



Evaluation Guide

Being Human Festival 2022

Flow

INTRODUCTION

Thank you for supporting the Being Human festival by providing your data, thoughts and feedback. Without this crucial information we would be unable 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 2022 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 Flow Associates in February 2023, 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 Flow Associates who will be happy to assist:

alex.flowers@flowassociates.com

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

1

OVERVIEW

Section 2 of this document outlines the data we need to gather, from whom, and how it will be collected.

In section 3 we have included some guidance for optimising the number of responses from your audiences, and some template text to use in correspondence with audiences and stakeholders.

All online responses will go directly to Flow Associates, ensuring responses are anonymous and analysis is impartial.

Who	When	Your involvement (Event Organisers and Hub Coordinators)
<p>Attendee survey:</p> <p>Audience members at your Being Human events and activities, aged 16 and over</p>	<p>During or shortly after events</p>	<p>Promote and distribute an online survey at and after event.</p> <p>A shorter paper version for use during events is available for download.</p> <p>We will also promote and distribute this on the central Being Human website and social media.</p> <p>Anonymised data relating to your events can be requested from February 2023</p>
<p>Stakeholder survey:</p> <p>Speakers, panellists, performers, community, cultural and heritage partners etc., who participate in delivering and promoting your Being Human events and activities.</p>	<p>As soon as possible after the festival, before 13th December</p>	<p>Promote and distribute an online survey.</p> <p>The Being Human central team will send you this after the festival. We will also promote and distribute it on the central website and social media.</p>
<p>Organiser survey:</p> <p>You: Event Organisers and Hub Coordinators - the main organisers of Being Human events or programmes of events.</p>	<p>As soon as possible after the festival, before 13th December</p>	<p>Collect data and reflect on your experience, share this via an online survey.</p> <p>This will be sent to you by the Being Human central team after the festival.</p>

2

DATA COLLECTION

2.1 Audience Survey: Feedback from your attendees and audiences

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. Online responses will be collected directly by Flow Associates.

The Audience Survey will close on 13th December, three weeks after the end of the festival. During February 2023, Flow Associates can provide Event Organisers and Hub Coordinators with anonymised Audience Survey feedback from your event/s, on request.

The Being Human Audience Survey asks people to share:

- a) Their motivation to attend.
- b) Their experience of the event.
- c) Reflections (e.g. how they felt about it afterwards.)
- d) 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. Respondents will be invited to enter a £50 prize draw to encourage them to complete the survey.

Next steps for you:

- Make evaluation an integral part of your events, e.g.
 - 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
 - Print the final page of this guide, to display in prominent places such as sign up desks and exits
- If possible, and in line with your GDPR policies, make sure you are able to collect participants' email addresses, either via your booking process or on registration (see Section 2 for suggested text)
- Send a follow up email (see Section 2 for suggested text) inviting feedback
- If connectivity is an issue, or you are unable to collect email addresses of event participants, print hard copies of the (simplified) form here: <https://shorturl.at/rBUW7>
- Scan¹ and email any paper versions of feedback forms to beinghuman@sas.ac.uk for data inputting by 13th December 2022. Alternatively hard copies can be posted to *Being Human Festival, School of Advanced Study, University of London, Malet Street, London WC1E 7HU*
- Request event specific, anonymised data by emailing alex.flowers@flowassociates.com from February 2023

¹ If you are scanning and emailing completed feedback forms, please ensure you store them according to your organisation's GDPR policy and dispose of them via confidential waste.

Resources

- Link to print simplified paper survey: <https://shorturl.at/rBUW7>
- URL for full online survey for audiences: <https://www.surveymonkey.co.uk/r/beinghuman2022>
- Short URL for full online survey: <https://shorturl.at/bqCKW>
- Link to download the below QR code for full online survey: <https://shorturl.at/jwX38>



2.2 Stakeholder Survey: Feedback from your team

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 panellists (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.

The Being Human team will send you an online survey for you to email to all relevant stakeholders after the festival.

Stakeholders will be invited to enter a £50 prize draw to encourage them to complete the survey.

Next steps for you:

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

2.3 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:

<https://www.surveymonkey.co.uk/r/bhorganiser2022>

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.

Next steps

- Click through the survey questions (inputting 'test' in question 1 where it asks for an event name) so you know what to expect
- 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 before midnight on 13th December 2022.

You will be sent a link to the Organiser and Hub Coordinators survey after the festival, and a reminder a week before the deadline.

3

OPTIMISING ATTENDEE FEEDBACK RATES

To ensure we are able to properly represent and learn from the views and experiences of all Being Human audiences aged 16+, we want to reach as many of them as possible. This will also enable us to share more accurate data with you about the specific audiences that you reached, and their experience of your events and activities. We have included some suggestions below for how you can increase numbers of responses, alongside suggested text for communications. Please note that we are not providing a survey for under 16s.

3.1 BEFORE Events

If you are collecting email addresses in order to send a feedback form after the event it is recommended 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 2022 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.

3.2 DURING Events

Explain to attendees (and brief volunteers to say) that their feedback is:

- necessary to help free, publicly-funded events continue;
- anonymous – they are free to say what they like;
- used to develop and plan future events.

For In-Person Events you may want to:

Display the QR code and an invitation to provide feedback:

- on all materials given to attendees, e.g. flyers, programmes, schedules,
- in appropriate places, e.g. registration desk, flyers on seats, where refreshments are served, see printable page at the end of this guide.

Facilitate the process when the characteristics of a particular event or audience mean that support may be needed to provide feedback. e.g:

- use well-briefed volunteers (see below) to collect responses from attendees at appropriate times, e.g. refreshments, during breaks after events
- each volunteer has an internet-connected tablet computer or phone with the survey bookmarked, as they will need to access it multiple times
- volunteers 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.

For online events the URL link (below) 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.

3.3 AFTER Online and In-Person Events

- Email (see below) 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.

Suggested text to include in post-event email to attendees:

[Name of event]–invitation to give feedback

Thank you for attending [event title], part of the 2022 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 midnight on 13th December 2022.

Survey link: <https://www.surveymonkey.co.uk/r/beinghuman2022>

Thank you for your help

Suggested text to include in a post-event email to stakeholders:

[Name of event]–invitation to give feedback

Thank you for taking part in [event title], part of the 2022 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/bhstakeholder2022>

The survey is confidential, and your answers will be kept completely anonymous. Please send your feedback by midnight on 13th December 2022.

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/beinghuman2022>

Thank you for your help.



BEING HUMAN 2022

AUDIENCE SURVEY



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://shorturl.at/bqCKW>

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.