

# Hull 2017: Where Do We Go From Here? December 2017/ January 2018

## Audience Survey Report

### Results of Marketing Means' telephone fieldwork and Hull 2017's online survey

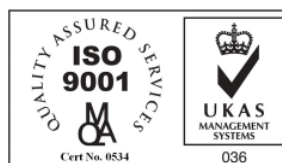
Summary Report v1.0

February 2018

Prepared by: **Marketing Means (UK) Ltd.**

For: **Hull City of Culture 2017**

  
**UNIVERSITY OF Hull**  
**PRINCIPAL PARTNER**



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### APPENDIX 1 – Survey Questionnaire

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## Executive Summary

- This report gives the results of a telephone survey of 239 members of the public who attended the Where Do We Go From Here? events, a series of art installations featuring innovative lighting and robotics, during December 2017 and January 2018. The event formed part of the Hull City of Culture 2017 programme, and was seen by tens of thousands of visitors.
- To help understand attendees' opinions of Where Do We Go From Here?, Hull 2017 volunteers recruited potential interviewees from those that attended the events, and provided Marketing Means with telephone contact details for 450 people.
- Marketing Means' telephone interviewers completed telephone interviews with 239 attendees between 7<sup>th</sup> December 2017 and 22<sup>nd</sup> January 2018. This enables overall results in this report, from the full sample of 239, to be quoted with a 95% Confidence Interval of  $\pm 6.3\%$ .

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### • DEMOGRAPHICS & GROUP CHARACTERISTICS

- Well over half of the survey respondents (57%) were aged 55+, and 62% were female. Nearly all (96%) were White-British.
- Just over half (54%) of the interviewees were in employment, while 38% were retired. Fewer than one in 10 (7%) had any long-term limiting health problem or disability.
- The majority of respondents lived in Hull (58%), though only 35% had Kingston-upon-Hull postcodes (HU1 to HU9).
- The average group size was 2.95. Only 17% of groups included any children aged up to 15. Just under half of all groups (45%) included two people, while 12% attended alone.
- **Attendance at Where Do We Go From Here?:** 94% of respondents were aware that Where Do We Go From Here? was part of the programme for Hull City of Culture 2017.
  - 87% of respondents had already taken part, or planned to take part, in other Hull 2017 events.
  - All four Where Do We Go From Here? venues had been seen by at least 74% of respondents, but Trinity Square and Beverley Square were the most likely to have been seen.
  - Among the supporting events, the exhibition of work by four Hull-based artist collectives had been seen by 14% of respondents while 19% of others planned to attend. Respondents were less likely to have attended, or to plan to attend, the other supporting events.
  - The average number of visits reported to Where Do We Go From Here? was 2.3. Just under half (46%) had visited once only, though 8% had visited 6+ times. The average number of further visits planned was 0.6, with 63% planning no further visits.
- **Main reason for attending Where Do We Go From Here?:** A wide variety of reasons for attending were given, but these were led by '*because it's part of Hull City of Culture 2017*' (24%), and '*General interest in this type of event*' (24%).
- **How found out about Where Do We Go From Here?:** The most likely way of finding out about the festival was *via the Hull 2017 website* (28%), while *Advertising and printed promotional material* was mentioned by 19%. A further 18% *saw them setting up the event in town*, while 16% heard from *friends/family/colleagues in person*.
- **Likelihood to recommend this type of event:** Nearly half of respondents (46%) stated that they would be Very likely (scoring 10/10) to recommend this type of events to family or friends. The average recommendation score was 8.6.
- **Agreement with statements about Where Do We Go From Here?:** A series of nine statements about the impression that the event had left on respondents all drew high levels of agreement, highest of all

for 'It is important that it's happening here in Hull' and 'You would come to something like this again'. The statements drew average levels of agreement in a range between 7.8 and 9.5 on a scale from 0 to 10.

- In a series of eight further positive statements about Where Do We Go From Here?, all were agreed with by at least two-thirds (67%) of interviewees, with the highest agreement scores given for 'It was an enjoyable experience' (52% strongly agreed) and 'Provided you with a different experience of the city' (47% strongly agreed). These statements drew levels of agreement between 3.8 and 4.4 on a scale from 1 to 5.
- Fewer than half agreed that it had 'introduced them to new art forms for the first time' or had 'challenged their understanding of art'.
- **Welcome received at Where Do We Go From Here?:** Respondents had very positive views of the welcome they had received at the event; 87% strongly agreed that they *felt welcomed by Hull 2017 volunteers*, and 81% that they *felt welcomed by staff (e.g. event stewards)*.
- **Hull's buildings, monuments and Old Town:** When asked how much Where Do We Go From Here? had made them take notice of Hull's historic buildings and monuments, respondents indicated that this had often been the case, and gave an average score of 7.5, where 0=Not at all and 10=A lot.
  - Nearly all respondents (97%) had visited Hull's Old Town in the previous 12 months.
- **What answer would you give to 'Where Do We Go From Here?':** When asked the question, respondents often replied that the city should continue to be ambitious, to keep raising its profile, to keep supporting arts and cultural events just as in 2017, and to keep up the momentum. Some also suggested a continuing focus on technology in this regard.
- **Visitors to the city:** Most (61%) of respondents who were visitors to the city had visited mainly due to the Where Do We Go From Here? event. This was partly the case for a further 19%.
  - Just over half (55%) of these visitors had attended, or planned to attend, other cultural or arts-related events and activities during their visit to Hull. The average number of events/activities attended/taken part in was 1.5, with 17% stating that they would attend, or had attended, four or more other such events.
  - For 42% of visitors, Where Do We Go From Here? had been the main purpose of their visit to Hull, while a further 18% had visited as Hull is the UK City of Culture 2017.
  - The great majority of visitors (90%) had visited Hull previously. Of these, 64% had done so more frequently than six times a year on average. Just over a third (35%) thought that the frequency of their visits would increase based on their experience this time, while only 7% expected a decrease.
  - 90% of visitors agreed that based on their experience of Hull during your visit to Where Do We Go From Here?, they would visit Hull again in future.
  - The aspects of their visit that visitors to Hull were most satisfied with were the *General visitor welcome* (72% very satisfied) and *Overall value for money* (69% very satisfied), and the vast majority were also satisfied with each of the four other aspects listed.
  - Only 37% of visitors stayed overnight for the Where Do We Go From Here? event, with half staying in hotels. The average length of stay among this group was 3.4 days and 2.7 nights, with spend on accommodation averaging £116 per night for those who did not stay with friends/family.
- **Spend on self and/or group while attending Where Do We Go From Here?:** For the 238 respondents who provided any information on their spend, the average spend was £71, with food and drink being the main item that money was spent on. Total spend by visitors to the city (£72) was only slightly higher than that of Hull residents (£70).

# 1. Introduction

## 1.1 Background and objectives

- Where Do We Go From Here? was an art installation staged at four venues in Hull's Old Town over several weeks in December 2017 and January 2018. The event made extensive use of robotics and dramatic lighting effects, and formed part of the programme for Hull City of Culture 2017 (Hull 2017).
- In December 2017, Hull 2017, in partnership with their official academic research partner, the University of Hull, commissioned Marketing Means to conduct a follow-up telephone survey with people who had attended Where Do We Go From Here?, having been recruited at the venues for a follow-up interview.
- The survey aimed to find out about the reaction, awareness and motivation of those who visited Where Do We Go From Here?, whether they were visitors to Hull, and how much they had spent on various items while in Hull city centre, as well as capturing demographic details of the survey participants to assess differences in reactions between different types of people.

## 1.2 Method and sample recruitment

- The questionnaire to be used in the survey was designed initially by Hull 2017, and reviewed by Marketing Means to ensure that it best suited the telephone survey approach that would be adopted. After the final changes were agreed between Hull 2017 and Marketing Means, the content was signed off and Marketing Means programmed the telephone version ready for use by its team of telephone interviewers. We provide the questionnaire at Appendix 1 of this report.
- To obtain a list of audience members to contact, Hull 2017 deployed a team of volunteer recruiters over the course of Where Do We Go From Here?. These volunteers recruited viewers of the installation during their visit, asking them to take part in a follow-up survey via telephone. This involved a short explanation of the research, gaining agreement from the audience member to be contacted, and collection of name, telephone number, email address, postcode, and age. This was provided to Marketing Means as a series of password-protected spreadsheets.
  - Hull 2017's project team sent eight spreadsheets totalling 561 unique recruits aged 16+ to Marketing Means. Of the names provided, 450 had given a valid non-duplicated telephone number.
- Hull 2017 requested that a 95% confidence interval of no more than  $\pm 5\%$  should be achieved for the survey results, which would have required a total of approximately 375 interviews to be completed. The total of 450 recruits provided for the telephone survey did not allow this total to be reached.
  - Marketing Means conducted the telephone interviewing predominantly between 3:30pm and 8pm, making up to seven calls to each number at different times and on different dates until a definite outcome was reached for each one (interviewed, refused, unavailable for interview during the fieldwork period, wrong number etc.). At the end of the process, **239** people had been interviewed.
  - The breakdown of call outcomes for the telephone fieldwork is shown at Table 1. After removing the 'deadwood' of wrong/inactive numbers, this gives an overall response rate of  $239/434 = 55\%$ . It should be noted that only eight of those called actively refused to take part.

**Table 1: Call outcomes among sample issued to Marketing Means**

<b>Call outcome</b>	<b>TOTAL</b>
Total unique numbers issued	450
Wrong/inactive number/ Details not correct/ Under 16	16
Not tried (quota full)	0
Unable to take part during remainder of fieldwork time	0
Respondent suggested calling back at a later date – no success	1
Called 7 times – no interview or refusal	185
Called fewer than 7 times - no interview or refusal	1
Refused to participate	8
<b>Interviewed by telephone</b>	<b>239</b>

- The profile of the sample of all 561 audience members intercepted by volunteers (which we can take as the best available profile of all who visited Where Do We Go From Here?) can be compared with that of the respondents who participated in the telephone survey, as shown in Table 2 overleaf.

Table 2: Comparison of profile of all recruited, vs all who took part in the telephone survey

Call outcome	% of all recruited (561)	% of all respondents (239)
<b>Number in group:</b>		
One	15%	12%
Two	47%	45%
Three	10%	14%
Four or more	17%	28%
<i>Not stated</i>	<i>11%</i>	<i>1%</i>
<b>Age group:</b>		
<i>Under 16</i>	<i>0%</i>	<i>0%</i>
16 to 34	17%	10%
35 to 44	12%	10%
45 to 54	19%	23%
55 to 64	22%	30%
65 or older	17%	27%
<i>Not stated</i>	<i>13%</i>	<i>1%</i>
<b>Postcode:</b>		
HU1/HU2 (central Hull)	3%	3%
HU3/HU4/HU5 (west Hull)	18%	17%
HU6/HU7 (north Hull)	6%	6%
HU8/HU9 (east Hull)	10%	9%
Other HU	31%	34%
Other non-HU	25%	30%
Not stated	6%	0%

- While some small differences exist in the profile against the targets, weighting the data to the known targets would have only a small effect on the final results.
- Among the people interviewed, those in larger groups of four or more are somewhat over-represented compared with the sample recruited (28% vs 17%), but the high proportion of unknown group sizes at the recruitment stage (11%, probably biased towards the larger, more difficult-to-count groups) makes comparison difficult.
- The older age groups (55-64 and 65+) are both over-represented in the interviewed, while the youngest (16-34) are under-represented, but again the much higher proportion of unknown ages at recruitment (13%) makes direct comparison difficult.
- The geographical distribution of respondents, from within Hull or further afield, very closely reflects the sample recruited, other than 'Other HU' being slightly over-represented at the expense of Other Non-HU.

Our view is that weighting is unnecessary in this case given the relatively small sample size, the high response rate, and uncertainty in the recruited profile. We therefore present all results in this report as unweighted.

### 1.3 Arrangement of this report

After the Executive Summary and this Introduction, we provide a commentary on the research results, based around charts and summary tables to set out the key findings.

At the end of the report, we provide a reference copy of the survey questionnaire in Appendix 1, followed by listings of verbatim comments made by respondents in Appendix 2.

The full detailed cross-tabulations of results are available in a separate spreadsheet.

### 1.4 Author and publication

Marketing Means produced this report in February 2018. Any press release or publication of the findings of this survey requires the approval of the author/ Marketing Means.

Approval would only be refused if it were felt that the intended use would be inaccurate and/or a misrepresentation of the survey findings.

### 1.5 Presentation of percentage results in this report

#### 'Valid' responses

Unless otherwise stated, the results are given as a percentage of the total overall valid responses.

#### Rounding

The percentage figures quoted in most of the charts and tables in the report have been rounded either up or down to the nearest whole number % value. In some cases, these rounded values do not total exactly 100% for 'single choice' questions due to that rounding of the figures in each discrete category.

#### Significance testing and "Statistically significant differences"

All of the % results quoted in this report, and calculated for the different sub-groups of respondents as set out in detail in the accompanying cross-tabulations, have been subjected to significance testing, based on two-sided tests with significance level .05 (i.e. 95% confidence level).

The **Confidence Level** tells us how sure we can be of a result. It is given as a percentage, representing how often the true percentage of the population who would pick a particular answer lies within the confidence interval. The 95% confidence level means we can be 95% certain; the 99% confidence level means we can be 99% certain. Most market research reports, including this one, use the 95% confidence level.

The **Confidence Interval** (often referred to as the 'margin of error') is the +/- figure often shown in the small print of published results from surveys or opinion polls quoted in the media. For example, if the confidence interval is  $\pm 4\%$  and 53% percent of a sample picks a particular answer, we can be "sure" to some extent (see next paragraph) that if we had asked the question of the entire relevant population then between 49% and 57% would have given that answer.

When we put the Confidence Level and the Confidence Interval together, we can say using the example above that we are 95% sure that the true percentage results for the population would lie between 49% and 57%.

N.B. Quoted Confidence Intervals almost invariably refer to % results of close to 50% of a sample giving a particular answer. Where a result is much higher or lower than 50%, the Confidence Interval on that result is reduced (for a sample of 239 from a population of 10,000+ event attendees, the 95% Confidence Interval is  $\pm 6.3\%$  for a 50% result, but reduces to  $\pm 3.8\%$  for a 10% result).

The size of the sample, or sub-group, also affects the size of the 95% Confidence Interval. Given a perfectly random and representative sample from a population of approximately 10,000, the 95% Confidence Interval varies according the number of interviews completed, for example:



Sample size	100	239	500	1,000
95% Confidence interval	±9.8%	±6.3%	±4.3%	±2.9%

In this report, when we refer to “*significant differences*” between sub-groups, we mean that the statistical test used has indicated that the figures are sufficiently different, i.e. by more than the 95% Confidence Interval, to be considered statistically significant. The 95% Confidence Interval is not quoted in each case because, as we have noted above, it varies greatly according to the % results to a question and the number of people answering that question.

## 2. Demographics

This section sets out the characteristics of the respondents who took part in the telephone survey.

### 2.1 Gender, Age and Ethnicity

The sample profile achieved in the survey by age, gender and ethnicity is shown in Table 3 below.

- Well over half of the respondents (57%) were aged 55+.
- Just under two-thirds were female (62%).
- The vast majority of interviewees (96%) were White-British.

**Table 3. Profile of interviewed sample by Gender, Age and Ethnicity**

	N	% (of 239)
<b>AGE GROUP:</b>		
16-24	8	3%
25-34	16	7%
35-44	23	10%
45-54	54	23%
55-64	72	30%
65-74	58	24%
75+	6	3%
<b>GENDER:</b>		
Male	91	38%
Female	147	62%
Transgender	0	0%
Gender non-conforming	0	0%
<b>ETHNICITY:</b>		
White - English/ Welsh/ Scottish/ Northern Irish/ British	229	96%
Other White background (incl. Irish)	6	3%
Other/ Refused	4	2%

## 2.2 Employment Status and Disability

Just over half (54%) of the audience members interviewed were in employment. Given the relatively old age profile of respondents, it is not surprising to see that well over a third (38%) of all respondents had retired.

Fewer than one in 10 (7%) had a long-term limiting health problem or disability.

**Table 4. Profile of interviewed sample by Employment Status and Disability**

	N	%
<b>EMPLOYMENT STATUS:</b>		
Employed (FT or PT)	105	44%
Self-employed	24	10%
Unemployed	9	4%
On a government scheme for employment training	0	0%
Looking after family/home	4	2%
Unable to work	1	0%
Retired	91	38%
Student	4	2%
<b>DISABILITY/ LIMITING CONDITION:</b>		
Yes – limited a little/a lot	16	7%
No	222	93%

## 2.3 Home Location

The sample profile achieved in the survey by postcode district is shown in Table 5 below.

Just over one in three of those who gave a postcode (35%) lived in Kingston-upon-Hull postcodes (HU1 to HU9), while the remainder were fairly evenly split between those from areas surrounding Hull to the north of the Humber (34% from other HU postcodes) and those from elsewhere (30%).

**Table 5. Profile of interviewed sample by Location**

	N	% (of 239)
<b>POSTCODE:</b>		
HU1/HU2 (central Hull)	8	3%
HU3/HU4/HU5 (west Hull)	41	17%
HU6/HU7 (north Hull)	14	6%
HU8/HU9 (east Hull)	22	9%
Other HU	82	34%
Other non-HU	71	30%
Not stated	1	0%

## 2.4 Group size and Age profile

Table 6 below sets out the proportions of respondents who attended the Where Do We Go From Here? events in groups of different sizes. Among the 237 who provided details, the average group size was **2.95**.

- Group sizes tended to be relatively small. Just over one in ten people (12%) attended the event by themselves, while just under half (45%) attended with only one other person. Nonetheless, more than a quarter of all groups (28%) included four or more people.
- The age profile of group members (given by 237 respondents) shows a broad distribution, peaking in the age bands from 45-49 up to 65-69, each represented in between 20% and 25% of all groups.
- Around one-sixth of the groups (17%) included at least one child aged under 16.

**Table 6. Profile of interviewed sample by Group Size**

*Average group size = 2.95*

*Groups including children (under-16) = 17%*

*Average Adult to Child Ratio (in groups with U16s) = 1.6 adults per child*

	N	% (of 237)
<b>GROUP SIZE (including respondent):</b>		
One	29	12%
Two	108	45%
Three	34	14%
Four or more	66	28%
<b>GROUPS INCLUDING ANYONE IN SPECIFIED AGE GROUP:</b>		
0-2	10	4%
3-5	12	5%
6-10	22	9%
11-15	25	11%
16-17	7	3%
18-19	7	3%
20-24	20	8%
25-29	24	10%
30-34	25	11%
35-39	31	13%
40-44	31	13%
45-49	48	20%
50-54	55	23%
55-59	59	25%
60-64	57	24%
65-69	54	23%
70-74	37	16%
75+	12	5%

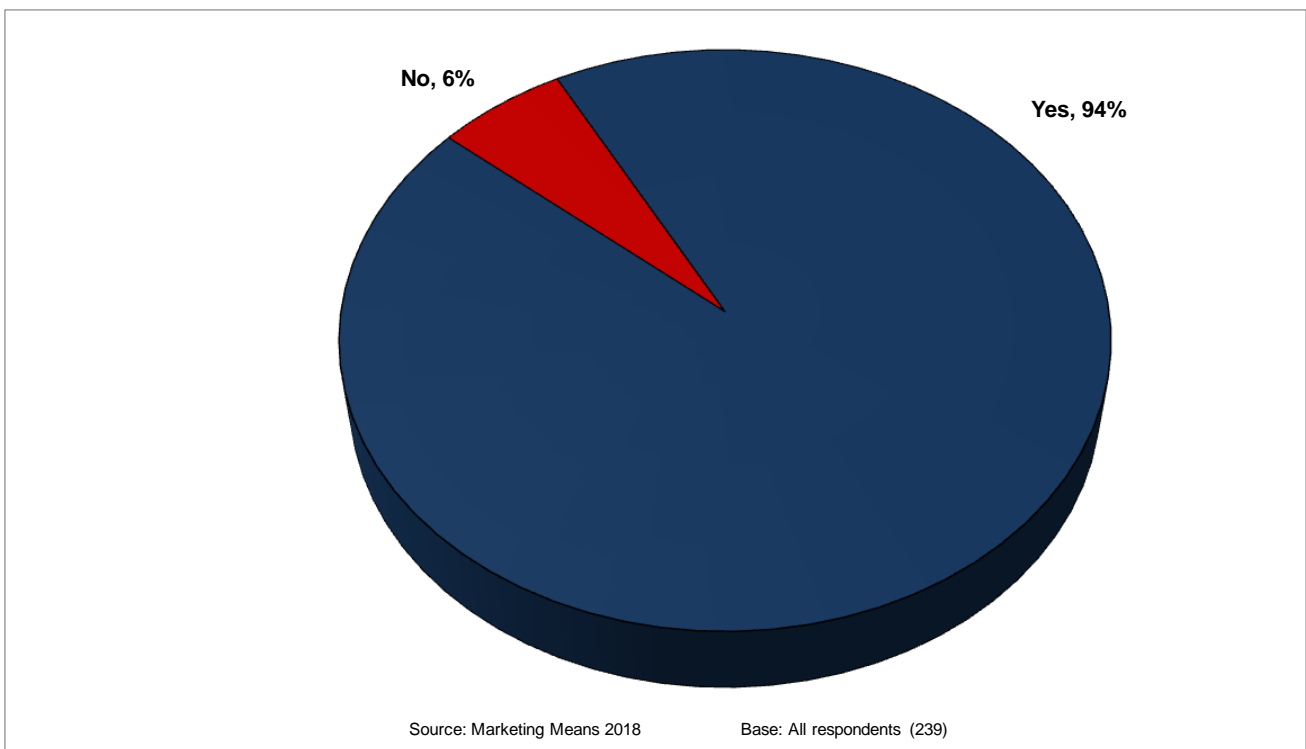
### 3. Attendance at Where Do We Go From Here?

In this section, we look at the main reason that respondents gave for attending Where Do We Go From Here?, and how they became aware that the event was taking place.

#### 3.1 Where Do We Go From Here? within the Hull 2017 programme

- Firstly, as Chart Q1 below shows, almost all respondents (94%) were aware before attending that Where Do We Go From Here? was part of Hull UK City of Culture 2017.

