# Appendix 23: Flood Evaluation

## Participant Survey Analysis and report

A community cast of 47 Hull2017 volunteers were recruited by Slung Low to perform supporting / background roles in episodes two, three and four of Flood.

Following the final, live performance all community cast members were invited to complete a post-event, online survey to share their experience of being in Flood. Their responses are summarised in the following report.

## Participant profile

* 89% of respondents were White British, with 4% (1 person) from another White background. 4% identified themselves as White and Black Caribbean, and 4% as African.
* 50% were female and 46% were male. 4% (1 person) identified their gender as non-conforming.
* 57% were working fulltime – either employed or self-employed – and 25% were retired. 7% were students. 4% (1 person) said they were looking after family / home and 4% said they were unable to work.
* 70% said they live in Hull although the postcode data suggests this is only 54%. Most other cast members had East Riding postcodes, with a couple from Doncaster and York.
* As shown below, the majority of cast members were aged between 40 and 69, although younger age groups were also represented. No one was aged 70 or over.

## Participation

* Over half of survey respondents were involved in Part Two: Abundance. It should be noted that those involved in Part Two and Part Four were also invited to perform in the omnibus performance on the 8th October.

## Getting involved

* Most people wanted to get involved mainly because they saw it as a unique experience (61%) whilst quite a few (18%) were drawn in by its association with the Hull2017 ‘brand’.
* 96% had seen the opportunity on the Better Impact (the Hull2017 volunteer management system) although 29% had also seen it advertised on the Hull2017 website.

## Experience of being in Flood Part Two: Abundance

* Community cast members involved in Part Two were overwhelming positive about their experience; each of the value statements scored at least 4 out of 5 in terms of their level of agreement. The highest level of agreement was with the statement, ‘it was an enjoyable experience’.
* Although most community cast members were from the local area, they also widely agreed that the experience had provided them with a different experience of the city, and made them feel more connected to Hull and its people.
* Many respondents commented that the story for Part Two was interesting, emotive, relevant and thought-provoking. A couple of people mentioned that there were holes in the plotlines or it was overly wordy, but it was still an impressive production.
* Other comments included:

“Just an amazing experience. Who would have thought standing on a stage in the middle of a dock full of water, getting rained on for a whole week could have been such an enjoyable experience. Loved it.”

“The whole company were welcoming and professional and treated us like cast members. They were a true part of the Victoria Dock community and are sorely missed.”

“A truly unique experience to be a part of this year. We now stop ourselves in the street when see each other in the cast and ‘tattoo’ or ‘tickle’ rather than say hello.”

“Thank you so much, even now reflecting I am proud to tears of what we achieved together, Slung Low made us feel like a family!”

## Experience of being in Flood Part Three: To the Sea

* Levels of agreement with the value statements amongst Part Three participants was also very high. Again, they enjoyed the experience, and felt it had provided them an opportunity to interact with people they wouldn’t normally interact with.
* The fact that Part Three was being broadcast live on BBC2 created a huge sense of excitement amongst the community cast. One person said it had made them realise how important the show was.
* The storyline for Part Three was again considered to be interesting and thought-provoking. A couple of people commented that it made sense as a continuation of Parts One and Two, but it didn’t work as a standalone piece.
* Other comments included:

**“The crew made us feel very much part of the cast and fully involved us in the production.”**

**“All I can say is, I am still recovering from the excitement.”**

**“It has to be one of the biggest highlights of my entire life.”**

## Experience of being in Flood Part Four: New World

* Part Four participants again strongly agreed that they had enjoyed the experience. They also felt it had given people a chance to share and celebrate together and placed the community at the centre.
* Participants felt the story was powerful, dramatic, engaging and thought-provoking. A number of people commented that it had been effective in wrapping up the narrative, and the open-ended nature of the finale challenged the audience to consider some serious questions.
* Other comments on their participation in Part Four included:

“Flood was so much fun to be in, and I loved how tight-knit the islands became, and that the community played such an active role.”

