table>
<thead>
<tr>
<th>Experience Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other types of public engagement but not Being Human</td>
<td>59.6%</td>
</tr>
<tr>
<td>More than one other Being Human festival + other types of public engagement</td>
<td>6.7%</td>
</tr>
<tr>
<td>More than one other Being Human festival only</td>
<td>7.9%</td>
</tr>
<tr>
<td>One other Being Human festival + other types of public engagement</td>
<td>12.4%</td>
</tr>
<tr>
<td>One other Being Human festival only</td>
<td>3.4%</td>
</tr>
<tr>
<td>Being Human 2017 was my first experience of public engagement</td>
<td>10.1%</td>
</tr>
</tbody>
</table>

2.6. Backgrounds of contributors

Contributors, such as speakers, panellists, creative performers, heritage or cultural sector professionals etc. were asked about their type of employer and prior experience of Being Human or public engagement. University-based contributors were asked about their job or role and whether or not they had received funding from AHRC or the British Academy.

Fewer than half (37.5%) of contributors were employed by universities, in comparison to 56.6% in 2016. 12.5% were employed by arts organisations and 22.9% were freelancers in the arts or creative industries, which is significant increase on the 6.5% who identified as freelancers in 2016.

Contributors’ employer organisations (n=48)

<table>
<thead>
<tr>
<th>Employer Organisation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public sector/government/civil service</td>
<td>6.3%</td>
</tr>
<tr>
<td>Arts organisation</td>
<td>12.5%</td>
</tr>
<tr>
<td>Community organisation/group</td>
<td>8.3%</td>
</tr>
<tr>
<td>Museum/Archive/Library</td>
<td>12.5%</td>
</tr>
<tr>
<td>Freelance performer/artist etc</td>
<td>22.9%</td>
</tr>
<tr>
<td>University</td>
<td>37.5%</td>
</tr>
</tbody>
</table>

8.0% of all types of contributors had taken part in a least one previous Being Human festival, meaning most (82.0%) were participating in the festival for the first time, which is slightly lower than the 88.1% who were first-time contributors in 2016.
Over half (57.1%) of university-based contributors reported that they were academic staff, 16.7% were professional services staff, 7.1% were postgraduate researchers, and 7.1% were early career researchers, suggesting that most (71.3%) university contributors were involved in research or academic study, which is slightly less than the 76.8% reported in 2016.

None of this year’s university-based contributors were currently funded by AHRC or the British Academy, compared to 26.7% and one participant respectively in 2016. This year, 27.7% had in the past received funding from AHRC and one contributor had in the past received funding from the British Academy. The respective figures for 2016 were 19.2% and 15.4%.
2.7. Promotion of Being Human 2017

2.7.1. Promotion to attendees

By far the most common way in which attendees found out about Being Human events was ‘Word of mouth’ at 31.5%, which is the same as previous years. This percentage includes attendees who selected ‘other’ as their survey response but then described their answer as a friend, family member, colleague or other named individual, including contributors to events.

How attendees age 12 and over found out about Being Human events (n=2599)

Comparing data for 2017 with the past two festivals shows ‘word of mouth’ is consistently the most significant mode of communication. This comparison also highlights the growing significance of social media, events venues and local mailings in attracting audiences to Being Human events.

Comparison of top six ways in which attendees first heard about Being Human 2015 to 2017

<table>
<thead>
<tr>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Word of mouth – 32.2%</td>
<td>1. Word of mouth – 37.8%</td>
<td>1. Word of mouth – 31.5%</td>
</tr>
<tr>
<td>2. Being Human website – 13.3%</td>
<td>2. Other (not from venue) direct mailing/email – 11.5%</td>
<td>2. Other (not from venue) direct mailing/email – 8.2%</td>
</tr>
<tr>
<td>3. Other (not from venue) direct mailing/email – 11.0%</td>
<td>3. Venue – 9.6%</td>
<td>3. Venue – 7.9%</td>
</tr>
<tr>
<td>5. Other – 10.4%</td>
<td>5. Other – 8.6%</td>
<td>5. Being Human website – 7.2%</td>
</tr>
<tr>
<td>6. Venue – 10.0%</td>
<td>6. Facebook – 7.6%</td>
<td>6. Twitter – 5.2%</td>
</tr>
</tbody>
</table>
2.7.2. Promotion to organisers

Organisers most-commonly heard about Being Human 2017 from a colleague, or had taken part in previous years, which were both reported in 37.1% of cases. These were also the most common communication channels to organisers in 2016, at 33.8% and 38.0% respectively. Of note is the increase in the number who reported that they first heard about Being Human via the School of Advanced Study, which rose from 5.6% in 2016 to 13.5% this year.

How organisers found out about Being Human events (n=89)

<table>
<thead>
<tr>
<th>How Organisers Found Out</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own university</td>
<td>2.2%</td>
</tr>
<tr>
<td>Jisc mail</td>
<td>2.2%</td>
</tr>
<tr>
<td>British Academy website or mailing</td>
<td>2.2%</td>
</tr>
<tr>
<td>Knew of Being Human from previous years</td>
<td>3.4%</td>
</tr>
<tr>
<td>Twitter</td>
<td>6.7%</td>
</tr>
<tr>
<td>AHRC website or mailing</td>
<td>6.7%</td>
</tr>
<tr>
<td>School of Advanced Study website or mailing</td>
<td>13.5%</td>
</tr>
<tr>
<td>Taken part in previous years</td>
<td>37.1%</td>
</tr>
<tr>
<td>Colleague</td>
<td>37.1%</td>
</tr>
</tbody>
</table>
3. Motivations for participating in Being Human 2017

3.1. Attendee motivations

Interviewed attendees described their motivations for attending events. At one event all interviewees had a connection with the organiser or other contributors, including having been tutored by the organiser. A personal connection to the organiser was the main motivation for around half of interviewees at another event. Other than this type of connection, personal interest, in the content of events, e.g. hobbies, formal study or local relevance were the main reasons for coming to events.

**Personal interest**

Attendees mentioned leisure activities or similar types of events or activities they enjoy as reasons for going to Being Human events.

I guess you could say I’m a ‘hobby poet’. I heard about this creative writing workshop from Facebook, the Facebook page of my poetry group – it’s a local one. I didn’t know it was part of an all-day thing to be honest. (Attendee)

I am visually impaired and was invited to give feedback about the audio description. (Attendee)

I am thinking of having a go at poetry open mic – so I’ve come along for inspiration and to see how it works. (Attendee)

**Local relevance**

Attendees frequently referenced the local nature of content and familiarity with venues when giving examples of an event or activity being of local interest or relevance to their communities.

We like coming here as it’s good with buggies and there is a café. We noticed that there was a special exhibition on, but only had a little look as we were running after the kids. (Attendee)

I come to all these (name of series of regular events) nights. They’re brilliant so is (the venue). It’s right in the city centre and I come here lots. (Attendee)

This is like a forgotten part, or an under-known part, you can say, of our local history. Tonight is brilliant, right in the middle of (city). I really hope they do it again, particularly for younger (locals). (Attendee)

Attendees were prompted about their awareness of Being Human’s core partners. The vast majority were not aware of the core partners, although some had heard of them before, but did not realise they were connected to the event. Individuals with an academic background or connections to organisers/contributors were most likely to be aware of the partners. Generally, most interviewed attendees felt that the core partners would not be a factor in audience members deciding to visit Being Human events or activities. There was some surprise at University of London being involved in events outside London and the British Academy, which some attendees perceived to be an arts organisation, being involved in a humanities festival.

I guess the sponsors are important for the organisers, I just came along because I’m a storyteller and I thought we’d hear examples of stories, the might inspire my work. (Attendee)

I can’t say I know them, I’ve heard of the British Academy. They do arty stuff and films and stuff like that. I not really sure how they connect to this though. (Attendee)

3.2. Organiser motivations

In interview, organisers described a range of motivations for taking part in Being Human, namely:

- To raise the profile of their institution’s humanities research both internally and externally.
- For the opportunity to work with colleagues from other departments and externally.
- To provide experience of interacting with the public.
- To feed into their own work and research.
**Raising profile of research**

A main motivation for taking part for organisers was to raise the profile of the work and research going on within their own university among external audiences. This was mainly linked to individual faculties or schools within a university, rather than being seen from a whole-institution perspective.

*So as the impact champion, when I saw the call I just took it on myself, and I spoke to our Director of Research, and just asked, “Would that be a good way for us as a school to be visible in this festival?” And he was very excited, so I put in an application, it was as simple as that, so just really trying to see if our school could benefit from having the research being more, made more public.* (Organiser)

*I think the idea was to highlight the diversity of research and potential public engagement that’s going on within our faculty, and particularly within our schools.* (Organiser)

*We’ve had a faculty merger, so we’ve gone from being two separate faculties of arts and social sciences, to a combined faculty of arts and social sciences, and we thought this would be a very good way of showcasing some of the synergy in terms of research and public engagement across the new faculty. One of the motivations was really to do that and have an open call and to see what sort of perhaps relatively new research based public engagement activities could be encouraged and supported through the structure of Being Human.* (Organiser)

**Developing partnerships and collaborations**

Some organisers described how they saw Being Human as a way to develop external partnerships with institutions and communities in their local area.

*So part of my role … is I’ve done a lot of work in building collaborations between the university and non HE institutions, so things like (…) City Council for instance. So I’ve got a lot of background in those sort of collaborative projects between universities and non HE partners. So it was an extension of that and also it was – we also see Being Human as being important to the research sector that we have here, in as much as we’re very keen on impact and very keen on dissemination of research. So really the aims of the festival are very much aligned with the strategic aims of the department here.* (Organiser)

*The principle reason is I think that because we’ve begun to develop a strong track record with the festival, both in terms of expectations of our colleagues here, but also the public, the general public here in (the city).* (Hub Coordinator)

Developing internal partnerships and collaborations was also a motivation for some organisers to get involved in Being Human.

*I guess my main hope really internally was also to bring some people, some staff together that usually maybe wouldn’t, when I say, work together. Obviously we had a lot of different events and each … was led by one academic. So in a way the academics wouldn’t have mingled, but it gave visibility within (the university) and beyond to some of the academics, and I just think hearing from each other worked for the academics, I think that was useful.* (Organiser)

*It gave me an opportunity to work with other people in the university. I’m in history and the co PI, he’s in arts and culture, which is more museum studies, and we also work with other people in the university, including people from the culture lab, which is more a digital lab. So that was an opportunity for all of us to work together.* (Organiser)

**Gaining public engagement experience**

Being Human was deemed to have provided a framework for organisers to develop their public engagement work and gave some organisers experience of new types of public engagement or access to audience groups that were new to them.

*Of course publishing in academic journals and conferences etc. are all really important and writing your monograph and getting it out there, it’s all important and I totally believe in it, but this kind of engagement is something that you can’t get through a normal academic channel and it’s really important to that community.* (Organiser)
And I guess also the difference with the AHRC project is that this one was much more hands on because it was delivered by me, whereas I’d been training other people to deliver things on my half at the Trust. So it was really nice actually to have that direct conversation with a particular kind of public audience that I’d lacked for the most part with the bigger projects. (Organiser)

**Informing practice and developing research**

Organisers reported how they used Being Human funding as a way to inform their own practice linked to ongoing research.

Well, the agenda, the lost and found agenda that fits very much with other aspects of my own research practice. I was able to put together an event and an approach that will feed into more ongoing research activity of mine. (Organiser)

So that’s the sort of bigger piece of work we’re doing, it’s a research and development project and it was kind of funded as such. (The event) enabled us to actually work with children and families together, sort of for the first time but also there were things that didn’t go so well or things that we noticed that are going to inform what we do going forwards really, in the school. So it was very important for us to kind of do that real world work if you see what I mean, so that we could – it gave us some preparation really for the next stage. (Organiser)

Some funded organisers wanted to develop a research related project further and saw Being Human funding as a way to do this through ongoing public engagement activities and collaborations.

The funded part of the [research] project actually was over and we were looking at how to extend that project. So we thought it would give our group a really good focus and a project that would take them beyond the official end of the project. (Organiser)

So and we (a team of freelancers) already were working together, we were in the throes of writing an Arts Council grant, so when I saw the Being Human awards I thought we could use it as an opportunity to do a piece of work together and that actually that would help us with our slightly bigger project, which in the end in fact did get Arts Council funding. So because they need to be paid for their time and we decided together that we would do it, yeah we applied for it. So to be honest it was the money and the opportunity, the money to pay for them and the opportunity it gave us to deliver something as a team. (Organiser)

**Preparing for Research Excellence Framework (REF) 2021**

Compared to the 2016 festival, organisers increasingly referred to the REF process as a motivation for their involvement. Some saw Being Human events as an opportunity to develop REF impact case studies.

