Humber Mouth feedback

* It could be beneficial to the Festival to start a mailing list (both postal for programmes and email for newsletters)
* Layout of the brochure separated headline events from other events but this hid some of the most interesting/unique events that were on
* Front of brochure, though a beautiful image, wouldn’t attract new audiences. It may have also suffered from being attached to the CSL brochure.
* Wold have benefitted from some signage in the window of the library during the festival.
* The screen for captioning at Will Self was too low, and scrolling on screen too slow.
* Rather than just using biographies explain what the event is in the event description.
* The biog for Melvyn Bragg could have picked up on his radio series about the North.
* There wasn’t much of a Festival presence across the city - by WBP or Hull 2017.
* It may have benefitted from the BBC plugging it more often during CSL and could have been more assertive to be treated as more of an equal partner with CSL.
* Isobel did a good job and an asset to WBP for the delivery of Humber Mouth.