Appendix 14: Audience Focus Group Discussion Template

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| **Topic area** | **Comments / Questions** | **Timing** |
| **Welcome** | * Welcome, thanks for taking the time to come to this discussion | 5 minutes |
| * Introduce yourself - independent researcher commissioned by Hull 2017 and the University of Hull |
| * Explain there’s lot to get through and the group will last for 1.5 hours in total |
| * Explain it will be recorded to enable accurate reporting, though all comments will remain anonymous |
| * Remind everyone to speak up and not to interrupt each other |
| * Ask them to be honest and open – there are no right or wrong answers and it’s okay for them to disagree |
| * Refreshments / housekeeping, e.g. toilets, fire exit |
| **Icebreaker** | * What events and / or performances were normally on offer in [insert area, e.g. North Hull] prior to the Back to Ours Festival being created in 2017? * And what sort of events and / or performances did you go to and why? | 5 minutes |
| **BTO Engagement** | * Can you recall how you first found out about Back to Ours?   **Prompt:** Hull 2017 website; word of mouth; printed materials; venue staff  **EXERCISE:** Point to the images of each show that took place in their area from the first three Back to Ours festivals. These should be grouped under the correct Festival number heading. Ask each participant to put a sticker on the ones that they went to see.   * Who went to something during the first Festival? What made you decide to go to the first Back to Ours? * And for those who went for the first time during festivals 2 and 4, what made you decide to give it a try?   **Probe:** Extent to which the shows were a motivation vs. general interest in the Festival; link to Hull 2017; being close by to where they live; something to do in half term; affordability.   * Having attended one or more festivals, how would you describe Back to Ours to someone who had never heard of it? | 15 minutes |
| **Reaction to Venues** | **EXERCISE:** Show venue photos for the area. In this area of Hull the following venues were used for Back to Ours, so that performances could take place within the local community, as opposed to the city centre.   * What does it mean to you and others in the community to have arts and cultural events, like those offered through Back to Ours, in your own neighbourhood?   **EXERCISE:** Using the photos of the venues from the area, ask the group to list the advantages and disadvantages of using these type of venue for arts and cultural performances. Write up on Flip Chart.  **Probe:** Facilities offered; accessibility; location; comfort.   * How does attending a performance in a community venue such as a school, shopping centre or community centre, compare to a traditional performance space, for example Hull Truck, Hull New Theatre or City Hall? * And thinking of the venues you attended during Back to Ours? What did you think of them?   **Probe:** Was the spaceappropriate for the performance? Was it easy to get to? What were the strengths and weaknesses of the space? | 15 minutes |
| **Reaction to Shows** | **EXERCISE:** Ask people to remind themselves of the shows they went to see via the images on the wall.   * Reflecting on all your Back to Ours experiences, what was your favourite show and why? * And what was your least favourite and why? * What show most surprised you and why?   **Probe:** How did the show make you feel? What was it about the story that you liked / disliked? What was it about the performer / performers you liked / disliked? What was it about the production (e.g. set, staging, props, lighting, sound) that you liked / disliked?   * How have the shows you’ve seen at Back to Ours differed, if at all, from your previous experiences of arts and cultural events?   **Probe:** Art forms; the type of story being told.   * Did any of you attend a British Sign Language interpreted performance or relaxed performance? If yes, how did having such access provisions affect your experience at the show? | 20 minutes |

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| **Personal Response to ‘Back to Ours’** | **EXERCISE:** Provide each person with a list of statements and give them 10 minutes to note down under each examples of how their Back to Ours experience caused this change. Where they don’t think a statement is applicable to their experience, tell them to leave it blank. After 10 minutes go through each statement and ask people to share their thoughts, exploring their responses as appropriate.  **STATEMENT 1:** Back to Ours made me think differently about my local area.  **STATEMENT 2:** Back to Ours made attending the type of shows in the festival programme easier for me.  **STATEMENT 3:** Back to Ours encouraged me to try something new.  **STATEMENT 4:** Back to Ours has changed the way I feel about the arts?  **STATEMENT 5:** Because of Back to Ours I plan to go to more shows like this in future?  **STATEMENT 6:** Because of Back to Ours I would consider going to see performance art in Hull City Centre? | 30 minutes |
| **Response to evaluation methods** | **EXERCISE:** Show them images of the different forms of evaluation methods used for Back to Ours audience research. In turn provide a brief description of each method of feeding back and then ask the questions below.   * Were you asked to give your feedback on a Back to Ours event using this method?  **If yes:** What did you like and / or dislike about this method? **If no:** How would you feel if someone asked you for your feedback using this method? * Thinking about all the methods used / presented here, which feedback methods do you prefer and why? * Can you think of other methods that could be used to feedback on your experience at Back to Ours, which would be preferable to the methods currently used?   **Probe:** What methods have you experienced at other events or venues that were particularly good? | 10 minutes |
| **Future of Back to Ours** | Creative People and Places in Hull has committed to continuing the Back to Ours festivals in 2018.   * What shows would you like to see as part of the festival in future? * How can the festival organisers improve the festival experience for you?   Creative People and Places are also keen to create local hubs where they will discuss shows for future festivals with residents, as well as discuss new art projects that will be developed in communities.   * Who would like to be involved in something like this? * How would CPP best let you know about how to get involved in these local Hubs? * What are the key things you would need to know to decide if you would like to be involved in the local Hub? | 10 minutes |
| **Other comments** | Is there anything else you would like to say about Back to Ours or the individual shows that hasn’t been covered? | 5 minutes |