Four of the six events were really related to English and creative writing, and actually does tie in, I think, to potential areas where we might be developing impact case studies, either for the current REF or the next one. (Organiser)

So generally it’s to do with our profile and it’s to do with the development of our public engagement activity, honing in on the different events, it’s about what individual researchers can take out of those for their individual impact case studies. (Hub Coordinator)

Other organisers questioned how they could show impact or wondered whether or not it was appropriate to show impact from their Being Human activities.

There’s a real REF dimension coming in and not always in a helpful or positive way…. So what the Being Human event gave us was definitely a different, as I say, there was a catalyst definitely the theme of Being Human definitely did serve as a catalyst for really remembering the very core of what the humanities is about. (Organiser)

I guess the last REF pre-dated the kick-off of Being Human, but it would be good to know how people are demonstrating impact, and I think that’s always best done through practical example, that kind of thing. I guess you could do that after the next festival, you could have a look on HEFCE’s website to see how many of those events are linked or based around a REF case study. (Organiser)
Influence of main partners

Organisers reported mixed views about whether the main partners of AHRC and British Academy were an influence on their decision to apply for Being Human funding. For some the main sponsors had little influence.

I don’t think any of our group have BA or AHRC money, …most of my work has been funded by the Wellcome Trust. I think it’s more that it had a national focus, there was a national way of raising our profile was probably more important (than the sponsors). (Organiser)

For others, the involvement of AHRC and British Academy had an influence for a number of reasons, including links to an individual’s research and raising their profile within the academic community.

Well, I suppose the research would not happen without British Academy who I did the initial research when I was a mid-career fellow two years ago, so they were directly underpinning the research that went into this event. And I suppose it’s, yes, it’s a prestigious thing to take part in because of that sponsorship. (Organiser)

Certainly there are colleagues who’ve had either AHRC or British Academy grants who are also developing a public engagement profile, and Being Human is a very good venue to showcase that. (Organiser)

I think for myself when I applied in the first instance, because of course AHRC, the kudos for most academics, and just knowing it was funded through that. I probably wouldn’t have applied if it was just Being Human and not really knowing where it comes from. But yeah, having both the British Academy, and I think that does really lend a bit of importance to it, for sure. (Organiser)

Some organisers reported how they thought the involvement of the main partners could enable access to funds from other sources, including Funding Councils through REF.

Certainly the Dean of our school is keen on it because of the AHRC, it’s likely to be one of our case studies in the next REF cycle, because of that involvement. (Hub Coordinator)

And I wouldn’t say it was a huge factor but certainly for the credibility of Being Human I think it’s helpful, especially when you’re trying to get more money from people. So in terms of then being able to write back into the Arts Council grant and put it into an internal grant I had to do as well, I know that was helpful and I was consciously aware of that, it wasn’t just an unconscious thing. (Organiser)

Organisers also referred to Being Human’s connection with Wellcome, although the festival did not receive Wellcome funding this year.

The rest of the university, they perhaps were more interested in the involvement of Wellcome Trust, which I hadn’t quite articulated for them, but they were quite keen on not just humanities but the sciences are involved as well and they were quite keen on that. (Hub Coordinator)
3.3. Contributor motivations

Contributors reported a wide range of reasons for taking part in Being Human 2017. Most commonly, these were:

- To support other institutions or projects.
- To raise awareness of their own research, work or collections.
- To engage audiences whom they perceived to be new to their research or work.

Supporting other institutions or projects

Being Human enabled contributors to give active support projects or the work of other institutions.

- To support one of our community partners in delivering a workshop as part of Being Human. (Contributor)
- I have been a fan of the (...) museum for many years and welcomed the opportunity to work with them again. (Contributor)
- Working with the (...) team and their research project. (Contributor)

Promoting own research or collections

Contributors saw Being Human as an opportunity to raise awareness about research topics or projects, as well as increased public visibility of collections held by their institutions.

- Promotion of (a) collection held by my library. (Contributor)
- Greater awareness of my research and surrounding issues! (Contributor)
- Dissemination of our research activities to members of the public. (Contributor)

Engaging with ‘new’ audiences

Contributors described how they felt Being Human would reach audiences who were being introduced to topics, projects or knowledge for the first time.

- That links be made between the academic project and those who would usually never have access to it. (Contributor)
- Reaching another audience for our work, (Contributor)

In this context, some university-based contributors specifically mentioned impact or widening participation agendas.

- I feel in this day and age it is important to become involved in activities that promote impact and widening participation. (Contributor)
4. Being Human 2017 outputs

4.1. Levered funding and in-kind support

Funding
All hub coordinators and 53.8% of other organisers reported that they received direct funding from Being Human for their 2017 event/s. 65.8% (55.1% in 2016) of all organisers (including hub coordinators) raised additional (i.e. not from Being Human) funding. Based on the mid-points for the reported funding ranges / reported amounts in the following table, the total amount of finance levered by event organisers is estimated to be £109,000. This represents a 52.5% increase on the equivalent 2016 figure of £71,500 and an average of £1.3k per organiser. In addition to funds levered by organisers, the central Being Human team raised £26,000, making the estimated total amount levered £135,000.

<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>29</td>
<td>34.2</td>
</tr>
<tr>
<td>Less than £1k</td>
<td>31</td>
<td>36.5</td>
</tr>
<tr>
<td>£1k to £2k</td>
<td>11</td>
<td>12.9</td>
</tr>
<tr>
<td>£2k to £4k</td>
<td>7</td>
<td>8.3</td>
</tr>
<tr>
<td>£4k to £6k</td>
<td>3</td>
<td>3.5</td>
</tr>
<tr>
<td>£6k to £8k</td>
<td>1</td>
<td>1.2</td>
</tr>
<tr>
<td>£10k</td>
<td>2</td>
<td>2.4</td>
</tr>
<tr>
<td>£14k</td>
<td>1</td>
<td>1.2</td>
</tr>
<tr>
<td>Total</td>
<td>85</td>
<td>100.2%</td>
</tr>
</tbody>
</table>

One organiser described in interview how Being Human funding gave them leverage to release funds within their own University.

*Obviously funding ... externally is desirable, even if it’s a very small amount, because it gives us institutional leverage. So the fact that one event was funded meant I could go to the faculty and say, “Well, actually, one event is funded, but we need to showcase more than one event.” And in turn the faculty agrees to provide money to support the other events which will be included in the programmes. So pragmatically and ideologically it’s quite good for us if there’s even a small token element of funding attached to one event that just gives us advantages in terms of the university. (Organiser)*

Staff and student input
87.1% (91.3% in 2016) of organisers reported that delivery involved (i.e. not as audience members) other academic staff from their institutions, and 44.7%, 50.6% and 29.4% respectively reported delivery involvement from early career researchers, post graduates and undergraduate students. The total numbers reported in each of these groups were 244, 95, 181 and 146 respectively, which when added to the 89 reporting organisers indicates that a total of 755 (653 in 2016) people from lead institutions were reported to have taken part in delivering Being Human events.

Organisers reported how students were involved in both the development and delivery of events and activities. This was often a development from ways of working during previous Being Human festivals.

*Yeah I think this time round the students really got involved, because I think we made slight adjustments, we sort of made them stakeholders, so for a couple of the events they were right at the heart of it. .......... and I think they felt much more involved rather than simply being student supporters they were actually part of what was being delivered really - an integral part. (Hub Coordinator)*
This hub, if they apply next year, plan to further involve students through encouraging those students who ‘perhaps have been a bit shy or they’re not really sure what it means to be a facilitator’. They also plan to involve a PhD student formally in the application process as ‘the official postgraduate or official research assistant’.

**Value of in-kind support**

In addition to external or internal financial support, organisers were asked to estimate the value of the in-kind contributions their own organisations/institutions made to Being Human 2017.

84.9% provided estimates and a further 3.5% reported that their organisations provided in-kind support but that they could not estimate its value, meaning the majority i.e. 88.5% (97.1% in 2016) had received some form of in-kind support. 73.2% reported in-kind support to the value of £5k or less, which was 79.7% in 2017. Based on the mid-point for each of the ranges in the following table, the total amount of reported in-kind contribution is estimated to be £110,000 or an average of £1.4k per organiser.

<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>10</td>
<td>11.8%</td>
</tr>
<tr>
<td>Less than £1k</td>
<td>43</td>
<td>50.6%</td>
</tr>
<tr>
<td>£1k to £5k</td>
<td>19</td>
<td>22.4%</td>
</tr>
<tr>
<td>£5k to £10k</td>
<td>4</td>
<td>4.7%</td>
</tr>
<tr>
<td>£10k to £15k</td>
<td>1</td>
<td>1.2%</td>
</tr>
<tr>
<td>£15k to £20k</td>
<td>1</td>
<td>1.2%</td>
</tr>
<tr>
<td>In-kind contribution received but not estimated</td>
<td>3</td>
<td>3.5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>85</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

In interview, organisers reported the valuable contribution that in-kind support from various sources made to their events.

*So our community partner, (…), provided the venue free….* Sainsbury’s provided free refreshments, the (…) Church hosted a carol service… So there was an enormous amount of goodwill and in-kind support that came from the community around that project, none of which we could have managed without. (Organiser)

*We had lots of in-kind support, so where we had free venues, for example, that kind of thing. We had special rates with one of the photographers that we used because we used across a number of events, so things like that. But it was mostly, yeah, in terms of the actual in-kind support the majority of that would have come from the university in terms of the team’s time, publicity materials, creating publicity materials, even our technical support, things like that.* (Hub Coordinator)

**Total resources levered**

The table overleaf presents an estimation of the total overall resources levered by organisers/ Hub coordinators for the 2017 Being Human. Using the estimated total amounts described above for additional funding and in-kind contributions, mean averages per organiser have been calculated. When these averages are multiplied by the estimated total number of organisers of Being Human 2017 events, it gives a very rough indication of the estimated total resources levered for the Being Human 2017 festival by organisers as £288,900, representing a 26.2% increase on the equivalent (i.e. excluding funding levered by the central team) figure for 2016 of £229,000.
Estimated maximum total resources levered by Being Human 2017 organisers

<table>
<thead>
<tr>
<th></th>
<th>Total (based on mid-points for ranges in tables above)</th>
<th>Average per responding organiser</th>
<th>Calculated total for all 107 event organisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional funding levered</td>
<td>£109,000</td>
<td>£1,300</td>
<td>£139,100</td>
</tr>
<tr>
<td>In-kind contribution levered</td>
<td>£110,000</td>
<td>£1,400</td>
<td>£149,800</td>
</tr>
<tr>
<td><strong>Estimated total resources levered by event organisers for Being Human 2017</strong></td>
<td></td>
<td></td>
<td>£288,900</td>
</tr>
</tbody>
</table>

4.2. Partnership outputs

85.2% of organisers reported that partner institutions or organisations were involved in their Being Human events, compared to 85.1% in 2016, and the total number of reported partners was 181. From event descriptions and interviews with event organisers, it can be deduced that partners included other academics, cultural, heritage and arts organisations, as well as community groups or community ventures, who provided accessible venues and access to specific audience groups. Other than two hub coordinators who reported 13 and 15 partners, the numbers reported ranged from 1 to 7 per organiser. A majority reported 2 partners or fewer, with 36.5% having one partner and 28.2% having two partners.

41.0% (33.8% in 2016) of organisers reported that at least one of their partnerships came about through their involvement in Being Human 2017 and around half described how they expect partnerships to strengthen and develop in the future, mostly through repeating or further collaborating on public engagement activities. There were a small number of cases where joint funding bids were anticipated.

Collaboration on further public engagement events, sources of research materials for researchers (e.g. archives, libraries). (Organiser)

I hope to organise future events and continue working with the community organisation approached to support this Being Human event as their expertise and work is extremely relevant to my current research. (Organiser)

Absolutely, we are currently putting together an Arts Council bid and an AHRC bid. We have our next (funded) event booked in for the 11 May 2018. (Organiser)

Interviews with organisers identified a number of ways in which relationships with partners formed for Being Human have the potential to continue to develop and lead onto other projects or activities.

In terms of public engagement activities for the future, I think it might definitely bear fruit because the collaboration with the charity went really well. And I’ve submitted an application to (an event next year with the charity as a partner). I don’t think I’ll know the decision yet …, but if it does comes off certainly I think credit to Being Human for having given me the opportunity to work with the charity. (Organiser)

So the next day after the event the three of us sat down in the coffee shop and spent seven hours talking about the AHRC project, so I think it was also the Being Human project allowed a bunch of people to come together in a room if you know what I mean, which was kind of important to us really, it kind of gave us a focus for that. (Organiser)
4.3. Legacy outputs

73.2% (78.8% in 2016) of organisers reported that their involvement in Being Human 2017 had developed legacy resources or outputs, which they could use in future public engagement and elsewhere. Where descriptions of these outputs were provided, they have been sent to the School of Advanced Studies in a separate document.

Reported outputs were categorised and the most frequently described categories were ‘Blog post/website article’ reported by 42.7% of organisers, and ‘Film/video/images’ reported by 18.3%. These were also the top two categories of legacy outputs in 2016, as the table shows.