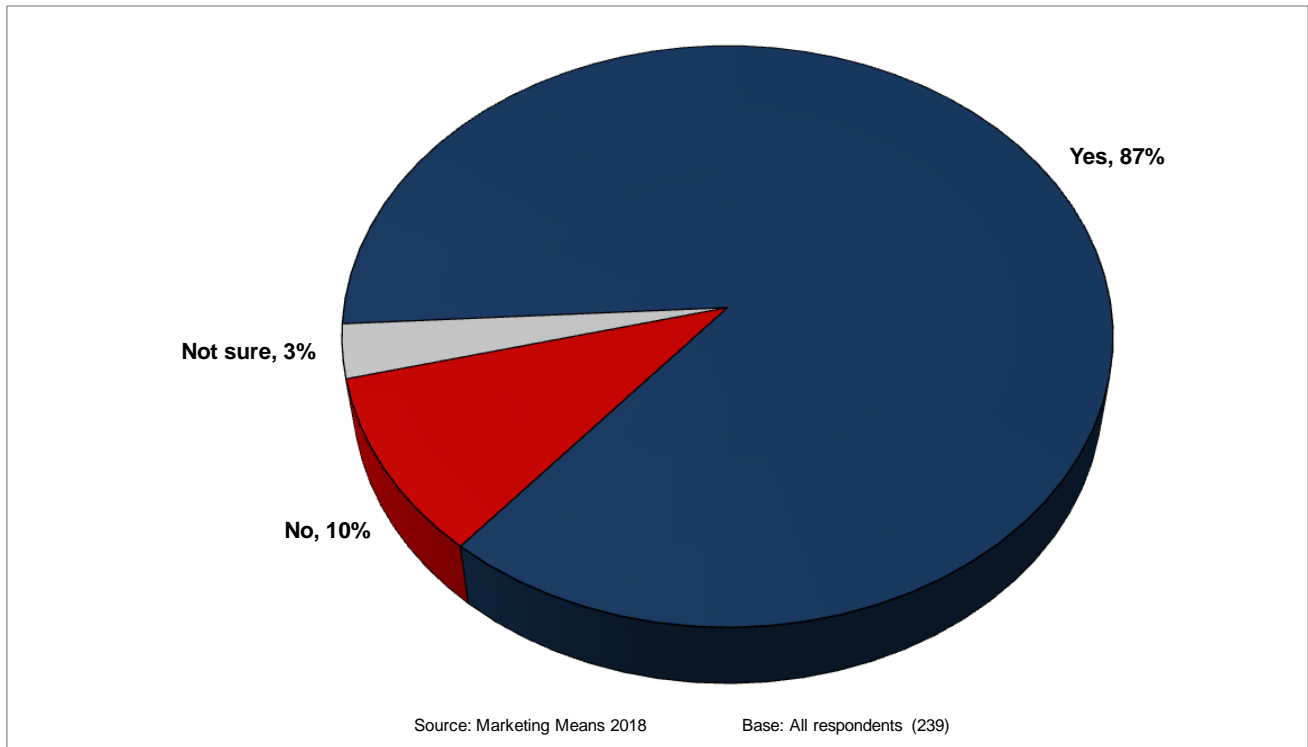
**Chart Q1. Did you know, before you attended 'Where Do We Go From Here?', that it was part of Hull UK City of Culture 2017?**



- People who live in Hull were significantly more likely than others to have known that Where Do We Go From Here? was part of Hull UK City of Culture 2017 (98% of Hull residents vs 88% of others).

- The vast majority of respondents (87%) had already attended or taken part in other events and activities programmed for Hull UK City of Culture 2017, as shown in Chart Q2 below.

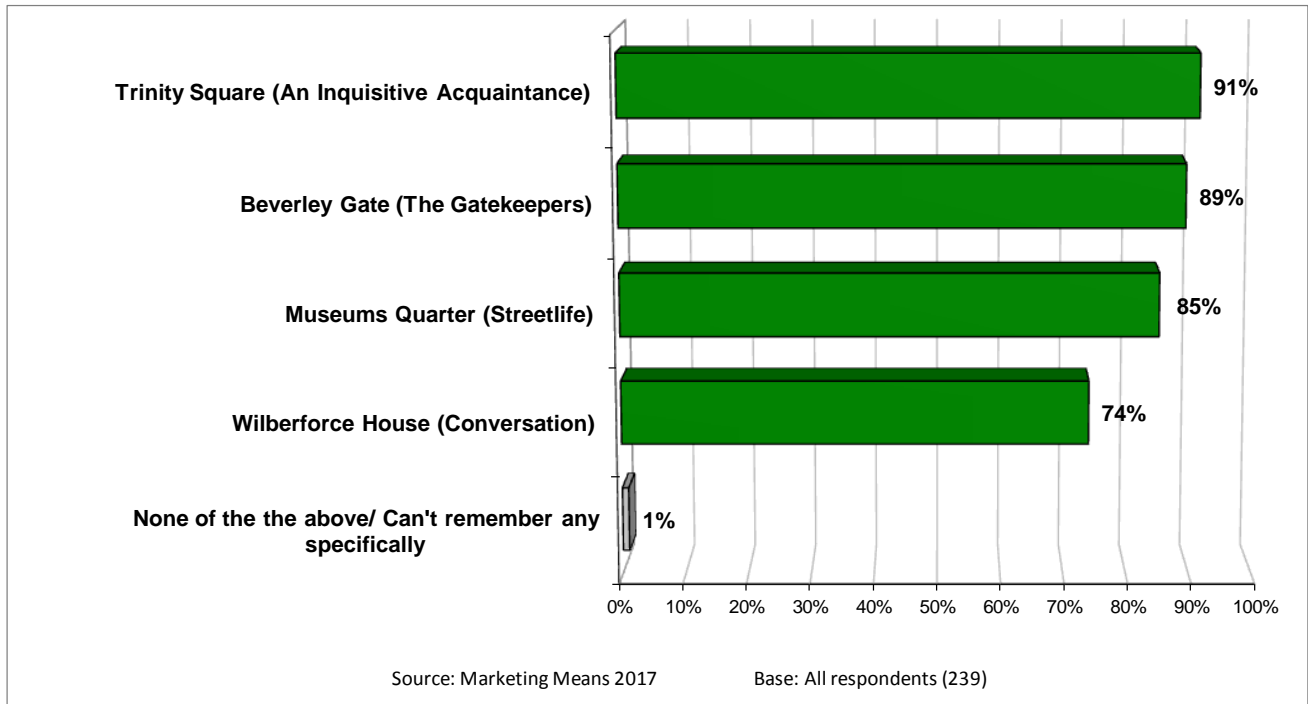
**Q2. Have you been to, or are you planning to attend or take part in, other events and activities programmed for Hull UK City of Culture 2017?**



- People who live in Hull were significantly more likely than others to have attended or taken part in previous Hull 2017 events and activities (93% of Hull residents vs 77% of others).

- When asked which of the four Where Do We Go From Here? locations they had seen, nine out of ten respondents confirmed that they had seen Trinity Square and Beverley Gate, while only slightly fewer (85%) had seen the installation in the Museums Quarter.
- Wilberforce House was seen by fewer respondents, but still by nearly three-quarters (74%).

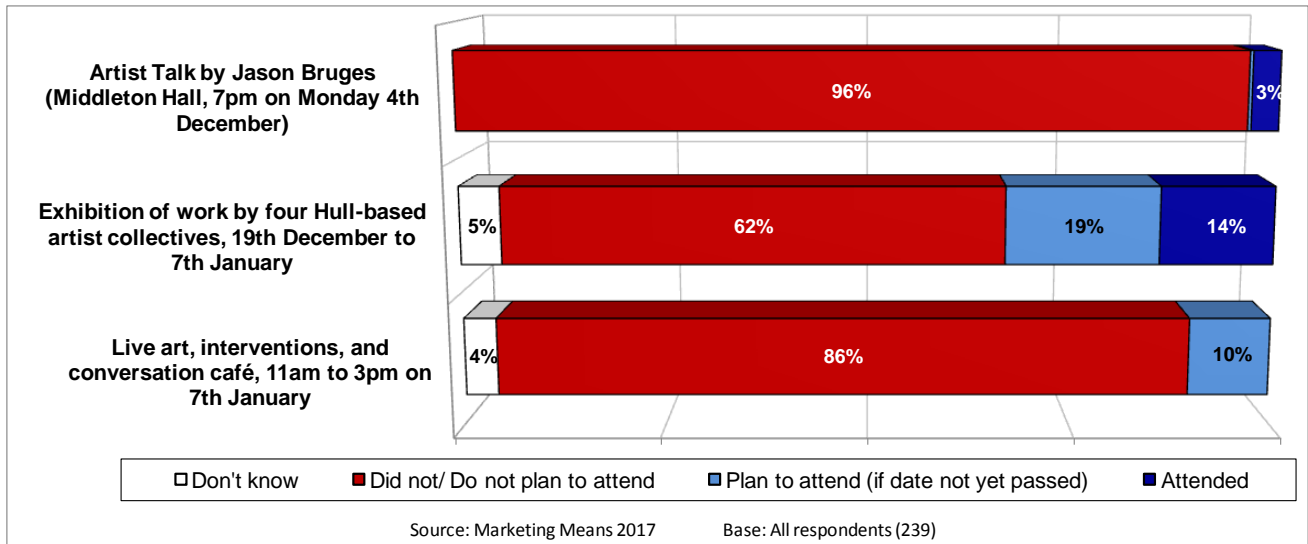
**Chart Q3. Please can you confirm which locations for ‘Where Do We Go From Here?’ you have seen?**



- People aged 65+ were significantly more likely than others to have seen the Museums Quarter installation (95% having done so, vs 79%-85% of those in younger age groups).
- Hull residents were significantly more likely than others to have seen the Beverley Gate installation (93% of Hull residents, vs 82% of others).

- Attendance (planned or actual) at other supporting events linked to Where Do We Go From Here? was limited among these survey respondents, as shown in Chart Q4 below.

**Chart Q4. Which of the following supporting events did you OR do you plan to attend, linked to ‘Where Do We Go From Here?’**



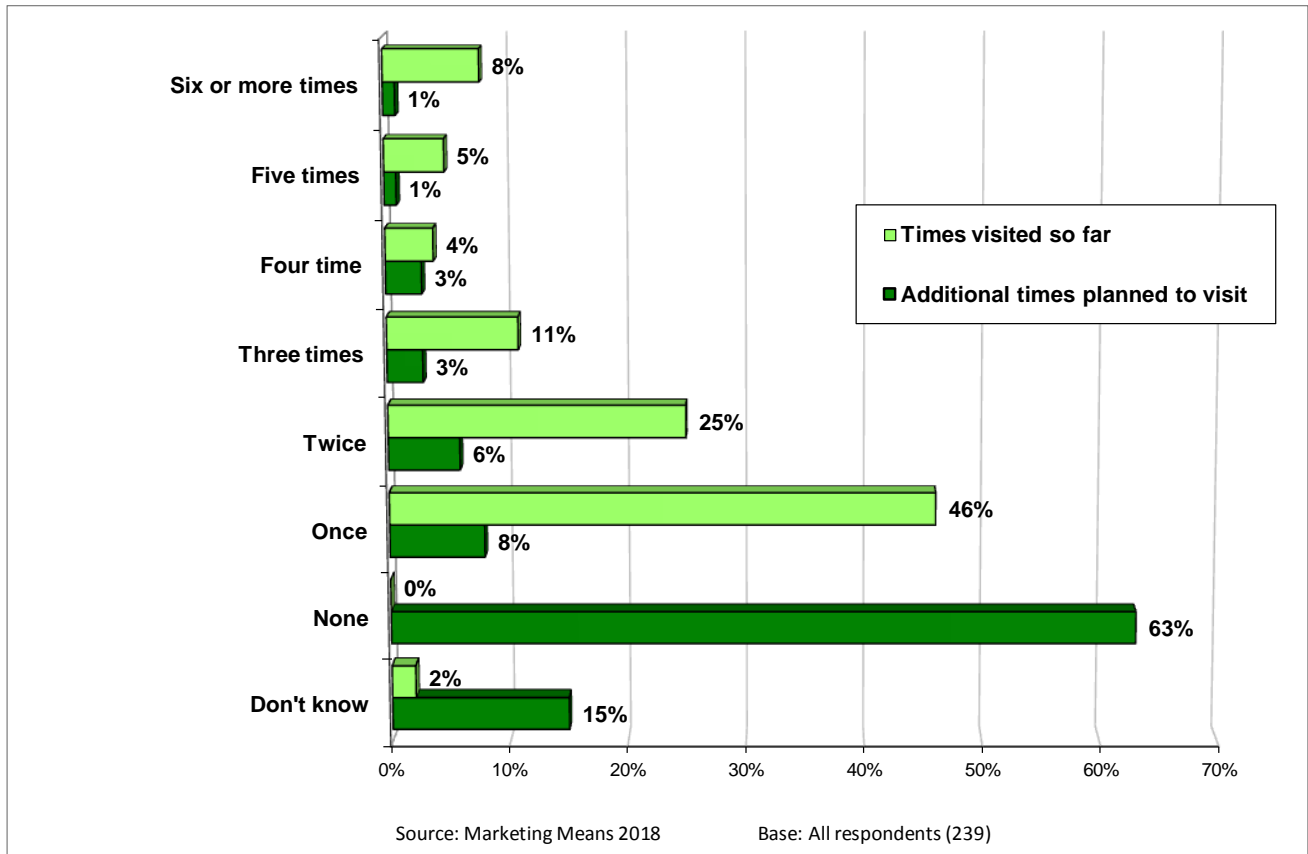
- The event with greatest appeal was the **exhibition of work by four Hull-based artist collectives**, which 14% had already attended and a further 19% planned to attend. Just under two-thirds (62%) stated that they wouldn't attend.
  - People living in Hull were significantly more likely than others to say they planned to attend (24% of Hull residents did so, vs 12% of others).
- Jason Bruges' Artist Talk** on 4<sup>th</sup> December had been attended by 3% of respondents.
  - Although numbers in the sample were low, people with a disability were significantly more likely than others to have attended this talk (19% had done so, vs 2% of others).
- One in 10 respondents (10%) stated that they planned to attend the **live art, interventions and conversation café** on 7<sup>th</sup> January, though none interviewed after that date said that they had done so.
  - People living in Hull were significantly more likely than others to say they planned to attend (13% vs 5% respectively).



### 3.2 Number of times attended Where Do We Go From Here?

All respondents were asked how many times they had visited Where Do We Go From Here? so far, and how many more times they planned to visit, as shown in Chart Q5 below.

**Chart Q5. 'Where Do We Go From Here?' runs for 36 days. How many times have you visited so far, and how many more times do you plan to visit?**



- The average number of visits to date was 2.3.** Just under half of respondents (46%) had visited once only, presumably on the occasion of their recruitment, while a quarter (25%) had visited twice, and 28% three times or more.

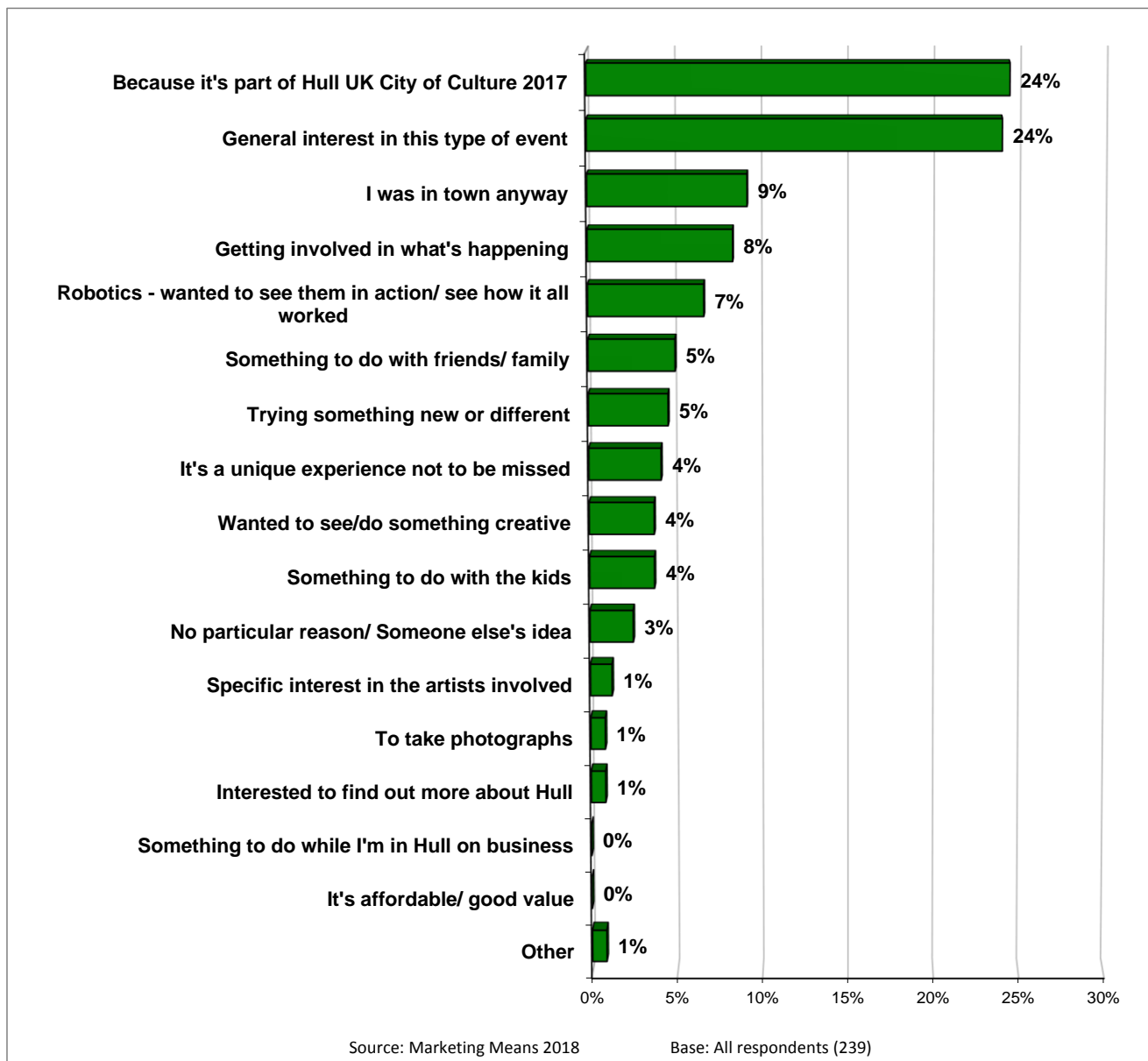
  - Those aged 45-54 were significantly more likely than other age groups to have visited once only (67% of 45-54s had done so, vs no more than 46% of other age groups), and averaged only 1.9 visits.
  - People in employment were also significantly more likely than others to have visited once only (53% vs 39% amongst others).
  - Males were significantly more likely than females to have attended six or more times (12% vs 5% respectively).
  - Hull residents were significantly more likely than others to have attended six or more times (12% of Hull residents vs 2% of those living elsewhere). Hull residents had made an average of 2.7 visits, while those living elsewhere had made an average of only 1.6 visits.
- The average number of further visits planned was 0.6.** Nearly two-thirds of respondents (63%) did not plan to attend again.

  - Hull residents were more likely than others to plan to visit again, with an average of 0.8 visits planned, vs only 0.4 among those living elsewhere.

### 3.3 Main reason for attending Where Do We Go From Here?

All respondents were asked to give one main reason for why they attended Where Do We Go From Here?. They were free to answer as they wished, though interviewers had a list of pre-coded answers on-screen to match against their comments, and could also type verbatim any other comments that did not match the pre-coded list. The full list of reasons and results is given in Chart Q6 below.

**Chart Q6. What was your main reason for attending the 'Where Do We Go From Here?' event?**



- Two general reasons were the most likely to be given, both by just under a quarter of respondents (24%), simply **because it's part of Hull City of Culture 2017**, and **general interest in this type of event**. A related reason was given by 8%, who attended to **get involved in what's happening**.
  - There were no significant differences between any sub-groups in these results.
- Just under one in 10 (9%) commented that they attended as they were **in town anyway**.
  - This was significantly more likely among people living outside Hull (15%) than those living in Hull (5%).

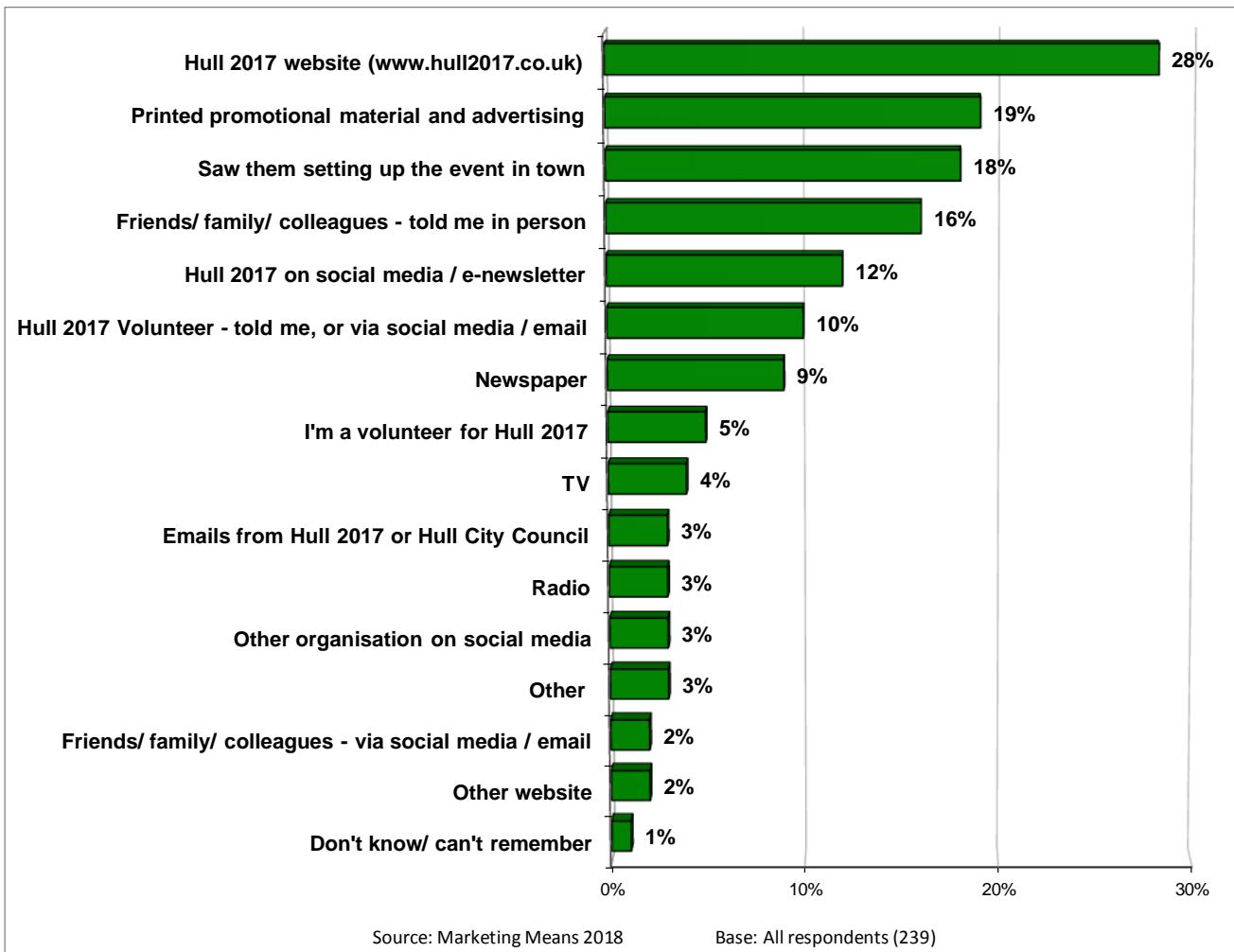
- One reason given frequently among the open-ended comments, by 7% overall, and noted in Chart Q6, was **to see the robotic elements of Where Do We Go From Here? in action, and to see how everything worked.**
  - People with disabilities were significantly more likely than others to give this reason (25% vs 5% of people with no disability).

### 3.4 How found out about Where Do We Go From Here?

All respondents were also asked to state how they found out about Where Do We Go From Here?, and could give more than one way if applicable. Again, respondents were free to answer as they wished, and interviewers used a list of pre-coded answers to match responses against.

The proportions citing each of the various possible ways of finding out about Where Do We Go From Here? are shown in Chart Q15 below.

**Chart Q15. How did you find out about the 'Where Do We Go From Here?' event?**



- The most likely way of finding out was via the **Hull 2017 website ([www.hull2017.co.uk](http://www.hull2017.co.uk))**, given by just over a quarter of respondents (28%).
- **Advertising and printed promotional materials** were next most likely, mentioned by just under one in five (19%).

- The 65+ age group were significantly more likely than others to have found out in this way (34%, compared with no more than 15% in younger age groups), and this was the most likely way of all that they had found out.
- Given the central Hull locations of the event, it was to be expected that a significant proportion (18% in practice) had found out through **seeing the various locations being set up** for Where Do We Go From Here?.
  - This was significantly more likely among 16-44s (30% doing so, among whom this was the leading reason), and among people in employment (24% vs 12% of others).
- **Hearing in person from friends or family** was a way by which 16% found out about Where Do We Go From Here?.
  - This was significantly more likely among people living outside Hull on non-HU postcodes than among people living in HU1 to HU9, i.e. Kingston-upon-Hull (24% vs 12% respectively).
- **Hull 2017's social media channels, and Hull 2017 volunteers (in person, by social media or by email)** were also mentioned by just over one in 10 as a way of finding out (by 12% and 10% respectively) .

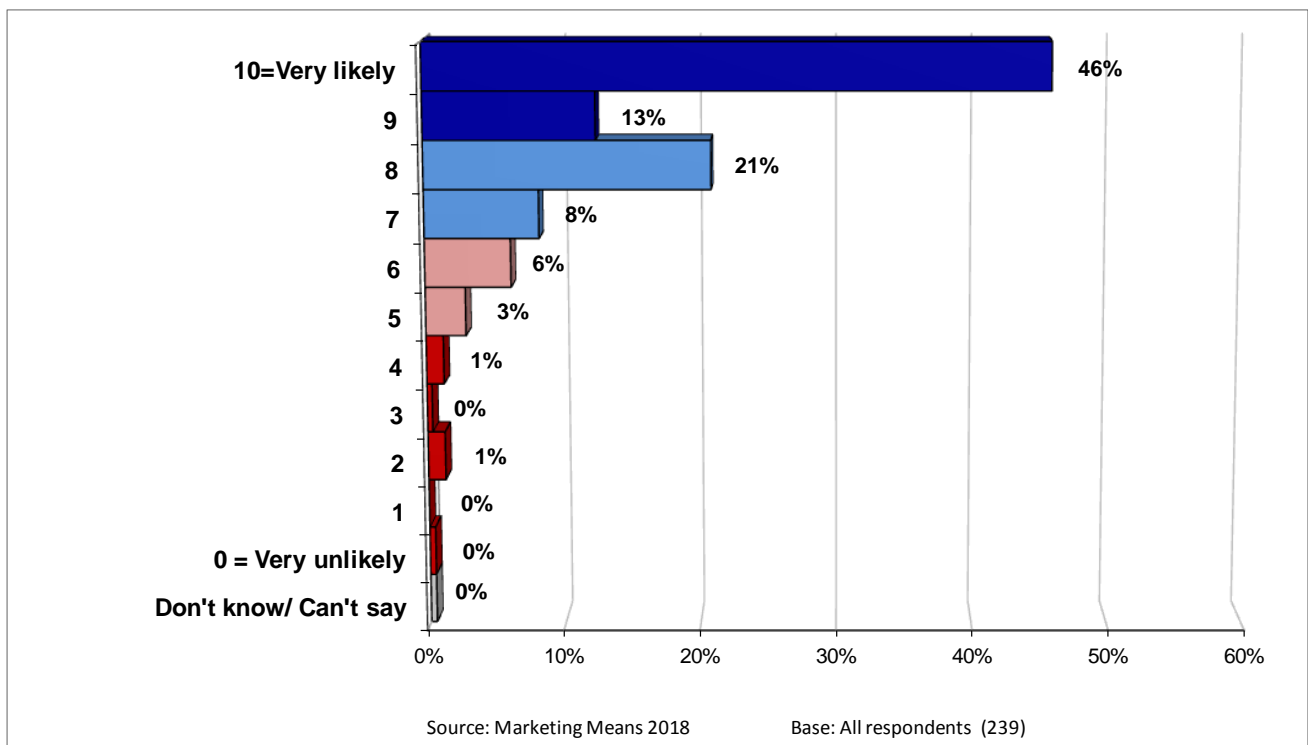
## 4. Opinions of Where Do We Go From Here?

In this section, we look at audience members' opinions of Where Do We Go From Here?, and the impression that the event had made on them.

### 4.1 Likelihood to recommend this type of event

- When asked to give a recommendation score out of 10, nearly half of all respondents (46%) gave the top score of 10=Very likely to recommend this type of event to friends and family, while a further 13% gave a score of 9 out of 10. Only 6% gave a recommendation score of 5 or below.

**Chart Q7. On a scale of 0 to 10, where 0 is very unlikely and 10 is very likely, how likely are you to recommend this type of event to friends or family?**



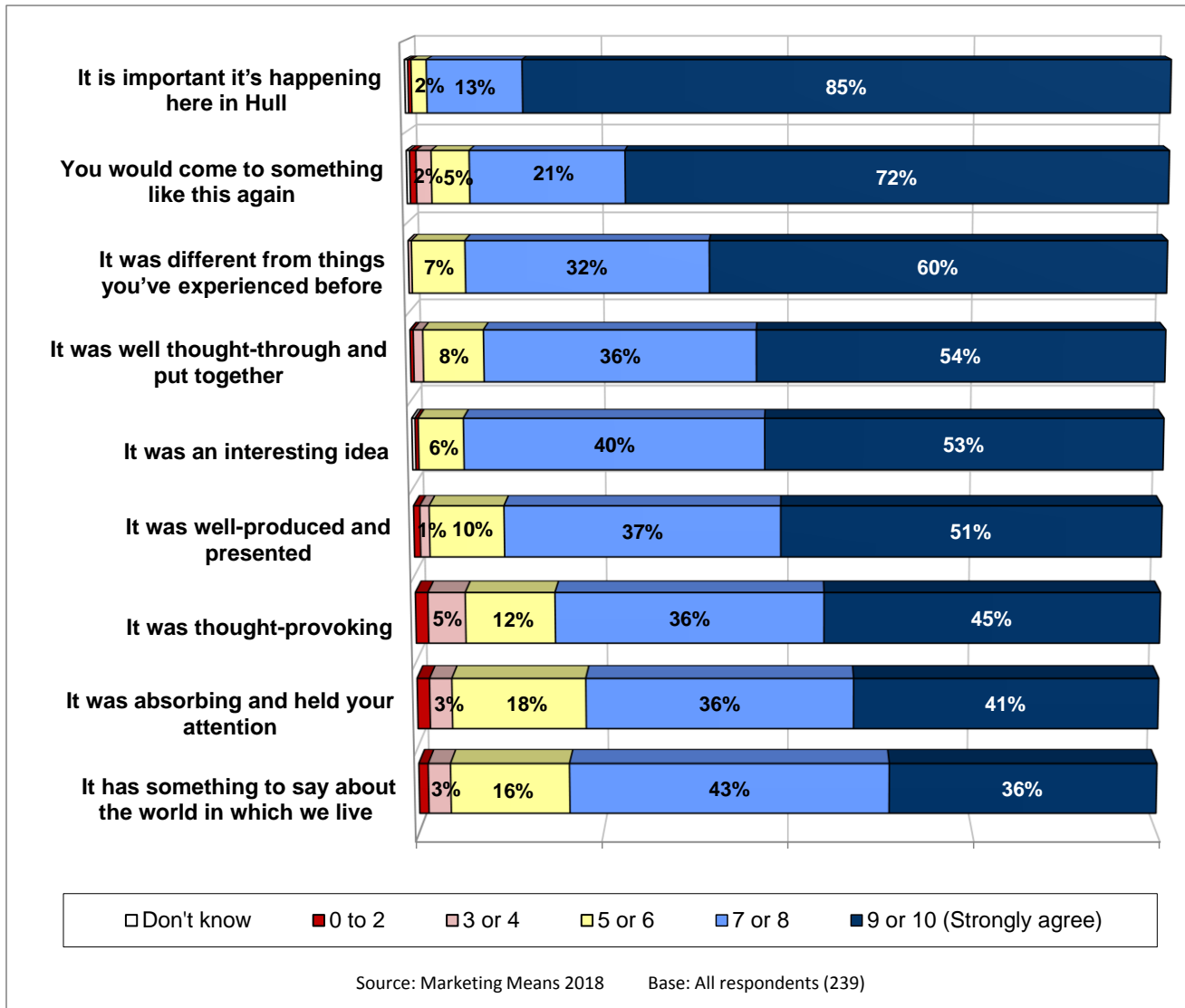
- The average recommendation score given was 8.6 out of 10.
  - This score was highest at 8.9 among the 45-54 age group, and the same among those who visited in a group of three or four people.

### 4.2 Agreement with statements about Where Do We Go From Here?

All respondents were asked how much they agreed or disagreed with each of a series of nine statements about Where Do We Go From Here?. The 11-point answer scale used for these statements ran from 0=Strongly Disagree to 10 = Strongly Agree.

The results are summarised in Chart Q8 on the next page. The statements are listed in descending order of levels of agreement, with red/orange representing disagreement and blue representing agreement.

Chart Q8. How much would you agree or disagree with the following statements about the ‘ Where Do We Go From Here?’ event:

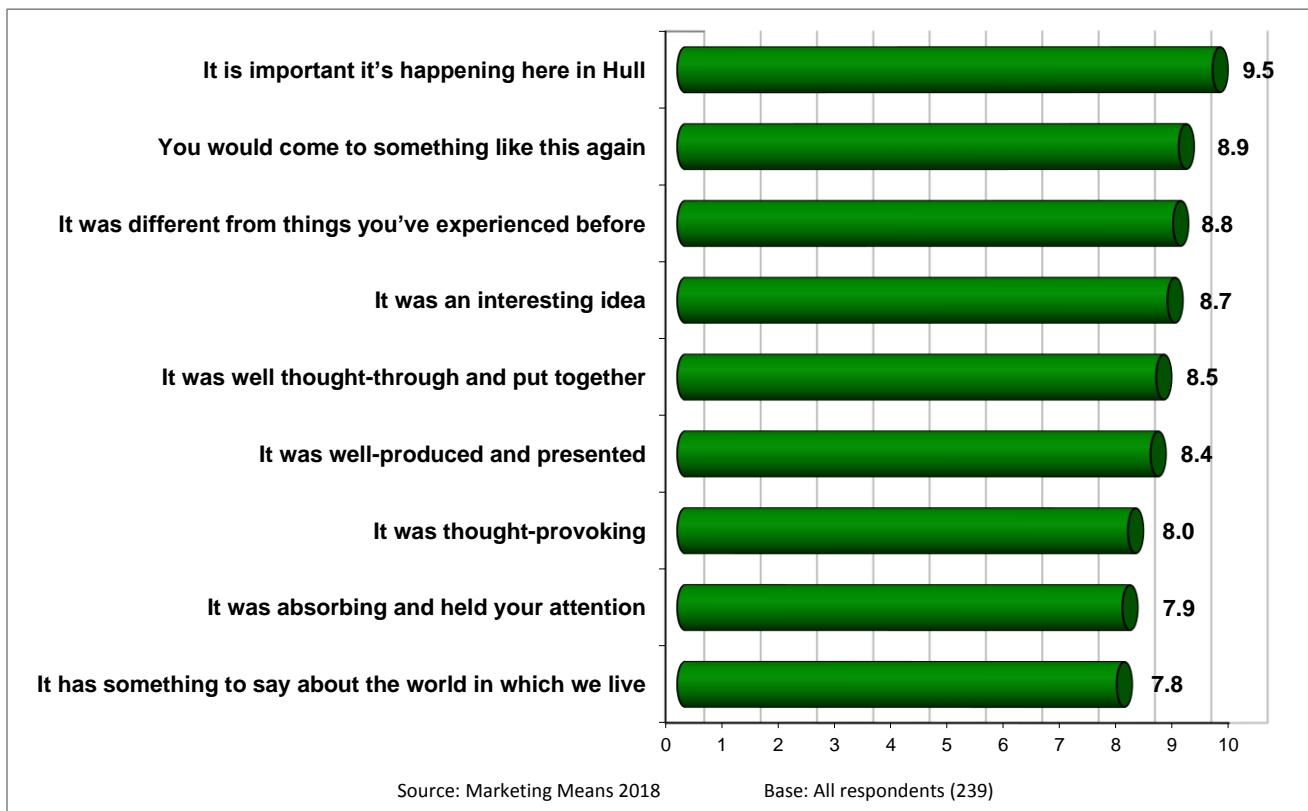


- Combining together scores of 9 and 10 out of 10 as ‘very high’ levels of agreement, six of the nine statements drew very high level of agreement from a majority of respondents.
- The highest levels of agreement were for **It is important that it is happening here in Hull**, for which 85% of respondents gave agreement scores of 9 or 10, while the average score was 9.5.
  - For **It is important that it is happening here in Hull**, females were significantly more likely than males to give the top score of 10=Strongly Agree (78% of females vs 63% of males).
- Nearly three-quarters (72%) of respondents gave agreement scores of 9 or 10 for **You would come to something like this again**, giving an average score of 8.9.
- For **It was different from things you’ve experienced before**, 60% of respondents gave agreement scores of 9 or 10, and 32% a score of 7 or 8, producing an average score of 8.8.
  - For **It was different from things you’ve experienced before**, Hull residents were significantly more likely than others to give the top score of 10=Strongly Agree (50% doing so vs 36% of others).
- The next three statements, **It was an interesting idea**, **It was well thought-through and put-together** and **It was well-produced and presented**, all drew similar scores, with just over half giving each very high scores of 9 or 10 out of 10, and similar average scores of 8.7, 8.5 and 8.4 respectively.

- For **It was well thought-through and put-together**, females were significantly more likely than males to give the top score of 10=Strongly Agree (41% of females vs 29% of males), as were people without disabilities (38% vs 13% of those with disabilities).
- For **It was well-produced and presented**, females were significantly more likely than males to give the top score of 10=Strongly Agree (41% of females vs 23% of males).
- For **It was thought-provoking**, just under half of respondents (45%) gave agreement scores of 9 or 10, while 36% gave a score of 7 or 8, producing an average score of 8.0.
- Only slightly fewer (41%) gave very high agreement scores of 9 out of 10 for **It was absorbing and held your attention**, while again 36% gave a score of 7 or 8, producing an average score of 7.9.
- The lowest agreement scores, though still very positive, were for **It was absorbing and held your attention**. Just over one in three (36%) gave very high agreement scores of 9 out of 10, while slightly more, 43%, gave a score of 7 or 8, producing an average score of 7.8.

The same responses can also be summarised as average ratings out of 10 for the level of agreement with each statement, as shown in Chart Q8a below.

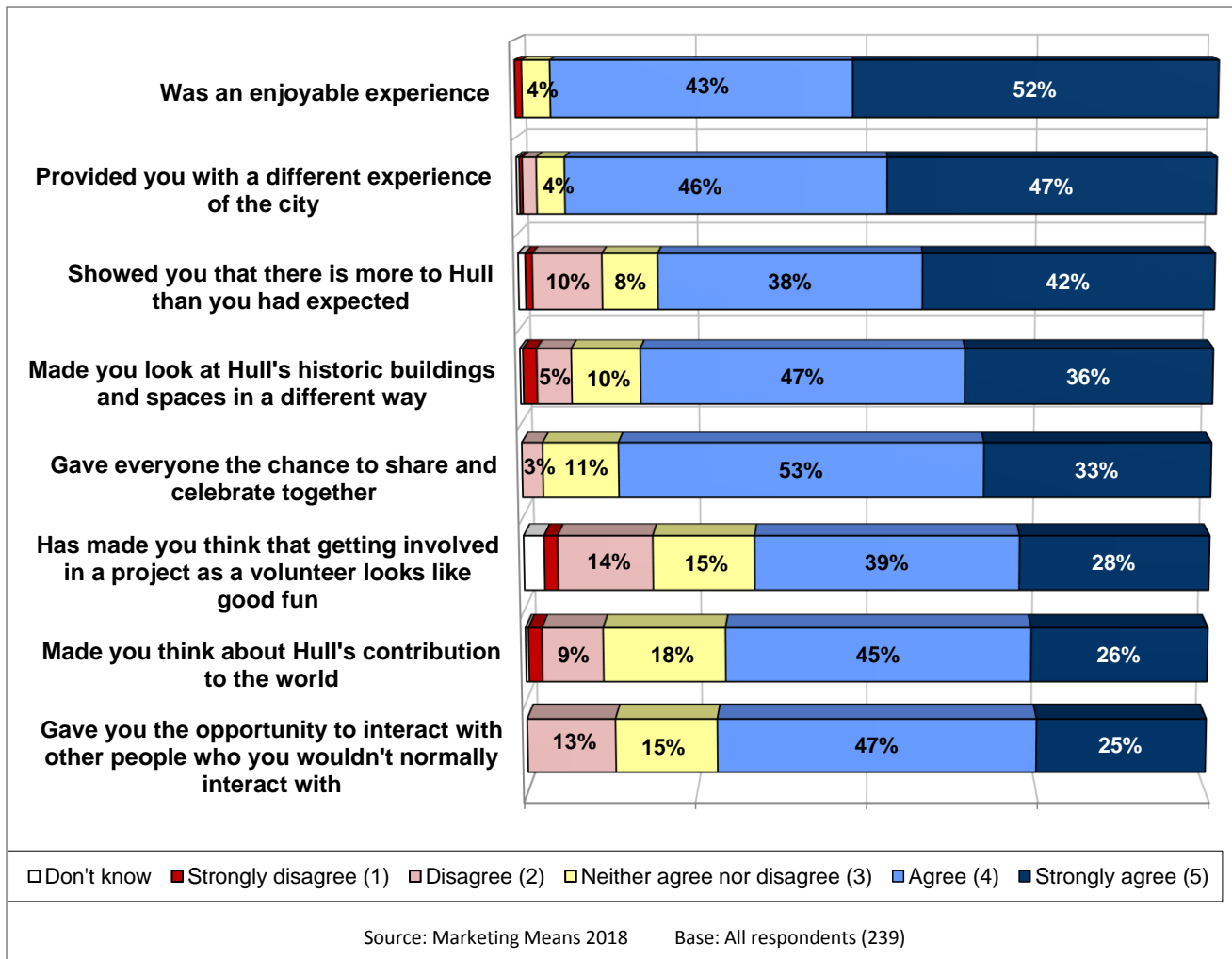
**Chart Q8a. How much would you agree or disagree with the following statements about the ‘Where Do We Go From Here?’ event – MEAN SCORES**



All respondents were also asked how much they agreed or disagreed with each of a series of eight further statements about Where Do We Go From Here?. N.B. Unlike the 11-point answer scale used for the previous statements presented in Charts 8 and 8a, these statements were answered on a five-point scale from 1=Strongly disagree to 5=Strongly agree.

The results are summarised in Chart Q9 on the next page, with the statements listed in descending order of strong agreement.

Chart Q9. How far would you agree or disagree with the following statements? 'Where Do We Go From Here? ...'



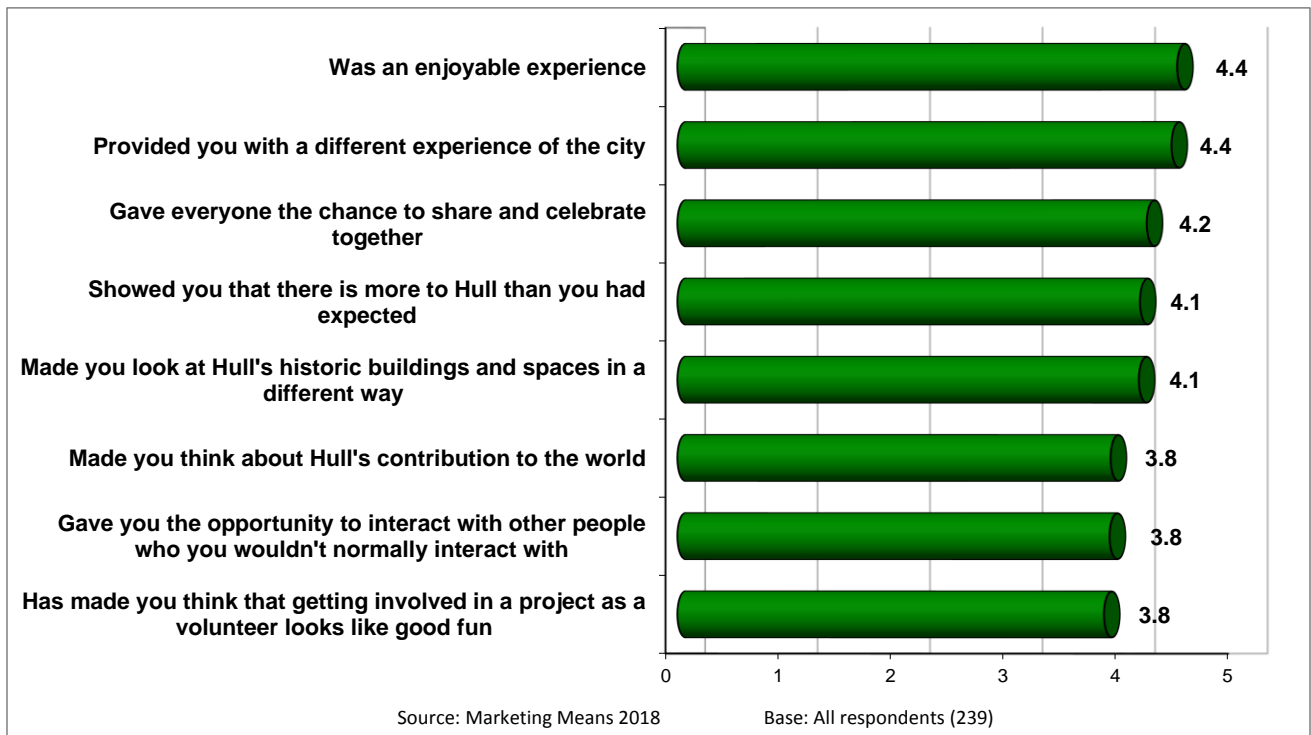
- All eight statements were agreed with by a majority of respondents, never fewer than 67%, although levels of strong agreement varied greatly.
- By far the highest levels of agreement were for the two statements that Where Do We Go From Here? **was an enjoyable experience**, with which 52% strongly agreed and almost all others (43%) simply agreed, and **provided you with a different experience of the city**, with which 47% strongly agreed and 46% simply agreed. The average agreement scores for the two statements were both 4.4.
  - Strong agreement that Where Do We Go From Here? **provided you with a different experience of the city** was significantly higher among females (52%) than males (38%).
- Slightly fewer (42%) strongly agreed that Where Do We Go From Here? had **showed them that there is more to Hull than they expected**, giving an average score of 4.1.
  - Strong agreement with this statement was significantly higher among females than males (49% vs 30% respectively), as was the average score, 4.2 among females and 3.9 among males.
  - People who lived outside Hull were also significantly more likely than Hull residents to agree, 50% vs 36% respectively doing so, with respective average agreement scores of 4.3 and 3.9
- One in three (33%) strongly agreed that Where Do We Go From Here? **gave everyone the chance to share and celebrate together**, while more than half (53%) simply agreed, giving an average agreement score of 4.2.



