

WELCOME TO THIS SURVEY

**Many thanks for sparing the time to talk to me today.**

**I'm Catherine Alexander, a Research Fellow from the University of Hull. I'm undertaking independent research on behalf of Hull 2017 to evaluate Back to Ours, the half-term arts festival taking place at community venues in North, East and West Hull.**

**The research I'm doing seeks to provide an objective opinion, so please be frank and honest in your answers. Your feedback will be combined with that of other peer assessors and will be anonymised within the evaluation report.**

**As part of the evaluation we are gathering feedback on the Back to Ours shows you will be seeing, as well as your viewpoint on the Back to Ours concept as a whole. You will hopefully have had time to read through the background information.**

**In order to follow Arts Council England's instructions on undertaking a Quality Assessment with peers, we will speak to you both before and after your visit to Back to Ours. This will enable us to see how the live experience of the event measures up against expectations.**

**It will probably take us about 30 minutes to complete this interview today, which is the pre-visit part of the process.**

**Any questions before we get started?**

ABOUT YOU

**1. Name:**

**2. Organisation or Company:**

AWARENESS OF BACK TO OURS

\* 3. Prior to being invited to peer assess the Back to Ours festival in Hull, which of the following statements most closely reflects your awareness of it?

- You had never heard of Back to Ours before
- You had heard of Back to Ours, but knew nothing about it
- You had heard of Back to Ours, and knew a little about it
- You had heard of Back to Ours, and knew a lot about it

\* 4. How would you describe the concept of the Back to Ours festival from what you know of it now?

**If they do not know that much about it, then please provide the following background information, in order that they can answer the following questions in an informed manner.**

The 'Back to Ours' project aims to engage non-engagers and low-engagers of performing arts, growing their confidence as a consumer of culture, and enabling them to take risks in what they choose to see. In the longer-term the hope is they will seek out and feel more able to attend cultural events elsewhere (including city centre venues).

This is done through creating a series of temporary performance venues within existing community facilities, which are both local and familiar, e.g. schools, community centres, social clubs and a shopping centre. These venues host a range of performing arts, including comedy, live music, dance, contemporary circus, cabaret, and spoken word, as well as a cinema experience with a difference. Ticket prices are kept low, costing between £2.50 and £10.

This combination of approaches seeks to overcome geographical, financial and institutional barriers to engagement.



Strongly disagree

Strongly agree

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Reason

**Enthusiasm:** I will come to something like this again

          

Reason

**Local impact:** It is important that it's happening here (in Hull)

          

Reason

**Relevance:** It will have something to say about the world in which we live

          

Reason

**Originality:** It is ground-breaking

          

Reason

**Risk:** The artists are really challenging themselves with this work

          

Reason

**Excellence:** It will be one of the best examples of its type

          

Reason

**Rigour:** It will be well thought through and put together

          

Reason

**\* 6. In what way(s), if any, do you feel that diversity\* will be explored / represented by the Back to Ours festival as a whole?** *\*Diversity refers to gender, ethnicity, disability, age, sexual orientation, and / or socio-economic status*

SHOWS

\* 7. Which of the following Back to Ours shows are you scheduled to see when you visit Hull later this month? (Please tick all that apply)

- Once Upon a Pillow Fight by Upswing
- SKIN by 201 Dance Company
- Drip by Script Theatre
- Bedtime Stories by Upswing

AWARENESS OF THE PERFORMERS

\* 8. The following question asks about your previous experience or knowledge of the performer(s) from the shows you are scheduled to see. For each show, please select one of the following answers:

- Yes, you have seen previous work by the performer(s)
- Yes, you have prior knowledge of the performer(s), but have not seen any of their previous work
- No , you have not seen previous work by the performer(s) and do not have prior knowledge of them

	Yes, you have seen previous work by the performer(s)	Yes, you have previous knowledge of the performer(s), but have not seen any of their work	No , you have not seen previous work by the performer(s) and do not have previous knowledge of them
SKIN by 201 Dance Company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Once Upon a Pillow Fight by Upswing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drip by Script Theatre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bedtime Stories by Upswing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



PERCEPTIONS OF THE PERFORMER(S)

**\* 9. You mentioned that you have seen previous work or have prior knowledge of the performer(s).  
What are your thoughts about these performer(s) and their work, based on what you know?**