% of organisers reporting the top 6 categories of legacy outputs in 2017 (n=82) compared to 2016

<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Films/videos/images</td>
<td>25.7%</td>
<td>18.3%</td>
</tr>
<tr>
<td>2. Blog posts/web articles</td>
<td>20.0%</td>
<td>42.7%</td>
</tr>
<tr>
<td>3. Podcasts/sound clips/audio recordings</td>
<td>13.1%</td>
<td>12.2%</td>
</tr>
<tr>
<td>4. Workshop resources</td>
<td>1.6%</td>
<td>9.8%</td>
</tr>
<tr>
<td>5. Exhibitions</td>
<td>10.0%</td>
<td>6.1%</td>
</tr>
<tr>
<td>6. Model formats for events</td>
<td>8.6%</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

Organiser interviews referred to event content such as activities and resources they felt could have a legacy or potential legacy.

*It’s good just to engage with new channels, and this so much felt like a channel with all their print publications and a very good handbook they produced, and what have you, linked with the sort of materials we’ve created ourselves to support the event. There’s a lot of documentation, it’s good to see that actually happening, and it still feels like the project is still very much alive.* (Organiser)

*It’s a one month exhibition on the same subject matter and it’s kicked off with a one day symposium (in January) and I’m hoping that you know, the content that I’ve built up, which I still haven’t got …, all the video footage from it, once that is in my possession I’m hoping to include that in the exhibition as well. So it’s definitely got a future legacy.* (Organiser)

*I really think it is and we’ve got a lovely testimony from one of the Heads, from a Head Mistress of one of the schools, who said they would like to see these activities as part of the curriculum.* (Organiser)

Organisers also described legacies in the form of continuation of activities through refining content for new audiences or developing new ideas from what was delivered in Being Human 2017.

*So that’ll be cool and so that one, probably, we’ve got a meeting organised for the next couple of weeks, probably will be focussing around ideas of character and development of character, which is something that kind of came up in the event.* (Organiser)

*With our historian we’re going to be running this project from spring next year, and the idea is to take all of those elements and take them into schools to target 100 schools by the centenary, to share the story of the university. …… So it was a road testing idea to feed into this bigger 100 schools project.* (Hub Coordinator)

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16 E.g. anthologies, performances, dramas, artworks
And I think, for example, trying to do this again, trying to run it again next year, or several times next year, perhaps even across the season in stately homes or museums or galleries, or venues which are obviously literary, would work quite well. That’s something we’re quite keen to develop. (Organiser)

4.4. Media outputs

Unlike previous years, 2017 organisers were not asked to report social media coverage of their events in the survey and 80.0% of organisers obtained other forms of media coverage for their Being Human 2017 events. The most-common form of coverage was local press, reported by 64.7% of organisers and representing a significant increase on 2016, when the equivalent figure was 46.4%. The previous years’ pattern of local coverage generally being greater than national coverage was repeated in 2017.

Media coverage of Being Human reported by organisers (n=85)

<table>
<thead>
<tr>
<th>Type of media</th>
<th>% of 2016 organisers who reported this type</th>
<th>% of 2017 organisers who reported this type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media</td>
<td>76.8%</td>
<td></td>
</tr>
<tr>
<td>Local/regional press – online or printed</td>
<td>46.4%</td>
<td>64.7%</td>
</tr>
<tr>
<td>Local/regional event guide or what’s on guide - online or printed</td>
<td>31.9%</td>
<td>31.8%</td>
</tr>
<tr>
<td>Local/regional radio</td>
<td>18.8%</td>
<td>16.5%</td>
</tr>
<tr>
<td>Local/regional TV</td>
<td>10.1%</td>
<td>9.4%</td>
</tr>
<tr>
<td>National press – online or printed</td>
<td>13.1%</td>
<td>15.3%</td>
</tr>
<tr>
<td>National radio</td>
<td>11.6%</td>
<td>7.1%</td>
</tr>
<tr>
<td>National TV</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
Although they were not asked about social media outputs in the survey, most organisers commented in interview about their use of social media to promote events, with some saying they used their personal Twitter accounts as well as university or departmental Twitter accounts or Facebook pages.

"Most of (the promotion) was done online, so we had a lot going on via Twitter, so this is via my account, via the university’s account and the department’s account, so that reached quite a lot of people." (Organiser)

"We took out for the first time paid advertisements through Facebook because we wanted to kind of reach people in (the city) a bit more. Last year we had radio adverts tied to some competitions... didn’t really garner very much – I think Facebook was fine; numbers were definitely up this year. The university’s quite good, so the university has its own What’s on system, where you upload the events and they (...) use it on the website, they’ll be quoting it through their social media and so on. But really that just reaches people who are either attached to the university or are keen on the university. With Facebook we managed to reach wider." (Hub Coordinator)

Many organisers who attempted to reach a wider audience through social media made efforts to communicate beyond university-associated channels.

"So she (research assistant) did it through both social media, like Twitter, but also various (city) focussed Facebook pages. She also created a digital postcard, which we sent out to our various professional social networks and yeah, and she really plugged away at that." (Organiser)

However, there were some concerns about the appropriateness of using personal social media accounts, as this could be construed as self-promotion and doubts were expressed about the reach beyond academia of Being Human’s official social media output.

"And also as academics, I can put stuff on Twitter, I used do that quite a lot and we can circulate once to the college of arts, this is what we’re doing, or here’s the Being Human blog, but after that it puts you in an awkward position, you can’t self-promote." (Organiser)

"I hear a lot – (Being Human) does appear on social media, it’s very prominent on Twitter but I don’t know how prominent it is in more traditional media, because there’s a sense in which Twitter is very much a sort of a silo culture, where people sort of get into their groups and academics hear the academic news but more general members of the public on Twitter may not get access to them, so yeah ..., it might be marketed a little more broadly I think." (Organiser)

Some organisers described how they sought additional help to promote their events, often using human resource capacity that was supported from other grants or funding.

"Well this is where I could not have survived without internal funding for an RA, which I did actually as part of my matched funds for the Arts Council grant, but actually I’ve used up practically all her hours on the Being Human event. So I had 30 hours of her time and it’s taken up – sucked up nearly all of it." (Organiser)

"We had just done a big project launch a few weeks before, and as part of that we had interns, PR interns working with us from the university who had compiled a guest list, and we basically just used the same guest list. We had some support from our research support team in the university who again had very limited capacity to support a specific project." (Organiser)

One hub used additional money supplied by their own university to employ someone to run a social media campaign for two weeks.
5. Experiences and opinions of Being Human 2017

5.1. Attendee experiences and opinions

This section summarises feedback from attendees about the audience experience at Being Human 2017 which includes ratings of events, whether or not attendees were going to multiple events and opinions about a national festival.

5.1.1. Ratings of Being Human events

Being Human events were highly rated by attendees age 12 and over. 96.2% rated events as ‘excellent’ or ‘good’ overall, compared to 94.8% in 2016. Ratings for event content, format and venue were also high with 95.9%, 94.3% and 94.7% respectively rating these aspects as ‘excellent’ or ‘good. The comparative figures in 2016 were similar at 94.0%, 90.7% and 92.3% in 2016.

Ratings of Being Human 2017 events by attendees age 12 and over (n= 2470-2477)

<table>
<thead>
<tr>
<th>Overall impression</th>
<th>Content</th>
<th>Format</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very poor</td>
<td>3.0%</td>
<td>2.7%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Poor</td>
<td>31.6%</td>
<td>28.9%</td>
<td>34.8%</td>
</tr>
<tr>
<td>Average</td>
<td>64.7%</td>
<td>67.4%</td>
<td>59.9%</td>
</tr>
<tr>
<td>Good</td>
<td>0.0%</td>
<td>20.0%</td>
<td>40.0%</td>
</tr>
<tr>
<td>Excellent</td>
<td>100.0%</td>
<td>80.0%</td>
<td>20.0%</td>
</tr>
</tbody>
</table>

Most (85.4%) attendees age 12 and over reported that they would recommend Being Human to others, which is another indicator of positive experiences for audience members. The 2016 equivalent was 81.1%.

Most (81.0%) attendees age 12 or under reported that they definitely enjoyed Being Human 2017 events, with a further 14.3% being unsure and only one attendee responding negatively.

5.1.2. Attendance at multiple Being Human 2017 events

Just over half (51.0%) of attendees age 12 and over were uncertain if they were going to attend other Being Human events and 17.9% were definitely not, meaning that 31.1 % planned to attend at least two events this year, which is slightly higher than the 27.4% who stated this intention for the 2016 festival.

5.1.3. Highlights

Attendees age 12 and over provided 1749 comments describing a very wide variety of different aspects of events that they considered were most successful. Most of these were specific to particular events, however, the following table presents a synthesis of the most-common general success factors grouped using the rating categories (Overall impression etc.), along with examples.
## Attendees’ highlights for Being Human 2017 events

<table>
<thead>
<tr>
<th>Highlight category</th>
<th>Typical comments by attendees</th>
</tr>
</thead>
</table>
| **Overall impression** | The way it was relaxed but also structured. Although there was a very clear plan for the afternoon, it felt natural and flowed.  
The whole session had been carefully planned, it was an absolute joy to participate!  
Relaxed and detailed at the same time, a very friendly event.  
Informative, interactive, very well planned but didn’t feel overly so. Not at all intimidating. |
| Events and activities where attendees learnt or experienced something new, or developed their existing knowledge. | The flow of the images with the writing below! It was really interesting - I’d never seen anything like it before.  
Interesting, techniques learnt from energetic teachers.  
I learnt so much about the impact of machine learning on music composition.  
Learning a new skill and learning about the work of academics at the same time.  
I learnt a lot about post-humanism! |
| **Content** | The enthusiasm of the speakers, and the mix of content.  
The informed speakers and the conversation they engendered.  
The speakers were very natural and put you at ease.  
The speakers and how they interact with each other.  
The way the speakers had different points to make, but all added to the richness of the topic, refreshments were delicious. |
| Engaging, high quality speakers who presented new information and topics in a manner accessible to non-experts and interacted well with one another and audience members. | Bringing local history and literature together in performance, for me it’s a dream come true  
Discovering our area from a different perspective e.g. a local author.  
Engaging speaker and a fascinating topic with a local connection.  
Getting good spread of relevant people talking about relevant local issues.  
The involvement of the local community in sharing their work |
| Topics and other content of local relevance. | The personal stories that the organiser brought with him about the collection and the people who contributed it.  
The way ‘the personal’ was integrated into more general information/images related to the area and the confidence the participants gained in making their collage.  
Hearing personal stories and how individuals and groups have been impacted by participating in the project.  
Personal commentaries - brought the subject to life. |
<table>
<thead>
<tr>
<th>Format</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-format events that blended complementary different elements and</td>
<td>Loved the film clip &amp; Ruth Barnett’s personal story.</td>
</tr>
<tr>
<td>resources, facilitating audience access from multiple viewpoints and</td>
<td>Great speaker enhanced by access to the historic objects.</td>
</tr>
<tr>
<td>varied levels of background knowledge.</td>
<td>Blend of awe-inspiring films, interesting speakers and well-managed discussion.</td>
</tr>
<tr>
<td></td>
<td>Very well organised, integrated literary, geographical and historic elements in a most interesting way.</td>
</tr>
<tr>
<td></td>
<td>The unusual combination of translation and something practical and creative like screen printing - really stood out!</td>
</tr>
<tr>
<td></td>
<td>Great combination if information and group/individual exercises. Very energetic and facilitating.</td>
</tr>
<tr>
<td>Formats that facilitate well-managed audience involvement, including</td>
<td>The ability to experiment first hand with the 3D kit. Access to online resources.</td>
</tr>
<tr>
<td>hands-on activities, discussions and audience interaction with speakers.</td>
<td>The participatory workshops were fun for all ages!</td>
</tr>
<tr>
<td></td>
<td>Thought provoking discussions, ideas contributed by guest speakers and audience</td>
</tr>
<tr>
<td></td>
<td>Talking to historians and being able to ask questions.</td>
</tr>
<tr>
<td></td>
<td>I really liked the Q&amp;A aspects. Was great to hear from wrestlers about their craft.</td>
</tr>
<tr>
<td>Venue</td>
<td></td>
</tr>
<tr>
<td>Venues that related to topics or added atmosphere to events, (with</td>
<td>Venue was perfect, central and intimate. Gave good atmosphere for the event.</td>
</tr>
<tr>
<td>the caveat that they were comfortable and accessible).</td>
<td>The venue and how they used the locale to make the evening spectacular.</td>
</tr>
<tr>
<td></td>
<td>Re-opening this venue was so powerful with all its history - the venue is really atmospheric.</td>
</tr>
<tr>
<td></td>
<td>An easily accessible venue, in the middle of town.</td>
</tr>
<tr>
<td></td>
<td>Being able to visualise what was being said as we were physically standing in the locations being referred to.</td>
</tr>
<tr>
<td></td>
<td>The location, we were talking and exploring issues about electricity in the former HQ of Northern Electric.</td>
</tr>
</tbody>
</table>

It is worth noting that attendee feedback about the 2016 festival also highlighted multi-format events; speakers who are skilled in engaging non-experts; audience-relevant topics; and opportunities for audience involvement or interaction.
5.1.4. Suggested improvements

Attendees age 12 and over provided 914 comments suggesting how events could be improved (excluding comments such as nothing or none). As with the successful aspects of events, most suggestions were specific to particular events. They have been analysed and categorised in the same way as the attendee highlights to determine some key overall learning points for the festival.