- Just over a third of respondents (36%) strongly agreed that the events had **made them look at Hull’s historic buildings and spaces in a different way**, while nearly half (47%) simply agreed, giving an average agreement score of 4.1.
- The remaining statements, **gave you the opportunity to interact with other people who you wouldn't normally interact with**, **has made you think that getting involved in a project as a volunteer looks like good fun**, and **made you think about Hull's contribution to the world**, all drew similar responses, with around a quarter of respondents strongly agreeing with each one, and just under half simply agreeing. All three sets of responses yielded the same average scores of 3.8.
  - Females were significantly more likely than males to strongly agree that Where Do We Go From Here? **has made you think that getting involved in a project as a volunteer looks like good fun**, 34% of females doing so, but only 18% of males, giving average scores of 3.9 among females and 3.6 among males.

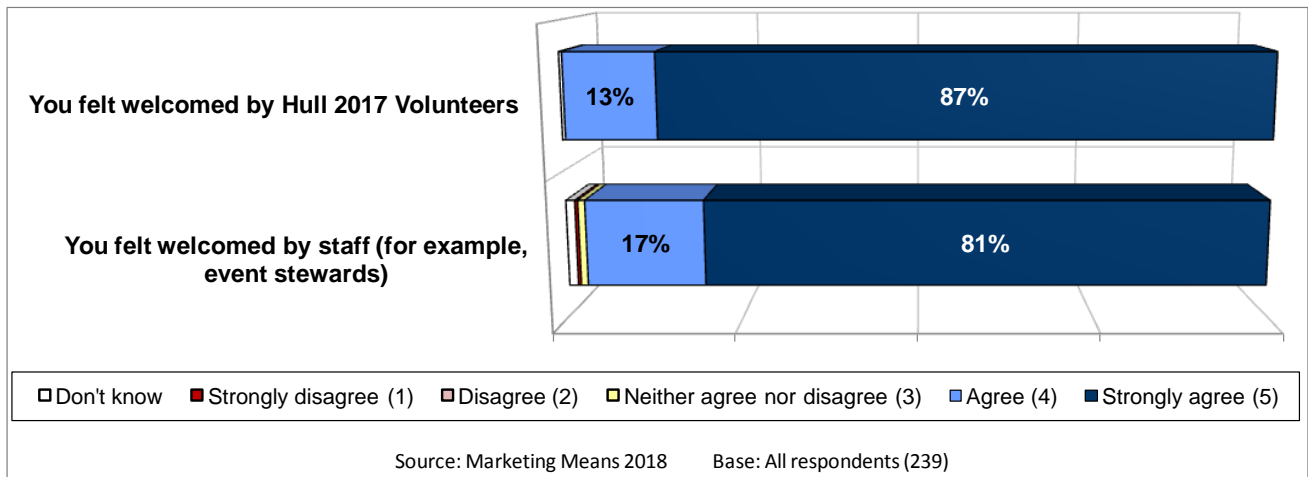
The same responses can also be summarised as average ratings out of 5 for the level of agreement with each statement, as shown in Chart Q9a below.

**Chart Q9a. How far would you agree or disagree with the following statements? 'Where Do We Go From Here? ...' – MEAN SCORES**



All respondents were also asked how much they agreed or disagreed with two further statements about the welcome that they had received when they visited Where Do We Go From Here?. N.B. as for the previous statements presented in Charts 9 and 9a, these statements were answered on a five-point scale from 1=Strongly disagree to 5=Strongly agree.

**Chart Q10. How far would you agree or disagree with the following statements about 'Where Do We Go From Here?'**



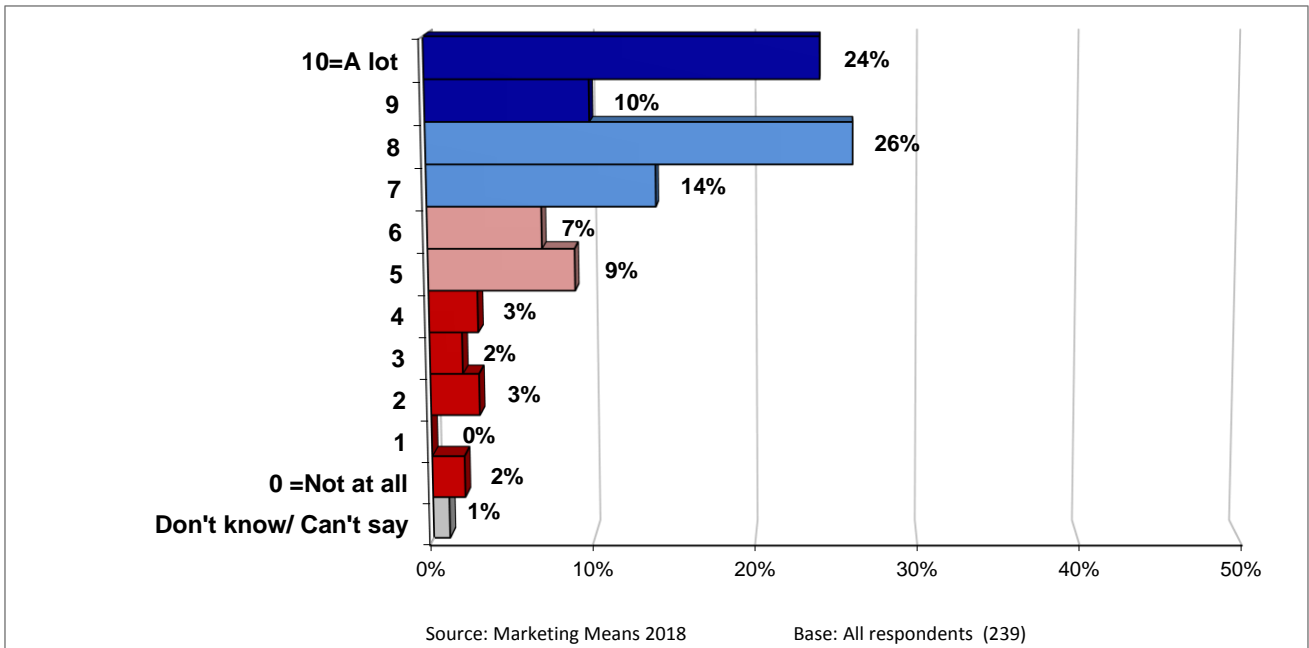
- Both statements drew very high levels of strong agreement. Nearly nine out of 10 (87%) strongly agreed that they **felt welcomed by Hull 2017 volunteers**, and just over eight out of 10 (81%) strongly agreed that they **felt welcomed by staff (e.g. event stewards)**. Almost all other respondents simply agreed.
- Average agreement scores with the two statements were 4.9 and 4.8 out of 5.
  - There were no significant differences between sub-groups' responses to these statements.

### 4.3 Hull's buildings, monuments and Old Town

All respondents were asked how much Where Do We Go From Here? had made them take notice of Hull's historic buildings and monuments, on an 11-point scale from 0=Not at all to 10=A lot. Chart Q11 on the next page gives the results.

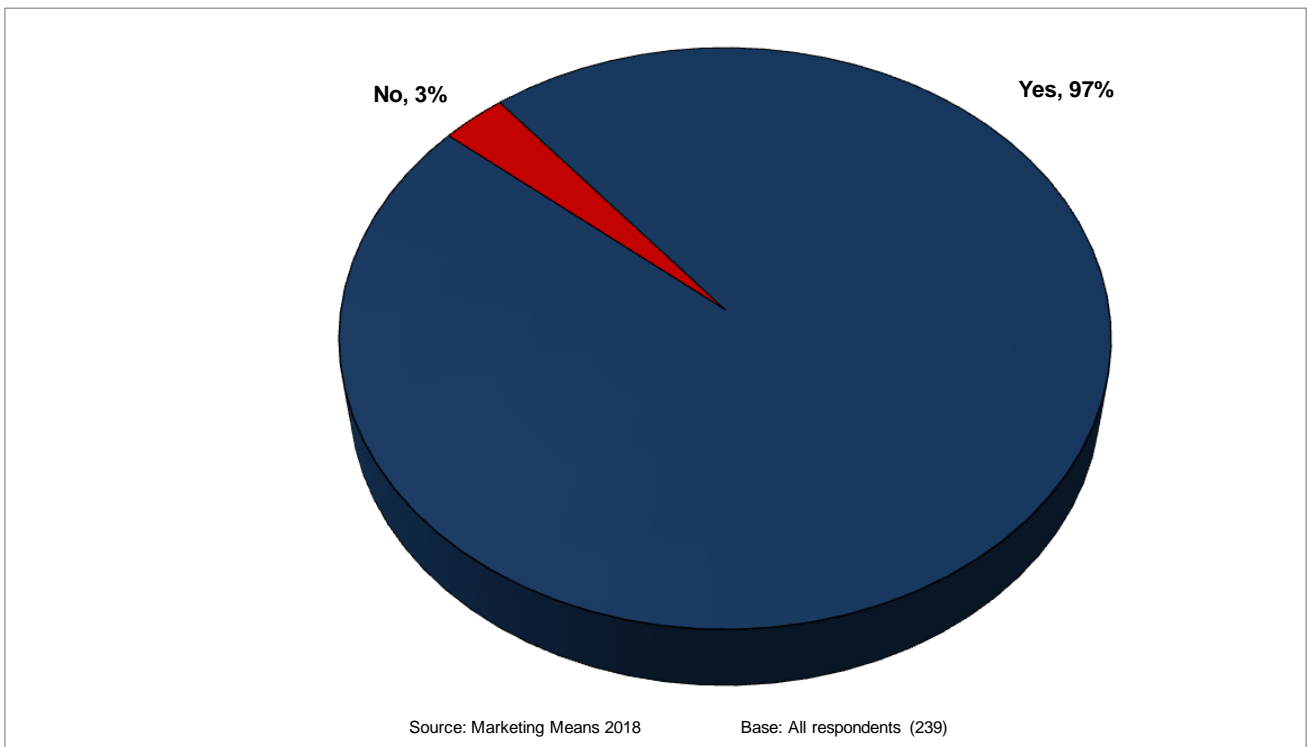
- The results demonstrated that Where Do We Go From Here? had a clear effect on how viewers had noticed this aspect of Hull. Just over one in three respondents (34%) gave the highest scores of 9 or 10 out of 10, with a further 40% scoring 7 or 8 out of 10.
  - There were no significant differences between sub-groups' responses to these statements.
- The average score was 7.5 out of 10.
  - The highest average scores were 7.7 among females (vs 7.2 among males), 7.7 among those with a disability (vs 7.5 among those with no disability), and 7.7 among 45-45 year olds (vs only 7.1 among the youngest respondents aged 16-44).
  - The highest average score of all, 8.1, came from those in groups of 3 or 4 people. These may well have been family groups, likely to include 45-54 year olds, the age group most likely to give a higher score.

**Chart Q11. On a scale of 0 to 10, where 0 is 'Not at all' and 10 is 'A lot', how much has 'Where Do We Go From Here?' made you take notice of Hull's historic buildings and monuments?**



- Nearly all respondents (97%) had visited Hull's Old Town in the last 12 months.

**Chart Q12. In the last 12 months have you visited Hull's Old Town (for example, High Street, the Museums Quarter, Hepworth Arcade, Ye Olde White Harte, Beverley Gate, the George Hotel)?**



#### 4.4 Interviewees' comments on Where Do We Go From Here?

All respondents were asked, “Now you have had a chance to reflect on the question posed by the event, what answer would you give to “Where Do We Go From Here? ‘?’” The answers given are listed in full in Appendix 2, Q13. Almost all respondents gave an answer of some kind. The most common themes that emerged were:

- Be ambitious/ Aim upwards/ Aim for better things for Hull in the future/ Go from strength to strength
- Carry on/ Continue - keep the arts and culture initiative going/ Keep up the momentum to push the Hull 2017 ethos, given the good it has done for the city
- Keep staging events to attract people to Hull/ Keep Hull on the map
- Keep allocating funding to arts and culture in the city
- Try to regenerate some parts of the city centre, e.g. specific buildings or areas
- Make the most of advances in technology in and around the city
- Some people were unable to answer meaningfully, noting that they didn't know or had no idea of how to answer

Respondents were also asked, “Is there anything else you would like to share about your experience at ‘Where Do We Go From Here?’”? 159 gave an answer, and the key themes that emerged included:

- Positive comments, such as ‘enjoyed it’/ fantastic/ great/ excellent
- Imaginative/ Interesting/ Something different
- Good use of lighting/ Good to have a night-time event (though some complained about the cold weather)
- Good demonstration of robotics/ Fascinating to see the robots’ activity
- Volunteers seemed to enjoy the shows/ Volunteers were helpful/ knowledgeable
- Good use of the open space for an event of this type
- Some respondents were underwhelmed, puzzled or unimpressed by Where Do We Go From Here?, not seeing the point of the displays
- A few comments noted that they found the event difficult to navigate and that maps/signage could have been made much clearer
- Some answered in regard to the year of Hull 2017 activities as a whole, some with praise, some expressing more negative views

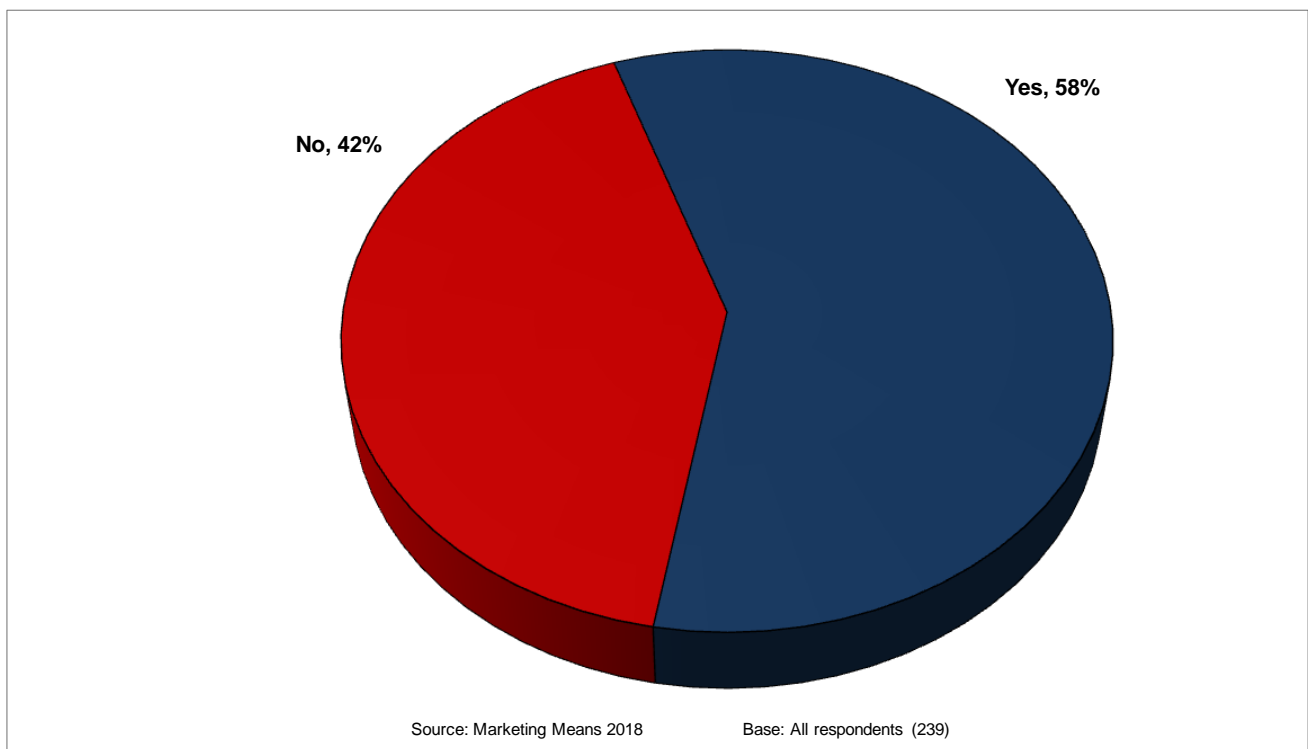
## 5. Audience Behaviour and Opinions of Hull

In this section, we look at audience members' awareness and opinions of certain aspects of Where Do We Go From Here?, visitors' impressions of Hull, and their spend as part of their visit to attend the event(s).

### 5.1 Proportion of respondents visiting Hull

- All respondents stated that they currently lived in the UK.
- The majority of respondents (58%) stated that they lived in Hull, while 42% were visitors.
  - The only age group in which the majority did not live in Hull was 45-54, 59% of whom lived elsewhere, compared with only 32% to 39% in other age groups.
  - While 70% of male respondents lived in Hull, this dropped significantly to only 50% among females.

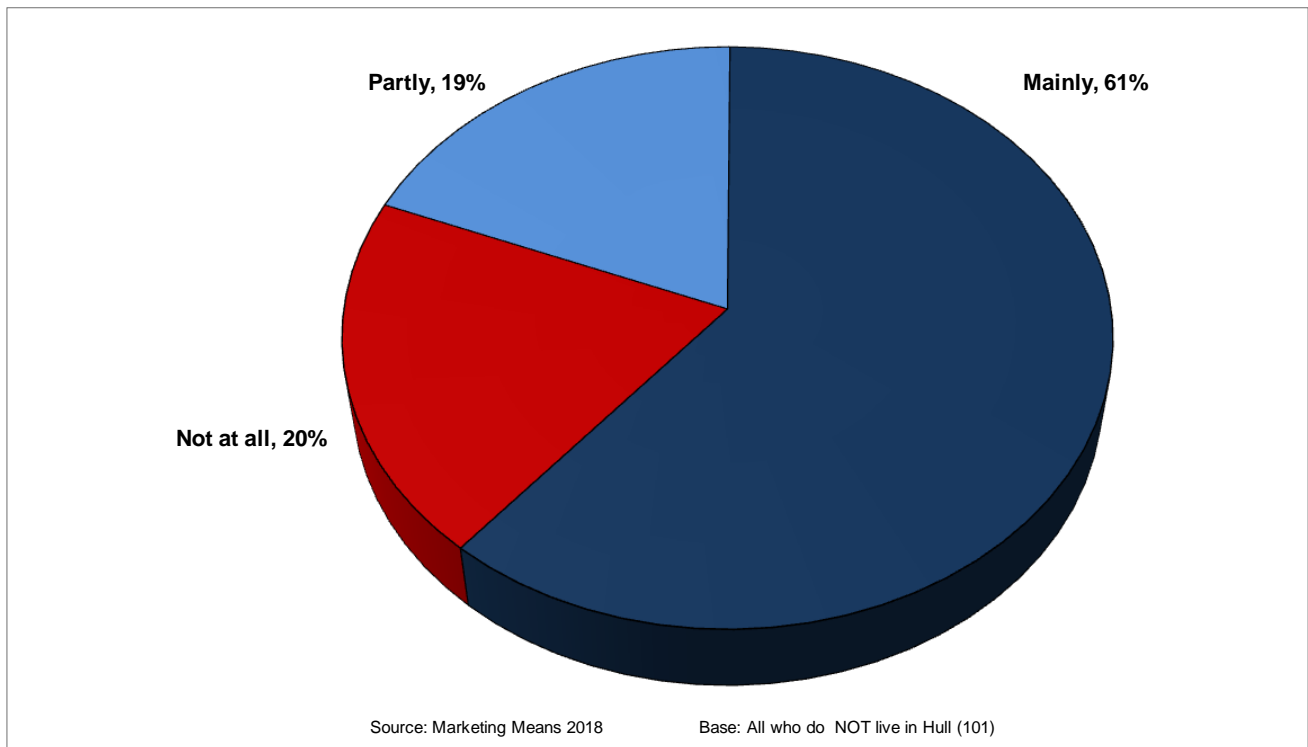
Chart Q17. Do you live in Hull?



## 5.2 Information on non-Hull residents in the audience sample

- Most of the non-Hull residents who had visited Hull City Centre on the day of attending Where Do We Go From Here? stated that this was mainly due to Where Do We Go From Here? itself (61%). A further 19% stated that their visit that day was partly due to Where Do We Go From Here?, leaving 20% who had not visited Hull City Centre for that purpose at all.

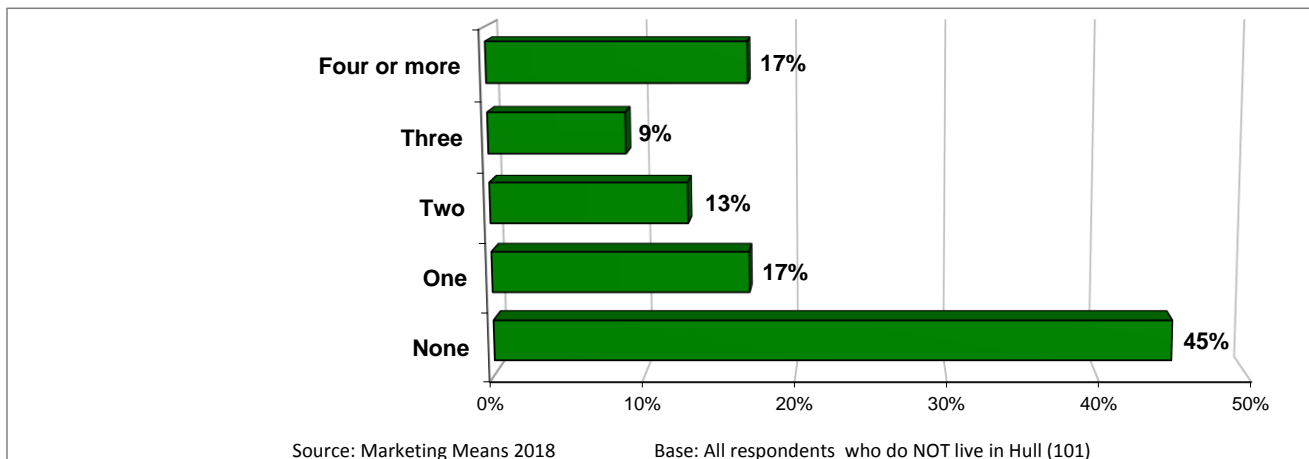
**Chart Q18. Was your visit to Hull City Centre on the day of the ‘Where Do We Go From Here?’ event mainly, partly or not at all due to ‘Where Do We Go From Here?’**



- There were several differences between age groups in responses to this question. Younger respondents were significantly more likely to have visited the City Centre only **partly** due to Where Do We Go From Here? (47% of 16-44s, vs 22% of 45-54s, 11% of 55-64s and only 8% of those aged 65 or older).
- Conversely, older respondents were much more likely to have visited **mainly** for Where Do We Go From Here?, 79% doing so, compared with only 33% of 16-44s.
- Non-Hull residents who lived in an HU postcode were significantly more likely than those living elsewhere to have visited the City Centre **mainly** for Where Do We Go From Here? (87% vs 51% respectively).

