



Being Human 2018 Evaluation

Dear Being Human supporters

Evaluation is a crucial part of the Being Human festival, which:

1. enables us to **demonstrate the true scale and full impacts** of the festival
2. captures **learning** to ensure we optimise
 - a. the **quality and accessibility** of Being Human events going forward
 - b. our **support** for Being Human event organisers and Hub coordinators
3. helps to secure the festival's future by allowing us to **demonstrate achievements to sponsors and partners**, including our core partners, the Arts and Humanities Research Council and the British Academy

We have again commissioned independent evaluators, Jenesys Associates Ltd, who have conducted our evaluations since 2015. In order for them to carry out an evaluation across the whole Being Human festival they need your assistance in gathering sufficient and meaningful feedback and we would like to thank you for your help.

Jenesys Associates have designed an evaluation methodology and materials that offer a flexible approach which will be applicable to the vast majority of Being Human events and activities.

Please take time to read through these guidance notes from Jenesys Associates and take all steps to make evaluation a key part of your planning and delivery and please do as much as possible to maximise response rates.

In addition to your evaluation activity, Jenesys Associates will be attending selected events to observe them and conduct short audience interviews. If your event is selected for an observation visit we will notify you in advance.

If you would like advice or have any questions about the evaluation of Being Human 2018, please contact Sarah Jenkins at Jenesys Associates sarah@jenesysassociates.co.uk or the festival team at beinghuman@sas.ac.uk

Regards

Being Human team

Being Human 2018 evaluation guidance

Introduction

We are professional evaluation consultants specialising in public engagement and informal education. We have over 15 years' experience of evaluating public engagement events and activities ranging from small single interventions to multi-partner projects worth £10s of millions. Our expertise covers all disciplines, every type of audience group from babies to Government ministers, and a wide range of settings, including fields, shopping centres, streets & cafes, plus museums, theatres & classrooms.

Using proven approaches and materials from our other multi-format, multi-location, multi-audience type experiences, we have designed an evaluation methodology and materials which offers a flexible approach to obtaining feedback from you as event organisers as well as your audiences and contributors (i.e. speakers, volunteer helpers, panellist, performers etc.)

Our previous Being Human festival evaluation reports (2015-2017) are publically available on the festival website: <https://beinghumanfestival.org/us/>

The Being Human 2018 evaluation aims to:

- Assess Being Human's performance against its **strategic objectives**
- Understand **who** attends and takes part in delivering Being Human events and activities
- Demonstrate the **value and impact** of Being Human for attendees, contributors, partners, event organisers/hub coordinators and funders
- Identify **learning** and potential improvements for future Being Human festivals or other humanities public engagement activities

In order to meet these aims the evaluation gathers feedback from three main target groups:

Attendees	Activity/ Event Contributors	Event organisers and Hub coordinators
Audiences and visitors to your events and activities	Speakers, panelists, exhibitors, event volunteers, partners and venue hosts who participate in delivery of your Being Human events and activities	You! The main organisers of individual activities, events or programmes of events

We have developed a methodology and evaluation materials to capture information from these three groups and this evaluation guide takes you through evaluation methods for each group in turn.

We have also produced a **one-page Quick Evaluation Guide** that will give you an overview of evaluation materials available, plus reporting methods & deadlines for each of the above groups.

Evaluation Methods - Attendees (audience members, visitors)

Attendee Questionnaire

The main data collection method for attendees is a questionnaire survey which we have produced in hard copy and on-line formats, as well as in a simplified version for attendees who are age under 16.

The questionnaire survey is broadly divided into three sections to find out:

1. Your **audiences' experience** of the events/ activities
2. The **main outcomes of your events/ activities** for your audience aligned to Being Human objectives
3. Who your audience is – **background & demographic information**

You can find copies of both versions (Attendee age 16 and over and Attendee age under 16) in this pack.

Distributing questionnaires and maximising response rates

The questionnaire for attendees age 16 and over is available as both a hard copy and online version. There is an incentive of a prize draw to win a £100 online shopping voucher for everyone who completes it. For those age under 16 there is a hard copy only.

Hard copy Questionnaires

Please add the name and date of your event/ activity in header before printing copies for distribution. This is essential for tracking purposes.

To ensure that as many people as possible complete these, we recommend:

- Using well-briefed volunteers to hand out and collect questionnaires and encourage audience members to complete them – this may include having a space at your event dedicated to evaluation
- Having pens / pencils on hand for people who need them
- Using opening and closing comments at events to mention the questionnaires (and the incentive) and invite attendees to complete them
- Informing attendees that the evaluation is confidential and that their feedback is anonymous and they will not be identifiable in any reports
- Providing a 'post box' type container where people can leave completed questionnaires in privacy

Online Survey

The easiest way to distribute the attendee survey is via an email following an event. Please email the survey link bit.ly/BeingHuman18 to registered attendees as soon as possible after your activities or events and publicise it on any materials handed to attendees (e.g. flyers, programmes, schedules). It is recommended that as part of the booking process you inform attendees how their email addresses will be used. Here is some suggested text for you to add to your booking page/form:

What will my email be used for?