Attendees’ suggested improvements for Being Human 2017 events

<table>
<thead>
<tr>
<th>Suggested improvement category</th>
<th>Typical comments by attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall impression</strong></td>
<td></td>
</tr>
</tbody>
</table>
| Events and activities need to be well-planned and prepared and run to time. | The organisation, bit chaotic at beginning.  
The person who introduced the speakers didn’t seem that well prepared.  
The projection was unrehearsed, also starting 25 mins late.  
Poorly prepared, too much faffing over technology, badly chaired, late start. |
| Provide clear information for audiences about detailed structure/content/timing of different elements within events and what would be happening during them. | Better/more information at the event about stalls/activities happening in a separate room.  
It needed a better programme detailing what was happening when and where.  
Better signage of where different aspects of the event are. Perhaps a map of the venue with the different stalls illustrated on it.  
I think a timeline of events could be given before the event so that people could plan exactly when to arrive to catch which activities and performances. |
| Provide sound amplification, where needed, such as for Q&A sessions, noisy venues or where there is sound bleed/interference from elsewhere. | Unable to hear all the questions from the audience - they needed either repeating or micing up.  
Use of microphone. The noise from the projector meant it was very difficult to hear what was said and I missed a great deal.  
Irritated in the background noise from bar and unfortunate loss of sound on videos.  
During the Q&A session I could not hear questions from the audience and sometimes the panel members. |
| **Content**                    |                              |
| Select contributors who can engage and communicate effectively with non-experts without patronising audience members. | Rest of the talks were stuffy and not focused by cutting-edge research, not engaging enough to entice newcomers to the topic, therefore not catering for either an expert or lay audience.  
I’m a classicist and I couldn’t follow everything! If I was a random member of public, I wouldn’t stand a chance.  
I had no idea what was being talked about – too self-indulgent by the main speaker/chair. Language used could have been a bit less complex for the audience.  
The speaker assumed I knew more than I do - more context would have been good. |
Match content to event publicity and programme descriptions (including publicity about target audiences).

**Publicity.** Website detail imprecise with little detail about time and content of lectures.

It was described as a ‘drop in’ event via email so we arrived a bit later than planned. As a result we missed most of the main events, which was a shame.

I had little to no information about the session! I was unaware it was for families.

With the emphasis on a treasure hunt I thought it was for families, but my son was the only young person there. It was more academic than I expected.

**Format**

Include discussion or Q&A sessions to allow audience interaction. However these must be well-chaired/managed.

We needed to be able to ask questions about the products and the process in making an item. How long does it take?

A question and answer session after the talk would have been a good way to understand the interests of the participants, and to hear answers to things that I would not have otherwise thought about.

MC-ing - facilitating audience participation better.

The chair needed to ask only for questions -not comments- from the audience and prompt for them to be succinct.

**Venue**

Ensure exact locations (e.g. rooms) are clearly and professionally signposted.

Sign posting from reception.

Signage of event room around campus, particularly on university open days.

Signage to the exhibition (there was none around the venue that I could see, even when you got reasonably close).

Generally, these suggestions, like those made about the 2016 festival, highlighted the importance of organisers ensuring their events are well managed and professionally presented and that contributors are engaging and ensure content is accessible and relevant to non-experts.
5.1.5. Awareness and opinions about a national festival of the humanities

Attendees age 12 and over were asked when they became aware that event/s they attended were part of the Being Human festival. The graph shows that half (50.8%) were aware prior to the event/s. 29.8% found out during the event/s and almost one-fifth (19.3%) only found out when they completed the evaluation survey/questionnaire.

Attendees age 12 and over awareness of Being Human festival (n=2326)

As in 2016, all interviewed attendees welcomed the concept of a national festival of the humanities. However, most also commented that they would only be able to attend events in their locality. They highlighted the importance of locally-significant topics and the need to ensure the festival has reach beyond metropolitan centres or universities, if it is to be truly national.

So I think if you were doing something nationally and you could focus on those areas [away from London], because that brings it home. ...So if you can find local things and people being here then I think that’s a draw. (Attendee)

I think it’s a great idea, yeah, I think it’s a wonderful chance to get academic research out of the classroom or out of the universities and into communities and for people to learn about what’s gone on where they live and how it matters to them now or how it might matter to them in future. (Attendee)

Attendee feedback also demonstrated an understanding of the challenges of promoting a nation-wide festival, particularly one that covers such a wide range of subjects and topics.

It should have a broad appeal I suppose, but how do you go about promoting something that’s national and successful, how do you get it out and promote it for all of those people. But that aside I think yeah, it’s a good thing to roll out, as it’s relevant to everyone. (Attendee)

I’m a historian so it’s interesting for me but trying to get the wider public involved could be problematic because it’s difficult because it just depends what everyone likes. (Attendee)

One attendee’s interview emphasised the importance of ensuring that presenters, particularly those who introduce events, are clear about the description and purpose of the festival.

Someone said something like that at the beginning (of the event) that it’s a festival for humanities scholars, so I’m not sure how inclusive that feels. I didn’t know about it, but feel I should have known about it because it is in my area of interest. (Attendee)
Attendees who were interviewed at two events run by hubs had not really grasped that their cities were hubs. However, attendees across a range of locations generally welcomed multiple events in one locality, which they thought could help raise awareness and provide multiple opportunities for audience members to engage with Being Human.

You need a cluster of events or programmes going on in one place to give a sense that this is something bigger. One event on a single Saturday is unlikely to give that impression. (Attendee)

5.2. Organiser experiences and opinions

This section outlines the feedback from organisers on their experiences of arranging and delivering events as part of Being Human 2017.

5.2.1. Ratings of central support for Being Human

Central support, resources and marketing were generally highly rated. Overall, 93.0% of organisers rated the support from the central team as ‘excellent’ (61.2%) or ‘good’ (31.8%), in comparison to 88.7%, 61.2% and 31.8% respectively in 2016.

Organiser ratings of central support and resources (n= 83 to 85)

<table>
<thead>
<tr>
<th>Aspect</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>9.4%</td>
<td>32.9%</td>
<td>52.9%</td>
<td>3.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Being Human festival website</td>
<td>13.3%</td>
<td>38.6%</td>
<td>45.8%</td>
<td>2.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Being Human printed programme booklet</td>
<td>4.7%</td>
<td>31.8%</td>
<td>48.2%</td>
<td>12.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support from the central Being Human team</td>
<td>3.5%</td>
<td>31.8%</td>
<td>61.2%</td>
<td>2.4%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

These data indicate that taking part in Being Human 2017 was a positive experience for most organisers, which is confirmed by the fact that all would recommend taking part in Being Human to someone else.

The table overleaf compares organiser’s ratings for different aspects of central support for 2016 and 2017. Whilst most figures are broadly similar, of note is the increase from 39.4% to 52.9% organisers who rated central marketing and key messaging as ‘excellent’.
### Comparison of organiser ratings of central marketing, communications and support 2016 to 2017

<table>
<thead>
<tr>
<th></th>
<th>2016 Ratings</th>
<th>2017 Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Support from the central Being Human team</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excellent</td>
<td>54.9%</td>
<td>61.2%</td>
</tr>
<tr>
<td>Good</td>
<td>33.8%</td>
<td>31.8%</td>
</tr>
<tr>
<td>Average</td>
<td>5.6%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Poor</td>
<td>1.4%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>4.2%</td>
<td>2.4%</td>
</tr>
<tr>
<td><strong>Central marketing &amp; key messaging</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excellent</td>
<td>39.4%</td>
<td>52.9%</td>
</tr>
<tr>
<td>Good</td>
<td>47.9%</td>
<td>32.9%</td>
</tr>
<tr>
<td>Average</td>
<td>7.0%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Poor</td>
<td>1.4%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>4.2%</td>
<td>3.5%</td>
</tr>
<tr>
<td><strong>Being Human festival website</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excellent</td>
<td>43.7%</td>
<td>45.8%</td>
</tr>
<tr>
<td>Good</td>
<td>43.7%</td>
<td>38.6%</td>
</tr>
<tr>
<td>Average</td>
<td>7.0%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Poor</td>
<td>2.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>2.8%</td>
<td>2.4%</td>
</tr>
<tr>
<td><strong>Being Human printed programme</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excellent</td>
<td>49.3%</td>
<td>48.2%</td>
</tr>
<tr>
<td>Good</td>
<td>32.4%</td>
<td>31.8%</td>
</tr>
<tr>
<td>Average</td>
<td>5.6%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Poor</td>
<td>4.2%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>8.5%</td>
<td>12.9%</td>
</tr>
</tbody>
</table>

In interview, organisers reflected these positive ratings of central support, when they particularly praised the central team’s speed and efficiency in responding to enquiries.

*I felt that the team were absolutely superb and I always felt like if I have a query they’re going to answer in minutes, they’re very, very on the ball, they’re enthusiastic whenever I went to events where they were working, they were always just very supportive and interested. Not in any way just administrators, they were committed to the whole thing and very interested in all the events.* (Organiser)

*I think all of the organisation, considering how big it is, I’ve been very surprised how quickly people have got back to me with emails, I think the information that they give is very, very useful.* (Organiser)
One hub coordinator, who had participated in Being Human before, commented on how improvements have been made to the processes when compared to previous years.

Certainly this year I think what worked really well was the timeframe, because the applications went in earlier and therefore we knew earlier we were a hub, so we had more planning time. The toolkit that they give us is fantastic. This year I’ve also noticed that they have been very on the ball with helping us even in terms of opportunities for UK-wide press if anything crops up. (Hub coordinator)

Organisers who attended a masterclass, which was introduced for organisers this year, reported positive outcomes, although it was noted that some had to fund themselves to travel to the masterclass which was held in London. Regional masterclasses were suggested to help improve access and to facilitate networking within each region, particularly around sharing of contacts and resources.

I just found that (the masterclass) enormously helpful, incredibly clear, very, very practical, and I think that was the point where I started thinking we could do the schools workshops as well. So it made me feel emboldened to do more and to think more creatively around this thing that we had and could work with. (Organiser)

Yes, it gave us really practical advice (...) for example to run the event successfully in terms of just practical – for example to count the number of visitors, to give like stickers, which is something I wouldn’t have thought of. And in the end (...) did the counting for us, but in the future that’s like a nice trick and people love stickers, to keep track of things. We also had people from previous (festival) years come and tell us of their experiences, what worked, what didn’t. And there was actually some advice I wish I would have followed up myself. I didn’t think it would apply to me and it turns out it did apply. (Organiser)

Generally, organisers found the information provided before Being Human to be useful. However, some commented that this information was too detailed and they found the length of emails and information from the central team could be overwhelming and could lack clarity.

And I have to say the emails they sent, sometimes they were so long with so much information that I honestly didn’t read, I didn’t have time to read everything. At the end there were fewer emails, which was great, and they were more concise, a bit like, “Send us photos if you have,” great. (Organiser)

So the one thing I would say about the Being Human is there was too much information being given, there’s this big pack around communications which go into all this huge amount of detail, but was that me doing it or was that the hub organiser, or was that Being Human who were doing it? (Organiser)

As Being Human, there’s so much, there’s too much information before the event, simplifying it, could they do small funding pots for universities and then a few pips on a page on how to organise a hub. Then tell us afterwards what happened, allow us to be part of the success story of it as well. (Organiser)
5.2.2. Uptake of supporting information, marketing and evaluation resources

The following table summarises organisers’ uptake of the information and resources that were provided by the central team. It shows that the most-frequently used information resources were the evaluation guidance (used by 81.0%) and promotional guide (78.5%). The logos (74.7%) and printed programme (70.9%) were the most-frequently used marketing resources, and the paper questionnaire for attendees age 12 and over (71.8%) was the most-frequently used evaluation resource. All other information sources and resources were used by fewer than half of organisers.