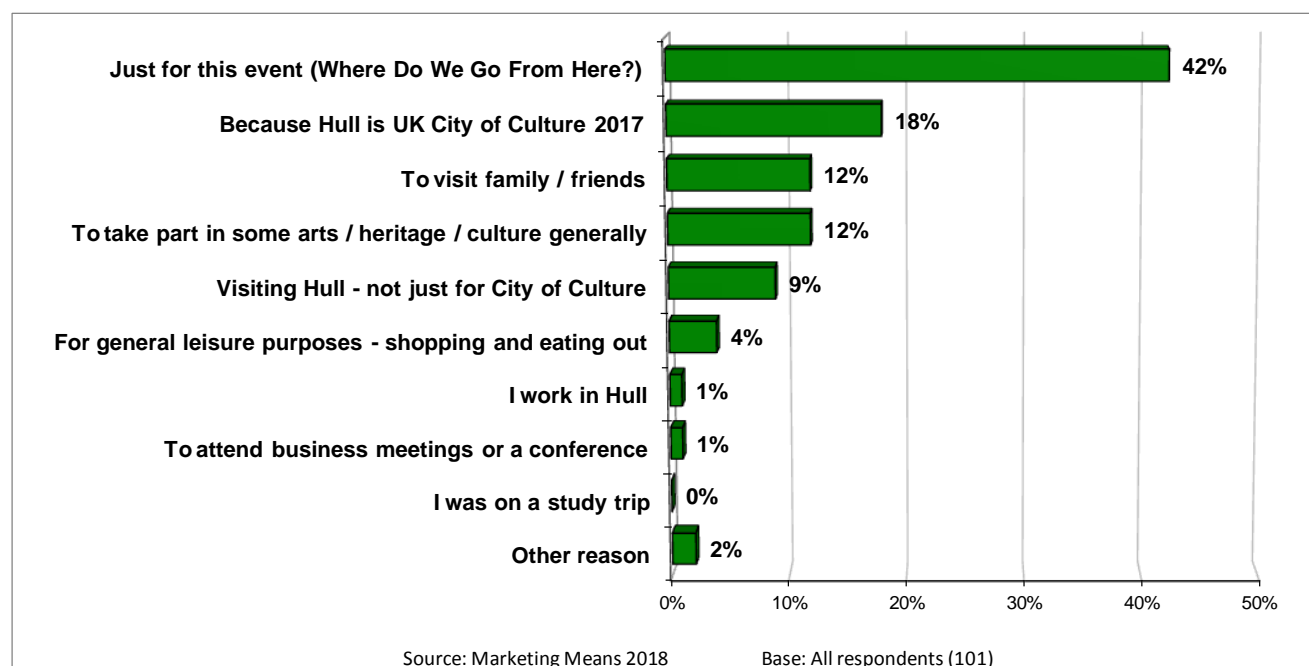
- Nearly half of the respondents (45%) who were only visitors to Hull on the day they attended Where Do We Go From Here? stated that they attended no other arts and cultural event or activities during their visit. Others were much more enthusiastic in this regard, and 17% had attended or taken part in at least four such activities or events, as shown in Chart Q19 below.
- The average number of other arts and cultural events or activities attended was 1.5.
  - This average was highest at 2.1 among 16-44 year olds, 2.0 among those aged 65+, 1.7 among those from non-HU postcodes, and 1.8 among groups numbering five people or more .

**Chart Q19. During your visit to Hull, when you attended 'Where Do We Go From Here?' how many other arts and cultural events or activities did you attend or take part in?**



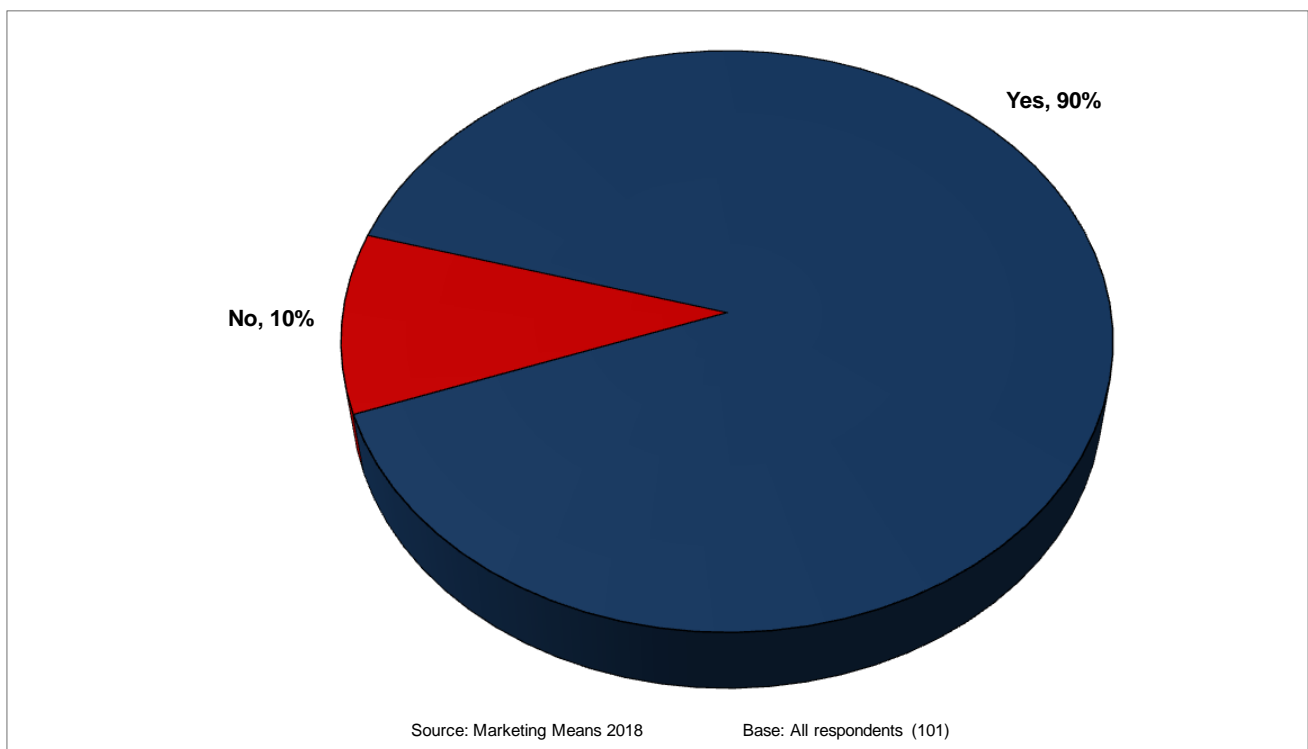
Visitors were also asked what had been the main purpose of their visit to Hull, and could give one main answer only, as summarised in Chart Q20 below.

**Chart Q20. When you attended 'Where Do We Go From Here?', what was the main purpose of your visit to Hull?**



- The most common reason, given by 42% of visitors to Hull, was to have visited Hull **just for the Where Do We Go From Here? event(s)**, while a further 18% had visited because of **Hull's status as UK City of Culture for 2017**.
  - Visiting Hull just for Where Do We Go From Here? was significantly more likely among visitors from other HU postcodes than among those from elsewhere (67% vs 31% respectively).
- Just over one in 10 (12%) were **visiting family or friends**, while 9% were **visiting Hull not just for the City of Culture activities**.
- Just over one in 10 (12%) were **visiting to take part in some arts/heritage/culture generally**.
- The great majority of visitors (90%) had been to Hull at least once before attending Where Do We Go From Here?.

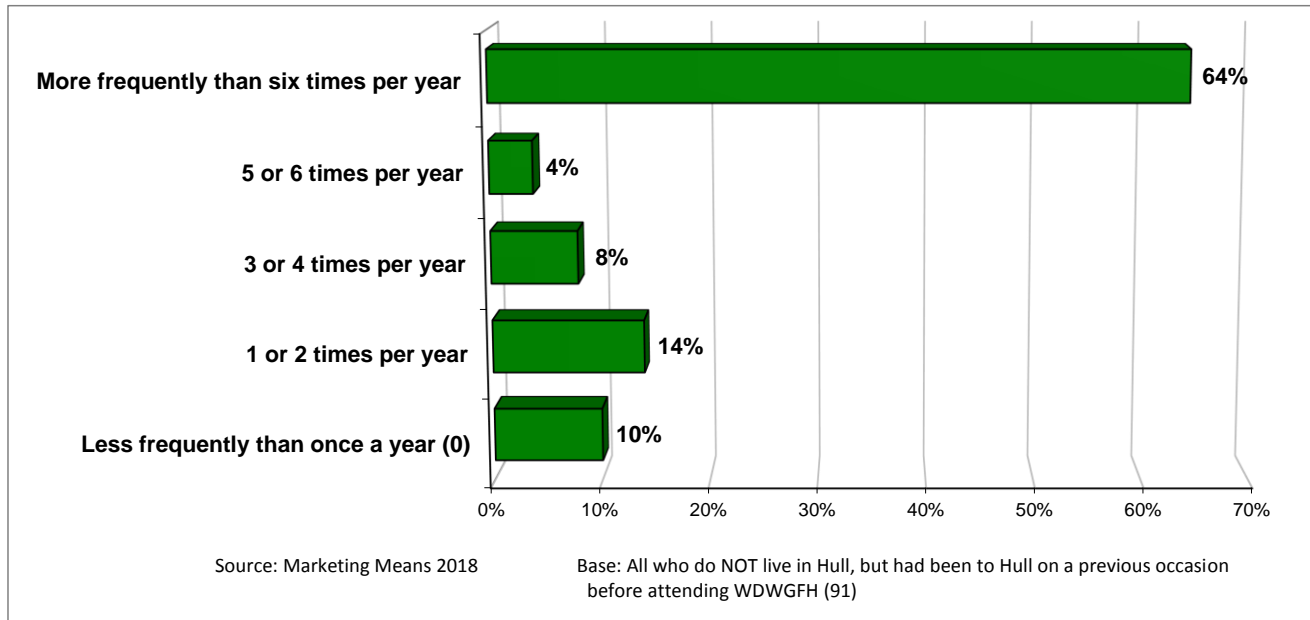
**Chart Q21. Had you been to Hull before attending 'Where Do We Go From Here?'?**





Those who had been to Hull before attending Where Do We Go From Here? were asked how often, on average, they visit Hull each year. The results are shown in Chart Q22 below.

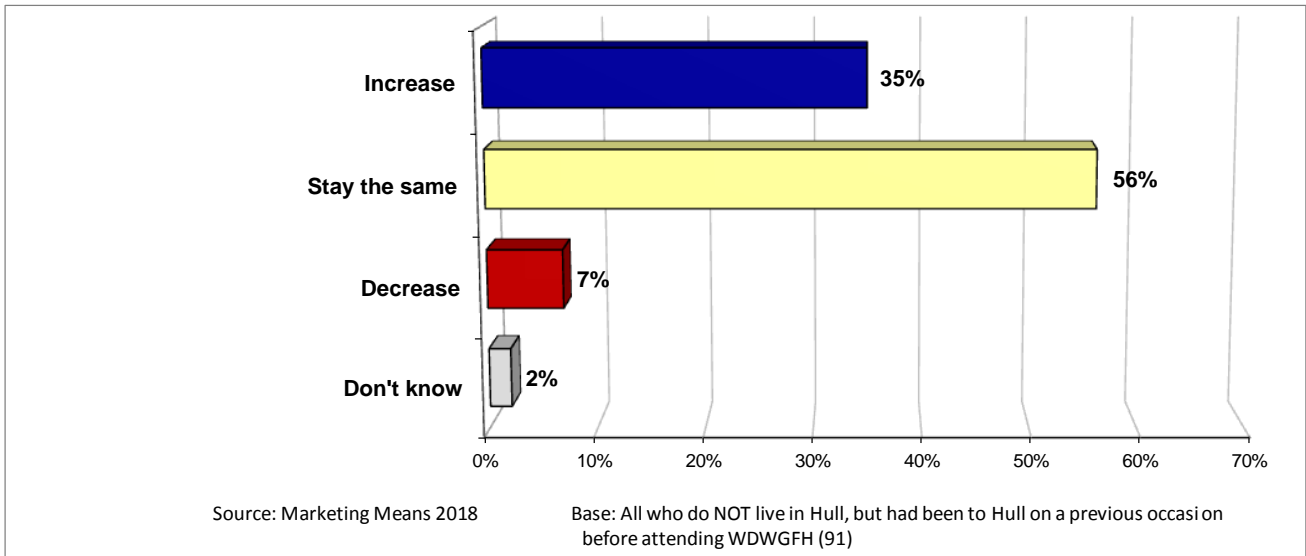
**Chart Q22. On average, over the course of a year, how frequently do you visit Hull?**



- Nearly two-thirds of visitors interviewed (64%) were frequent visitors, stating that they visited Hull **more than six times per year**. Only one in 10 (10%) normally visited less often than once per year.
  - The proportion who visited less often than once a year was significantly higher among those in employment than among others (16% vs 3% respectively).
  - The proportion who visited more than six times a year was significantly higher among those living in other HU postcodes than among those who lived elsewhere (96% vs 48% respectively).
- Assigning a value of 0 to 'Less frequently than once a year' and 7 to 'More than six times a year', the average number of visits to Hull was **5.2** a year.

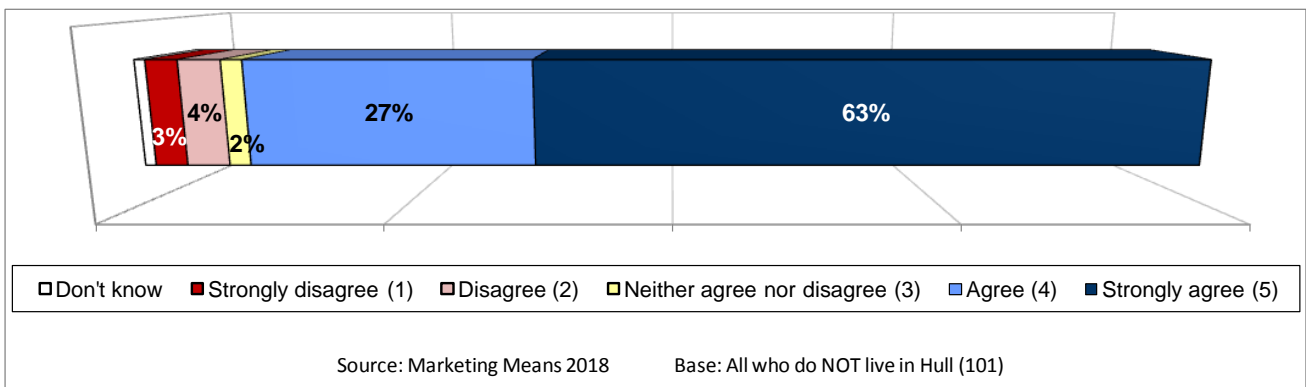
All who had visited Hull previously were also asked whether they thought the frequency of their visits would change in future as a result of their experience during this visit. The results are shown in Chart Q23 below.

**Chart Q23. Based on your experience during the visit when you attended 'Where Do We Go From Here?', do you think the frequency of your visits to Hull over the course of a year will increase, decrease or stay the same?**



- Just over one in three (35%) stated that the frequency of their visits would **increase**, but the majority (56%) expected no change. Only 7% (six respondents) expected the frequency to decrease.
- When asked how far they agreed that they would visit Hull again based on their experience during their visit for Where Do We Go From Here?, nearly two-thirds (63%) strongly agreed that they would, while most of the remainder (27% overall) simply agreed. Only 7% disagreed. Chart Q24 below shows the results.

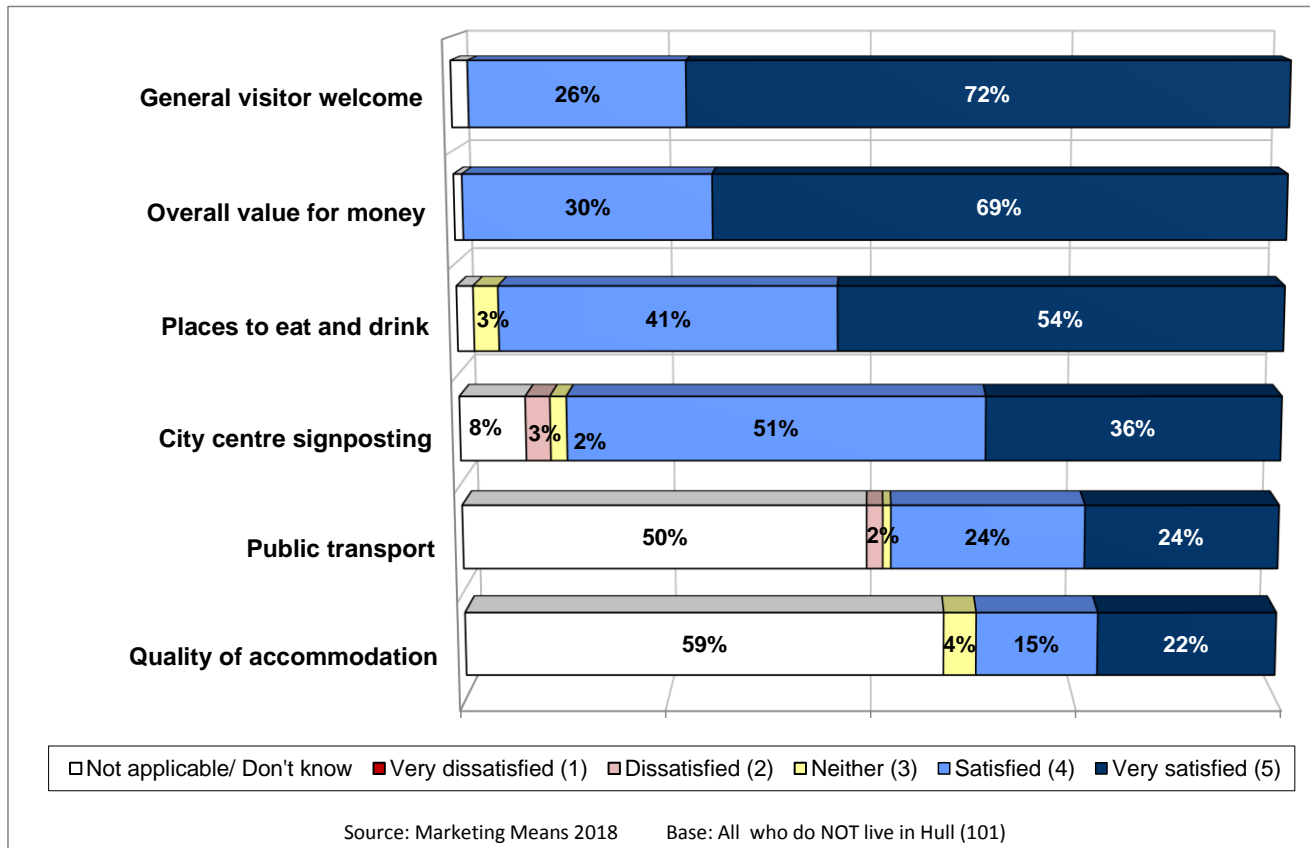
**Chart Q24. To what extent do you disagree or agree that based on your experience of Hull during your visit to 'Where Do We Go From Here?', you will visit Hull again in future'?**



- The average agreement score was 4.5 out of 5.
  - The average score was slightly higher at 4.6 among 16-44s and 45-54s, but only 4.3 among 55-64s and those aged 65+.

All of the 101 visitors to Hull interviewed were asked how satisfied they were with various specific aspects of their visit to Hull for Where Do We Go From Here?. The statements and responses are shown in Chart Q25 below.

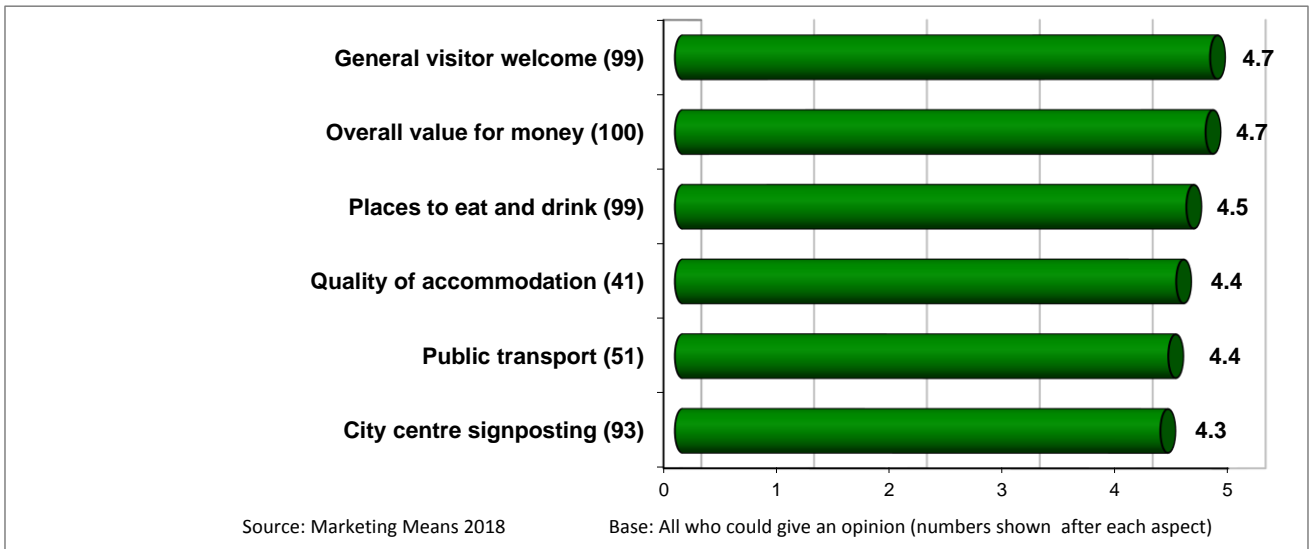
**Chart Q25. As a visitor to Hull, how satisfied are you with the following?**



- Two aspects drew almost universal satisfaction from visitors; the **general visitor welcome**, with 98% satisfied (72% very satisfied), and **overall value for money**, with 99% satisfied (69% very satisfied). The average scores for both of these aspects were 4.7 out of 5.
- **Places to eat and drink** and **City Centre signposting** both also drew good levels of satisfaction, from 95% and 87% respectively, with the majority (54%) very satisfied with Places to eat and drink, and just over a third (36%) very satisfied with City Centre signposting. The average scores for these aspects were 4.5 and 4.3 respectively.
- Half of the visitors gave a rating for **public transport**. The vast majority, 48% of the 50% who gave a rating, were satisfied, evenly divided between very satisfied and just 'satisfied' with this aspect of their visit. The average score was 4.4.
- Only 41% of visitors could give a rating for the **quality of their accommodation**. Among those who could, the great majority were satisfied, most very satisfied, giving an average score of 4.4.

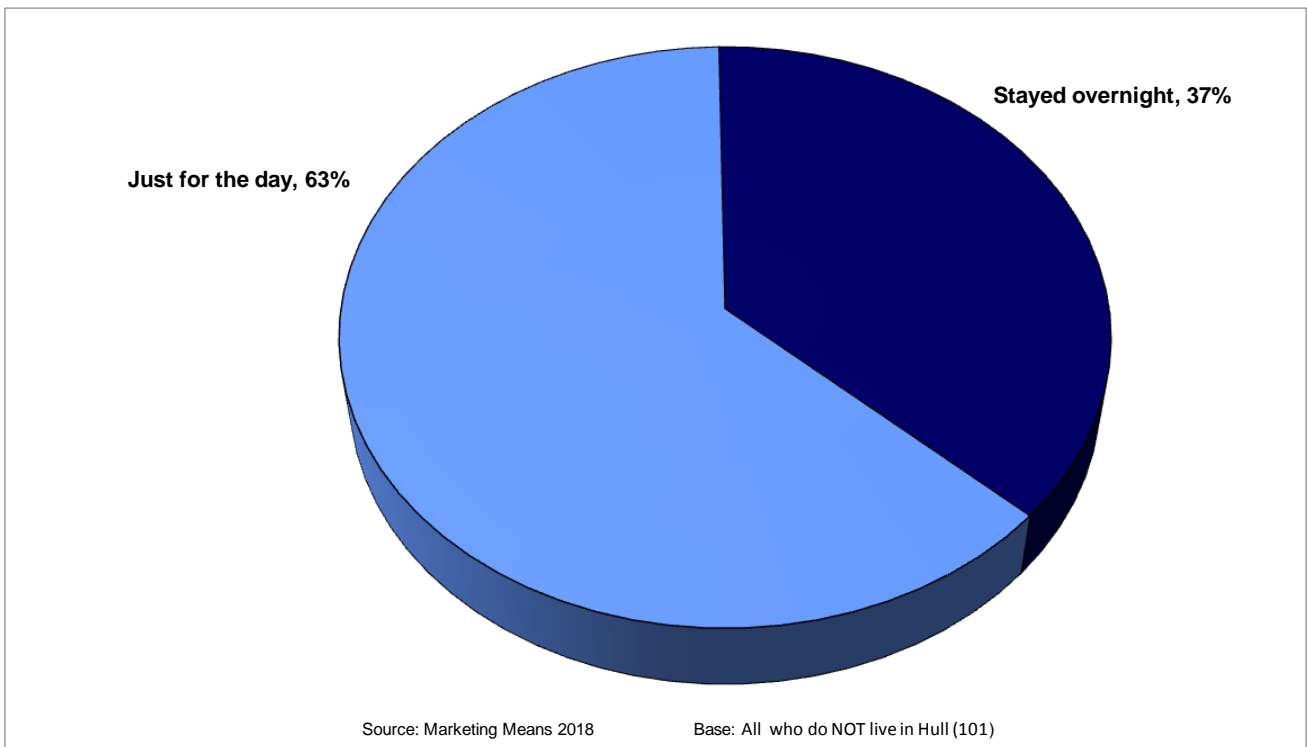
The same responses can also be summarised as average ratings out of 5 for the level of satisfaction with each statement, from those who could give a rating, as shown in Chart Q25a on the next page.

Chart Q25a. As a visitor to Hull, how satisfied are you with the following? – *MEAN SCORES*



- Among the 101 respondents who did not live in Hull, just over a third (37%) stayed overnight when they attended Where Do We Go From Here?, as shown in Chart Q26 below.

Q26. Did you visit just for the day, or did you stay overnight when you attended 'Where Do We Go From Here?' ?



- The sub-group of visitors who stayed overnight, numbering 37 respondents, were asked several more questions relating to their stay.
  - Just over half (51%, or 19 respondents) stayed in a hotel, while a third (35%, or 13 respondents) stayed with friends/family. Four respondents (11%) stayed in an Airbnb property, while one stayed in an apartment.
  - The average length of stay was 3.4 days (varying from one day to 14 days) and 2.7 nights (varying from one night to 13 nights).
  - The average spend on accommodation was £75 in total, ranging from zero to £450.
  - Of those who paid for their stay, the average spend on accommodation rose to £116, ranging from £22 to £450. The average spend per night within this group was £56, ranging from £22 to £125 per night.

### 5.3 Amount spent on self and/or group during visit to Where Do We Go From Here? event

All respondents were asked to estimate how much they spent on themselves and others in their group (if applicable) in Hull on the day of 'Where Do We Go From Here?' as part of their visit.

- Almost all respondents (238) were able to provide information, though 25 claimed to have spent nothing at all (nine were visitors to Hull and 16 were Hull residents) .
- Table 7 below summarises the visitor spend across a range of categories and in total, showing the average, maximum, and minimum amounts spent in each category. These are shown for all who provided answers, as well as separately for Hull residents and those who were only visiting the city.
- The highest item spend was on **Food & drink**, averaging just under £35 per group.
- The average total spend of visitors to the city was only slightly higher than that of residents (£72.13 vs £70.42).

**Table 7. How much do you estimate you spent on yourself and others with you on the following things during your visit, not including tickets for Where Do We Go From Here??**

	Hull 2017 merchandise	Food & drink	Shopping	Travel and transport (including parking)	Other attractions	Spending money for children	Anything else	TOTAL
<b>ALL RESPONSES (238):</b>								
<b>Average</b>	<b>£3.89</b>	<b>£34.61</b>	<b>£18.47</b>	<b>£6.77</b>	<b>£4.70</b>	<b>£2.04</b>	<b>£0.66</b>	<b>£71.14</b>
<b>Minimum</b>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>
<b>Maximum</b>	<i>£100</i>	<i>£550</i>	<i>£800</i>	<i>£100</i>	<i>£270</i>	<i>£200</i>	<i>£80</i>	<i>£1,180</i>
<b>HULL RESIDENTS (137):</b>								
<b>Average</b>	<b>£4.00</b>	<b>£31.29</b>	<b>£20.72</b>	<b>£5.84</b>	<b>£5.33</b>	<b>£2.97</b>	<b>£0.27</b>	<b>£70.42</b>
<b>Maximum</b>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>
<b>Minimum</b>	<i>£100</i>	<i>£550</i>	<i>£800</i>	<i>£100</i>	<i>£270</i>	<i>£200</i>	<i>£25</i>	<i>£1,180</i>
<b>VISITORS (101):</b>								
<b>Average</b>	<b>£3.74</b>	<b>£39.19</b>	<b>£15.38</b>	<b>£8.05</b>	<b>£3.83</b>	<b>£0.75</b>	<b>£1.20</b>	<b>£72.13</b>
<b>Minimum</b>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>
<b>Maximum</b>	<i>£75</i>	<i>£300</i>	<i>£200</i>	<i>£70</i>	<i>£50</i>	<i>£50</i>	<i>£80</i>	<i>£500</i>

## Appendix 1: Survey Questionnaire

### HULL 2017 Where Do We Go From Here? – 7<sup>th</sup> December 2017 to 22<sup>nd</sup> January 2018

**Q1. Did you know, before you attended ‘ Where Do We Go From Here? ’, that it was part of Hull UK City of Culture 2017?**

- Yes
- No
- Don't remember

**Q2. Have you been to, or are you planning to attend or take part in, other events and activities programmed for Hull UK City of Culture 2017?**

- Yes
- No
- Not sure

**Q3. I'm going to read out a list of the locations for ‘ Where Do We Go From Here? ’. Please can you confirm which you have seen?**

- Beverley Gate (The Gatekeepers)
- Trinity Square (An Inquisitive Acquaintance)
- Wilberforce House (Conversation)
- Museums Quarter (Streetlife)
- None of the the above – can't remember any specifically

**Q4. Which of the following supporting events did you OR do you plan to attend linked to ‘Where Do You Go From Here?’**

	Attended	Plan to attend (if date not yet passed)	Did not/ Do not plan to attend	Don't know
Artist Talk by Jason Bruges (Middleton Hall, 7pm on Monday 4th December)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exhibition of work by four Hull-based artist collectives, 19th December to 7th January	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live art, interventions, and conversation café, 11am to 3pm on 7th January	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q5. ' Where Do We Go From Here?' runs for 36 days. How many times have you visited so far, and how many more times do you plan to visit?**

	Once	Twice	Three times	Four times	Five times	Six or more times	Don't know
How many times visited so far:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of additional times plan to visit:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q6. What was your main reason for attending the ‘Where Do We Go From Here?’ event?**

- Because it’s part of Hull UK City of Culture 2017
- It’s a unique experience not to be missed
- General interest in this type of event
- Wanted to see/do something creative
- Specific interest in the artists involved (ASK - Which artists were they? TYPE IN BELOW)  \_\_\_\_\_
- Getting involved in what’s happening
- Trying something new or different
- Something to do while I’m in Hull on business
- It’s affordable/ good value
- Something to do with friends/ family
- Something to do with the kids
- Interested to find out more about Hull
- No particular reason/ Someone else’s idea
- I was in town anyway
- Other (please specify - TYPE IN BELOW)  \_\_\_\_\_

**Q7. On a scale of 0 to 10, where 0 is very unlikely and 10 is very likely, how likely are you to recommend this type of event to friends or family?**

- 0 = Very unlikely
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 = Very likely
- Don’t know/ Can’t say

**Q8. How much would you agree or disagree with the following statements about the ‘Where Do We Go From Here?’ event?**

Please answer on a scale from 0 to 10, where 0 is Strongly Disagree and 10 is Strongly Agree.

	0 = Strongly disagree	1	2	3	4	5	6	7	8	9	10 = Strongly agree	Don't know/ Can't say
It was an interesting idea	<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"/>
It was 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"/>
It was different from things you’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"/>
It was 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"/>
It was absorbing and held your 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"/>
You would 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"/>
It is important it’s happening here in Hull	<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"/>
It has something to say about the world in which we live	<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"/>
It was well thought-through and put together	<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"/>

**Q9. Again, I'm going to read out a list and I'd like you to tell me, how far would you agree or disagree with the following statements?**

**This time, for each one, you can say 'Strongly Agree', 'Agree', 'Neither agree nor disagree', 'Disagree', or 'Strongly Disagree'.**

***Where Do We Go From Here?.....***

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know/ Can't say
... gave everyone the chance to share and celebrate together	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... showed you that there is more to Hull than you had expected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... gave you the opportunity to interact with other people who you wouldn't have normally interacted with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q10. How far would you agree or disagree with the following statements about 'Where Do We Go From Here? '.**

**Again, for each one, you can say Strongly Agree, Agree, Neither agree nor disagree, Disagree, or Strongly Disagree.**

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know/ Can't say
You felt welcomed by staff (for example, event stewards)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You felt welcomed by Hull 2017 Volunteers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q11. On a scale of 0 to 10, where 0 is 'Not at all' and 10 is 'A lot', how much has 'Where Do We Go From Here? ' made you take notice of Hull's historic buildings and monuments?**

0 = Not at all	<input type="radio"/>
1	<input type="radio"/>
2	<input type="radio"/>
3	<input type="radio"/>
4	<input type="radio"/>
5	<input type="radio"/>
6	<input type="radio"/>
7	<input type="radio"/>
8	<input type="radio"/>
9	<input type="radio"/>
10 = A lot	<input type="radio"/>
Don't know/ Can't say	<input type="radio"/>

**Q12. In the last 12 months have you visited Hull's Old Town (for example, High Street, the Museums Quarter, Hepworth Arcade, Ye Olde White Harte, Beverley Gate, the George Hotel)?**

Yes	<input type="radio"/>
No	<input type="radio"/>
Don't remember	<input type="radio"/>



**Q13. Now you have had a chance to reflect on the question posed by the event, what answer would you give to “ Where Do We Go From Here? ”?**

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**Q14. Is there anything else you would like to share about your experience at “Where Do We Go From Here?”?**

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**Q15. How did you find out about the "Where Do We Go From Here?" event?**

**MULTI-CODE - Select all that apply**

- |   |                                |
|---|--------------------------------|
| Friends/ family/ colleagues - told me in person   | <input type="checkbox"/>       |
| Friends/ family/ colleagues – via social media / email  | <input type="checkbox"/>       |
| Hull 2017 Volunteer - told me, or via social media / email  | <input type="checkbox"/>       |
| Hull 2017 website (www.hull2017.co.uk)  | <input type="checkbox"/>       |
| Other website (ASK "Which website?" AND TYPE IN BELOW)  | <input type="checkbox"/> _____ |
| Hull 2017 on Facebook / Twitter / Instagram / YouTube / Flickr / enewsletter  | <input type="checkbox"/>       |
| Other organisation on Facebook / Twitter / Instagram / YouTube / Flickr (ASK 'Which organisation?' AND TYPE IN BELOW) | <input type="checkbox"/> _____ |
| Advertising and printed promotional material (e.g. brochure, leaflet, flyer, billboard, poster)                       | <input type="checkbox"/>       |
| Newspaper   | <input type="checkbox"/>       |
| TV  | <input type="checkbox"/>       |
| Radio   | <input type="checkbox"/>       |
| Saw them setting up the event in town   | <input type="checkbox"/>       |
| I'm a volunteer for Hull 2017   | <input type="checkbox"/>       |
| Other (PLEASE SPECIFY - TYPE IN THE BOX BELOW)  | <input type="checkbox"/> _____ |
| Don't know/ Can't remember  | <input type="checkbox"/>       |

**Q16. What is your country of residence?**

- |                       |                       |
|-----------------------|-----------------------|
| United Kingdom        | <input type="radio"/> |
| Afghanistan           | <input type="radio"/> |
| Albania               | <input type="radio"/> |
| <i>Etc. etc. etc.</i> | <input type="radio"/> |
| Zimbabwe              | <input type="radio"/> |

**Q17. [IF 'UK' at Q16, ASK] Do you live in Hull?**

- |     |                       |
|-----|-----------------------|
| Yes | <input type="radio"/> |
| No  | <input type="radio"/> |

**Q18. [IF NOT 'UK' at Q16, OR IF 'No' at Q17, ASK] Was your visit to Hull City Centre on the day of the 'Where Do We Go From Here?' event mainly, partly or not at all due to 'Where Do We Go From Here? '?**

- Mainly
- Partly
- Not at all

**Q19. During your visit to Hull, when you attended 'Where Do We Go From Here?' how many other arts and cultural events or activities did you attend or take part in?**

**IF THEY ASK YOU TO CLARIFY WHAT WE MEAN: Other arts and cultural events/ activities might include a visit to an art gallery or museum, attending a show at City Hall, or attending an arts-related lecture at the University of Hull.**

- None
- One
- Two
- Three
- Four or more
- Don't know

**Q20. When you attended 'Where Do We Go From Here?', what was the main purpose of your visit to Hull?**

- Because Hull is UK City of Culture 2017
- To take part in some arts / heritage / culture generally
- To visit family / friends
- To attend business meetings or a conference
- I was on a study trip
- For general leisure purposes – shopping and eating out
- I work in Hull
- Just for this event (Where Do We Go From Here?)
- Other reason (TYPE IN BELOW)  \_\_\_\_\_

**Q21. Had you been to Hull before attending 'Where Do We Go From Here? '?**

- Yes
- No

**Q22. [IF 'Yes' TO Q21, ASK:] On average, over the course of a year, how frequently do you visit Hull?**

- Less frequently than once a year
- 1 or 2 times per year
- 3 or 4 times per year
- 5 or 6 times per year
- More frequently than six times per year
- Don't know/ Refused

**Q23. [IF 'Yes' TO Q21, ASK:]** Based on your experience during the visit when you attended 'Where Do We Go From Here?', do you think the frequency of your visits to Hull over the course of a year will increase, decrease or stay the same?

- Increase
- Stay the same
- Decrease
- Don't know

**Q24. To what extent do you disagree or agree that based on your experience of Hull during your visit to 'Where Do We Go From Here?', you will visit Hull again in future'?**

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree
- Don't know

**Q25. As a visitor to Hull, how satisfied are you with the following?**

	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Not applicable/ Don't know
General visitor welcome	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Places to eat and drink	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City centre signposting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q26. Did you visit just for the day, or did you stay overnight when you attended 'Where Do We Go From Here'?**

- Just for the day
- Stayed overnight

**Q27. [IF 'Overnight' AT Q26, ASK:]** During your visit, at the time you attended 'Where Do We Go From Here', how many nights in total did you stay in the area, and how many days in total ?

Number of days: \_\_\_\_\_

Number of nights: \_\_\_\_\_

**Q28. [IF 'Overnight' AT Q26, ASK:]** Please could you tell me how much you spent personally on accommodation in Hull overall as part of your visit (to the nearest £)?

**[ZERO IF THEIR ACCOMMODATION WAS FREE. ]**

\_\_\_\_\_

**Q29. [IF 'Overnight' AT Q26, ASK:] What type of accommodation did you stay in?**

- Bed and Breakfast
- Guest House
- Hotel
- Self-catering
- Friends/family
- Static caravan
- Touring caravan
- Camping
- Airbnb
- Other – please specify below:  \_\_\_\_\_
- Refused to say

**Q30. [ASK ALL] How much do you estimate you spent on yourself and others with you on the following things in Hull on the day of ' Where Do We Go From Here? ' as part of your visit? 'Zero' IF THEY SPENT NOTHING.**

- Hull 2017 merchandise (e.g. Mugs, t-shirts): \_\_\_\_\_
- Food and drink: \_\_\_\_\_
- Shopping: \_\_\_\_\_
- Travel and transport (including parking): \_\_\_\_\_
- Other 'attractions': \_\_\_\_\_
- 'Spending money' for children: \_\_\_\_\_
- Anything else: \_\_\_\_\_

**The final questions are just a little bit about yourself. Please be assured that this information will be treated sensitively. It will remain completely anonymous and will not be linked to any individual.**

**Q31. Please could you tell me your postcode?**

Postcode: \_\_\_\_\_

**Q32. Which of the following best describes your employment status?****READ OUT OPTIONS, AND SELECT ONE ANSWER ONLY**

- Employed / working full or part time
- Self-employed
- Unemployed
- On a government scheme for employment training
- Looking after family / home
- Unable to work
- Retired
- Student
- Prefer not to say/ Refused

**Q33. Are you ...? [READ OUT ONLY IF NECESSARY]**

- Male
- Female
- Transgender
- Gender non-conforming
- Other (please describe - TYPE IN BELOW)  \_\_\_\_\_
- [DON'T READ OUT] Prefer not to say/ Refused

**Q34. How would you describe your ethnic background?****DON'T READ OUT LIST UNLESS IT HELPS TO CLARIFY THEIR ANSWER.****CODE ONE ANSWER ONLY.**

White - English/ Welsh/ Scottish/ Northern Irish/ British	<input type="radio"/>
White - Irish	<input type="radio"/>
White - Gypsy or Irish Traveller	<input type="radio"/>
White - Polish	<input type="radio"/>
White - Any other White background [TYPE IN BELOW]	<input type="radio"/> _____
Mixed/multiple ethnic groups - White and Black Caribbean	<input type="radio"/>
Mixed/multiple ethnic groups - White and Black African	<input type="radio"/>
Mixed/multiple ethnic groups - White and Asian	<input type="radio"/>
Mixed/multiple ethnic groups - Any other Mixed/multiple ethnic background [TYPE IN BELOW]	<input type="radio"/> _____
Asian/Asian British - Bangladeshi	<input type="radio"/>
Asian/Asian British - Indian	<input type="radio"/>
Asian/Asian British - Pakistani	<input type="radio"/>
Asian/Asian British - Chinese	<input type="radio"/>
Asian/Asian British - Any other Asian background [TYPE IN BELOW]	<input type="radio"/> _____
Black/African/Caribbean/Black British - African	<input type="radio"/>
Black/African/Caribbean/Black British - Caribbean	<input type="radio"/>
Black/African/Caribbean/Black British - Any other Black/African/Caribbean background [TYPE IN BELOW]	<input type="radio"/> _____
Arab	<input type="radio"/>
Any other ethnic background [TYPE IN BELOW]	<input type="radio"/> _____
Prefer not to say/ Refused	<input type="radio"/>

**Q35. Which of the following age groups do you fall into?**

16 – 17	<input type="radio"/>
18 – 19	<input type="radio"/>
20 – 24	<input type="radio"/>
25 – 29	<input type="radio"/>
30 – 34	<input type="radio"/>
35 – 39	<input type="radio"/>
40 – 44	<input type="radio"/>
45 – 49	<input type="radio"/>
50 – 54	<input type="radio"/>
55 – 59	<input type="radio"/>
60 – 64	<input type="radio"/>
65 – 69	<input type="radio"/>
70 – 74	<input type="radio"/>
75 +	<input type="radio"/>
[DON'T READ OUT] Prefer not to say/ Refused	<input type="radio"/>

**Q36. Including yourself , how many people were in your group at ' Where Do We Go From Here? ' in each of the following age categories?**

Age 0-2	_____
Age 3-5	_____
Age 6-10	_____
Age 11-15	_____
Age 16-17	_____
Age 18-19	_____
Age 20-24	_____
Age 25-29	_____
Age 30-34	_____
Age 35-39	_____
Age 40-44	_____
Age 45-49	_____
Age 50-54	_____
Age 55-59	_____
Age 60-64	_____
Age 65-69	_____
Age 70-74	_____
Age 75+	_____
Prefer not to say/ Refused	0

**Q37. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?**

No	<input type="radio"/>
Yes- limited a little	<input type="radio"/>
Yes - limited a lot	<input type="radio"/>
[DON'T READ OUT] Prefer not to say/ Refused	<input type="radio"/>

**Q38. Would you be happy for Hull 2017, the University of Hull or their official evaluators to contact you to take part in future research?**

Yes	<input type="radio"/>
No	<input type="radio"/>

**Q39. To let them do that, please could you give me some contact details for yourself? IF THEY ARE CONCERNED, TELL THEM: Please be assured that your details will not be used for any purposes other than for asking you to take part in future research.**

Name: \_\_\_\_\_

Email address: \_\_\_\_\_

Telephone number (TYPE 'Same' IF THEY SAY THE NUMBER YOU'RE CALLING ON): \_\_\_\_\_

**That's all of the questions that I have. Thank you for your time today. Just to confirm, my name is (....) and I've been calling today from Marketing Means, an independent research agency, on behalf of Hull City of Culture 2017.**

**If you'd like to check that this survey is a genuine piece of research, I can give you either our own number or the Market Research Society's phone number. Do you need either of those numbers? IF YES: Marketing Means = 0800 849 8014 / Market Research Society number = 0800 975 9596**

## Appendix 2: Verbatim listings of comments made by interviewees

**Q6\_1. Which specific artists did you want to see? [If that was reason given at 'What was your main reason for attending these events as part of Where Do We Go From Here?']**

Heard Radio 3 programme about the event, sounded interesting

**Q13. Now you have had a chance to reflect on the question posed by the event, what answer would you give to "Where Do We Go From Here? "**

\$64,000 question. I have been impressed by the things I have seen in Hull.
Absolutely forward, tell the world we've got something to share that people need to see.
Apart from onwards and upwards, it's about trying to provide sustainable features and events.
As far as we can go.
Better and higher
Brilliant. I think next, what we should have, it is essential for Hull, the cruise terminal, I think that should be the next step, I think that is what it is about.
Carry on as we have over the last year.
Carry on doing what you've been doing for the last 12 months. I really enjoyed Hull light show; we were surprised it was only played for a short period of time. If it was longer I think a lot more people would of come for that. We took a video and showed people and they were amazed by it.
Carry on going forward.
Carry on the conversation, absolutely, if I am honest before the City of Culture kicked in we had not long moved to the area and I was sceptical it was going to take off, the people who put it together really managed to show that art is about starting conversations, we need to carry on that conversation, they know what Hull's strengths are and they know how it sits in the landscape, somehow not to try to be anywhere else because it is a very unique place.
Carry on with what we have been doing, don't let it stop, keep going keep producing things like this and drawing people to the city.
Continue advertising Hull and promoting Hull and the people in hull.
Continue along the path that has been laid throughout this year as a city and a community, containing with the community to make it a great cultural place that it has proved it can be.
Continue culturally and events, festivals I think it is very positive.
Continue exploring the artistic contribution that robots can make.
Continue to build upon what was started.
Continue with more art and installations in hull.
Continued investment in the old town and that I will visit it more. I have visited it more recently.
Continuing things like this, it needs some key events to draw people in, with different things and repetitions of events that have already happened, that were successful. I didn't make it to some of the events. We are quite a hub for IT and innovativeness and that could be brought out more, as well as sporting achievements.

<p>For me I would get everyone singing out of the same hymn sheet, I like what has been put on and what has been shown, it has taught me and my husband a lot. The Town Council needs to do more than let the city of Culture come in; I think some of this should have been promoted a long time ago, for me whilst it is running I think it is fantastic. I think you need to spread it further and wider. Nobody seems to offer any back up/recording to what has been on, I have explained to my family about Made In Hull and what it was about and they said it doesn't mean anything to them. The things that were shown on the buildings in Victoria Square were mind-blowing; we had to keep going back every day to take it all in. They need to put more than snippets to remember it, this as a historic event and should be put on a DVD. You cannot have a legacy if it is not recorded, it needs to be documented. They need to open it up and Hull City of Culture needs to be presented as history.</p>
<p>Forward! Hull is moving forward.</p>
<p>Forwards with optimism, look forwards not back.</p>
<p>Foster better understanding of Hull's cultural heritage for the whole of the UK to understand.</p>
<p>From my experience to this event it has been very different. On one of the events, I saw lights going up and it was very unusual. I said do the lights go to heaven? The robots are explained as a corporation. I describe the robots as dancing robots and to me that was an expression of love and life going to the heaven. I felt like I was reunited with the universe, I forgot about my everyday troubles. I love this kind of art and installation. The robots, music and light all together.</p>
<p>From my understanding of the concept, it in all directions, everywhere.</p>
<p>Get people in to the city.</p>
<p>Hopefully from strength to strength and people will realise hull has a lot more to offer than they thought</p>
<p>Hopefully in the same direction that we have been going in. To carry on.</p>
<p>Hopefully it can start a renaissance period for the town; it's brought a lot of people into the city. Hopefully we can carry on with events like this. There's more to hull than a lot of people realise.</p>
<p>Hopefully just upwards</p>
<p>Hopefully more exciting things to come, throughout the year there's been a variety of art and artists, it's been nice to see things I wouldn't have thought of doing. The people who do the artwork do a fantastic job and it's nice to see something different that I would have never have thought of, and experience things in different parts of the country. Throughout the year there has been such a variety to appeal to all age groups and different peoples interests. Even those who don't like art have seen things they like.</p>
<p>Hopefully onwards and upwards</p>
<p>Hopefully there is more to come from the legacy. Hopefully things are ongoing. There needs to be a follow up. There needs to be ongoing cultural events.</p>
<p>Hopefully we can build up on the Hull City of culture year, keep the momentum going as it's been so positive.</p>
<p>Hopefully we will continue to do what we have been doing. We need to keep peoples interests up. There is a lot out there to be bought to the fore.</p>
<p>Hull 2017 hasn't been finished, we've still got 2018, 2019. There's still more to come.</p>
<p>Hull is going to have more venues and an attraction, they are building a concert hall, I imagine there is going to be more tourism.</p>
<p>Hull needs to continue and build on what they have put in place now, they need to build on it and do more.</p>
<p>Hull should build and push itself further forward on what a good city it is. It's got a lot to offer</p>
<p>I am not entirely sure to be honest.</p>
<p>I am not quite sure, don't know.</p>
<p>I am really pleased that it has an open ended nature. I think they should continue with the innovative art ideas that they have had. It is good for the residents, and it brings people into the city from outside.</p>



I believe I said on one of the blackboards that I feel that Hull needs to grow on this City of Culture to keep it going, for that I think it needs a strapline Hull City of Imagination, you need to hold onto that momentum, they have three years to really ride this wave.
I definitely think for the sake of Hull, I hope things are still promoted to keep Hull on the map.
I did wonder, keep up the effort that's all, and do not let it go.
I don't have an answer.
I don't know
I don't know.
I don't know. I'm not an artist myself. I did like the mix of art and engineering. Although it's nothing to do with city of culture. It is quite aesthetically pleasing. There is certain modern art that I cannot see my way through it. In the local art gallery, there is some very nice work.
I don't think we will go much further than we have. It has shown people that Hull has more than people expected.
I don't know but I am intrigued to know where do we go from here, and to know about what other events unusual like that will come up, I hope the momentum keeps going.
I don't know.
I don't know.
I don't know. I just enjoyed the experience.
I don't think it did pose the question.
I feel we need to maintain the interest that Hull has had to keep a high profile and raise expectations and aspirations of young people.
I have no idea.
I have not had time to reflect on it, too much going on.
I hope it continues. The other things I've seen I have been impressed with. But this particular event I have been disappointed with.
I hope it has demonstrated a thirst for interesting events, whether deemed cultural or not. It is nice for new and exciting things to happen
I hope it will continue and we can build upon it and encourage people to accept Hull as the wonderful place it is.
I hope more funding for cultural events and arts, everywhere but in particular cities like Hull that maybe have not received enough attention in the past.
I hope that hull can continue on something similar. I think the areas more than capable of doing these events as we go on into the future.
I hope that it can continue, I hope that people of Hull realise that we can carry on with these things, maybe we can carry on in a smaller way. I realise that the funding last year was probably greater than funding in coming years.
I hope the city builds on this legacy; I hope in years to come the whole city benefits from 2017, it brought so many people in. I hope leisure, industry, shopping all benefit.
I hope they keep doing it.
I just hope there is a continuation of events in Hull which carries on after 2017 and I'd like to see investment in local artists.
I just think that anything is possible.
I know it's probably impossible but I would like to see more of what we've seen this year, more things that look outside the box for art. The reason for this is that it didn't challenge my opinion of art because I already thought that art could be like it, and I would like to see more of that. I like the challenge that the work has presented and it was interesting to see the various bits and being called art, it just didn't challenge my thoughts because I already had those thoughts.
I like where they have taken technology and the way they have used it. Technology needs to be integrated. It's interesting how the robots were combining old fashioned with the new. The integration of technology combined into everyday life.

I really like what is happening so far in Hull, I would definitely like to see more along the route of technological innovation in Hull, I would like to see any sort of art involvement including music not just visual art, these things are very important for me and I would like to see them more in Hull.
I really think there are huge opportunities for Hull, I think there are massive opportunities for Coventry to learn from Hull, I think we as Brits should proud of the places we do not know so well.
I remember saying to the volunteers that keeping them on would be great, I think having friendly faces to people who come as tourists is great, I think the volunteers were a huge asset and made people appreciate how much there is in Hull. Although the arts and culture was fabulous, Hull's heritage has not been shown and this has opened people's eyes to how rich a heritage Hull has had. It is an unspoilt nature of the Old Town, you can walk through there and really appreciate how important Hull's old town has been, and that is very special. I think another great thing is are the things that have happened in the streets, everyone could access it and enjoy them, so many small events going on, people have walked around and around Hull knowing that it is really interesting.
I still do not know the answer, other than robots taking over, are we controlling them? I have more questions than answers.
I still don't have an answer
I still don't really understand what the purpose of them are but it was interesting to see the people working.
I still have no idea. Machinery is the way forward.
I strongly feel that we go towards lots more good quality culture, keep doing it, do not backpedal on what they have done, and keep advertising it. And a practical point to make we live the other side of the Humber and there are times that we would value them running the park & ride until the end of the event, they do this for the Hull fair, they are brilliant, they sort of did it for the opening night but we were let down on the ride back to the carpark, the bus driver took us as a favour on his break.
I think as a piece it was really relevant because there was a lot of attention on technology and our society is evolving in that way and becoming more reliant on it so it was interesting to have a piece that echoed that with an element of history, because the machines were historic and retired. I think it did a really good job of marrying the past with the future and it was set really well - being beside the cathedral and the historic buildings. I think it would be interesting if they explored other machinery that has been retired and reused and re-thought about in another way. It would be interesting if industrial towns and mining towns that had a past life that I wasn't aware of, that were monumental in their heyday had more light shone on them to highlight the importance of them and attract tourists.
I think carry on doing what we are doing.
I think Hull has an amazing opportunity, somehow or another they really need to grasp the nettle, not easy in the financial climate of the country. It is the financial climate that will kill it. We need a federal government.
I think Hull has gained a really important place in the UK both culturally and economically, and has a place in European culture, so it has been raised on a platform. Hull is leading that, the city of culture company should praise that, and keep all the things like Where Do We Go From Here in Hull as a permanent feature of the city to inspire future generations. I think people have a low opinion of Hull and I think they can really build on that, and put it on the map culturally in the UK.
I think Hull would have to concentrate on the outer edges of the Old Town area and the buildings as well. It needs to smarten them up in order to better accommodate future events. For instance, the walk into the old town from the Ibis Hotel and the dock/ quayside area was quite tatty and the pavements were in a shocking condition - they were all cracked and broken. Also, they have Princess Quayside and their key store to invite to you in is Primark and it's quite depressing when you go in there. When I lived there, they housed quite high-quality small shops but now those have been closed and turned into a cinema. It's spoiled the entrance to the old town.
I think if they can keep the momentum going. It will go from strength to strength,
I think it has a bright future, this city of culture has done wonders for Hull, it really has.

I think it is a tricky question, I think it would be fantastic if Hull could encourage people to continue to visit the city, this event has shown people that the City has far more to offer than we ever thought previously, but it has restored pride. It is not just about Hull, it has spread out into the local area, it has encouraged people into the area in general.
I think it is about looking to the future and taking this year, the investment, the visitors and making the most of it, what is the future, technology, young and old, and if Hull could become similar to what Liverpool has achieved and what has happened to Liverpool, I would be very proud if Hull could do something similar. From my point of view there is so much potential for Hull, all of the people, people from all parts of Hull can develop and make Hull a success, I would be really proud if Hull could do that.
I think it is over to us, the citizens and visitors of Hull, I think that people like me; people who live and work here need to engage and get involved in cultural events more than we have done. We need to encourage the visitors to keep coming in years to come. It's down to us.
I think it like they don't know really what to do now, I think the volunteers are still very involved, I think we should have another event, I know they say that it is going on for another two years but I think they should have kept it going/another event for something to start the new year with. Like the projections in the square, I think they could have done a brief synopsis of the events that they have already done to keep it in people's minds what has happened.
I think it's very important that they continue to put on more cultural events as a forerunner. It would be a shame to let things slide.
I think that we should have cultural events like we have had in 2017. It is very important that children should be involved, as they are the next generation. I think volunteers should definitely continue. I was not one for very long. I think they were a big part of 2017. I think that, local people should be encouraged to be involved in cultural activities of the widest type.
I think the answer is really for the people of Hull. We do recommend Hull.
I think the city of culture is fantastic. It has done a massive amount to improve people's opinions of Hull. It has been a fantastic thing for the city.
I think the only way is up. We should continue, it has pulled the city together.
I think there is a lot to be said about unused industrial buildings in the area that could be used for cultural and artistic events.
I think they have to capitalise on the past year and promote Hull as a city of culture.
I think they should carry on with more of the same and not just let the opportunity to do events like this pass by.
I think they should keep doing what they're doing, bring in different variety and different installations that bring people into the city and increase the footfall.
I think we have to carry on, it has opened up people's mind on different ways of looking at things, it has been really enjoyable.
I think we involve more people in art and collaboration.
I think we need to build on the fantastic things that have happened in 2017, keep the momentum going, continue to involve the people and events that have taken place.
I think we need to build on what has been done this year and build on it to make it stronger so that the legacy to go forward will encourage people to associate Hull's culture with Hull in years to come as well.
I think we need to continue in the vein we have started. I think it needs to be open to all people. Different social surroundings. I want people who normally can't afford it, to extend their thought processes, so that art is open to everyone. It should be available and free to everyone.
I think we should continue doing everything we are doing. They should keep up the good work.
I think we should have more events in the city centre, such as the parade, which encourages families to come to the city centre.
I think we should make Hull the city of cycling. I think cycling is something the whole city could benefit from. It would help Hull stand out. It would make the city safer, and more healthy. I think it would be

really interesting. I think Hull could provide an almost European style experience.
I think we should move forward with stronger links between artists, musicians, writers and industry. There needs to be more sponsorship and support from industry. Hull 2017 could instigate this interaction between artists and industry and it could lead to the use of new materials for artists.
I think what it did, was it made me think a lot about the coming year after the city of culture, and made me think about how things are developing such as technology. We had a really interesting conversation with the volunteer who was a team leader who talked about the city of Hull now having a plan for a certain amount of years e.g. 10 year plan and 50 year plan. It made me think this would be a small thing out of a much longer term project.
I thought it was really interesting. I thought it was a brilliant idea; I liked the whole concept of it.
I thought it was very enjoyable, and very rewarding.
I thought it was very interesting. It brought hull nationwide together. Hull has a strong industrial background. The robots had a good choreograph.
I thought the question would be about where Hull would be going in a cultural sense at the end of the year 2017. I do not think the event answered this question.
I thought the whole thing was very thought provoking; it made you see the buildings in a different light.
I wait and see what will happens
I want people to be happy.
I will pass on that one.
I would encourage hull to continue promoting itself, and encourage people to visit.
I would hope that hull would continue to host cultural events that aim to engage the whole family. And to showcase the beautiful hull town that is still relevant to today.
I would hope we would continue with new events. It would be good to have events that open our eyes. We should make things more inclusive.
I would like it to continue.
I would like more excitement, and what is in the pipe line for us. You do not want it to stop.
I would like them to keep it up. They should carry it on.
I would like to see arts activities like these continue although with less money, I would like to see the programme continue for another 3 years.
I would like to see more events and plays regarding historic people, people from hull through history. I would like to hear more historic stories.
I would like to see more money invested in Hull. I would like to see the spirit of the city of culture continue. I would like to see more events that bring people in, to show people the town. I think it gets some bad press, which is not justified.
I would like to see more of the events we've had over the year in Hull.
I would like to see more. The blade was very good. Engineering art is all my thing. Pop up art would be very good. More visitors.
I would like to see similar events in the future.
I would like to see some good music people coming into the new venue in Hull
I would like to see the events continue, we always support them. There something everyone can go to, the street parades. There is a mix of people.
I would reflect about it. I think it is interesting to see different things. It made me think about Hull in a different way. It was strange.
I would say an advancement technologically; technological advancement has astronomically gone forward in comparison to what we had in the seventies.
I would say they need to invest in the legacy of the city of culture, the people who came to the city and enjoyed different arts and culture. I think this needs to continue.
I would say you have to try to keep promoting Hull I would say.
I would support it in the coming 2-3 years.

I wouldn't have a clue where to begin.
I'm hoping in the next couple of years, there will be more events to come, and that it's publicised more. It was difficult to find out about things. The older generation are not so good with it, and computer literate. I do wish I had found a certain website earlier on.
I'm watching with interest is the only answer I can give to that.
I'd like it to keep its momentum going and use what's happened to build the impression of Hull into being a more vibrant city as opposed to where it's been seen for a long time as a backwater stroke, run down and isolated placed. It would be good to incorporate more activities on the street where practical and possible. I think it would also be useful where possible providing the voluntary support and keep those people engaged, because they did a good job.
I'd like more of the same events, the variety has been unbelievable.
I'd like to see what's been happening this year continue, it's been really good.
I'd really like to see as many different cultural things to continue because it really has changed the city and made a big difference to everyone's perceptions of the city, not just inside the but outside too. I would be very disappointed if it didn't continue.
If anybody gets the chance to go they should definitely go, a new experience
Is the question asking as a city, as a society? I do not think there is enough context to answer this question.
It depends on the support going forward, I think it can be a catalyst to involve the local community however there has to be something to fan the fire, if nothing is done to fan the fire it will die quite quickly, this experience cannot just be used as something to promote our culture in the city, there has to be some follow up whether it is funded or not funded, I don't know how, a Facebook group and social media, get involved, take ideas and promote them, there has to be something, some sort of level of follow up, whether they use volunteers or a small organisation is put in place.
It depends who we are, if you think of all the people that have been involved in the city of culture, I think it is about sharing that with the world as much as we can, and putting Hull on the map. I think there needs to be benefits in the local community; I think it is important for the local community to have benefits from the art and the culture but also broader benefits in terms of employment and the way that they see themselves.
It depends. I enjoyed it thoroughly. I would like to see more things. It would be good for the kids.
It has been a brilliant experience.
It has bought everyone together. The atmosphere in Hull has been more positive.
It is a massive question for employment, and social lives. It is talking about new industries. We are looking at new models of employment and entertainment
It is pretty much the same on the evening; we need more inclusion with local people rather than external people. It's mainly in reference to the inclusion of local artists, whether established or not.
It is something I think about a lot anyway, about jobs and things, there was a weird quality to what was there, it made me think of Terminator the film in the future, and made me think about cars and automation, and whether robots will take over the world. I found it very thought provoking. I interacted with it differently every time as well. The one with the church had a weird quality as when you stand next to it, the lights shine on you. I went a few times, and I really like the difference between the two.
It is tricky. I do not come from Hull. My view as a tourist. It is a hidden gem. It should be promoted more. It should be celebrated more.
It is very important that the culture continues this year and in the future and that it has moved Hull forward in a really positive way and also has been seen by people from outside of Hull.
It opened the forum up to different artists, and to show them to the wider public.

It seems to me that Hull definitely has to go for green technology, Hull's big drawback is the low educational standard of the working population, Hull needs to go for some form of manufacturing. The other thing is education, a more general education is so necessary in Hull, there are so many people in Hull who are proud to be born in Hull and live here but they know so little about the city. For example, one of the interesting things is everyone who knows how badly Hull was damaged in the second world war from bombing; I spoke to a few people who did not know how many people died in Hull. One of the councillors Leo Shultz in Hull thought that there was going to be another war and started to install bomb shelters in gardens and he was criticised for installing them, as a result less people were killed in Hull than the other cities. People in Hull voted 66% for Brexit but what they do not know that 134 million of EU money has come into Hull.
It was interesting and different to other art installations I have seen before. It was different
It was so interesting and nice to interact with everyone. It was different.
It was thought provoking, interesting and engaging, and created discussion.
It's all very interesting and I enjoyed going to them. There's quite a lot to do on your doorstep.
It's dependant on so many external factors but it would be wonderful if they could continue to do next year, what they have been doing this year, but I doubt it's feasible, with regard to funding.
It's important it carries on because it's been amazing and needs to carry on.
It's uniting people, it's bringing so many types of people together and promoting that. Bringing that mix of people who wouldn't normally spend time together in one space.
Just keep going
Just keep going on and keep being cultural.
Just keep going. Keep up the good work.
Just to carry on doing different things, it will attract tourism. It should be for all ages. Keep it all going. They should keep it up.
Keep doing what you're doing.
Keep it going.
Keep showing the city in a positive light and making people see there is more to hull than people have realised.
Keep the momentum up, keep the team together that have delivered the services, particularly the volunteers who have been fantastic.
Keep up the tradition we have done this year
Learning to embrace future technology
Let's have more innovative and challenging art
Let's have some more.
Long term contributions and factors.
Lots more events, continue what they have been doing.
More of the same
More of the same
More of the same or similar
More of the same, similar performances, laser shows, plays and the culture that has to come to the city.
More of the same. It has been nice to see the events.
More of the same. Keep it going.
More opportunities to join together with other people to appreciate novel art events.
My answer is it depends on whether we look after our planet or not, I want people to be more environmentally conscious and think about how we take care of our planet without destroying it.
My strong opinion is that we have to recognise and develop local artists. We need to develop any talent we have. If artists have something to say, everyone does.
Onwards and upwards

Onwards and upwards I think.
Onwards and upwards.
Onwards into the future
Other than the fact that we need to do more, we need to carry it on and Hull needs to continue being the most amazing place in the world and it needs to be proud of that fact.
Some of the venues are used in a creative way. There was a variety of things small and large and spaces were used that are not always. It was informal a lot of it. The volunteers played a huge part it was really well informed. They helped you understand what was on. It was equally consistently good and enthusiastic.
Stand out
That was my problem with the event; it didn't explore the question very well. It would be nice to see more of what we saw earlier in the year, i.e. the green ginger event.
The art and cultural events should continue.
The city of culture has given the inhabitants a much more confident outlook of the city and hopefully that will continue.
The event was so thought provoking, especially the eerie sounds, the event stopped us in our tracks, it was all explained to us so well by the volunteers.
The events I have attended have been brilliant. There should be a special something once in a while. I appreciate art being done by something else.
The government needs to encourage more industry and jobs to come to Hull, there is so much opportunity there, there is a proven workforce there who need the work and have the skills to do it. Too many are having to work as volunteers in Hull.
The only way is up. It can only lead to good things. Were in a really good place
The opportunity to grow on what we have done this year.
The universe is open for us and we can travel via rocket to a different planet. Maybe there's some availability to live or visit different planets.
The whole go ahead of a centre of excellence for Yorkshire
The whole year has proved how much can be done, it has given inspiration to people to get involved, it has proved so much that things can be done. It inspired me to possibly become a volunteer.
There are some challenges there, the challenges are engaging all people, people from Hull, and it is engaging them in a way that they feel included. That has happened for a lot of people but not for everyone
There ought to be more of the same in the legacy.
There should be more of the same. They should keep giving the eclectic mix that they have been giving over the past 12 months. They should keep besting people's ideas and giving them cultural aspects to look at.
They have to try to keep doing what they have been doing to make it sustainable, that is the whole sort of City of Culture, they have to try and keep presenting events like this in the future.
They need to make sure they use the facilities they have. Use the buildings, the coastline, and the river.
They need to think hard about where they go from here, they need to think hard about what to do next, they should be promoting Hull via social media channels, they should keep all the interesting arts, gigs and culture to benefit tourism and businesses, to create more employment and promote services and culture we have here such as free museums, the Hull theatre, the marina that has been renovated, they need to promote these things, as well as telling people about Hull's massive fishing industry, I think they should keep promoting the city, attracting events, arts, music gigs, ballet and any cultural things, the same as they have been doing throughout 2017, advertising nationally in newspapers etc. Really important that they keep it going and don't fall by the wayside. It was a wonderful opportunity that was utilised well.
They should keep up the good work, I feel very positive about it.

To continue the legacy that Hull 2017 has created.
To continue, to carry on, to be honest, I don't think I can really answer the question. You have got me thinking. All I will say is really what a wonderful job everybody has done to bring this to people's notice, if they can carry on and keep showing off what Hull is really about, that is how we all feel what has happened to us, I feel really privileged to be from Hull. It's a talking point wherever you go.
Try to maintain the level of interest generated by the population and wider.
Trying to get more people who live in Hull, to look at the old town and the old buildings.
Upwards and onwards
We continue to hold events that attract local residents to explore the city more and attract people from outside the city.
We could go further. They should get the public more involved. They should go around to working class people, and had more input into it.
We go for another 3 years, and we keep doing the things we have done. One of the events that took place, in the avenues, was "Walk in Art". Local artists, and some of the people from outside, and they opened up their homes to art. It was so successful, but it could have been advertised. I said to people, we have to do it again. We now have a cultural event, the legacy is crucial.
We have to carry on like that in the town centre.
We have to carry on promoting hull as a city showing people what culture is available. We need to carry the project on.
We have to keep the momentum going for the future, I don't know how easy it will be, I think people are starting to see Hull in a different light, and we have to keep that energy, there will be other people in charge and I think we all have to get behind it and push it forward. Recommending Hull as a tourist destination, saying positive things about Hull, push it forward and keep it in people's mind, good place to work and to live, not too big of a city, just the right size, people are fantastic, I think we need to spread that word, I think Siemens and green energy are going to push us forward.
We have to maintain the momentum, it has been a fantastic year for Hull, keep the momentum for other events in 2018 and beyond.
We just thought seeing the robotic arms were very peculiar so don't repeat that. The light show on the side of the deep aquarium was crammed into 3 days so I think they should spread it out a bit more.
We need more events, but we need gaps between them. One a week would be sufficient.
We need to build from it. People were not expecting much. It was a really good year, and we need to keep it going. We should put on new events, and get people involved. The light show at the start of year was all about families, I really liked that.
We need to keep up the momentum of the different arts but it would be an idea if it could go across the different age ranges and somehow get art into the more deprived community and possibly into old people's homes and community centres where people can't get about.
We need to promote hull more to get the most out of what we have got
We need to try and work together, instead of working against each other. We need to collaborate instead of competing. We should not be scared of technology, we should let it help things, and benefit the world.
We should continue among the lines of the events. We need more art, installations and creativity. We should open up the buildings. We should also tap into local artists and culture, and their contributions.
We should just keep going as we are and show off Hull as we have been doing this year.
We will definitely go forward; they have been quoted ' we will tell the world'.
We would like events to continue, we have enjoyed the music, the art and the spectacular parades. The plays we have been to, we have been to some of them and now we will go to far more.
What answer do I give, I would say that we should continue in the same direction, the same inclusive and exciting variety of events, local, national and international if budget allows.



What will be the legacy of capital of culture

**Q14. Is there anything else you would like to share about your experience at ‘Where Do We Go From Here?’?**

A good effort
Absolutely fantastic
All I can say is everything I have seen or been to, I only went on Sunday to see the robots, I spoke to the volunteer we had a really deep conversation, the machines reminded me of dolphins in the water making the noise the noise they make, it was relaxing, I don't know how people have such an imagination to create such events, wonderful.
Because of the hype that was built up I was disappointed. My expectation was better than the reality. I was underwhelmed
Big thank you to everyone involved
Everybody involved in the events have been absolutely fantastic
Everybody that was involved did a really good job. The volunteers were amazing. The volunteer told us how long it would take to start which was very informative.
Generally I was quite surprised and pleased with the outcome, because early on in the city of culture, I had my reservations on it being successful. Earlier it would seem that the appeal was more focussed on what I think is a more selective part of the community i.e. Arts. I enjoy it personally but I think it's opened up a perspective for others as well.
Get people involved.
Hull is wonderful. Very impressed with the lighting on city hall and the queen Victoria statue.
I am new to hull, I have only been here a year and I have been really really impressed with what I have seen.
I am sorry it had to end.
I did think the volunteers were quite absorbed by it. They were very enthusiastic.
I didn't know what to expect but to see it come alive at night it was beautiful
I don't think so. I thoroughly enjoyed all of it. It was a fantastic experience. It has raised the awareness. The pride factor has increased.
I ended up chatting to 2017 volunteer when I was at trinity square and I was more than happy to give her my details. Up to 2013 I worked for the museum so I saw it from another side. It had a lot to prove to me and it did, it blew my mind. It's a shame it's coming to an end
I enjoyed it because it showed robotics to the population. Many will not have seen anything like it. It presented a blend of technology and art. It might have made people think about the near future.
I enjoyed it very much, I can see a transformation in the city, we have a way to go but there is already a benefit and I hope this is continued. The city is spread out a lot and it needs to be linked more. There are still areas in the city that are lacking.
I enjoyed it, the only thing was that it was cold, but I can't blame anyone for that. Everything else was agreeable.
I enjoyed it, thought it was good fun.
I enjoyed it.
I enjoyed it.
I felt that it was a mishmash of various things that did not hang together at all, the idea of the robotics as forward looking, they were old robotics from a factory, if it had been something significant and something new, it was made to look like it was being controlled very cleverly but we all knew that it is easy to do that.
I found each one was very different, I loved the one in the museums gardens and I thought the one outside the minster was quite scary.

I found it an enjoyable experience, it was a good family outing
I found it completely uplifting
I found it very interesting
I have enjoyed the whole thing, I have enjoyed hull city of culture 2017, it has been fantastic, it has got people out who would not normally go to arts and cultural things, people who think usually they would not like it but it surprises them that they do actually like things like this and opens them to liking something else, people have different tastes, but I think it has been really good. I am glad that I have taken part. I would encourage people to come to hull.
I just hope there is truly a legacy.
I just think it has been a wonderful year and I hope it carries on for longer, it shows hull for the nice things that happen.
I just think it's interesting the things they put on in the winter, which wouldn't have the same impact on lighter nights. They've thought of things for different seasons and the lights on the buildings brought them to life.
I just thought the robots were such an innovative idea.
I just thought the whole experience was great, there were some fantastic thought-provoking ideas, the whole idea of art etc. and culture, really brining a city out of the depths of despair was amazing.
I know hull very well, my daughter was at university there, it has had a bad press for a long time and this really I think has improved the way people think about hull. I think it needs to be better advertised outside of hull, not just in hull. As you drive over hull bridge there is no banner to tell you that it is hull city of culture, the advertising was not great.
I like the installations of the robots. My nephew loved it, so he's always going to remember that. I thought it was very thought provoking, the music, very good.
I like the installations, I think it may have been a bit better if you could interact with the robots to make more of an experience.
I really enjoyed it and from looking at the people engaging with it, being out in the open and being accessible. It was really important that there was that accessible element. I think it was really successful.
I really enjoyed it, I think these art installations bring people to these cities and have they can have a look around and notice the architecture.
I really think they go out the way to help you feel part of it. They answered all the questions needed.
I saw pictures of what it was going to be and it wasn't that. It didn't live up to expectations
I spoke to the volunteers, they were very knowledgeable and helpful.
I suppose the volunteers are really good, I think that would have helped visitors coming, advising them where to go and what have you.
I think it has been good for the volunteers, it gives them a chance to meet new people.
I think it should keep going. I made a comment on Saturday night, is that because we don't live in hull; we were made aware of some of the events. The events are no longer getting the push with the BBC. It was a collab that worked very well. They need to update things, and for it go on.
I think it's wonderful, it's a shame it's gone it would be nice to have one there all the time
I think that it was good overall. We really enjoyed the events that were popping up in different locations and they were not restricted to a venue - we really enjoyed the open space aspect.
I think the fact that there is nothing written down, it was just left to your own devices. The guys gave us a leaflet and that was quite useful, and mentioned the three other destinations. They provided us some insight.
I think the volunteers were excellent. Everyone spoke to us. It gave a good impression of the city which I am pleased about being from the area
I think the whole year has been well though through, thought provoking, and it has bought the city together more.
I think the year has been successful. You don't want it to be in isolation. There will be a true legacy

ongoing.
I thoroughly enjoyed it and the whole year so far.
I thoroughly enjoyed it. It changed the face of hull. People are looking at it differently. Hopefully it will boost the local economy.
I thought it was brilliant, I thought it was really thought provoking, I go to a lot of arts and cultural events and I thought it was one of the most thought provoking I had been to in a long time.
I thought it was excellent and really well put together. I think it should have been advertised more, because we came to visit and just stumbled across it on our way to dinner.
I thought it was interesting to use industrial robots. The one outside the transport museum was communicated well, and posed the question well.
I thought it was really good, in that had different sites. It appealed to different types of people. Artists would enjoy it, but also kids. It was not in an art gallery setting. It took machines from a factory setting, and presented them differently.
I thought it was very enjoyable. I like the places where it was set. I thought it was very good, and the museum. It was well thought out.
I thought it was very moving and I liked the fact that the children enjoyed it too.
I thought it would be an outward-looking experience, where hull is it is quite isolated and it is quite inward looking, I don't think hull is an outward looking place, there is a social malaise that needs addressing, you can use the past experience of the year to bring culture and ethnic integration into the community or it is just going to collapse in again on itself again, there is a window of opportunity, the whole thing about art and culture is to look out not in. The people of hull are basically good people I think they have lived through a difficult period in time in the city's history and they genuinely deserve an opportunity to bring a new window on the world and all the things that can bring. I don't think people have time to look outward at the moment.
I thought that one of the exhibits moved me a lot more than the others, the one with the mirrors was fantastic, we saw that one second and once we had seen that one the others seemed minor in comparison.
I thought the installations in the museum were fabulous. We went there twice, to have a look at it. I thought it was spoilt by monument bridge, and I felt people were just walking by, which is why some of my answers are very low.
I thought the one with the mirrors was particularly good. In the way it unfolded it was really amazing
I was concerned that ripple pools existed where the light show was, there were dark areas and I was worried about a slip hazard as it was dark. I made a complaint about this and on my return the pools had been drained.
I was deeply impressed by the volunteers I thought they were fantastic, I am a professional in events and art; I do think the volunteers made it stand out, it made it a very enjoyable and informed experience as well.
I was disappointed the hull city of culture did not have a good start, walking around the town was difficult due to screens etc. but afterwards it all looked fantastic.
I wasn't expecting the questions from the volunteers, and it was a bit of a stumbling block and unexpected. It was a bit a random.
I would like a map, because I knew there were 4 events but forgot where the fourth one was, but apart from that everything was ok.
I would like to see granddad's lord mayor john Hewitt and lord mayoress betty Hewitt contributions are quite well noted.
I would only reiterate what I said previously we enjoyed it and it was thought provoking.
I'd like to congratulate the team that have been put together. It's been mind boggling as a whole aspect. The team have stuck to their guns and believed in themselves. I think the volunteers have done an excellent job and have been just rewarded by having a wonderful experience, themselves and have probably learnt new things about their own approach to life and how to view it, particularly with regard to hull. // one of the big pluses from my perspective is the amount of master classes that

have been opened up to the volunteers. I've found them to be fascinating and long may it remain because a lot of the volunteers have never been able to pursue academia so in many ways, this has given them a new vista on the possibilities and probabilities. It's an insight into a new genre of living.
I'd like to say the whole year has been absolutely fantastic and well organised.
I'm looking forward to seeing the other two that I haven't seen yet, the whole thing was really fascinating, well put together, and I don't know how people come up with these ideas. The creativity is amazing.
It asked a lot of people for their views, everyone felt included.
It certainly exceeded our expectations, in terms of the area, and how the whole concept was put together.
It could have been a bit more aimed with kids in mind
It has boosted the morale and the atmosphere, the events in the street has been a really good thing.// I think it is important to kind of understand that everyone who has been involved needs a rest after a year, but it is important to keep up the momentum and keep going on what has been achieved.
It has got people out into the town, on a night we would have never have gone into the town before; we would not have gone into town on a night before the city of culture.
It has just been great, really good, fascinating.
It made me proud of where we live. It made me think about things. About what things meant and how to visualise them.
It was a really good chance for everybody to get out. People who have volunteered and taken part have done a really good job. A lot of friends of ours has thought the same thing and has enjoyed it
It was a really good event, really thought through I enjoyed it
It was a very enjoyable evening with the family. We don't normally take children into the city centre but it was pleasant.
It was absolutely fantastic. They did a brilliant job.
It was brilliant.
It was cold.
It was enjoyable and it didn't bring people together like some other events like the one in Jan 2017 which was very moving and brought people together. Although I can see the value of the robots I didn't think it brought people together to hull 2017 city of culture.
It was enjoyable.
It was good.
It was nice to visit. I enjoyed the sounds more than the sculptures.
It was really enjoyable particularly the museums gardens. I don't know how much it was promoted to families and young children who could of got a lot out of it.
It was really enjoyable. We need to bring more people into the town centre.
It was really impressive, outstanding
It was thought provoking, and well put together. The volunteers were friendly. I would go something like this in the future.
It was very cold but couldn't be helped.
It was very enjoyable and quite thought provoking, and did reflect on the historical buildings that we miss when walking through the towns on our phones.
It was very good really.
It wasn't as good as expected. The concept was good, but the weather was difficult. The Wilberforce house one was hard to see. The gates were shut. The museums one was the best.
It will be nice to see other forms of thought provoking art on the streets for everybody to see.
It would've been better in summer.
It's been brilliant

It's very costly, but it is important that things like that have the opportunity to allow people to share. I think people just need an introduction or a way in.
It's very touching. It's about people, hull, England.
I've been to lots of fantastic things in the year, this was a little disappointing, everything has been so good before and this was a bit of a let-down. There are two reasons, one is that perhaps we've been spoilt by all the great things before and the second being that nothing seemed to happen and there was little interactivity. Not a lot happens with the actual installations, the people are helpful but very little is going on.
Keep doing it and don't lose it. The authorities joined up and it seemed to work and people bought into it. I think an area like that seemed welcomed.
Keep up the good work.
Loved it, really enjoyed it, it has given us a reason to go into the town when we have had family and friends visiting because there has been something to show them every week.
More people need to experience these events. It's something I've not seen before and taken an interest in. People need to take notice in it and we need to promote it more.
My experience changed my mentality and will make it better for other people.
My experience of this event in particular was rather limited.
My experience of where do we go from here, my experience has been such a valuable resource that has been generated over the year, the volunteers, the staff and the programmes that have been put on for the public, it would be such a shame to lose the momentum.
My one critique is that they have spent millions on the new theatre, and now, the people of hull have to pay more for the experience. The prices have gone up for the customers. You have to pay a booking fee now. It annoys me.
No. I wasn't impressed with the staff she came up to me with a clipboard and started questioning me. Asking my age.
Now I am more aware of it and that things are still happening, it is nice to see things happening in the city centre and the whole of the city and be a part of it.
On my last shift which was the last night the security were too loud. They were a little over the top, talking to each other and friends
Only in that I did not quite fully understand the installation at princess key and trinity church, and the ones at the museums quarter and Wilberforce I found very interesting.
Only that I was very impressed with the volunteers and the work put in by the city, and I am very pleased for hull.
Only that it is a really good way of not ending city of culture 2017, it was a concern that it would just end, I think it has successfully got everyone thinking about what next, it has been an impactful way of getting people to think what do we do next about what do we do after 2017, I think there is a real confidence in our ability as a city to do that.
Perhaps these events ought to take place at a warmer time of year. I know they can't control the weather but it was bitterly cold due to the time of year. The robots used were obviously well used robots from a car plant and I expected that there might be some more modern robotic action as well. Also, the music was a bit 'funeral like'.
Personally we were showing friends around, the fact that we could show something off of our city to people who do not live here.
Really enjoyed it.
The Beverley gate did not function as intended; the lighting did not bring the gates together.
The event was not as I expected, there were too many robots shining lights on buildings. People see art in different ways I suppose.
The exhibit at Wilberforce house was a bit disappointing after the previous one. The people with coffee stands should be open when the events are on.
The hull city of culture has been outstanding and brilliant. It has been incredibly good. I haven't been to the plays I have gone too. The mark Thomas event, was brilliant.// // I met people, and it united us.

The political activity that flows from the event was notable.
The main thing is, I hope it gets people talking about hull. It is good to have talking points in the city.
The media aftermath, there is a feeling that all of the energy that was felt last year has just disappeared. I was aware a year ago that there were more people around, there were more Europeans around, now that seems to have gone, there are less people around, there is now a sense of uncertainty, will there be anything else. Because of the BHS position right in the centre, when it closed, that whole block, it became derelict, there seemed to be more homeless people around, the city of culture was going on but at a deeper level there seemed to be a decay. The establishment of the Siemens factory is so important for hull, after the Brexit vote the chairman of the factory said they would keep this factory but not make further investment, if we come out of Europe it could become absolutely catastrophic for hull.
The one in the museum quarter was the best one.
The online booking has been terrible for the events in general, keep having to search for events and go back to the beginning on the official city of culture website.
The only comment I would add is that I lowered some of the marks in the survey due to one of locations which was Wilberforce house. The rest of them you could get in and see a lot. At Wilberforce house, the gates were locked, so you had to stand back and sight was restricted. The view and enjoyment was restricted because of this, and I heard others making these comments. This was a small thing but I still enjoyed it. Overall I had a great time.
The only point I would make, I felt that one of the street life museums was more dynamic than the others. It was the use of reflective light. I thought that was very impressive.
The only thing was, the times of the robots, was not on the website. We had some false starts in regards that.
The signage was terrible and people could not find the event, had there been better signage more people would have visited, they could not find it. A massive problem all year is finding your way around the website to find out what is going on and not being able to book things because you are not aware that they are going on and they are fully sold out when you do find out. It has been frustrating, as a volunteer I had more insight on what was happening than the general public and people have said if only we knew. The website needs to be more user friendly. Finding out what is going on is almost impossible, trying to plan ahead is very difficult, visiting the hub has been good but you cannot always go to the hub before you start your day. There are things that even my husband and I missed because of the lack of knowledge.
The staff were brilliant. It was nice to see the volunteers.
The things that were not cordoned off by a barrier like trinity square, Beverley gate the animated robots were too high up to really take in what was happening.
The volunteer welcoming experience was very good. They did a really good job
The volunteers are very friendly, hopefully it will continue
The volunteers were brilliant
The volunteers were fab and really made me feel welcome to the city. The volunteers have showed that hull is amazing, and people should recognise that as they would if they attended.
The volunteers were fantastic, they made the event
The volunteers were lovely. They have been brilliant at all events.
The volunteers were wonderful and kept the events going. It is so important that they keep the city of culture going, they cannot be seen to get complacent and lazy, I know the money will dry up but there are other ways to obtain funding and keep it going.
The whole city of culture we feel has been superbly administered right from the very beginning and to the end. We would like something to be happening with the hand over to Coventry. An event welcoming Coventry, celebrating their city of culture.
The whole thing has been a really good experience.
The whole year has been absolutely fantastic and I've thoroughly enjoyed it.

There needs to be better promotion of events with artists being involved.
There was a shortage of good eating venues at the event, nice places to eat; pub food is not for everybody.
There were two aspects. One was the locations, they were familiar to me because I know hull but the mapping on the leaflets were not very clear. If I didn't know where I was going I would of struggled to work it out. The map was dark. The other was the way it was described - the art. It was excellent.
Thoroughly enjoyable, well worth the effort, money well spent.
Volunteers are very helpful because if they were not there I would not have known where to go, I would have found the gatekeepers and the one at trinity square, but apart from the volunteers it was not well signposted.
We all have an enjoyable experience with the event
We brought people from France and Scotland and from Edinburgh and Glasgow, Sheffield and Nottingham and they all absolutely loved it, they all said how beautiful they thought the old town was, they all said that they would recommend it as a place to come back for a weekend and stay there, they are looking forward to the new events that are coming up, it was interesting to see other people react the same way we had, we miss it now, we have just come back from hull today. Hull is not brilliant for shopping but we have tried really hard to do our shopping there when we can. It has made us use it as our local town which it should be rather than go to Beverley or York, you know, and eat out there. Although the city of culture has been culturally stimulating it has made us use it as a town and a base as well. I found the website really difficult to understand, sometimes it said that events were sold out and then it turned out that they were not.
We had an enjoyable night.
We just thought the volunteers were very impressive. We were at the tail end and they were enthusiastic, seemed to enjoy what they were doing, I always knew where they were due to their turquoise jackets; they were willing to talk and engaging.
We learned about how friendly Hull is. The event showed that people do not know what they are missing in hull.
We need some answers to the question from whoever posed the question "where do we go from here?"
We thoroughly enjoyed it.
We were disappointed the museums and art galleries were closed on the Wednesday and Thursday we were there.
When I was around there last week, the one thing that we could do with is the cruise terminal and it would bring people into hull city. I have brought visitors to hull and they all want to come back, people will come off a cruise ship and then decide to come back for a trip, I can guarantee they will come back. I am very proud of my city, my roots. The city of culture where it has been fantastic for hull and the people it has put hull on the map, my friends from Liverpool have said fantastic that hull has the city of culture and will be a fantastic, year. The volunteers have done a marvellous job; it has been a big team event.
You get once chance at this and one chance only if we do not embrace it we will be a forgotten entity again we will go back to being non-descript.