

BACK TO OURS: CORE CREATIVE TEAM (PRE-EVENT)

INTRODUCTION

Many thanks for sparing the time to complete this survey today. It is really important that you complete the survey in full, so please continue until the point you see the button 'Done', which marks the survey end.

Introduction to Researcher

I'm Abi, and I've been commissioned as a Freelance Researcher by Hull 2017 and their official academic research partner, the University of Hull, to undertake a project evaluation of *Back to Ours*. Integral to this evaluation is consultation with the Creative Core Team. This includes understanding how you feel the process has gone to date; how your involvement in the project has impacted upon you so far; and what your hopes and expectations are for live delivery of the project.

Purpose of the Survey

The answers you provide will help Hull 2017 measure its performance, and identify where it needs to adapt and improve; learning from your experiences to inform how future *Back to Ours* festivals and other projects are delivered in 2017. Your answers will also enable them to provide evidence to the funders that have made these projects possible, showing the difference they make to those involved in delivery.

Some of the questions are straightforward multiple choice style questions, whilst others are open questions that ask for a fuller response.

Confidentiality

Please be assured that all your answers will remain completely anonymous and be treated with the strictest confidence. Hull 2017 and all their evaluation partners adhere to the Market Research Society's Code of Conduct and follow the data protection principles set out in the Data Protection Act 1998.

It's therefore really important that you give us honest feedback, whether positive or negative, in order that we can give as true a representation as possible of your experience.

BACK TO OURS: CORE CREATIVE TEAM (PRE-EVENT)

WHO YOU WORK FOR

* 1. Are you an employee of Hull UK City of Culture 2017 Limited?

Yes

No

BACK TO OURS: CORE CREATIVE TEAM (PRE-EVENT)

HULL - UK CITY OF CULTURE

* 2. Had you heard about Hull UK City of Culture 2017 before you became involved in *Back to Ours*?

Yes

No

BACK TO OURS: CORE CREATIVE TEAM (PRE-EVENT)

HULL - UK CITY OF CULTURE (CONTINUED)

* 3. What were your thoughts on the city being awarded UK City of Culture status?

BACK TO OURS: CORE CREATIVE TEAM (PRE-EVENT)

YOUR INVOLVEMENT

* 4. On a scale of 0-10, where 0 is 'Not at all' and 10 is 'Completely', how much did Hull being UK City of Culture 2017 influence your decision to work on *Back to Ours*?

Not at
all

0

1

2

3

4

5

6

7

8

9

Completely

10

*** 5. Thinking back to the start of the project, what were your main motivations for deciding to work on *Back to Ours*?**

(Please provide up to three motivations in the boxes below)

Motivation 1

Motivation 2

Motivation 3

BACK TO OURS: CORE CREATIVE TEAM (PRE-EVENT)

PROJECT DEVELOPMENT

*** 6. How did the concept for *Back to Ours* as a whole come about?**

*** 7. What was your role* in the creation and direction of *Back to Ours*?**

****By role we mean the inputs and contributions you made overall, as opposed to your specific "job"***

*** 8. Which of the following objectives might *Back to Ours* contribute to via the programming of the four festivals?**

(Please tick all that apply)

- To mark or explore a moment in time for Hull
- To tell the story of Hull's past and its people
- To explore Hull's contribution to the world
- To celebrate Hull's sons and daughters
- To showcase Hull's community buildings and public spaces
- To encourage people to discover a different experience of the city
- To challenge people's interpretation of art
- Other (please specify)

*** 9. Please can you provide a short explanation for the answer(s) you gave to the above question?**

*** 10. Did the team's approach to the first *Back to Ours* festival change during the project development and artistic programming process (from that which was originally planned in the project planning stages)?**

- Yes No

BACK TO OURS: CORE CREATIVE TEAM (PRE-EVENT)

PROJECT DEVELOPMENT (CONTINUED)

- * 11. You said that the team's approach to the first *Back to Ours* festival changed during the project development and artistic programming process. Please can you explain why and how?

BACK TO OURS: CORE CREATIVE TEAM (PRE-EVENT)

ARTIST & LOCATION SELECTION

- * 12. How did the team approach selecting the venue locations for *Back to Ours*?

- * 13. How did the team approach selecting the different performances for *Back to Ours*?

BACK TO OURS: CORE CREATIVE TEAM (PRE-EVENT)

ENGAGEMENT

- * 14. Have you worked on an arts project in a neighbourhood or community setting before?

Yes

No

* 15. What have you learnt about Hull and the local community while putting *Back to Ours* together?

* 16. Please mark a point on the scale that best represents your level of agreement with the following statements about *Back to Ours*:

Back to Ours . . .

Strongly
disagree

Strongly
agree

0 1 2 3 4 5 6 7 8 9 10

...will create opportunities for disengaged local people to get involved with the arts

...will help to break down barriers to getting involved in the arts

...will help to increase pride in the local area

* 17. Can you provide a short explanation to the answers you gave for the previous question, referencing the overall objectives of the *Back to Ours* project where possible?