**Comparison of organisers’ use of centrally-provided information and resources 2016 to 2017**

<table>
<thead>
<tr>
<th>Description of information/resource</th>
<th>User % 2016</th>
<th>User % 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Information for event organisers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evaluation guidance</td>
<td>57.8%</td>
<td>81.0%</td>
</tr>
<tr>
<td>Promotional guide</td>
<td>71.8%</td>
<td>78.5%</td>
</tr>
<tr>
<td>Emailing attendees instructions (Eventbrite in 2016)</td>
<td>53.5%</td>
<td>38.0%</td>
</tr>
<tr>
<td>Live streaming instructions</td>
<td>1.4%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Not used any of these resources</td>
<td>4.2%</td>
<td>5.1%</td>
</tr>
<tr>
<td><strong>Marketing Resources</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logos</td>
<td>59.2%</td>
<td>74.7%</td>
</tr>
<tr>
<td>Printed programme</td>
<td>78.9%</td>
<td>70.9%</td>
</tr>
<tr>
<td>Online branding materials</td>
<td>32.4%</td>
<td>38.0%</td>
</tr>
<tr>
<td>Press toolkit</td>
<td>23.9%</td>
<td>27.8%</td>
</tr>
<tr>
<td>Other resources, mostly poster and flyer templates</td>
<td>5.6%</td>
<td>11.4%</td>
</tr>
<tr>
<td>Not used any of these resources</td>
<td>4.2%</td>
<td>2.5%</td>
</tr>
<tr>
<td><strong>Evaluation resources</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendee questionnaire for age 12 and over</td>
<td>64.8%</td>
<td>71.8%</td>
</tr>
<tr>
<td>Link to online attendee survey</td>
<td>46.5%</td>
<td>34.6%</td>
</tr>
<tr>
<td>Contributor (speaker/partner) survey</td>
<td>35.2%</td>
<td>29.5%</td>
</tr>
<tr>
<td>Audience questionnaire for age under 12</td>
<td>15.5%</td>
<td>12.8%</td>
</tr>
<tr>
<td>Not used any of these resources</td>
<td>7.0%</td>
<td>9.0%</td>
</tr>
</tbody>
</table>
5.2.3. Learning points around central support and resources

Although central support and resources were positively rated by the vast majority of organisers, there were some areas that were identified as challenges or difficult to implement which are summarised in the table below, along with example comments. Some comments include suggestions to address particular challenges.

Organisers’ challenges and suggestions around central support and resources

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Typical comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Restrictions on managing online information about events</strong></td>
<td>The first time I worked with Being Human, Event Brite was used for the ticketing, and this time there was the dedicated ticketing system which I found much less easy to deal with and was less flexible in terms of what it could give you for marketing. ... it was quite a faff to create a list of attendees, and Event Brite does that much more easily for you. In fact you can just ping an email to all of them in one second. I did quite like it when we each did our own Event Brites. And that felt so that you could control things, you could... If things were changing, obviously you would pay attention to what was on the website because you couldn’t just advertise a completely different thing. But if someone had decided to slightly change the time or slightly change that you had to sign up to this bit but not the other bit, you could manage that in the ticketing and let people know the minute they were signing up to book. But we could only put one name on the website as a contact. So just simple things like that have – I mean it comes up a lot, so it’s not just a Being Human thing but you’re obviously encouraged to collaborate, but then you can’t actually represent that collaboration. I think the brochure, which is always very appealing and people always really appreciate it, I think it is clear enough that the details move on from the brochure to the online form by the way the brochure is produced. So I’m never too worried if we deviate a little bit from brochure. But it’s nice to get a bit more flexibility on the online so that unexpected change can happen.</td>
</tr>
<tr>
<td>Limitations in the management of ticketing for their own events, specifically the difficulty in creating a list of attendees and setting up or making changes to tickets available. Restrictions on the number of partners that could be represented for events, which resulted in some partners having higher visibility than others. Organisers unable to make changes to online information about events after the deadline.</td>
<td></td>
</tr>
<tr>
<td><strong>Deadline for submitting content</strong></td>
<td>Well this might be part of the whole organisational evaluation, it was very confusing as to the different deadlines for the print programme and the online programme and so I got them for the online programme and through it was the print programme and then I realised I’d missed the deadline for the print programme. The whole thing about the different deadlines and the different log in systems for the print and the online programme was just a hassle and I know I wasn’t the only one who didn’t get into the print programme. I think for the future the festival could take into account that academics are usually not working in the summer, which is when one of the significant deadlines happened.</td>
</tr>
<tr>
<td>Confusing around deadlines and process for submitting content for online and print programmes. Timing of deadlines proving problematic as academics are on leave in summer when the detail of events is often yet to be finalised.</td>
<td></td>
</tr>
<tr>
<td><strong>Payments and invoicing</strong></td>
<td></td>
</tr>
<tr>
<td>---------------------------</td>
<td></td>
</tr>
<tr>
<td>The length of time taken to claim money from Being Human, and set-up and process invoices for the use of external contractors, such as freelancers.</td>
<td></td>
</tr>
<tr>
<td>now the university claims that £1000 we initially paid, to (contributors) – so I think the thing that I have learnt with that is (...) earlier than I probably did, I thought I had but I kind of left a good month as a gap and I should have left two months, so that I wasn’t kind of slightly panicking in the final week.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Evaluation</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation forms not being appropriate for audience attending events due to excessive length and complex language used.</td>
</tr>
<tr>
<td>Organisers being felt restricted in terms of type of evaluation methods they could use.</td>
</tr>
<tr>
<td>Use of follow-up online evaluation as not all audiences will complete online</td>
</tr>
<tr>
<td>We did put out the Being Human questionnaire, but it’s quite a long and detailed questionnaire, two sides, it’s all the tick boxes and things. So for our events, you know (...) they’re just short, light, half hour, lunchtime events, so it’s not something where people respond very well to a big hefty questionnaire, but if you’re doing a big whole day conference or something, then people don’t mind spending five minutes, but so we just created some little coloured postcards with just simply jot down your thoughts and we put those on chairs. I think from our point of view the advantage of evaluation forms is that it’s very straight forward for us to just leave the forms out and people will complete them. The disadvantage is that they’re often not appropriate for, basically, audiences who are not educated middle class audiences with cultural capital. So I think it’s quite demanding to do them, because there’s all this stuff that Being Human wants back, like they want you to do their evaluations which meant I couldn’t do the kind of evaluation I personally would have chosen to do. I think the other thing about evaluation is don’t assume that people can do online evaluation, because again that’s about, I guess that’s about inclusive and recognising that there are sections of the population that can’t evaluate with that. I did copy everything and mail it to Being Human and I got two names of people I should mail everything to so I hope I’m going to get it. Because not everything is online. Whereas it seems like most of the feedback Being Human is expecting is online. But I guess for us we just couldn’t leave like a website address and expect people to log in, so we still used paper actually quite a lot.</td>
</tr>
</tbody>
</table>
5.2.4. Partnership experiences

The application process for Being Human 2017 encouraged organisers to work with relevant local partners to optimise the quality and reach of events and activities. Interview feedback highlighted how partnerships enabled organisers to engage with new or more diverse audiences or gain other benefits.

Reaching new audiences through working in partnership

Organisers described how working in partnership enabled them to reach a new audience in a number of different ways, as the examples in this table show.

Organisers’ use of partnerships to reach new audiences

<table>
<thead>
<tr>
<th>Reaching new audiences</th>
<th>Typical comments from organisers</th>
</tr>
</thead>
</table>
| Use of partners’ promotional opportunities/ channels | *But again, it was interesting to know, I think probably more previous years we’ve seemed to be able to pull from outside the region. Well, I think it’s (our partner’s) effect, and I think that has a, it’s a big brand and I think that really helped.*  
*I am always very curious and delighted as to how our partner venues can broadcast out and get to an audience which we wouldn’t get to as a university particularly, and they don’t necessarily share in common.* |
| Use of venue/ location to reach new audiences | *I was keen to reach out to a more diverse audience, and also to do something specifically for kids and young families who are, we think, very prominently affected by (a topical issue) at the moment. So I thought that the demographic of (the city) Museum would be the ideal place to connect with a different kind of audience.*  
*And I think the thing I would absolutely say about public engagement is you have to go to where people are, not expect them to come to you.*  
*I mean the people at the museum have put quite a lot of effort into making it a very welcoming and friendly kind of place that has lots of events that appeal to all the different communities in the city. So I think people are not intimidated by it and so that was really great, I was really pleased about that. And also families really did work together.* |
| Use of partners own events to expand audiences. | *... it’s a bit more difficult to do it with Being Human, particularly with the short run up, sometimes some of the best stuff I’ve had has worked when we’ve piggy backed and linked to other events that are going on.* |
Other benefits of working in partnership

Organisers also referred to a number of ways that working in partnership could add value to or enhance their own public engagement activities, research and professional development.

Organisers’ use of partnerships for other added-value

<table>
<thead>
<tr>
<th>Value of working in partnership</th>
<th>Typical comments from organisers</th>
</tr>
</thead>
</table>
| Use of partner venues to enhance activities | So that was absolutely great and you wouldn’t get that advantage from doing it in a university teaching room with sort of strip lighting, you wouldn’t have the same sense of place. A lot of the talks were about ideas of place and how place changes emotion for people who are in it, so actually to be in those places actually has an impact on the event itself.  
  
We kind of assumed schools would perhaps use it as a chance for some school trips, that kind of thing. That didn’t happen but kids came with their parents on their own back and they were really excited, they asked questions, you could tell from their reactions they’d never seen (a venue) like this before. |
| Sharing skills/ knowledge base with partners | I keep coming back to this because I think this is one of the major things in this whole process, is working with really, really good partners is just absolutely vital. So like working with someone (...) who worked a lot on marketing and things like that – he set up an Instagram page, which I literally wouldn’t be able to know how to do.  
  
So for them (a PhD student and composer), just to meet each other and work together, was really interesting. They would like to recreate that performance and do it again now and now the piece of music exists that’s something we can do with that.  
  
Absolutely and you know, museums really rely on academics for their expertise and that’s just sort of the way it is. But the fact is if the museum doesn’t know where to go to get that expertise and if the academic is totally unaware of the collection, I mean it just doesn’t happen. |
| Partner impacts on research | So I just find working with people who are from the wider cultural sector to be really exciting and inspiring and also it just – yeah it just takes – it’s just a different way of doing research and it makes – it opens up different ways of doing research and you can pursue things in a more dynamic but also quite socially and culturally engaged way.  
  
So basically doing practice as research, so just as a theatre person in theatre studies might make theatre and that is their research, so I see this way of working then becomes a way of doing practice as research.  
  
So what that meant for us is that those partners that we’ve worked with quite tentatively or haven’t really worked with yet were invited in under the umbrella of our project, which is really important for the community developments parts of our research. |

Higher level, strategic partnerships were also identified as being able to support the delivery of events, both for Being Human 2017 and potentially in the form of continued support in the future.
And they were fully supportive and they know about it, which is the key thing. So when I was going to museums and libraries, and so on, in the city I got such a positive response because the council were so on board with the concept of the festival. (Organiser)

And I those strengthened links in many ways are more important aspects of the engagement than the number of people that we’ve had through the door, for example, or what people thought of the exhibition. I think they’re strategic things that we’ve got out of it. (Organiser)

5.2.5. Learning points around working in partnership

Although many partnerships were successful, some organisers identified a number of challenges they encountered from working in partnership as part of Being Human.

Organisers’ partnership working challenges

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Typical comments from organisers</th>
</tr>
</thead>
</table>
| Lack of resourcing or support from partners. | But the (venue) didn’t really help, so all the evaluation forms, any negative things we’ve had were about (the venue) themselves, which has been a bit of a shame. They were brand new and I wonder if they almost needed to bed in before the partnerships begin.  
  We tried to have conversations really early on, but they were so focused on getting the building ready for opening that some of the things that we tried to do didn’t quite happen, so we ended up doing three events rather than five.  
  It wasn’t bad but it was actually by far the hardest because it was working with other external partners who – things like it was a workshop for the day, they didn’t tell us there was a (major event) on that day, so there was no parking, there was no toilets near the room. We had to be let in and out of the building by a security guard, the PowerPoint laptop facilities didn’t work. All those other things that just make life a bit harder on the day. |
| Difficulty with communications       | Well, in this place actually, I think we had, there was one person who was doing the bit between the university and (the venue), and I just don’t think (they were) communicating honestly with either end.  
  They didn’t respond to emails, but I made a point of calling or dropping in and you know, what I thought was a sullen silence was actually perfectly normal to them. Yeah it’s a different way of working to the way that we tend to work in university, which is so email driven.  
  I think there was a lot of miscommunications because some things we had agreed with the previous director, like we didn’t get into writing and then obviously when the new team took over - so I think that was kind of like stress that really could have been avoided if we had done everything by the book.  
  Kind of what they had told us in Being Human, having like a check list that all the partners agree on and that’s something I didn’t think was going to be necessary, but it turns out I think it would have helped. |
| Time commitment needed to plan and establish partnerships | There’s no point in having (events) on university campuses in my view at all, because large portions of the population will not come onto a university campus and those who do we’re already speaking to. So the point has to be to go off a university campus, but that takes a lot of planning.  
  But the academic effectively failed to make contact with the school that she wanted to in time for them to be able to programme it in to their year, as it were, or their term. They need to programme miles in advance these days. So she misjudged that. |
5.2.6. Community involvement experiences

To align with the 2017 festival’s strategic priority of deepening and diversifying Being Human’s national presence, organisers were encouraged to establish links with community groups and local community audiences, as well as feature local communities in events.

