LOOK UP

**CONSULTANT GUIDE FOR CORE PROJECT TEAM DEPTH INTERVIEWS**

**INTERIM**

This script is intended as a guide for the depth interviews with members of the Core Project Team who are managing and coordinating the delivery of the Look Up Programme, for Hull UK City of Culture 2017.

The questions within this guide are to be asked at an interim point within the year and will supplement the information gathered by an online survey at the beginning of the project; and via an online survey and depth interview at the end of the project.  
 **QUESTIONS**

**Concept & Artistic Direction**

How would you describe the overall concept for Look Up?

How have members of the Core Project Team worked collaboratively to develop, curate and deliver the Look Up programme? [Probe: How do the Hull 2017 staff team and external curatorial team work together? How are roles and responsibilities divided between individual members? How are the commissioned artists chosen?]

To date, in what ways do you feel the concept for Look Up has been successful and where has it underperformed? [Probe: How has the collaborative approach to Look Up, within the Core Project Team worked well? Where are changes needed to ensure greater effectiveness and efficiency in future]?

How have members of the Core Project Team worked collaboratively with the commissioned artists in developing and delivering individual artworks for the Look Up programme? [Probe: have all CPT members been involved in these relationships, or has this been led by a certain individual or individuals?]

To date, in what ways do you feel this collaborative approach with artists has worked well, and where could it be improved? [Probe: Each stage - from briefing artists, through to creation, interpretation, installation, and promotion of the artwork].

Thinking ahead to the final few months of the Look Up programme, what is critical to ensuring the remaining Look Up projects are the best they can be?

**Heritage Practice**

Thinking about the whole Look Up programme (as opposed to the individual artworks), to what extent was the history and heritage of Hull something you wished to explore? [Probe: Did the CPT hope to see Hull’s history and heritage referenced within the Programme? In what way, did they wish for this history and heritage to be presented or explored?]

To what extent do you feel that this has been achieved within the Look Up programme to date?

How have members of the Core Project Team used historical information and content to feed into the project’s development, and how did you directly engage with this information and content? [Probe: Where did you access this historical information and content? Did you use historical content and information as a source of inspiration for the brief provided to artists; to select locations for the artworks, etc.?]

How have the commissioned artists used historical information and content to feed into the development of their individual artworks? [Probe: How have the CPT supported artists to access and use historical information and content? How have the CPT sought to influence or quality control artists use of and representation of Hull’s history and heritage?]

Thinking ahead to the final few months of the Look Up programme, in what way, if any, would you like to see the history and heritage of Hull celebrated and / or presented?

**Interpretation**

What has been the approach to interpretation to date? [Probe: How have you aimed to explain Look Up to audiences, as a programme and as individual artworks? Where has interpretation to date worked well and where would you like to make changes?]

**Place making**

In what ways, if any, do you feel that Look Up brings something new to Hull? [Probe: how does it diversify the city’s arts and culture offer?]

What, if anything, makes Look Up distinctive at a regional or national level?

**Partnerships**

To what extent have partnerships been a key part of the development and delivery of Look Up? [Probe: What have these new or existing partnerships enabled the CPT to do, which otherwise would not have been possible?]

Which of the partnerships that you developed have been the most valuable to you and why? [Probe: What is the key specialism each of these partners brings, and why is that so integral to the programme’s success?]

**OPERATIONAL ASPECTS**

To what extent do you feel the budget you have for Look Up is sufficient in terms of what Hull 2017 wish it to achieve?’ [Probe: If not sufficient where are the main gaps?]

How effective do you feel the marketing and communications are for Look Up? [Probe: Is there anything you’d wish to do differently in terms of this?]

**Impact**

If you were asked what the key measures of success for Look Up should be, what would you say? [e.g. audience numbers, media coverage, audience response, sustained or increased investment in public art]. Based on this, how successful has Look Up been to date?

**Anything else?**

Is there anything further you would like to share with me that has not been covered by these questions?