



# Evaluation Guide

Being Human Festival 2023

## 1. Introduction

Thank you for supporting Being Human Festival by providing your data, thoughts and feedback. This feedback is essential to show the value of the festival or secure funding to keep it going.

We will be asking you and your audiences to share feedback, insights and data that will help us to understand more about the festival and how people experience it. We will also be comparing these insights with previous years to show how the festival has changed over time.

Previous evaluations have looked at survey responses as a whole, but for 2023 we are looking at the data on a more human scale, exploring it for insights into the relationships between delivery mode and impact on audiences; stories about experimentation and the creation of new knowledge, and the wider impact of involvement in the festival on you and your organisations.

Your responses will inform a report exploring the value of the festival to you, your organisations, and your audiences. It will be published online alongside previous reports which can be found here: [www.beinghumanfestival.org/about-us/evaluations](http://www.beinghumanfestival.org/about-us/evaluations)

We will also share anonymised, event-specific data with Event Organisers and Hub Coordinators for your own reporting or celebrations. This feedback can be requested from Anna Cullum Associates in February 2024, and will cover attendee experiences, outcomes, and demographic profile.

If you need support with the evaluation, want to talk about specific policies such as data protection, or to request data relating to your events please contact our independent evaluators Anna Cullum Associates who will be happy to assist:

[anna@annacullum.co.uk](mailto:anna@annacullum.co.uk)

Good luck with your events and thank you for helping with the evaluation.

## 2. Overview

We will issue three surveys to assess the festival, which we will need your help in completing and distributing. Surveys to audiences and stakeholders will also be promoted and distributed on the Being Human website and social media.

Audience and stakeholder respondents will be invited to enter a £50 prize draw to encourage them to complete the survey.

Closing date for all surveys: 5pm, Monday 18th December 2023

All online responses will go directly to Anna Cullum Associates, ensuring responses are anonymous and analysis is impartial. Anonymised data relating to your events can be requested from February 2024 by emailing [anna@annacullum.co.uk](mailto:anna@annacullum.co.uk).

Survey	What you need to do
<p><b>Attendee survey:</b> Audience members at your Being Human events and activities, aged 16 and over</p>	<p>During the festival: Promote and distribute an online survey at events using a QR code.</p> <p>During the festival: Promote and distribute a paper survey during events.</p> <p>After the festival: Promote and distribute an online survey as soon as possible after events or by Wednesday 20th November at the very latest. The closing date for the survey is 5pm, Monday 18th December 2023.</p> <p>Please distribute using the SurveyMonkey link to your mailing list and on your social media.</p> <p>Send your paper copy surveys to us as soon as possible after the festival, and by 5pm on Friday 8th December at the latest.</p>
<p><b>Stakeholder survey:</b> Speakers, panellists, performers, community, cultural and heritage partners etc., who participate in delivering and promoting your Being Human events and activities.</p>	<p>After the festival: Please share this survey with your stakeholders by email as soon as possible after the festival or by Wednesday 20th November at the very latest. The closing date for the survey is 5pm, Monday 18th December 2023.</p>
<p><b>Organiser survey:</b> You: Event Organisers and Hub Coordinators - the main organisers of Being Human events or programmes of events.</p>	<p>In advance of the festival: review the organiser survey so you know what data you need to collect</p> <p>After the festival: Complete the online survey as soon as possible, and before 5pm, Monday 18th December 2023.</p>

## 3. Audience Survey

### 3.1. Purpose of the survey

The main data collection method for audiences is an online or paper survey, both of which take a few minutes to complete in full, and collect mostly quantitative information. The survey has been designed to enable Being Human to assess the reach and impact of events, and collect information required for reporting to core sponsors.

The Being Human Audience Survey asks people to share:

- Their motivation to attend
- Their experience of the event
- Reflections (e.g. how they felt about it afterwards.)
- Basic demographic information

This will enable us to understand who attended, why, what worked well about your event formats and potential impacts for the participants. The outcomes we are measuring are aligned to Being Human objectives and broader public engagement aims.

### 3.2. Next steps for you

#### Before the event

- ✓ Make sure you are able to collect participants' email addresses, either via your booking process or on registration. Check what you do aligns with your GDPR policies (see Section 2 for suggested text).
- ✓ Include evaluation into your event planning – into the content, timings, communications and room set up (see tips below).
- ✓ Include evaluation in your staff/volunteer briefing.