Organisers described how the process of engaging and working with communities benefited both Being Human events and community organisations or individuals.

**Organiser benefits from community involvement**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Typical comments</th>
</tr>
</thead>
</table>
| Communities can enhance events and activities by contributing content, which can improve audience engagement and also feed into humanities research. | *I think that’s important but I think probably the most important thing, the way that it was positioned, was that the audience were prosumers, we didn’t use them as an experiment but it was their story, it’s their project, they’re the ones who’ve written it really.*  
*So at a local level I think it’s been quite successful as a tool for increasing awareness, because I think for us a lot of our community partners, because they’re engaged in community development, although we tell them we’re doing a research project that doesn’t really mean anything to them. They only understand our work in terms of their own frame of reference. They think we’re doing, oh yeah, we’re doing artwork with local people, they don’t really understand why it’s research, what is it about. And I think being part of Being Human has helped us to frame it in that way for them. So I think for us that’s actually been a really useful impact.* |
| Community involvement can have positive impacts for participating community organisations and individuals. | *So in terms of the play, having an outcome for that research is I’ve sort of opened up the community, opened up lines of communication in the community itself to sort of keep the research live, to keep the interest alive.*  
*I think it’s been quite transformative actually for the (community) partner because, and it’s difficult to separate the exhibition from the wider involvement in our project, but I think having the exhibition, for example, has really awakened them to the value of doing cultural activities….the manager, is extremely excited about this and actually is pursuing all sorts of plans and potential bids to try and turn that into a more permanent, not just an exhibition space, but a space for cultural activity.*  
*In developing their (community members) confidence as researchers, developing their skills, they’ve actually…we’ve been amazed at the extent to which people like, …the older man who made one of the (pieces of work). (He) has been going around, and actually in some of the evaluation forms people have commented that (he) had talked to them about his (work) and explained the thinking behind it, all of those kinds of issues around his identity in (the local area). So I think for him that has been a really empowering impact.* |

5.2.7. Learning points around community involvement

Organisers identified a number of learning points from involving communities in Being Human:

- Activities need to be of sufficient local interest and accessible to local communities.
- There needs to be an element of trust to truly engage some communities, which can take time to develop.
Organisers highlighted the importance of developing events and activities in partnership with local communities to ensure they realise that Being Human is for local communities and not an academic exercise.

*So we were sure to work with the set up within that programme. If you are wanting to work with these community groups, you have to tie in to what they do anyway.* (Organiser)

*I thought it (the subject of the event) had the potential to appeal, but yeah, I think just getting that sense of (us) needing to put in some harder work there in connecting with communities and then thinking that an event like that is for them.* (Organiser)

*I think realistically in terms of the people we’re likely to get coming to public engagement activities in terms of the density of the population and their particular interests, it is quite difficult unless you’re already working with existing stakeholder groups or existing communities that you know are going to be interested and come.* (Organiser)

Organisers emphasised the amount of effort it took for them to connect with communities and establish their trust.

*I think there’s all this intensive work we probably need to do and I think in the future we’ll probably – I think in the future it will encourage us to basically do more work with local groups. I think it needs to be a much more sustained effort.* (Organiser)

*Everyone talks so much about diversity, diversity is only about difference, it’s (so often) only about the numbers. It’s not until you actually start to think about integration where it matters, it’s that point where it becomes challenging and you realise the effort required.* (Organiser)

*And since then (2013) I’ve been trying to develop this idea of practice as part of it. So what’s that? Like four years of failure. Because it’s really hard to get (the community partners) to believe that what you’re trying to do is something that is sensitive, that is celebratory, that you’re not trying to mock them or anything like that.* (Organiser)

In this context, the long-term nature of establishing effective community links was highlighted. Being Human was reported to have given some long-term projects an opportunity to strengthen existing relationships with communities.

*It’s definitely for us has worked to strengthen some of those relationships and initiate new ones. It’s been done in a way, because it’s been led by one of the community partners, they’ve been very keen to take part, so it’s allowed our main partner to kind of endorse our project, if you like, for the other community partners so that they can feel that they can be part of it as well. As you probably know, achieving that, especially in an area like (…), is a really long term project. So I think it’s given a bit of momentum to our community engagement.* (Organiser)

Organisers also described the importance of positioning Being Human appropriately for local communities.

*So I mean it seemed like a good way of making connections with the university but I wasn’t trying to push the AHRC or national festival kind of thing. There’s an element of trust with these communities. So that to me is evidence of trust, that they were happy and willing to talk to her about her research.* (Organiser)

### 5.2.8. Experiences in promoting Being Human

Organisers described how it was not essential to have large audiences at all Being Human events, with some, who reported lower than expected audience numbers, emphasising the how attendees at smaller events received a more in-depth experience than would have been possible with larger numbers.

*So we had a small turnout, it would have been nice to have more people there, but because it was small it did mean there was more involvement, which I think was good.* (Organiser)

*And that was smaller, so I think we had eight people at that in total, which worked quite well actually, because it’s a workshop setting you don’t want 50 people or so in a workshop.* (Organiser)
so it wasn’t quantity in audiences, but it was definitely quality in the sense of the people who came were very, very engaged and it was often you know, people with a really direct connection to the event that was happening or it was sort of word of mouth. (Organiser)

### 5.2.9. Learning points around promoting Being Human

Organisers identified a number of challenges they encountered when promoting Being Human, including difficulties around attracting support from their institution’s communication teams; not being equipped themselves to promote the festival; and lack of familiarity with appropriate promotion channels for target audience groups.

#### Organisers’ promotional challenges and examples

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Typical comments</th>
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</thead>
<tbody>
<tr>
<td>Lack of support from institutions’ comms team</td>
<td>Well first the Press Office, are going through some staffing transformations so they are really understaffed. So there was no – so they didn’t really get back to me. (Organiser).&lt;br&gt;I think we needed to have done a press release sooner for the university, I didn’t realise how long it would take the university to turn it around. (Organiser)&lt;br&gt;Being Human were all over it, it was all great, but I think that the university itself could have done a far better job of engaging with it and I think that’s partly down to my understanding of how that functions and that’s been a good learning curve for me, that’s all. (Organiser)&lt;br&gt;maybe it’s a lesson for me that I need to be more kind of active about promoting it, but I kind of to be honest just assumed that the university knew it was all happening and you know, it then eventually dawned on me that nobody knows I’m doing this. (Organiser)</td>
</tr>
<tr>
<td>Organisers not equipped to promote events themselves</td>
<td>I mean I don’t know, we’re not trained in communications and PR, we can do a bit, but it’s not the same as the professional PR person who actually has those connections with the place and is completely focussed on that. (Organiser)&lt;br&gt;but also there’s time concerns, so and it was only really two of us doing the work, so at some point – you know, it’s better to focus on how to invite speakers to run things, so publicity kind of fell on the wayside because at some point I just didn’t have the time in addition to my regular workload. (Organiser)</td>
</tr>
<tr>
<td>Traditional promotional channels not appropriate to reach all audiences</td>
<td>The statistic for (our area) is that 60% of adults living in that area don’t have access to the internet, so we can’t rely on that, we can’t expect that people will engage digitally, they actually engage through leaflets and flyers and word of mouth. And that’s just about knowing your area. (Organiser)&lt;br&gt;So we’d publicised it in – there was a story in the local newspaper, there was the venue itself sent out its mailing list and having a conversation with the person who runs the venue, they said it’s very difficult, they actually really struggle to get anyone from (the local area) in that building. (Organiser)</td>
</tr>
</tbody>
</table>
Some organisers offered suggestions for how Being Human could help support them with promotion in the future, which included briefing organisers on the time to take to engage comms teams and providing additional support to reach local press.

_I would say from the Being Human perspective that it might just be worth really kind of spelling that out to kind of dummies like me coming at public engagement fresh, who really haven’t had that much experience of it. I think yeah just kind of saying you need to do this today, go and sit down, have a chat with them in like July and book it in the diary._ (Organiser)

### 5.2.10. Participating in a national festival

Organisers commented positively on being part of a national festival, which was deemed helpful when securing internal support, engaging external partners or raising the profile of institutions.

_I think it helped us to sell it to the people who lent us the venue, I think it helped sell the idea to the museum, that it’s part of this official thing, it’s not just us coming up with (an activity), do you know? And I think because it had already a sort of a reason, it already had funding from nationally known funding bodies, that gave it a bit of gravitas and I think that was really helpful to us._ (Organiser)

_So to become part of a national conversation, and via (Being Human) social media things got picked up, I think (our event) was part of one of their early press releases. So it made us feel like we were part of this big... I think we do in (this city), you are a bit out on a limb to some extent, we’ve got the one university, it’s not like being in Manchester or Liverpool, or somewhere bigger. I think just getting (this city) on the map a bit was quite good with it as well._ (Organiser)

One organiser commented on the challenge of national identity when promoting events outside the UK.

_It is difficult to achieve national and even local press coverage for an event that is British-branded but happening in France. However, I was pleased that we reached a number of key French-sources of information._ (Organiser)

Others wondered if Being Human is truly national in feel and profile.

_I don’t see it as a unified national festival, I see it as something that individual universities are doing under a banner. And so I think in many ways there’s some really exciting, interesting things happening, I think that they do seem not so much part of a coherent festival as a university doing things._ (Organiser)
5.3. Contributor experiences and opinions

This section summarises feedback from contributors such as speakers, panellists, workshop leaders, creative practitioners etc. about their experiences at Being Human 2017.

Being Human was highly rated by almost all contributors. 96.0% rated their experiences as ‘excellent’ (58.0%) or ‘good’ (38%), which are similar to the 2016 figures of 94.3%, 58.6% and 35.7%. Only two contributors gave an average. Rating, and one commented that their event would have achieved more if it had been funded.

Participants’ ratings of their experience of Being Human 2017 (n= 50)

Contributors who rated their experiences highly appreciated being involved in well-organised activities and being made welcome by organisers.

Good organisation, interesting and multi-layered project, fascinating participants and lovely walks. (Contributor)

The team we met and worked with were very warm and welcoming, the conversations were enriching. (Contributor)

All information was sent through well in advance. I was given ample opportunity to get to know and plan with my co-facilitator. The facilities were excellent and the staff friendly and welcoming. (Contributor)

Even though they rated their experiences highly, some contributors mentioned specific challenges or made suggestions, which were mostly around publicity – to audience and volunteers and allowing more scope for contributors to evaluate the specific impact of their work.

The length of the evaluation forms makes it difficult to evaluate impact in any means other than the BH forum. (Contributor)

We had a reasonable number of people attend. Publicity by (the museum) about the event could have been better. (Contributor)

There are a lot of international (...) students who want to do volunteers and internship after and during their studies, but they don’t know where to contact or who to get in touch with. Maybe the University and School can advertise and telling them more what is happening or where to contact for the opportunities. (Contributor)

All contributors reported that they would definitely get involved in Being Human in the future and all would also recommend Being Human to colleagues or peers, which are further indicators of positive experiences. The equivalent figures for 2016 were 85.5% and 81.7% respectively.
6. Outcomes from Being Human 2017

6.1. Attendee outcomes

This section summarises Being Human’s achievements with respect to its intended outcomes for attendees plus attendees’ other reported impacts.

6.1.1. Intended outcomes

Being Human intended to have four specific outcomes for attendees age 12 and over. As the graph shows, festival events delivered two of these outcomes ‘a lot’ for most attendees, with 63.2% reporting that events increased ‘a lot’ their awareness of research in the subject(s) covered and 67.1% being encouraged ‘a lot’ to find out more about the subjects covered. The latter is 21.4% higher than in 2016, when the former outcome was not evaluated. Almost half (49.7%) of attendees reported ‘a lot’ of increased understanding of the relevance of humanities to everyday life, which is an increase on the equivalent 41.0% in 2016.

Events raised awareness of the festival’s core partners (School of Advanced Study, AHRC and British Academy) ‘a lot’ for less than one-third (30.9%) of attendees, which is slightly less than the equivalent 2016 figure of 31.7%.

Intended outcomes for attendees age 12 and over (n=2415 to 2430)

<table>
<thead>
<tr>
<th>Intended outcome</th>
<th>2016 combined</th>
<th>2017 combined</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% a little + a lot</td>
<td>% a little + a lot</td>
</tr>
<tr>
<td>Increased awareness of research in the subject(s) covered</td>
<td>n/a</td>
<td>92.6%</td>
</tr>
<tr>
<td>Increased understanding of humanities relevance to everyday life</td>
<td>85.2%</td>
<td>87.7%</td>
</tr>
<tr>
<td>Encouraged attendees to find out more about subject(s)</td>
<td>84.2%</td>
<td>93.1%</td>
</tr>
<tr>
<td>Raised awareness of Being Human’s core partners</td>
<td>73.7%</td>
<td>73.8%</td>
</tr>
</tbody>
</table>
Most (71.4%) attendees age under 12 answered ‘yes’ when asked in surveys if they learned something new from a Being Human event and a further 23.8% were ‘not sure, meaning only one respondent had not learned something. Unsurprisingly, attendees described learning was specific to the topics of covered by the events they attended.

