



Being Human Festival

Evaluation Guide

Being Human Festival 2024

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 and to 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 2024 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

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 2025, 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

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

2. Overview

We will issue five surveys to assess the festival, which we will need your help in completing and distributing.

Survey	What you need to do
<p>Attendee survey (adult events):</p> <p>Audience members at Being Human events and activities targeted at adults</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, Friday 13 December 2024</p> <p>Please distribute using a Survey Monkey 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 6 December at the latest.</p>
<p>Attendee survey (family events):</p> <p>Audience members at Being Human events and activities targeted at families.</p>	<p>During the festival: Promote and distribute a paper survey during events.</p> <p>Send your paper copy surveys to us as soon as possible after the festival, and by 5pm on Friday 6 December at the latest.</p> <p>You can also promote the digital survey for adult events after family events, but the paper survey is the most suitable.</p>
<p>Teacher survey:</p> <p>Teaching staff at Being Human events and activities targeted at schools.</p>	<p>During the festival: Promote and distribute a paper survey during events.</p> <p>Send your paper copy surveys to us as soon as possible after the festival, and by 5pm on Friday 6 December at the latest.</p>
<p>Stakeholder survey:</p> <p>Speakers, panellists, performers, community, cultural and heritage partners, venue hosts 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, Friday 13 December 2024</p>

Survey	What you need to do
<p>Organiser survey: 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 appended 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, Friday 13 December 2024.</p>

Digital surveys to audiences and stakeholders will also be promoted and distributed on the Being Human website and social media.

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

Closing date for all online surveys: Friday 13 December 2024

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 2025 by emailing anna@annacullum.co.uk.

3. Attendee Survey

3.1. Purpose of the survey

The main data collection method for attendees 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 Attendee 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.

An alternative version of the paper survey for attendees is available for events targeted at **families**, and is designed to be filled in by adults accompanying children. Please see Section 4 for additional evaluation methods for children and families.

The online Attendee Survey is suitable for both adult and family events.

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.
- ✓ Ensure you have the right paper copy survey for your audience (adult or family).
- ✓ Type the name of your event into the paper copy survey before printing.

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 appended to this guide.

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, and that you have the right survey for your audience (adult or family).

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 for data inputting as soon as possible by 5pm on Friday 6 December 2024. Alternatively hard copies can be posted to Being Human Festival, School of Advanced Study, University of London, 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 attendees: <https://www.surveymonkey.com/r/BH24A>

QR code for online survey for attendees:



A paper copy is appended, or 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 Being Human Festival 2024. 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

Suggested text for post-event invitation to give feedback

[Name of event]–invitation to give feedback

Thank you for attending [event title], part of Being Human Festival 2024. 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, 13 December 2024

Survey link: <https://www.surveymonkey.com/r/BH24A>

Thank you for your help

Suggested poster to display during events

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 festivalorganisers 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 shortlink into your browser: <https://www.surveymonkey.com/r/BH24A>

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. Evaluating events for children and young people

Young people and children are an important audience for Being Human, and we would like to gather more feedback about their experience.

This year we have opened up the digital Attendee Survey to people under 16, but will not be able to take contact details for them to enter them into the prize draw for safeguarding purposes.

We have also produced a paper copy Attendee Survey specifically for family events, which is designed to be filled in by adults accompanying children.

However, we know that it can be challenging to collect surveys during family activities, so you may want to gather feedback in other ways.

Suggested methods for gathering feedback from children and young people include:

- Fun activities that are embedded into your events, such as quizzes and games
- Creative activities that are embedded into events, such as contributing to a feedback tree, collaborative poster, or making a drawing of their favourite part of the session
- 2 minute Q&A and 'hands-up if...' sessions
- Post it note walls
- Emoji voting and stickering

We do not need to receive this feedback, but we would like to hear about what you learn from it via the Organiser Survey.

5. Teacher Survey

5.1. Purpose of the survey

We would like to hear about the impact of events that are designed for schoolchildren.

The survey is designed for teachers, teaching assistants, and other group leaders or supporters to fill in on behalf of the group they bring.

We know that teachers prefer short paper copy surveys, rather than digital surveys, therefore we are only issuing paper surveys.

5.2. Next steps for you:

During the event:

- ✓ Give the survey out at the beginning of the session, as some teachers like to fill them in during the session, and may not have time at the end.
- ✓ Explain to teachers (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

After the event

- ✓ Scan and email any paper versions of feedback forms to beinghuman@sas.ac.uk for data inputting as soon as possible by 5pm on Friday 6 December 2024. Alternatively hard copies can be posted to Being Human Festival, School of Advanced Study, University of London, 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.

6. Stakeholder Survey

6.1. 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.

6.2. 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.

6.3. Resources

Link to survey

Link to survey: <https://www.surveymonkey.com/r/BH24S>

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

Suggested text to stakeholders

[Name of event]—invitation to give feedback

Thank you for taking part in [event title], part of Being Human Festival 2024.

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.com/r/BH24S>

The survey is confidential, and your answers will be kept completely anonymous. Please send your feedback by 5pm, Friday 13 December 2024.

We would also be very grateful if you could please promote the Being Human attendee 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.com/r/BH24A>

Thank you for your help

7. 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 a link here for you to preview the questions:

Broadly, it is exploring:

- ✓ Audience numbers (aggregated for Hubs or programmes of events)
- ✓ Numbers and types of partnerships involved
- ✓ 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.

7.1. Next steps for you:

Before the event

- ✓ Review the appended 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, Friday 13 December 2024

7.2. Resources:

Link to the survey: <https://www.surveymonkey.com/r/BHO24>

A paper copy is appended, or 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.

8. External Evaluator Observation

Our external evaluators will be coming to observe some of this year's events, to assess how effectively they are supporting Being Human Festival's objectives and priorities. These can be found on the [Being Human website](#). The events selected for observation will be a mix of event types and locations.

This is a non-judgemental process designed to help the Being Human Festival team improve the support and information that they give to organisers.

If you would like to be informed in advance if an external evaluator will be observing your event, please contact the festival team via beinghuman@sas.ac.uk.