#### During the event:

- ✓ Explain to attendees (and brief volunteers to say) that their feedback:
  - Will help free, publicly funded events continue
  - Will help develop and plan future events
  - Is anonymous – they are free to say what they like
- ✓ Promote the survey in event opening and closing comments, and in event social media posts.
- ✓ Schedule a 5 minute feedback slot at the end of your programme or running order.
- ✓ Show a final slide with the survey's URL link and QR code (below) and give people a few moments to access the QR code and survey on their phones.

- ✓ Display the QR code and an invitation to provide feedback in appropriate places, e.g. registration desk, flyers on seats, where refreshments are served etc. If your activity is active (for example, a walking tour), you might want to take a laminated copy with you.
- ✓ For online events the URL link can be posted in the chat whenever evaluation is mentioned, in addition to being shared in a specific slide at the end of the event.
- ✓ If connectivity is an issue, or you are unable to collect email addresses of event participants, or people do not wish to use a digital survey, you can print hardcopies of the (simplified) paper form.

### Extra tips for facilitating survey responses during events

For in-person events you may want to facilitate the process, particularly when the characteristics of a particular event or audience mean that support may be needed to provide feedback.

- ✓ Use well-briefed volunteers to collect responses from attendees at appropriate times, e.g. refreshments, during breaks after events
- ✓ Provide each volunteer with an internet-connected tablet, computer or phone with the survey bookmarked, as they will need to access it multiple times
- ✓ Brief volunteers to ask the survey questions and enter answers on the tablet or phone so that attendees don't have to handle anything
- ✓ Ensure you have plenty of paper surveys for people to complete if they prefer, with pens and clipboards available

### After the event

- ✓ Email the survey link and invitation to registered (pre-booked) attendees as soon as possible after your activities or events have taken place.
- ✓ Promote the survey via all social media channels.
- ✓ Feature the URL link on all post-event website content, blog reports etc.
- ✓ Invite all stakeholders to promote the Attendee Survey to their own networks, as well as giving their own feedback.
- ✓ Scan and email any paper versions of feedback forms to [beinghuman@sas.ac.uk](mailto:beinghuman@sas.ac.uk) for data inputting as soon as possible by 5pm on Friday 8<sup>th</sup> December 2023. Alternatively hard copies can be posted to Being Human Festival, School of Advanced Study, University of London, Senate House, Malet Street, London, WC1E 7HU.

If you are scanning and emailing completed feedback forms, please ensure you scan both sides, store them according to your organisation's GDPR policy and dispose of them via confidential waste.

### 3.3. Resources

#### Links and QR code

URL for full online survey for audiences: <https://www.surveymonkey.co.uk/r/BeingHumanA>

QR code for online survey for audiences:



A paper copy can be downloaded here: [Organiser area | Being Human Festival](#)

#### Suggested text for pre-event communications

If you are collecting email addresses in order to send a feedback form after the event, we recommend that you inform attendees how their email addresses will be used in the evaluation. Here is some suggested text to add to your communications, or if time, your event booking page or form. We recommend you check this with your organisation's GDPR policies:

*What will my email be used for?*

*This event is part of the 2023 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; to inform what the festival does in future; and help keep events free.*

*If you have any questions about the evaluation, please contact the festival team via [beinghuman@sas.ac.uk](mailto:beinghuman@sas.ac.uk)*

## Suggested text for post-event invitation to give feedback

*[Name of event]–invitation to give feedback*

*Thank you for attending [event title], part of the 2023 Being Human Festival of the humanities. To help us keep these events free and improve them in the future, we would be grateful if you could please take 5 minutes to fill in an online feedback survey. UK residents who complete the survey could win a £50 voucher by entering a free prize draw. The survey is confidential, and your answers will be kept completely anonymous. Please send your feedback by 5pm, Monday 18th December 2023.*

*Survey link: <https://www.surveymonkey.co.uk/r/BeingHumanA>*

*Thank you for your help*

Suggested poster to display during events. This poster is available to download separately here: <https://www.beinghumanfestival.org/organiser-area>

Tell us what you think and have a chance of winning £50!