Bed pans the Tudors were very super sleepers. (Attendee age under 12)

The awful mass of waste and rubbish in the Atlantic killing many animals such as the albatross. (Attendee age under 12)

How to write my name in 4 different languages (Attendee age under 12)

I learnt that moles are so small and how to spell xylophone (Attendee age under 12)

6.1.2. Other outcomes for attendees

Attendees age 12 and over provided 481 comments when asked to describe other impacts that Being Human events had on them and/or their understanding of the humanities. We used the Generic Learning Outcomes (GLO)\(^\text{17}\) to code this feedback. The GLOs were developed as a tool for museums, libraries and archives to demonstrate the outcomes and benefits that people gain from interacting with arts and cultural activities and organisations. The five GLO categories are: knowledge and understanding; skills; attitudes and values; enjoyment, inspiration and creativity; and activity, behaviour and progression and, although attendees described outcomes in all of these categories, Being Human had strongest impact in four of them:

- **Knowledge and understanding** – just under one-third of comments described learning new facts or information, deeper understanding of a topic, learning about organisations and what they do or making links between topics.
- **Attitudes and values** – one-quarter of comments described how attendees feeling or perceptions about the humanities or specific topics had been influenced, including their opinions about themselves or others or their feelings about institutions.
- **Enjoyment, inspiration and creativity** – one-fifth of comments referred to attendees enjoying events or activities, being inspired or trying something new.
- **Activity, behaviour and progression** – one-tenth of comments referred to actions that attendees intended to take following their engagement with Being Human.

**Knowledge and understanding**

Most of these outcomes related to learning new facts or information about topics that were addressed in events.

Examples of described knowledge and understanding outcomes for attendees age 12 and over

<table>
<thead>
<tr>
<th>Knowledge and Understanding outcome</th>
<th>Typical attendee comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning new facts or information</td>
<td>Knowing that there were so many photographers in that era who were women better understanding of Wikipedia / how it works</td>
</tr>
<tr>
<td></td>
<td>I have more knowledge of bees, and the folklore around them</td>
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<tr>
<td></td>
<td>It helped me understand the more about the birth of the Olympics Games</td>
</tr>
<tr>
<td></td>
<td>It increased my knowledge of the stories and legends that were a part of Scottish history and of Scottish literature in general</td>
</tr>
<tr>
<td></td>
<td>I learned a lot about Belfast culture 1870 to 1915</td>
</tr>
</tbody>
</table>

Deepening existing understanding or knowledge

My understanding of the humanities has increased as I was made more aware of the ‘ordinary peoples’ input and how older people’s events can be made interesting through art.

I am a humanities scholar, but beyond that, felt I learnt a great deal about the particular subject matter addressed by the event—objects and how our human culture produces and responds to them.

I am already a humanities scholar, but I was delighted to learn more about the (name of) Museum token history.

Learning about organisations or institutions and how they operate

Wasn’t aware that (institution) had an archive and surprised that it’s not being used to promote (institution).

Variety of curators and social groups within (the city) and how they connect.

Awareness of partner cities and futures events.

The breadth of work happening at (name of) university.

Making links and relationships between topics

Better understanding of borders and connections.

The interdisciplinary relationship between literature and human geography is productive

Strong links that drama and the theatre has within the world of medicine

Helped me to better understand intersectional nature of poverty

**Attitudes and values**

These outcomes highlighted Being Human’s impact in generating positive feelings or perceptions about the value of the humanities in everyday life.

**Examples of described attitudes and values outcomes for attendees age 12 and over**

<table>
<thead>
<tr>
<th>Attitudes and values outcome</th>
<th>Typical attendee comments</th>
</tr>
</thead>
</table>
| Feelings about the humanities’ contribution to society, daily life and other disciplines. | I found this gave me some understanding of the world as it is today: that conflict will always be part of humanity, unless another way is found.  
As a homelessness professional it has been a real eye-opener. I consider myself an open person but was still forced to challenge some of my views. It was extremely valuable.  
Very important to expand the humanities cannon as our history has never been monolithic. Black history is integral to history simply as it is history. Black history is important to many, and special to me: it has shaped my identity.  
Different perspectives and experiences on my core, day to day business - really good / insightful opportunity  
Made me consider how much influence landscape has on not only writers and artists, but the way it shapes local communities and how much, in turn, those communities shape the landscape and the art it produces  
Humanities enrich lives  
That research can be ‘serious’/rigorous and fun and can be related to everyday life and concerns.  
Links between ordinary lives and society, history and wider subjects.  
It has highlighted the value that the humanities can bring to ‘traditionally scientific’ subjects |
| Changes to opinions about self or others | You can appreciate the lives of people and their struggles who lived on streets you regularly walk down.  
Brings home it could and does happen to all sorts of people - rich and poor. Its pot luck  
Helped me feel empathy with the brave women of the past.  
More aware of personal reasons as to why people (young adults) chose to present themselves and identity.  
I feel more immersed into the power of women and how much they contributed to the war effort. I feel empowered.  
The whole evening left me feeling very moved, enlightened and hopeful for change in the future.  
It has changed the way I see humanities and human beings. |
| Attitudes and feelings about places, institutions, organisations etc. | A greater appreciation of history in my local community.  
Understanding and appreciating (city) as the city of adventure.  
Greatly appreciation of the history and significance of a local institute and the realisation that other local institutions have important national and international relevance  
Having lived in (Name of area) as a young child this event has avowed me to become far more aware of the regions history and appreciate local authors more and encourage seek out others  
Made aware of how diverse the region I am staying in is. Made me aware of different languages and cultures  
I was born in (city), but have not lived there for 40 years. The event has opened my eyes to how beautiful and interesting the City is. |

**Enjoyment, inspiration and creativity**

These outcomes focused on attendees enjoying events or being inspired by them. There were fewer impacts on attendees’ creativity.

**Examples of described enjoyment, inspiration and creativity outcomes for attendees age 12 and over**

<table>
<thead>
<tr>
<th>Enjoyment, inspiration and creativity outcome</th>
<th>Typical attendee comments</th>
</tr>
</thead>
</table>
| Enjoying or having fun at Being Human events and activities. | A fun, interesting afternoon, interested to see how it was put together about a subject I already know a lot about  
Being able to spend time with my child and socialise with others, also generally talking about the project with organisers  
Fun to explore languages, I wouldn’t have had to chance to explore before  
I enjoyed the multi-disciplinary aspect of much of the work  
I enjoyed the opportunity to visit (the museum) and meet various interesting people from a variety of backgrounds. |
I enjoyed the whole exhibition. It provided me lots of insights, and was educational, interesting, and informative. It was thought provoking, and a positive experience that I would recommend and attend a similar exhibition.

It was so good to experience something completely different during a lunchtime

The overall impact is of enjoyment

Wonderful uplifting, multi-cultural (...) fun event

<table>
<thead>
<tr>
<th>Being inspired by Being human events and activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inspired me to read and research into history more.</td>
</tr>
<tr>
<td>Inspired me to research more to increase engagement with youth I work with.</td>
</tr>
<tr>
<td>Inspired me to start reading literature again, to make the time for it. It’s important and I love it but I don’t do it enough – event has made me want to again.</td>
</tr>
<tr>
<td>It has inspired me to research for new ideas and subjects that will hopefully be useful to my non-day job activities.</td>
</tr>
<tr>
<td>It has inspired me to take inspiration from more classical to broaden horizon</td>
</tr>
<tr>
<td>It was encouraging my daughter in her writing pursue. She got inspired.</td>
</tr>
<tr>
<td>Inspired a resurgence of my love of poetry.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Creativity impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will attack my latest picture book text with renewed vigour!</td>
</tr>
<tr>
<td>Stimulus for my poetic and photographic and dramatic work.</td>
</tr>
</tbody>
</table>

**Activity, behaviour, progression**

Most of these outcomes centred on attendees intended actions, which is reasonable given the short-term nature of their feedback.

**Examples of described activity, behaviour, progression outcomes for attendees age 12 and over**

<table>
<thead>
<tr>
<th>Activity behaviour progression outcome</th>
<th>Typical attendee comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Things that individuals intend to do as a result of Being Human events and activities.</td>
<td>I had no idea of how important the (museum) was. I will be going back and bringing my 4 grandsons they will enjoy it.</td>
</tr>
<tr>
<td></td>
<td>I think that I’ve moved over the couple of years when I just attended Being Human events to seeing research as something I can take part in.</td>
</tr>
<tr>
<td></td>
<td>I will read literature from this period by immigrants from the Caribbean and visit the Migration Museum.</td>
</tr>
<tr>
<td></td>
<td>It has made me determined to go to more fringe events as they sometimes are much more imaginative and affecting than traditional theatre</td>
</tr>
<tr>
<td></td>
<td>It provided an entry understanding to texts in translation and will certainly make me think about the selection process of which texts, and of the art, and definitely the further translation into images.</td>
</tr>
<tr>
<td></td>
<td>The films were very moving and made me want to ask my mum more about the Blitz.</td>
</tr>
<tr>
<td></td>
<td>I will use some ideas with primary school pupils</td>
</tr>
</tbody>
</table>

| Actions taken since Being Human | Specifically, directly from this event, I’ve recommended one of the performers to a professional colleague (...) as an interesting organisation & performance for them to pursue for their arts & science projects currently in development. |
|---------------------------------| Has helped changing the way forward for my research. |
Also my daughter and my friend and her daughter attended and it enabled
great conversations between me and my daughter and I think it allowed us both
to widen our thinking

I’ve been to look at the (...) website and have downloaded some pdf research
publications which look very interesting.

6.2. Organiser outcomes

The section presents organisers’ feedback when asked about Being Human’s impacts on them and their
institutions.

6.2.1. Personal outcomes

Almost all organisers described positive personal outcomes from participating in Being Human 2017. Most-commonly these can be categorised as:

- Increased knowledge and understanding of managing and planning public engagement events
  and activities, including managing partnerships, promotion etc.
- Introduction to new partners/collaborators and ways of working in partnership.
- Increased understanding and appreciation of different audience groups, including audiences
  that are traditionally under-served in public engagements.

Examples of described personal outcomes for organisers

<table>
<thead>
<tr>
<th>Category of personal outcome</th>
<th>Typical organiser comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased knowledge and understanding of event planning and management.</td>
<td>I learned how to produce a live event in a museum environment engaging with the public, not something I have done before. And enhanced my event management skills, and understanding of museum management. This has broadened my experience of budgeting and evaluating according to the requirements of external funders. This was the largest event I have coordinated so I have improved my experience of project and event management. I gained very valuable experience in organising a large event. I also developed my evaluation skills in a way that I am really proud of and I talked a lot about the work I was doing for the event at job interviews in October: I now have a new job! It definitely helped my professional development in terms of managing a team of people and thinking more about public engagement and impact. I also learnt a lot about marketing and promoting events that I will take forwards. It has helped deliver a better understanding the requirements of small project. Especially the marketing and promotion of the event where there’s a short lead time.</td>
</tr>
<tr>
<td>Greater understanding of partnership working / introduction to new partners.</td>
<td>Skills in dealing with non-academic partners and understanding their needs. Great experience of working with different types of people, I also made connections with people who are directly relevant to my research and its associated KE&amp;I activities (as did my co-organisers). Being pushed to find community partners to apply for 2016 has also led to my developing links with knowledge brokers/stake holders who have opened a number of doors for me outside academia.</td>
</tr>
</tbody>
</table>
As a result of my involvement with the Being Human Festival I have developed internal contacts at (my university) with a number of departments (and Marketing and Communications) which will be on-going.

Greater understanding of / engagement with a variety of audience types.

Each year, it allows us to develop our public engagement profile further and to reach new and very different audiences in diverse ways. We wouldn’t be able to reach such audiences without the financial support of Being Human.

Being Human provided excellent experience in dealing with community groups and understanding a largely non-academic audience.

It was my first time delivering a family workshop so that was very helpful developmentally/ working with new audiences.

Understanding specific audiences how different types of event work and operate differently with them.

Multiple outcomes for organisers

In some cases, Being Human delivered multiple for individual organisers.