You are booking an event that is part of the 2018 Being Human festival of the humanities. Your email will be used only to send you information about the event you are attending, and to send

you a voluntary, anonymous follow-on survey to understand the impacts of this event and to inform what the festival does in future.

If you have any concerns about the use of your data please contact the festival team at www.beinghuman@sas.ac.uk.

You may also use this wording to collect email addresses at events where attendees have not booked in advance e.g. drop-in activities, exhibitions.

A follow-up email can be sent via your booking system, Eventbrite etc. **Please note that the festival cannot send this link on your behalf so please do remember to send this out post-event.** Here is some suggested text for your post-event invitation email:

Being Human 2018 –invitation to give feedback

A Message from [X] University or other lead organisation

Thank you for attending [event or activity title], part of the 2018 Being Human festival of the humanities.

To help us assess the festival's impact and improve our events in the future, we would be grateful if you could take a few moments to fill in an online feedback survey. This survey should take approximately 6 minutes and you could win a £100 online shopping voucher. The survey is confidential and your answers will be kept anonymous.

Survey link: bit.ly/BeingHuman18

Thank you for your help.

Alternatives to Questionnaires

The hard copy/ online attendee questionnaires we have designed will be suitable for most Being Human events/ activities. However, we understand fully that evaluation methods need to be appropriate for the particular situation and audiences involved, so we have put together some alternative methods that you may consider using in a particular situation (see Appendix at the end of this document).

If you do decide to implement alternative evaluation methods then **you will need to ensure that these methods will provide feedback on the Being Human Core Evaluation Questions.** The Core Questions are those that we need data from in order to undertake a meaningful evaluation across the whole festival. The Core Questions from the two hard copy attendee questionnaires are:

Attendee aged 16 and over:

- **Q1** – ratings of an event
- **Q5** – outcomes from an event aligned to Being Human objectives
- **Q8, Q9 and Q10** – information about an event's audience reach

Attendee aged under 16:

- **Q2** – rating of an event

Reporting Attendee Feedback

Hard copy paper questionnaires

Responses for both versions (age 16 and over and age under 16) should be **returned to the Being Human team for data entry before 14th December 2018 at beinghuman@sas.ac.uk**. The easiest way to do this is to scan and send via email (which will also allow you to keep a copy for your records). However forms can also be returned to the Being Human office via post. (See Evaluation Deadlines later in this document). **It is important to take a copy of the forms before returning them for your own records, as the festival will not keep these after doing the data entry.**

Online survey responses

These are being collected directly by Jenesys Associates. The **attendee online survey will close on 20th December 2018**. On request, Jenesys Associates will provide you with a spreadsheet of anonymised responses for a particular event.

Alternative evaluation methods

If you use alternative methods to evaluate an event, please request a reporting template from Jenesys Associates, so that you can report your audience feedback for inclusion in the Being Human Evaluation Report. The template will include headings for the Core Question information that is required (See above). Please request a reporting template via email to sarah@jenesysassociates.co.uk

Evaluation Method – Activity/ Event Contributors Feedback

The organisers and the main sponsors of Being Human are keen to understand the full extent of who is contributing to festival events and activities (partners, speakers, panellists, volunteers) and their opinions of the festival. This includes contributors and volunteers from your own organisation and any partners involved in your event(s). For this group, the main data collection method for is an online survey for you to email to all individuals involved in delivering your events using this link <http://sgiz.mobi/s3/Being-Human-2018-Contributor-Feedback>

You can email this survey as part of a thank you message to contributors after an event. It will **close on 20th December 2018**.

Jenesys Associates can produce a hard-copy, if required. Please request this via email sarah@jenesysassociates.co.uk. As with hard copies of the attendee questionnaire, you will need to submit these to the Being Human team for data entry by 14th December 2018.

Evaluation Method - Event organisers/ Hub coordinators Feedback

The main data collection method for this group (i.e. you) is an online survey, which will be emailed to all organisers/ coordinators in hard copy before the festival starts so that you know what information is being sought, but broadly it will explore:

- Organisers' and coordinators' backgrounds
- Audience numbers
- Partnerships
- Levered funding and in-kind support
- Opinions of central support and communications
- Impacts on you and your organisations

You will be sent a reminder about completing the survey as soon as your first Being Human event has taken place. **Responses must be submitted by on 20th December 2018.**

Jenesys Associates will be conducting telephone interviews with all Hub coordinators and a sample of event organisers after the end of the festival. We will contact you directly to arrange your interview if you are a Hub coordinator or part of the organiser interview sample.