Thank you for being part of Being Human

We would love to hear about your experience of this event. Your feedback will help the event and festival organisers to keep these events free and improve them in the future.

The survey, which only takes a few minutes, can be accessed via the above QR code, or by typing this short link into your browser: <https://www.surveymonkey.co.uk/r/BeingHumanA>

UK residents who complete the survey could win a £50 voucher by entering a free prize draw. The survey is confidential, and your answers will be kept completely anonymous.



## 4. Stakeholder Survey

### 4.1. Purpose of the survey

The Being Human central team and sponsors are keen to understand the full range of the stakeholders (partner organisations, speakers, panellists, performers, artists etc.) you work with in developing and delivering your events, and to hear their opinions and outcomes. This includes speakers or researchers (i.e. not you as the Event Organiser or Hub Coordinator) from your own organisation and external organisations, plus all your cultural and community partners.

### 4.2. Next steps for you:

- ✓ Share the survey with your contributors/partners as soon as possible after the festival, for example as part of a post-festival thank you message.
- ✓ Ask them to promote the Attendee Survey to their networks.

### 4.3. Resources

#### Link to survey

Link to survey: <https://www.surveymonkey.co.uk/r/BeingHumanS>

A paper copy can be downloaded here: [Organiser area | Being Human Festival](#)

This can be used to prepare answers, but all stakeholder surveys must be submitted via the online survey.

#### Suggested text to stakeholders

*[Name of event]–invitation to give feedback*

*Thank you for taking part in [event title], part of the 2023 Being Human Festival of the humanities.*

*To help secure future funding for Being Human and improve events in the future, we would be grateful if you could please take a few minutes to fill in this online feedback survey. There is also an option to enter a free £50 prize draw.*

<https://www.surveymonkey.co.uk/r/BeingHumanS>

*The survey is confidential, and your answers will be kept completely anonymous. Please send your feedback by 5pm, Monday 18th December 2023.*

*We would also be very grateful if you could please promote the Being Human audience survey to anyone who attended the event, as their feedback is essential in demonstrating the festival's achievements to sponsors. The link to this survey is:*

<https://www.surveymonkey.co.uk/r/BeingHumanA>

*Thank you for your help*

## 5. Organiser survey: Feedback From You

The main data collection method for Event Organisers and Hub Coordinators (i.e. you) is an online survey. This will be shared with you after the festival by the central Being Human team, but we have included the link here for you to preview the questions:

<https://www.surveymonkey.co.uk/r/BeingHumanO>

Broadly, it is exploring:

- ✓ Event and audience numbers (aggregated for Hubs or programmes of events)
- ✓ Numbers and types of partnerships involved
- ✓ Amount of levered funding and in-kind support
- ✓ Impacts aligned to Being Human objectives and sponsors' priorities
- ✓ Legacy outputs (e.g. public engagement resources, materials) and legacy potential for you and your organisation
- ✓ Any media coverage achieved
- ✓ Ratings of Being Human central support and communications
- ✓ Your demographic profile

You only need to complete the survey once, at the end of the festival. We recommend that you take some time to read through the questions well in advance in case you need to discuss your responses with your team, or look up or calculate any information e.g. total audience number across multiple events.

### 5.1. Next steps for you:

#### Before the event

- ✓ Review the survey questions so you know what to expect.
- ✓ Think how you are going to gather and record data, such as number of attendees.

#### During the event

- ✓ Gather any data that relates to multiple events, such as number of attendees.
- ✓ Discuss the questions relating to outcomes with your team or collaborators, perhaps during a debrief meeting.
- ✓ Complete the form by 5pm, Monday 18th December 2023.

### 5.2. Resources:

Link to the survey: <https://www.surveymonkey.co.uk/r/BeingHumanO>

A paper copy can be downloaded here: [Organiser area | Being Human Festival](#)

This can be used to prepare your answers, but all organiser forms must be submitted via the online survey.

## 5.3. Tips

### How to calculate in-kind support

Have a think about what other contributions you received towards the event. This might include

- Staff time
- Room hire
- Marketing and promotion
- Refreshments
- Equipment provided

Please give an approximate amount that you think you might have spent had you not been given these elements.