* 18. In what ways do you hope that the project will provide the audience with a new understanding of arts and culture?

BACK TO OURS: CORE CREATIVE TEAM (PRE-EVENT)

QUALITY

These questions link to the funding provided by Arts Council England.

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 your expectations for the *Back to Ours* projects as a whole (i.e. all four festivals), including any other thoughts or feelings.

*** 19. Please mark a point on the scale that best represents your level of agreement with the following statements about *Back to Ours*:**

	Strongly disagree	0	1	2	3	4	5	6	7	8	9	Strongly agree
Presentation: It will be well produced and presented	<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"/>
Reason(s) for score:	<input type="text"/>											
Distinctiveness: It will be different from things I've experienced before	<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"/>
Reason(s) for score:	<input type="text"/>											
Challenge: It will be thought-provoking	<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"/>
Reason(s) for score:	<input type="text"/>											
Captiavtion: It will be absorbing and will hold my attention	<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"/>
Reason(s) for score:	<input type="text"/>											
Enthusiasm: I will come to something like this again	<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"/>
Reason(s) for score:	<input type="text"/>											

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:

Concept: It is an interesting idea / programme

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

Reason(s) for score:

* 20. In what way(s), if any, do you feel that diversity* is being explored / represented by *Back to Ours*?

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

BACK TO OURS: CORE CREATIVE TEAM (PRE-EVENT)

LEARNINGS

* 21. What has been the most challenging part of working on *Back to Ours* to date?

* 22. What has been the most exciting part of working on *Back to Ours* to date?

* 23. What are the key lessons learnt from working on *Back to Ours* to date, which you will take forward to future editions of the festival, throughout 2017 and in early 2018?

BACK TO OURS: CORE CREATIVE TEAM (PRE-EVENT)

YOUR PERCEPTION OF HULL

*** 24. Do you have any personal connections to Hull (previous or existing)?
(Please tick all that apply)**

- | | |
|--|---|
| <input type="checkbox"/> Yes, my family come from Hull | <input type="checkbox"/> Yes, I currently live in Hull |
| <input type="checkbox"/> Yes, I was born in Hull | <input type="checkbox"/> Yes, I studied at the University of Hull |
| <input type="checkbox"/> Yes, I grew up in Hull | <input type="checkbox"/> No, I have no connections with Hull |
| <input type="checkbox"/> Other (please specify) | |

*** 25. Prior to working on this project, how would you have described Hull to someone else?**

*** 26. Thinking of your experience on *Back to Ours* so far, how has the way you would describe Hull to someone else changed, if at all?**

- I would speak more positively about Hull to someone else, as a result of my experience working on *Back to Ours*
- I would not change the way I describe Hull to someone else, as a result of my experience working on *Back to Ours*
- I would speak more negatively about Hull to someone else, as a result of my experience working on *Back to Ours*

*** 27. In the box below, please provide a reason for the answer you gave to the question above:**

BACK TO OURS: CORE CREATIVE TEAM (PRE-EVENT)

PROCESS & MANAGEMENT

These questions are relevant to all those working on the project.

For contractors or freelance staff contracted to the project, answer these questions by reflecting on your partnership with Hull 2017 to date.

For staff of Hull 2017 working on the project team, answer these questions reflecting not only on the leadership of the project, but also as a chance to self-reflect.

*** 28. Overall, how would you rate the project management of *Back to Ours* to date?**

Poor					Outstanding
					

*** 29. Please rate the following aspects of project management for *Back to Ours* on a scale of 0 to 5, where 0 is 'Not good at all' and 5 is 'Excellent'. (If the option is not applicable to you, please select N/A).**

	Not good at all	0	1	2	3	4	Excellent 5	N/A
Contracting, including the explanation of your role and responsibilities		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development meetings, frequency and quality of opportunities		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communications between Hull 2017 and yourself		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 30. How far do you disagree or agree with the following statements in relation to the project management of *Back to Ours*? (If the statement is not applicable to you, please select N/A).

During the project so far...

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N/A
...Hull 2017 have explained the <i>Back to Ours</i> project well (concept, aims and objectives)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...Hull 2017 have helped me access the people I needed to talk to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...Hull 2017 have helped me access the information / resources I needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...I have been able to deliver my work to a high standard because of Hull 2017's support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...Hull 2017 have enabled me to communicate with other members of the Creative Core Team when I needed to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. Thinking ahead to future editions of the *Back to Ours* project. In what ways, if any, could the project management of *Back to Ours* be improved?

BACK TO OURS: CORE CREATIVE TEAM (PRE-EVENT)

ANYTHING
ELSE?

32. If there is anything else that you would like to share with us about your experience of working on *Back to Ours* so far, please do so in the box below: