APPENDIX 11: AUDIENCE FOCUS GROUP DISCUSSION GUIDE

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| **Topic area** | **Comments / Questions** | **Timing** |
| **Welcome** | * Welcome, thanks for taking the time to come to this discussion
 | 5 minutes |
| * My name is Catherine Alexander and I’m a Research Fellow from the University of Hull, CPPI, undertaking independent research on behalf of Hull 2017 into the Flood project
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| * There’s lot to get through and the group will last for around 1.5 hours in total
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| * The session will be recorded to enable accurate reporting, though all comments will remain anonymous
 |
| * Please speak up and try not to interrupt each other
 |
| * Please be honest and open – there are no right or wrong answers and it’s okay if you disagree with one another
 |
| * Refreshments / housekeeping, e.g. toilets, fire exit
 |
| **Icebreaker** | Everyone to give their first names and answer the following question:**QUESTION:** How would you describe your theatre-going activity in a normal year? (i.e. not including 2017)*Probe: How frequently do they go? What sort of shows do they attend? What sort of locations do they experience theatre in?* | 10 minutes |
| **Motivations to attend** | **QUESTION:** How did you first engage with Flood?*Probe: Which part did they first engage with?***QUESTION:** What made you decide to engage with the project at this stage?*Probe: What was it about what they were told, read, or what they saw that made them decide to buy a ticket, watch the film or the BBC broadcast?***QUESTION:** After your first engagement with Flood, how many of the other parts did you engage with and why?*Probe:* * *If more than one part, what about the first engagement made them want to continue with the story?*
* *If they only engaged with one part, what stopped them engaging with the rest of the project?*
 | 10 minutes |
| **Online element** | In addition to four parts of Flood, a special website for the project was created digital content was created linked to the project. **Show** [**www.flood.hull2017.co.uk**](http://www.flood.hull2017.co.uk) **on screen or on iPad(s) as stimulus.** This includes photographs, short behind-the scenes videos; pod casts of interviews with the team; and articles.**QUESTION:** Who is aware of this website and the digital content that was created linked to Flood?If yes:* How did you become aware of the website?
* Did you visit it? If so, how frequently?
* What parts of the websites offer did you access?

If no:* What would have been the best way to inform you about this website so you were aware of it?
* Had you been aware of the website, is this something that you think you would have accessed?
* If yes, what would be of most interest to you and why?
* If no, why would it not be of interest?
 | 10 minutes |
| **Reaction to Flood** | Can you now think back to when you watched the online film (Part 1); the live shows at Victoria Dock (Parts 2 and 4); and / or the live broadcast on BBC TWO (Part 3).**QUESTION:** How would you describe Flood to someone else, from your experience of the project? **QUESTION:** To what extent do you feel that each of the four parts worked as standalone stories?*Probe: Did they work as standalone stories, or did people need to see all four parts? Why?***QUESTION:** For those of you who engaged with the digital content linked to Flood online, how do you feel this affected your experience of the Flood project?*Probe: Did it add or take away from the experience? What insight did it provide?***QUESTION:** Now that the saga has ended, what are your thoughts on Flood in its entirety?*Probe: What are you most and least favourite things about Flood? What’s the main impact Flood had on you?***QUESTION:** For those who attended Part 4, how do you feel about the way Flood ended? | 25 minutes |
| **Themes in Flood** | **EXERCISE:** I’m now going to give you all 5 minutes to write down on these post-it notes the different themes you feel were explored by Flood?After 5 minutes ask each person to read theirs out and stick them up.**QUESTION:** Have your thoughts and feelings about any of these themes been challenged by Flood?*Probe*: * *Has it caused you to think and reflect on wider issues and events happening in the world*?
* *Has it made you think about these things in a different way?*
 | 15 minutes |
| **Production methods**  | **EXERCISE:** I’m now going to give you all 5 minutes to write down on these pieces of paper some of the positives and negatives of each of the production methods used in Flood. Please think about the production quality; how successfully it portrayed the story being told; how engaging it was, etc. Please complete all those relevant to your experience. The Production methods are:* Online film – both via YouTube and via screenings in the airstream caravan that toured locations in Hull
* Live performances onsite at Victoria Dock
* Live broadcast on BBC TWO

**QUESTION – ONLINE FILM:** Please share a couple of thoughts about the online film with the group and give a short explanation as to why you listed these things?**QUESTION – LIVE PERFORMANCES AT VICTORIA DOCK:** Please share a couple of your thoughts with the group and give a short explanation as to why you listed these things? ***Probe:**** *How does the site-specific outdoor nature of the performance compare with previous theatre experiences?*
* *Does it challenge their understanding of theatre?*

**QUESTION – LIVE BROADCAST:** Please share a couple of thoughts about the BBC TWO with the group and give a short explanation as to why you listed these things? | 15 minutes |
| **And finally** | **Only if you have time**Has your experience of attending Flood affected how you feel about the Victoria Dock area of Hull?  | 5 minutes |