“On a personal level, being involved in this has reminded me of how much I enjoy performing, and increased my confidence in myself as a person and my ability to go outside my comfort zone and do new things. I am so glad I took the opportunity to do this when it was offered (thank you City of Culture!).”

"Will never forget the experience. Totally out of my comfort zone, but really got me into it. Thought all the people connected to Slung Low were amazing - had time to discuss everything, nothing was too much trouble for them."

## Impacts

* 93% were very proud of their involvement in Flood, and 7% were mostly proud.
* 90% were happier as a result of taking part in Flood. 10% felt the same.
* 43% said their thoughts and feelings about their life/future had changed positively, a lot, as a result of being involved in Flood, and 40% said it had changed them a bit (n=30). When asked how they had changed, 35% said they would get (back) into theatre or pursue a career in the arts, and 23% talked about having increased confidence to try new things, which made them excited about the future. 13% said it had given them the chance to make new friends. One person also commented that it had increased their awareness of environmental issues.
* Most respondents said their thoughts and feelings about other people had been influenced during their experience of working on Flood. Some said their perceptions and prejudices against other people had been challenged by the issues presented in the storyline; a number of people commented that they had more sympathy and tolerance for refugees. Others talked about their positive experience of working with people who they might not have interacted with otherwise, which gave them a confidence to make new connections.
* As shown below, participants strongly agreed that they had enjoyed working alongside the professional cast members. They were also very interested in taking part as a cast member in future, and were much more confident in their ability as a performer.
* 87% said they always felt like they belonged at Flood (n=30). 7% said they mostly felt like they belonged and 7% said sometimes.
* 47% said that Flood had brought up personal memories connected with the 2007 floods or Hull’s fishing heritage (n=30).
* 77% said they had increased existing skills or knowledge and 87% had developed new skills or knowledge (n=31). Much of this was around gaining a better understanding of the technicalities of theatre production, learning acting skills / choreography, working as part of a team and increased confidence. On a more practical level, respondents talked about learning how to drive a boat, learning to take direction through an earpiece, using props and working with fire.
* 100% said they’d been to, or were planning to attend, other events and activities programmed for Hull UK City of Culture 2017.

## Visitor experience and Economic spend

* Of the 8 people (25%) who said they didn’t live in Hull, all of them had been Hull prior to their involvement in Flood, and they all said they visited the city at least 6 times a year. However, most said their experience of Flood would encourage them to visit even more frequently.
* On their last visit, only 2 (25%) said their last visit to the city had been mainly for Flood and 4 (75%) said they had taken in four or more other cultural events or activities during this visit.
* Respondents rated all aspects of the visitor experience highly, as shown in the graph below. Only one person said they were dissatisfied with public transport.
* On average respondents said they’d each spent £36.50 on food and drink, £2.50 on shopping and £2.36 on travel and parking during their visits to Hull for Flood.

## Summary

* Survey respondents were mainly White British, aged 40-69, working full-time or retired. The majority live in Hull or the East Riding.
* Most community cast members said they wanted to take part in Flood because it was an opportunity not to be missed, whilst its association with the Hull2017 ‘brand’ also played an important role.
* Being involved in Flood has clearly had overwhelmingly positive effects on community cast members. It provided them with a different experience of the city, an opportunity to share and celebrate together, and most, importantly, they really enjoyed it.
* The cast thought the story was powerful and engaging, and the issues it presented provided the audience with food for thought. For many it brought up personal memories connected with their own experience of flooding or the city’s fishing heritage.
* The main impacts on community cast members were:
	+ **Pride** – 93% were very proud of their involvement
	+ **Happiness** – 90% were happier as a result of taking part
	+ **Knowledge and skills** – 87% said they’d learnt something new
	+ **Sense of belonging** – 87% said they always felt like they belonged as a member of the cast
	+ **Hopes for the future** – 83% said their experience had them think more positively about their future