Evaluation deadlines

w/c 8th October Guidance, Attendee hard copy questionnaires and Alternative methods distributed to all Event organisers and Hub coordinators.

14th December **Completed Hard copy questionnaires sent to Being Human team for data inputting.**

Via email to beinghuman@sas.ac.uk

OR via post at this address:

Being Human festival c/o Michael Eades
School of Advanced Study, University of London
Room 205 (south block)
Senate House
Malet Street
London WC1E 7HU

20th December **Attendee and contributor online surveys close**

20th December **Event organiser / Hub Coordinator online surveys close**

20th December **Your reports from alternative evaluation methods submitted to Jenesys Associates sarah@jenesysassociates.co.uk**

Evaluation queries and questions

If you have any questions about any aspect of the evaluation, please contact: Sarah Jenkins sarah@jenesysassociates.co.uk

Appendix – SUGGESTED ALTERNATIVE EVALUATION METHODS FOR CAPTURING ATTENDEE FEEDBACK

If you do decide to implement alternative evaluation methods then **you will need to ensure that these methods will provide feedback on the Being Human Core Evaluation Questions**. The Core Questions are those that we need data from in order to undertake a meaningful evaluation across the whole festival.

The Core Questions from the two hard copy questionnaires found in this pack are:

Attendee aged 16 and over: Q1, Q5, Q8, Q9 and Q10

Attendee aged under 16: Q2

To answer these Core Questions you may want to design your own (simplified) questionnaire which is appropriate for your event and audience, or you may want to use other alternative evaluation methods. You can find some suggestions on alternative methods below. We are happy to discuss using alternative methods in advance of your event/s and will be able to support you in implementing appropriate evaluation tools.

	Method	Description	Use
Quantitative information	Dropping tokens in a jar	A voting system where audience members select an option by dropping a token into a corresponding receptacle/jar. Very quick way to get feedback to multi-option questions. Tokens and jars can be substituted for other items, such as pebbles in buckets, or paper planes in baskets.	Good for: Closed questions e.g. yes/ no answers about experiences&/or intentions Can also use smiley/frowning/ neutral faces to label receptacles. Being Human Core Question use: <ul style="list-style-type: none"> • Q1 of Attendee Questionnaire age 16+ • Q2 of Attendee Questionnaire under 16
	Bullseye target	Using an ‘archery’ target, participants place stickers to represent how much they agree with a statement – the closer to the middle represents greater they agree with the statement. Can be divided into quarters to rate multiple statements on one target.	Good for: Assessing agreement /disagreement with outcome statements. Being Human Core Question use: <ul style="list-style-type: none"> • Q1 & Q5 of Attendee Questionnaire age 16+
	Stickers and other giveaways	A good way to keep count of numbers, especially in busy, hands-on environments. Give everyone who interacts with your activity a sticker or similar giveaway. At the end of the day count up how many stickers you have given out to provide the number of visitors.	Good for: Busy drop-in activities/ events, especially with children/ family groups Being Human use: Estimate audience numbers needed for Event Organisers/ Hub Coordinators’ Survey

<i>Qualitative information</i>	Graffiti or feedback wall	<p>A whiteboard, flip chart, chalkboard or large sheet of paper on which audience members can write comments or draw feedback. Ideally headed with a specific question or more than 1 question in different corners.</p> <p>You could also use a thoughts tree or washing line with cards pre-printed with your prompt question. Tie them to the tree or peg them on the line.</p>	<p>Good for: Capturing thoughts/ feelings / attitudinal outcomes</p> <p>Being Human Core Question use: Q5 of Attendee Questionnaire age 16+</p>
	Comments book	A more discreet form of the above. Good for quiet spaces, art exhibitions etc.	Same as graffiti or feedback wall above
	Snapshot interviews	<p>Detailed information to a set of tailored questions about your event.</p> <p>If you wish to use interviews then please request additional guidance on suggested questions and good practice around conducting interviews.</p>	<p>Good for: Tailored and in-depth responses about an event/activity</p> <p>Being Human Core Question use:</p> <ul style="list-style-type: none"> • Q1, Q5, Q8 and Q9 of Attendee Questionnaire age 16+
<i>Quantitative and Qualitative information</i>	Observations	<p>Observations give a snap-shot overview of an event/ activity. They record observed participant details such as audience numbers, approx. age and gender breakdown. They also record audience reactions, such as body language, questions asked etc.</p>	<p>Good for: Accompanying other evaluation methods, or used on own if other evaluation methods are not appropriate, e.g. a very young audience, audiences with multiple needs, time or resource constraints.</p> <p>Could be used for: Estimate audience numbers needed for Event organisers Survey</p>

We recommend that demographic information is always recorded by a survey and posted in a post box to help keep confidential. This will also be a way of capturing email addresses for the prize draw.