On the strength of the work that I have showcased at Being Human 2016 and 2017 I have been asked to participate in a large arts festival ..., an education project for young people ... and there are some other prospects, as yet unconfirmed, which could be equally valuable. I think Being Human has given me a platform from which to test out my public engagement strategies at an early point of my project, to try to bring in invested groups and to ask them for their views on our approaches. We have found out a lot about what is possible and what is impossible in terms of raising audiences, gathering their impressions, and learning from them about what would be interesting to them in the future. (Organiser)

It has given me confidence to lead public engagement events. It finally allowed me to realise the potential of an ongoing project. It brought me together with a collaborative team of great quality, humour and intelligence. It helped me to realise that our project really does attract a broad, diverse audience. It allowed me to take a significant professional risk. (Organiser)

It has given me the opportunity to work with skilled individuals and see at first-hand how walking tours work, which will shape my public engagement, teaching and research activities in the future. It also gave me the opportunity to discuss my research on national radio for the first time. (Organiser)

6.2.2. Institutional outcomes

Organisers described two main categories of institutional impacts in their survey responses:

- Being Human has provided a model or framework for public engagement, including in other disciplines.
- Institutions being motivated to take part in Being Human in future

Examples of described institutional outcomes described by organisers

<table>
<thead>
<tr>
<th>Category of institutional outcome</th>
<th>Typical comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Models or framework for future public engagement activities.</td>
<td>As an institution our experiences of running the Being Human events will prove invaluable in planning the way we disseminate the results of our work to a wider audience. Our institution is certainly taking stock of the imaginative ways in which (participating department) is engaging with the public and I would hope that this will feed in to innovative levels of engagement across other subject areas. It has provided an excellent model at a time when we are looking to develop this side of things.</td>
</tr>
</tbody>
</table>
We will utilise guidelines and templates for future events.

<table>
<thead>
<tr>
<th>Motivation to take part in Being Human in future.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our researchers have all reported their delight at participating in Being Human this year, and we will plan to continue to support the festival in years to come.</td>
</tr>
<tr>
<td>After my involvement in this year's festival, I am going to encourage staff across my faculty to engage with the festival every year if possible.</td>
</tr>
<tr>
<td>We plan to apply for funding to act as a hub next year.</td>
</tr>
<tr>
<td>They will be keen for me to put in an application for (Being Human) next year and I think generally are more likely to be supportive of the type of research activity I favour.</td>
</tr>
</tbody>
</table>

Of note is the fact that some organisers, particularly those at institutions where there was only one event or events were unfunded, expressed doubts about the potential for institutional impact.

*To be honest, I don’t think that my institution really knew that the event was happening - though individual colleagues were really supportive including some I’d never met before. With funding we’d have been able to throw ourselves into creating energy.* (Organiser).

*Unfortunately my organisation does not seem to be clued in at all to BH and to public engagement. I did the whole thing myself and did not get any help or promotion from them. As my event was in London..., and because of the good marketing of the BH team this wasn’t much of a problem - but it is a shame that the university hasn’t embraced the festival. That is nothing to do with BH, by the way!* (Organiser)

### 6.2.3. Outcomes from student involvement

In interview, organisers highlighted positive outcomes from involving students in their activities or events, such as the development of an activity, enhanced experience for the audience and impact on the students themselves.

*I think for the audience there’s an advantage in as much as – and this is going to sound awful talking about academics, but I think PhD students are actually more enthusiastic in presenting their work because it’s fresher to them.* (Organiser)

*I think firstly from the perspective of the students I think it’s a great way for them to build a professional experience and professional portfolio, because obviously research dissemination and impact and outreach are becoming hugely important now, so and I think when two or three years later when students are applying for jobs, it’s not going to be just what teaching have you done or what research have you done, but also what impact activities have you taken part in? So it gives them an opportunity to develop that and it gives them experience in presenting to a wider audience.* (Organiser)

An organiser who had involved students in previous Being Human festivals commented how their experience had impacts on further career and research opportunities.

*Well (a student) used that engagement with the general public and spreading ideas about education, she used part of that – that went into her fellowship application. Because actually sort of broadening participation in higher education is one of the expectations of someone who’s going to become an HEA, higher education academy fellow. So that was quite real to her. One of the... students last year who actually developed and designed the exhibition in one place and did that, he went on and did a seven week paid work placement with the BBC.* (Organiser)
6.3. Contributor outcomes

Contributors were also asked to describe Human’s impacts on them and their organisations. Very few described examples of the latter and the most significant personal impacts for contributors can be categorised as:

- Gaining public engagement experience or skills, particularly related to collaborative projects
- Making contact with potential future collaborators.

**Examples of described personal outcomes for contributors**

<table>
<thead>
<tr>
<th>Category of outcome</th>
<th>Typical contributor comments</th>
</tr>
</thead>
</table>
| Skills or experience that relate to public engagement or other aspects of contributors’ work | Better understanding of public events and of the relevance of the project to younger audiences i.e. schools. Much better understanding of the ways in which this kind of event works with public sector host organisations and partners.  
It has given me a new set of experiences working on a collaborative project and I hope to do more of this as a result  
I have learned quite a few things about organising event for the public, managing a project working with an artist, and issues related to manageable numbers in my workshops.  
Improved speaking skills  
It gives me a real experience of how to manage art symposium and how to work with partner venues and artist. Develop skills of public engagement and use social media platform to reach out to people.  
Understanding how to chair a panel comprised of a wide range of people with different levels of skills and experience. |
| Developing relationships with potential future partners or collaborators | I hope that I may develop further public engagement activities with the (museum) and other institutions.  
I would like to collaborate with (co-contributor) again. And indeed an expert, to compliment my skill as a facilitator.  
A great platform to test a first time collaboration and we intend to work together again in the future to develop the material.  
The conversations that were had that evening have opened up new perspectives on my own work and the contributions from the other panellists offered new and interesting insights and ways of exploring the breath that I can take forward. |
7. Conclusion and recommendations

7.1. Concluding statement

Being Human 2017 was a successful large-scale, national public engagement festival which achieved or made significant progress towards its core objectives and met or exceeded many of its numerical targets, such as those for audience reach and ratings. Through 336 events in 56 UK towns and cities, plus 4 international events, it attracted a total estimated audience of c. 31,500. Being Human 2017 delivered successful outcomes for all stakeholder groups:

Attendees were attracted by the ‘local relevance’ and accessibility of topics covered by events. As a whole, the festival achieved its intended outcomes for most attendees to increase their awareness of research in the subject(s) covered; to be encouraged to find out more about the subjects covered; to increase their understanding of the relevance of humanities to everyday life; and to raise their awareness of the festival’s core partners (School of Advanced Study, AHRC and British Academy). Attendees also reported a range of other outcomes:

- learning new facts or information, deeper understanding of a topic, learning about organisations and what they do or making links between topics
- attendees’ feelings or perceptions about the humanities or specific topics had been influenced, including opinions about themselves or others or feelings about institutions
- attendees enjoying events or activities, being inspired or trying something new
- actions that attendees intended to take following their engagement with Being Human

Organisers mainly took part to raise the profile of the research internally and externally; to develop partnerships; and to gain experience of public engagement. A small number were seeking information to feed into their research. They reported a range of personal and institutional outcomes:

- At a personal level, they reported:
  - increasing their knowledge and understanding of managing and planning public engagement events and activities, including managing partnerships, promotion etc.
  - being introduced to new partners/collaborators and ways of working in partnership
  - developing their understanding and appreciation of different audience groups, including audiences that are traditionally under-served in public engagement
- At an institutional level, they described the main outcomes as:
  - a model or framework for public engagement, including in other disciplines
  - being motivated to take part in Being Human in future
  - positive outcomes from student involvement

The partnership working element is a core identifying factor for Being Human, which is encouraged throughout all aspects of the process for organisers, from application to evaluation, and there is strong evidence that this year the Being Human central team made considerable efforts to strengthen support and encourage organisers in this particular area. Looking forward, it is important that the website and booking system recognise this partnership aspect as fully as possible e.g. allowing multiple partners to be named as hosts, searched for as organisers etc. This may require additional investment in the online platform in future.

More generally, the evaluation found that the organisers had learned considerably from the previous three Being Human festivals, which at a practical level manifested itself in additional resourcing of all support mechanisms and included new developments, such as the organisers’ Masterclass. These improvements were noted by organisers who had been involved in previous years and can be deemed to have contributed to wider geographic coverage across the UK than previously. This achievement is consistent with the key ambition for Being Human 2017 to deepen and diversify its national presence. However, there is scope to increase the Being Human presence in some UK regions, particularly the South West, North West, West Midlands, Yorkshire and the Humber and East of England, where the %
number of events for 2017 was lower than the UK population % in each region. In contrast the % of events in London was double that region’s % of the UK population.

The hub model achieved varying levels of success but was a factor in determining regional activity levels. It will be important in the future for the central team to more clearly define expectations for hubs, ensuring these align with the festival’s overall strategic priorities.

The festival’s internationalisation ambitions were realised through 4 events. Moving forward it will be important to ensure international activities are consistent with and support national ambitions and messaging.

The central team and individual organisers continued to learn important lessons about running and taking part in a festival of this scale and there is strong evidence to suggest that if they continue to recognise and fully appreciate local audience needs, undergo a period of consolidation in terms of the festival’s overall size, and are provided with increased resources and support to enable them to act upon their learning, the impact and quality of Being Human will only increase in the future. To this end, the evaluation has made a series of 29 recommendations, which follow.

7.2. Recommendations

7.2.1. General

1. Continue support for Being Human in the future, ensuring it is sufficiently resourced to focus on delivering high quality events and providing engaging and relevant experiences for audiences.
2. Retain the core objectives and strategic priorities from the 2017 festival to enable the central team and organisers to build on this year’s high levels of success.

7.2.2. Resourcing

3. Invest further in the booking system and website to make them representative of the festival and as easy-to-use for organisers and attendees as possible.
4. Consider targeted additional investment in activities that will enable the festival to reach under-represented audiences and/or under-represented areas of the UK, including exploring the use of digital platforms to expand audience reach beyond face-to-face events.
5. To achieve the festival’s ambitions around partnership working, ensure there is sufficient funding and support to enable local partnerships to develop and deliver meaningful activities, particularly when these involve communities that represent underserved audiences.
6. Highlight the strength of the core partners’ names and Being Human central support in aiding organisers to leverage funding from other organisations, including organisers’ own institutions.

7.2.3. Festival structure

7. Encourage series of interlinked events that reach a range of audience types around a particular topic or subject using formats that maximise appeal to each audience type or allow particular groups to engage with topics in ways that are most appealing to them (e.g. different events for school children, parents, grandparents, other members of the community).
8. Promote delivery of events that have a local context, which has added potential to appeal to a diverse audience. Note that definitions of diverse are likely to vary according to local under-representation and may include a range of factors.
9. Continue to encourage organisers to work with local strategic partners to enhance and maximise benefits for organiser and local community.
10. Consider how the festival can best target areas of the UK that were under-represented in the 2017 Being Human programme.
11. Develop regional networks of organisers to share resources and contacts. This could be done by delivering the Masterclass regionally rather than in London.
12. Retain the hub structure with clear guidelines about what constitutes a Being Human hub.
13. For hubs that intend to operate across multiple institutions, ensure funding applications are clear about how those collaborations will communicate and operate as single entity, to avoid duplication of effort and ensure contributors and comms teams are fully committed to the collaborative model.

14. Continue to encourage hubs to focus on quality over quantity, but allow flexibility around the upper limit on number of events, where this is strategically planned to enhance engagement and outcomes (e.g. number goes above the limit due to series of linked events for specific audience groups).

7.2.4. Audience reach and engagement

15. Continue to reach underserved audiences through encouraging events and activities that are formed in partnerships with communities.

16. Provide guidance about targeting partners to ensure partner organisations are sufficiently resourced and/or have specific audience reach, and thus can contribute actively to events.

17. Encourage organisers to consider different and specific promotion and evaluation methods that are meaningful and accessible particular target audience groups.

7.2.5. Processes

18. Ensure the application process does not only ask applicants what they are going to do, but leads organisers to express ‘how’ they will achieve their own aims and contribute to the overall aims of Being Human.

19. Continue to encourage the involvement of early career staff in planning, development and delivery of events.

20. Expand the number of Masterclasses to reach more organisers. Those who attended in 2017 benefitted greatly. If possible, run these regionally to encourage networking and a stronger regional identity for Being Human.

21. Streamline the event booking system to allow organisers greater flexibility to manage ticketing and production of attendee lists for their own events.

22. Allow more flexibility for the addition of content in the online programme (e.g. having the option of adding more than one partner, listing multiple linked events).

23. Alert organisers to the potential issues of paying freelance partners and collaborators through University systems (e.g. the length of time it takes to set up contract arrangements and pay).

7.2.6. Local promotion

24. Guide organisers to engage their institutions’ comms teams and partners’ comms teams as early as possible in the process to maximise the opportunity for promotion through these channels.

25. Encourage organisers to reach outside of their institutions’ usual promotional channels to reach wider audiences (e.g. don’t just limit promotion to university social media accounts).

26. Ensure promotional messages emphasise the relevance and significance of topics to each target audience group. These factors are more important than ‘national festival’ messaging in attracting and engaging local audiences.

7.2.7. Evaluation

27. Review the evaluation methods and guidance to ensure they offer a flexible approach for use with the wide variety of events and different audiences encountered.

28. Review evaluation tools and questions so that they capture both focused feedback for Being Human and information that can feed into institutions’ own impact case studies, without being overly long for audiences to complete.

29. Consider methods used in other sectors, e.g. arts and culture, to profile audience groups and audience reach.