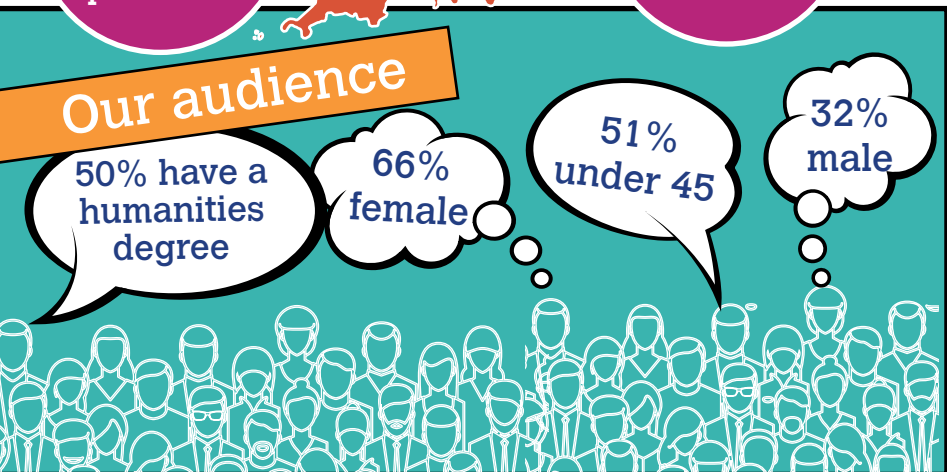
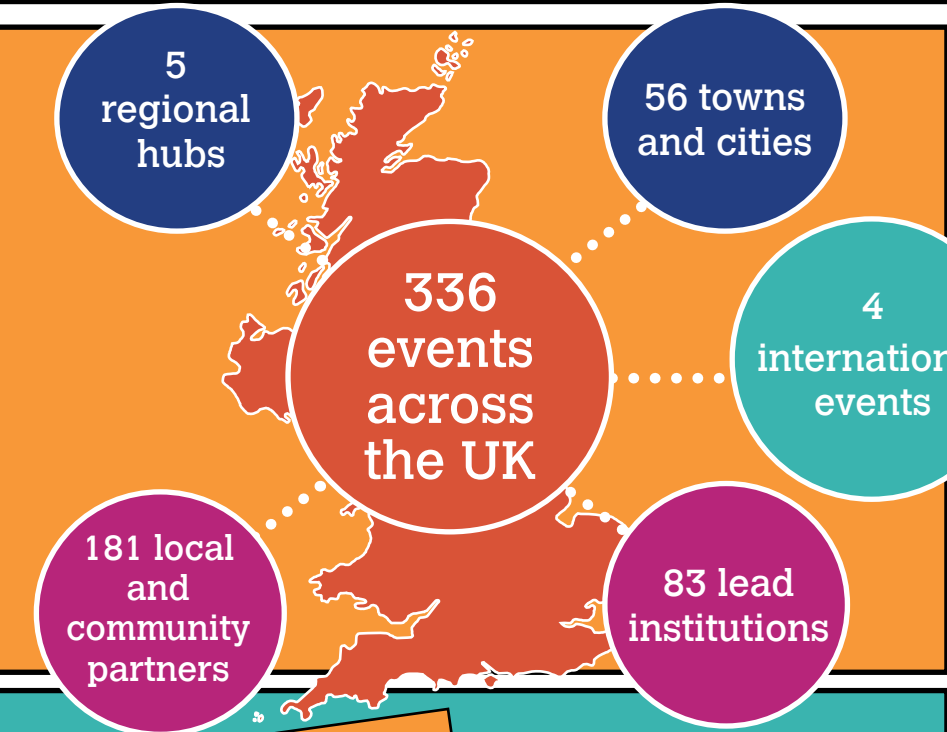


Being HUMAN

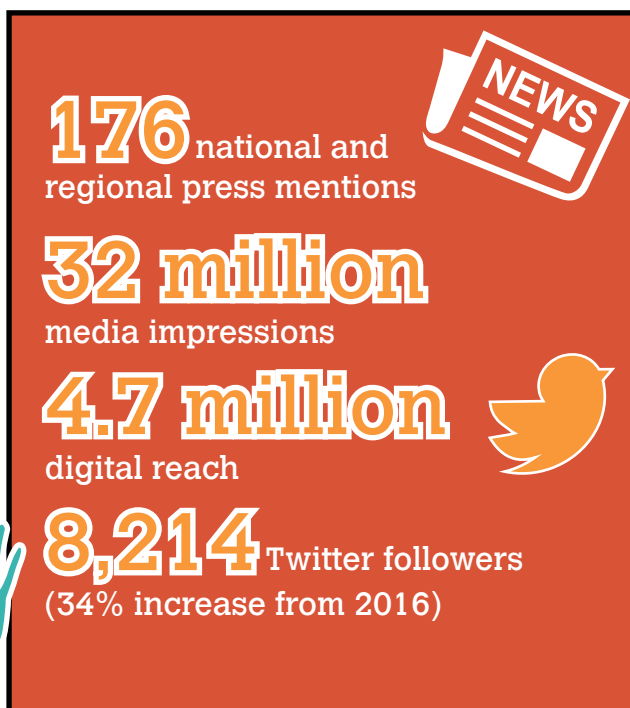
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2017 at a glance



“Humanities enrich lives”

Being Human festival 2017 attendee



Being Human Festival 2017 evaluation summary

In 2017, the fourth Being Human Festival was the biggest so far with 336 events across the UK in 56 towns and cities. We have continued to build on the success of previous years becoming an integral resource in the public engagement landscape for researchers in the humanities. This is clear from the 83 lead organisations that took part in the 2017 festival, leveraging a total of £245,000 in local funding and in-kind support.

The festival attracted an estimated total audience of 31,500 with increased ratings from attendees and participants. Outcomes for attendees and organisers were significant and included enhancing the public visibility and understanding of humanities research, and supporting humanities researchers to engage with non-academic audiences.

The report also shows that we are successfully creating a good practice model and helping to embed humanities public engagement within the Higher Education sector. Our organisers are continuing to learn and develop, benefitting from the additional support and training that we offer. These improvements were noted by organisers who had been involved in previous years and contributed to more events in more towns and cities across the UK. This achievement is in line with our aims to deepen and diversify our national presence.

Audience impacts

The response to events continues to grow from last year's outstanding feedback, with 96% of attendees rating events positively. We continue to expand our reach outside of the academy, with 21% of our audience not having a degree.

The festival led to increased awareness in the subjects covered for 92% of the audience, while 88% said that it increased their understanding of humanities to everyday life. 93% were encouraged to find out more about the subjects covered and 74% said it raised their awareness of our core partners.

Organiser impacts

In 2017, we saw an 18% increase in the numbers of UK academics, students and HEI staff involved in organising festival events, with numbers rising to 755. Organisers continued to expand outside of their institutions, with over 85% collaborating with cultural or community organisations. It was the first public engagement experience for 42% of participants, with overwhelmingly positive feedback from organisers. One individual commented, "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."

Media impact

Our media impact increased significantly in 2017, with a digital reach of 4.7 million and media impressions totalling almost 32 million. The festival appeared in 132 online and print news publications, with increases in both national and regional press. Our social media presence also continues to grow, with our Twitter and Facebook channels totalling a 10,000 strong following.