BACK TO OURS

**CONSULTANT GUIDE: DEPTH INTERVIEW, CORE PROJECT TEAM  
JAMES MCGUIRE & LISA MAYES**

**Team Approach**

What has been your role in Back to Ours? [Probe: Please give a brief description of your responsibilities within the project]

How have you worked with members of the Core Project Team (internal and external) to develop audiences and promote Back to Ours?

To date, in what ways do you feel the concept for Back to Ours has been successful and where has it underperformed? [Probe: programming of each festival; target audiences reached; staffing]

**Venues**

On reflection, how appropriate do you feel the final venues for Back to Ours have been? [Probe: Location in relation to desired audiences; welcome and support of staff; ability to dress and promote venues?]

How have members of the Core Project Team worked collaboratively with venues to develop audiences and promote Back to Ours? [Probe: Have all CPT members been involved in these relationships, or has this been led by a certain individual or individuals?]

Have staff at the venues got involved and responded to the project in the way you hoped and expected they would? Why do you think this is?

How has this collaborative approach with venues worked well, and where could it be improved?

**Agents, Promoters and Artists**

On reflection, how appropriate do you feel the shows selected have been? [Probe: Which art forms, storylines, artists have been particularly successful? Which have been more of a challenge? What have been the main surprises in terms of audience reaction?]

Have agents, promoters and / or artists got involved with the development of audiences, and promotion of shows in the way you hoped and expected they would? Why do you think this is?

How have you worked collaboratively with agents, promoters and / or artists to develop audiences and promote Back to Ours?

How has this collaborative approach with agents, promoters and /or artists worked well, and where could it be improved?

**Partnerships**

Are there any other partnerships, not previously discussed, that were a key part of developing audiences for, and promoting Back to Ours? [Probe: What did these new or existing partnerships enable you to do, which otherwise would not have been possible?]

Which partnerships were 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 project’s success?]

**Audiences**

Reflecting on all editions of the festival to date, how successful have you been in reaching your targets in terms of audiences? [Probe: audience numbers; ethnic diversity; audiences local to the venues; audiences with disabilities?]

What are the key priorities in relation to audience engagement for future festivals?

**Place making**

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

What, if anything, makes Back to Ours distinctive at a regional or national level?

**Professional Development**

How has working on Back to Ours had a personal impact on you? [Probe: skills/knowledge developed, confidence working on festival projects and / or in local community settings, greater connection with the city and its people, further work opportunities, etc.]

What has been the most exciting thing about working on Back to Ours?

What has been the most challenging thing about working on Back to Ours?

And what are the main learnings you will take forward into your future career?

**Marketing & Communications**

Reflecting on the marketing and communications for Back to Ours, how successful do you feel the different approaches have been? [Probe: Is there anything you’d wish to do differently in terms of this?]

**Impacts**

If you were asked what the key measures of success should be for Back to Ours, what would you say? [e.g. audience numbers, audience profile, media coverage, sector response, audience response, professional opportunities resulting from it]

How do you feel the project performed against these key measures of success?

What are your hopes and expectations for the future of Back to Ours in Hull?

What are the key things that will enable this vision for Back to Ours in Hull to be realised?

Do you have any further comments on the project?