

Being a Boy♂

OVERVIEW

The Being a Boy Celebration, opened by Lisa Mann, AUB's Vice-Chancellor and CEO, showcased creative artefacts from all of the 2024 workshops. Celebrating the young men and championing their voices and experiences. Held at AUB's Palace Court Theatre, the evening included talks from workshop leads, opportunities for the young men's voices to be shared, special recognition of their achievements and the premiere of the Being a Boy Identity Documentary.

All attendees received the Being a Boy 2024 Anthology, and the 2025 workshop series was launched.

This year's celebration included the addition of a Being a Boy exhibition, titled The Journey of Being a Boy, to celebrate three years of the project. The exhibition included artefacts from all three years of the project and previous years attendees were invited to join the celebrations.



MARKETING

Marketing targeted participants and their supporters, from all three years of the project, and AUB's Access and Participation community contacts and network.

Promotion included:

- Physical invites to 2024 participants.
- Comms to 2022, 2023 and 2024 participants and their supporters.
- Comms to education providers.
- Comms to community contacts, cultural partners, and local authority.
- Social Media (LinkedIn).
- Identity documentary previews for participants.
- Exhibition flyers, posters and press release.

When asked how the boys felt about people viewing the documentary, one of the boys responded:

“It makes me feel good that people get to see how much fun we had.”

EXHIBITION

The Journey of Being a Boy exhibition was a collaborative activity with Access and Participation, BA (Hons) Interior Architecture and Design, Palace Court Theatre, and TheGallery.

17

**Creative workshops
across 3 years**

173

Total exhibition visitors

124

**Being a Boy participants
represented across
the exhibition**

60

**Average number of minutes
visitors spent viewing
the exhibition across the run**

The curation of the exhibition, led by second year BA (Hons) Interior Architecture and Design students, used scaffolding structures to bring the exhibition to the Clubroom at Palace Court Theatre. This collaboration increased the audience of the project and utilised the strengths of AUB as a collaborative hub.

To encourage engagement, interactive elements were included within the exhibition. These enabled visitors to understand the social and economic context of participants from the Being a Boy project and celebrate the diversity and lived experience of the participants.

“[The exhibition] reflects the modern expectations well and how they clash with outdated views on being a man”

Teacher from local Alternative Provision

A virtual tour of the exhibition can be viewed [here](#).



ATTENDEES

Being a Boy Celebration: 137 attendees (208 registered), compared to 67 attendees (100 registered in 2023) – a 104% increase.

The audience of the Being a Boy Celebration comprised of:

- 2022, 2023 and 2024 Being a Boy participants and their supporters
- Education providers
- Local Authority
- AUB Staff
- HE Practitioners
- General Public

Exhibition attendees outside of Being a Boy Celebration: 36, including visits from alternative provisions and Arts Council England.

SUCCESSSES

Increased number of attendees and overwhelmingly positive feedback.

Live elements including a performative reading of the Character group poem by the workshop facilitators, and a participants reading of their poem from Empower.

The exhibition private view highlighting the projects development and focus on championing their voices.

LEARNING AND NEXT STEPS

The Being a Boy Celebration highlights the impact of the project and successes of the participants and is key to how the project has been developed to learn from the young men, the experts on being a boy and to champion their voices.

There are currently no plans to include an annual exhibition, but opportunities to keep the programme fresh each year, with increased participant voice will be developed.

A review of additional ways to effectively evaluate the Being a Boy Celebration event will be completed, investigating methodologies aligning the event to the Taking Boys' Seriously Principles.