

## MADE IN HULL: PEER ASSESSMENT (PRE-EVENT)

### WELCOME TO THIS SURVEY

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

**I'm Tom, Director of Brennan Research, who has been commissioned by Hull 2017 and their official academic research partner, the University of Hull, to undertake a project evaluation of *Made in Hull*. 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.**

**This short interview will gather your impressions of the event, based on what you have seen or heard about it, whether on TV, radio, in the newspapers, in our printed materials, or online. You may have even had conversations about it with members of staff or colleagues in the sector.**

**The answers you provide will be vital in helping Hull 2017 to measure its performance, and identify where it needs to adapt and improve; feeding directly into how other projects are delivered in 2017. Your answers will also enable Hull 2017 to provide evidence to its funders about the quality of its projects. It is therefore important that you are totally honest with your feedback.**

**ABOUT YOU**

1. Name:

2. Organisation:

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### 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 *Made in Hull*:

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:

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

**Strongly disagree**

0

1

2

3

4

5

6

7

8

9

**Strongly agree**

10

Reason(s) for score:

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

Reason(s) for score:

**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 artists are really challenging themselves 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

**Strongly disagree**

0

1

2

3

4

5

6

7

8

9

**Strongly agree**

10

Reason(s) for score:

4. In what way(s), if any, do you feel that diversity\* is being explored / represented by *Made in Hull*?

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

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**HERITAGE**


5. Please mark a point on the scale that best represents your level of agreement with the following statement about Made in Hull:

***Made in Hull...***

	<b>Strongly disagree</b>											<b>Strongly agree</b>
	0	1	2	3	4	5	6	7	8	9	10	
...will demonstrate new ways of interpreting the history and heritage of a city through the arts	<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"/>	<input type="radio"/>
...will present audiences with new ways of engaging with the history and heritage of a city through the arts	<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"/>	<input type="radio"/>
...will contribute to the development of artistic practice in celebrating a city's history and heritage	<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"/>	<input type="radio"/>

6. What aspects of Hull's history and heritage do you hope to see being communicated to the audience by the project?

7. In what ways do you hope the project will provide the audience with a new perspective of Hull's history and heritage?



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**YOUR PERCEPTION OF HULL**

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

**(Please tick all that apply)**

Yes, my family come from Hull

Yes, I currently live 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

Other (please specify)

9. How would you describe Hull to someone else?



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**ANYTHING ELSE?**

10. If there is anything else that you would like to share with us about your current impressions of *Made in Hull*, please do so in the box below: