Questions and Answers from Being Human 2021 Webinar

1. Is it preferable to propose an event to be held in a University venue or an "external" one?

Off-campus venues are preferred as we recommend using places which your target audience already frequent and that do not have the overly academic connotations of on-site locations. The exception here is venues such as local theatres that may be based on campus but already serve the local community.

2. What kind of support do we get being part of the festival in terms of promotion of events taking place?

Being Human helps to promote events as part of the festival. That is to say, that you will be responsible for promoting your individual activities to your target audiences, but your event may be publicised by Being Human on their social media channels and in print materials as part of the wider festival.

The festival will supply all organisers with guides on promotion and sharing activities with the press, along with a masterclass on the subject. We also produce templates for you to create your own marketing materials, and Being Human branded promotional materials will be made available (such as banners and badges geared towards promoting the national festival).

A full list of support available for each pathway is available in the guidelines here.

3. Should activities directly relate to the existing research expertise of staff at the institution?

Activities should be grounded in the research expertise of the academic connected to it. This could be research that you are currently developing or an area that you have explored in the past.

On the application form you will be asked to outline the humanities research behind the project e.g. ‘Research conducted for my recent book on Vampire cinema entitled Fangs’.

Researchers based at other institutions, however (such as partners on research grants or simply interested professional colleagues) can of course also be involved as collaborators. Any funding will go to one university, however, and cannot be split between several institutions.

4. Would applications for funding to cover additional costs to make an event hybrid be considered if the initial idea is strong?
Costs of making an event ‘hybrid’ should be built in from the start. In other words, we want to see proposals for hybrid events at application stage. We will not be able to allocate additional funding to convert events at a later stage. Guidelines for both Hub and Small Awards include a list of acceptable costs and the types of formats that would work well under these pathways.

We recommending reading this information in the guidelines available here.

5. **Do participants of the event get access to or need to feed into an overall evaluation?**

The festival is evaluated annually and independently by an external company using data gathered by organisers across the country. All organisers are expected to play a part in festival evaluation in order to ensure that the festival improves year on year and continues to meet the criteria against which it is funded. The evaluation questions will also help you reflect on your public engagement activity. Organisers are provided with a standard evaluation form to circulate amongst attendees.

6. **Could you say a bit about what is/isn't the sort of thing that you would consider a legitimate expense, please? For instance, would an appearance fee from an established artist be ok?**

On the Small Award and Hub Award guideline documents there is a list of costs that Being Human would consider as part of an application as well as costs that we do not contribute to. You can find these documents here.

Eligible costs include payments to performers/musicians/artists that are not a salaried member of staff.

7. **Sara briefly mentioned international audiences. Are there any guidelines on this?**

With the increasing number of digital activities, reaching broad geographical audiences have become more possible, but it is not necessarily something we look for as part of the festival.

Our advice would be to have a clear target audience in mind and think about the best ways to reach them, whether they are global or local. It is also worth noting, that funding is focused on public engagement with research in the UK.

8. **Does the research have to be UK based humanities research?**

Only UK based institutions are eligible to apply for funding. However if a research project has an international component it could still be included within the festival.
Some events in previous years have linked international research very successfully with local issues with diaspora communities in the UK, for example, or with local arts and heritage collections.

9. **What about projects using the humanities to disseminate the experiences of, say, psychology researchers?**

   The festival is supportive of projects that have cross-disciplinary elements, however, at its core the activities need to be humanities driven. This would typically mean that an application is led by a humanities researcher, in collaboration with other disciplines.

   Our definition of ‘humanities research’ can be found on our FAQs page [here](#).

10. **Should we be successful in applying for a small grant, does the money go to the organizer to use to - for instance - pay for artists involvement? Or does it go to the university and then artists have to apply to them to get paid?**

    Successful applicants receive a grant that is awarded to their university. This is paid on successful completion of a festival project. So in this instance, university funds should be used to pay an artist, which will then be covered by the final grant awarded by Being Human.

    Further details on payment of awards will be provided to organisers in the festival.

11. **How far into the research project can we apply? Is it appropriate to apply if at an early stage in the research project but public engagement is to play an important part from the start?**

    There is no criteria for the stage at which a research project needs to be in order to take part in the festival. The key thing is that the event is based on a strong basis of humanities research.

    Practically, the main activity has to take place between 11 and 20 November and so this may dictate when your Being Human activity fits within your research project.

12. **Can match funding be funding in kind? i.e a rehearsal room for example.**

    The guidelines for Hub Awards outlines suitable costs for match funding on page 5. This document can be found [here](#).

    If there are certain costs that you remain unsure about please contact the team with specifics at [beinghuman@sas.ac.uk](mailto:beinghuman@sas.ac.uk).
13. **Who counts as a ‘professional researcher’?**

Being Human festival is all about fostering connections to publicly funded research in the humanities. We want to demystify humanities research and make it clearer to people what it is, who does it, why it is relevant and who it is for. It’s therefore really important that people get to encounter and speak to professional researchers in the humanities at our events. We include in our definition university lecturers and researchers (at any career stage), PhD students, curators and research librarians.

Whilst we very much welcome participation in events from creative practitioners, independent scholars, local history groups and citizen researchers, it is important that these perspectives are included in addition to, rather than as a replacement for, professional researchers of the kind outlined above.