

## WELCOME TO THIS SURVEY

Many thanks for sparing the time to talk to me today.

I'm Nigel Morpeth, a Research Fellow from the University of Hull. I'm undertaking independent research on behalf of Hull 2017 to undertake a project evaluation of Where Do We Go From Here?. Integral to this evaluation is a quality assessment of the project, including how it is communicated pre-event; and the experience people have attending the event. The research I'm doing seeks to provide an objective opinion, so please be frank and honest in your answers. Your feedback will be combined with that of other peer assessors and will be anonymised within the evaluation report.

In order to follow Arts Council England's instructions on undertaking a Quality Assessment with peers, we will speak to you both before and after your visit to the installations. This will enable us to see how the live experience of the project measures up against expectations.

It will probably take us about 30 minutes to complete this interview today, which is the pre-visit part of the process.

Any questions before we get started?

## ABOUT YOU

1. Name:

2. Organisation:

## QUALITY

Please score each of the following metrics on a scale from 0-10, where a score of 0 indicates the strongest level of disagreement, a score of 10 indicates the strongest level of agreement.

For each metric, please include reasons why you have awarded that score, basing your responses on what you know about the event.

3. Please mark a point on the scale that best represents your level of agreement with the following statement about *Where Do We Go From Here?*

**Strongly disagree**

0

1

2

3

4

5

6

7

8

9

**Strongly agree**

10

**Concept:** It is an interesting idea / programme

Reason(s) for score:

**Presentation:** It will be well produced and presented

Reason(s) for score:

**Distinctiveness:** It will be different from things I've experienced before

Reason(s) for score:

**Challenge:** It will be thought-provoking

Reason(s) for score:

**Captiavtion:** It will be absorbing and will hold my attention

Reason(s) for score:

**Enthusiasm:** I will come to something like this again

Reason(s) for score:

Strongly disagree

Strongly agree

0 1 2 3 4 5 6 7 8 9 10

**Local impact:** It is important that it's happening here (in Hull)

Reason(s) for score:

**Relevance:** It will have something to say about the world in which we live

Reason(s) for score:

**Originality:** It is ground-breaking

Reason(s) for score:

**Risk:** The artist is really challenging himself with this work

Reason(s) for score:

**Excellence:** It will be one of the best examples of its type

Reason(s) for score:

**Rigour:** It will be well thought through and put together

Reason(s) for score:

4. In what way(s), if any, do you feel that diversity\* is being explored / represented by *Where Do We Go From Here?*

**\*Diversity refers to gender, ethnicity, disability, age, sexual orientation, and / or socio-economic status**

## HERITAGE

The original brief for 'Where Do We Go From Here?' purposely asked that the installation be within the boundaries of Hull's Old Town. The artist team who have created the work have therefore explored the Old Town area to identify sites which work practically and have also inspired them.

This has led to the installations being placed at:

- Beverley Gate
- Trinity Square (adjacent to Hull Minster, previously Holy Trinity Church)
- Museums Quarter (Gardens area and Wilberforce House)

5. Please mark a point on the scale that best represents your level of agreement with the following statement about Where Do We Go From Here?:

### *Where Do We Go From Here...*

	Strongly disagree	0	1	2	3	4	5	6	7	8	9	Strongly agree
...will demonstrate new ways of highlighting the city's historic buildings and monuments	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...will present audiences with new ways of engaging with the city's historic buildings and monuments	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...will contribute to the development of artistic practice in celebrating a city's historic buildings and monuments	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. In what ways do you hope the project will seek to highlight the city's historic buildings and monuments to the general public?

7. In what ways do you hope the project will engage the general public with the city's historic buildings and monuments?

8. In what ways do you hope the project will contribute to the development of artistic practice in celebrating the city's historic buildings and monuments?

## YOUR PERCEPTION OF HULL

9. Do you have any personal connections to Hull (previous or existing)?

**(Please tick all that apply)**

Yes, my family come from Hull

Yes, I work in / have worked in Hull

Yes, I was born in Hull

Yes, I studied at the University of Hull

Yes, I grew up in Hull

No, I have no connections with Hull

Yes, I currently live in Hull

Other (please specify)

10. How would you describe Hull to someone else?

ANYTHING ELSE?

11. If there is anything else that you would like to share with us about your current impressions of *Where Do We Go From Here?*, please do so in the box below: