LOGG UMBRELLA

**CONSULTANT GUIDE FOR CORE PROJECT TEAM DEPTH INTERVIEWS - SHORT VERSION**

**POST-EVENT**

This script is intended as a guide for the depth interviews with Gareth Hughes, Adam Long Maddie Maughan, and Chrissie Lewis members of the Core Project Team about the Land of Green Ginger (LOGG) project. The questions within this guide are to be asked post-event and will supplement information gathered by an online survey, also delivered post-event.

**QUESTIONS**

**Concept Development - ALL**

How successful do you feel the overall narrative was in capturing the public’s imagination and connecting the individual Acts of Wanton Wonder? [Probe: strength and weaknesses of the overall narrative; examples of where projects connected well to one another and where this could have been done better; or where links were not made, why not]

**Collaborative Commissioning - ALL**

I understand that LOGG followed a collaborative commissioning model. Reflecting on your area of expertise, how did this approach work? [Probe: were roles and responsibilities clear between artists and the Hull 2017 team? How did this affect your work on the project?]

If you were involved in the 2016 pilot projects also, how pivotal do you feel these were in informing the collaborative process in 2017? [Probe: what changes were made in the approach after the 2016 pilots, particularly in your area of expertise?]

**Project Location - ALL**

Reflecting on your area of expertise again, how do you feel the approach to selecting locations for LOGG worked?

On reflection, would you advise any changes to the general locations selected for LOGG if there was a chance to do it again?

**Community Engagement – Maddie and Chrissie only**

How effective do you feel LOGG was in bringing Hull’s different participating neighbourhoods together? [Probe: LOGG crates; Green Ginger Fellowship online activity; “conspirators”; Hull Daily Mail coverage; Acts of Wanton Wonder]

And how effective do you feel it was in attracting residents from non-participating neighbourhoods to the project? [Probe: LOGG crates; Green Ginger Fellowship online activity; “conspirators”; Hull Daily Mail coverage; Acts of Wanton Wonder]

How pivotal do you feel the name ‘LOGG was in engaging the community? [Probe: strengths and weaknesses of the name; whether reasons for choosing it bore fruit]

What more, if anything, could have been done in terms of community engagement?

**Professional Development - ALL**

How confident would you be working on a project like LOGGagain in future, and why?

What are the key lessons you have learnt from working on LOGG that you will take forward into other projects?

**Partnerships - ALL**

Which partnerships do you feel were integral to the delivery of LOGG throughout 2016 and 2017? [Partners could include advisors; commissioned artists; events company; technical and operations; the local authority; venue managers, etc.]

How did the team go about securing these partners for LOGG? [Probe: Were they already Hull 2017 partners, and how did this help or hinder the process? How did Hull’s status as UK City of Culture influence their decision to get involved?]

**Culmination - Maddie and Chrissie only**

How do you feel about the plan for the culmination project, and to what extent do you feel this a fitting end? [Probe: what, if anything, would you like to do differently?]

**Measures for Success - ALL**

Reflecting on your area of expertise, if you were asked what the key measures of success for LOGG should be, what would you say? [e.g. audience numbers, community engagement, media coverage, quality of art, production quality].

Based on this, how successful do you think LOGG was?

Do you have any further comments on the project?