## Background

Being Human was the UK’s first and only national festival dedicated to the humanities. The inaugural festival ran from 15th to 23rd November 2014. Led by the School of Advanced Study, University of London, in partnership with the Arts and Humanities Research Council and the British Academy, the 2014 festival encouraged universities and other cultural organisations to hold humanities-focussed events for the public.

## Project Aims/Objectives

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<td>Evaluation guide for participating organisations</td>
<td>163 events were held, attended by 15,000 to 20,000 people, and organised by 161 participating organisations</td>
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<td>Survey Monkey surveys for lead participants and for event attendees. Paper versions were also provided for participants.</td>
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## Evaluation Questions

1. Did the 2014 festival inspire innovation in public engagement with leading research in the humanities?
2. Has the festival fostered collaboration between HEIs, independent research organisations and cultural and community partners?
3. Did the festival make a significant and visible contribution to the national cultural life of the UK in November 2014?
4. Did the festival make a significant and visible contribution to the national cultural life of the UK in November 2014?
5. Has Being Human 2014 demonstrated the need and desire for an annual national festival of the humanities?

## Evaluation Techniques Used

- Evaluation guide for participating organisations
- Web-based survey tools
  - Survey Monkey surveys for lead participants and for event attendees. Paper versions were also provided for participants.
  - Vox pops
    - Guidance and a list of questions for participants wishing to undertake filmed interviews with attendees.
- Statistics on web traffic, social media activity and media coverage

## The Evaluator’s Key Findings/Recommendations

- Event attendees were inspired, informed and enthused by the innovative content and delivery of events, possibly in ways that they had not expected.
- For lead participants of festival events, involvement in the festival had provided an impetus for developing new and innovative ways to communicate their research. Events were a chance to experiment with new ways of working, to gain feedback on new practices and methodologies, and potentially, to collect primary data from attendees as part of new and on-going research.
- Involvement in the Being Human festival had led to the creation of new partnerships, or helped to develop and maintain existing relationships with working partners.
- Around 15,000 - 20,000 people visited at least one Being Human event and many more engaged with events online, via local or national media, or through social media. The vast majority of attendees were hugely positive about their experience of the festival.
- Lead participants welcomed the opportunity to share humanities research with the public, to practise engagement skills, and to benefit the development of their research.
- The festival both celebrated knowledge and raised awareness of the value of research in the humanities.