Strongly disagree

Strongly agree

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Reason

Text input field for Reason

**Enthusiasm:** I will come to something like this again

Rating scale with 11 radio buttons

Reason

Text input field for Reason

**Local impact:** It is important that it's happening here (in Hull)

Rating scale with 11 radio buttons

Reason

Text input field for Reason

**Relevance:** It will have something to say about the world in which we live

Rating scale with 11 radio buttons

Reason

Text input field for Reason

**Originality:** It is ground-breaking

Rating scale with 11 radio buttons

Reason

Text input field for Reason

**Risk:** The artists are really challenging themselves with this work

Rating scale with 11 radio buttons

Reason

Text input field for Reason

**Excellence:** It will be one of the best examples of its type

Rating scale with 11 radio buttons

Reason

Text input field for Reason

**Rigour:** It will be well thought through and put together

Rating scale with 11 radio buttons

Reason

Text input field for Reason

\* 11. In what way(s), if any, do you feel that diversity\* will be explored / represented by Once Upon a Pillow Fight? *\*Diversity refers to gender, ethnicity, disability, age, sexual orientation, and / or socio-economic status*



Strongly disagree

Strongly agree

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Reason

**Enthusiasm:** I will come to something like this again

Reason

**Local impact:** It is important that it's happening here (in Hull)

Reason

**Relevance:** It will have something to say about the world in which we live

Reason

**Originality:** It is ground-breaking

Reason

**Risk:** The artists are really challenging themselves with this work

Reason

**Excellence:** It will be one of the best examples of its type

Reason

**Rigour:** It will be well thought through and put together

Reason

\* 13. In what way(s), if any, do you feel that diversity\* will be explored / represented by **SKIN?** \*Diversity refers to gender, ethnicity, disability, age, sexual orientation, and / or socio-economic status

QUALITY: DRIP

So, based on what you know of Drip and Script Theatre, and from the publicity material shared with you ahead of this interview, I'll now ask you to score each of the following metrics on a scale from 0-10, where a score of 0 indicates the strongest level of disagreement, a score of 10 indicates the strongest level of agreement.

You'll be asked to share reasons why you have awarded these scores, basing your responses on what you know about the project.

\* 14. Please mark a point on the scale that best represents your level of agreement with the following statements about Drip by Script Theatre:

Strongly disagree                      0                      1                      2                      3                      4                      5                      6                      7                      8                      9                      10                      Strongly agree

**Concept:** It is an interesting idea

                                                                                                                                                                                                                          

Reason

**Presentation:** It will be well produced and presented

                                                                                                                                                                                                    

Reason

**Distinctiveness:** It will be different from things I've experienced before

                                                                                                                                                                                                    

Reason

**Challenge:** It will be thought-provoking

                                                                                                                                                                              

Reason

**Captivation:** It will be absorbing and will hold my attention



Strongly disagree

Strongly agree

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Reason

**Enthusiasm:** I will come to something like this again

          

Reason

**Local impact:** It is important that it's happening here (in Hull)

          

Reason

**Relevance:** It will have something to say about the world in which we live

          

Reason

**Originality:** It is ground-breaking

          

Reason

**Risk:** The artists are really challenging themselves with this work

          

Reason

**Excellence:** It will be one of the best examples of its type

          

Reason

**Rigour:** It will be well thought through and put together

          

Reason

**\* 15. In what way(s), if any, do you feel that diversity\* will be explored / represented**

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

QUALITY: BEDTIME STORIES

So, based on what you know of Bedtime Stories and Upswing, and from the publicity material shared with you ahead of this interview, I'll now ask you to score each of the following metrics on a scale from 0-10, where a score of 0 indicates the strongest level of disagreement, a score of 10 indicates the strongest level of agreement.

You'll be asked to share reasons why you have awarded these scores, basing your responses on what you know about the project.

\* 16. Please mark a point on the scale that best represents your level of agreement with the following statements about Bedtime Stories by Upswing:

Strongly disagree                      0                      1                      2                      3                      4                      5                      6                      7                      8                      9                      10                      Strongly agree

**Concept:** It is an interesting idea

                                                                                                                                                                                                                          

Reason

**Presentation:** It will be well produced and presented

                                                                                                                                                                                                    

Reason

**Distinctiveness:** It will be different from things I've experienced before

                                                                                                                                                                                                    

Reason

**Challenge:** It will be thought-provoking

                                                                                                                                                                              

Reason

**Captivation:** It will be absorbing and will hold my attention

Strongly disagree

Strongly agree

0

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Reason

**Enthusiasm:** I will come to something like this again

Reason

**Local impact:** It is important that it's happening here (in Hull)

Reason

**Relevance:** It will have something to say about the world in which we live

Reason

**Originality:** It is ground-breaking

Reason

**Risk:** The artists are really challenging themselves with this work

Reason

**Excellence:** It will be one of the best examples of its type

Reason

**Rigour:** It will be well thought through and put together

Reason

**\* 17. In what way(s), if any, do you feel that diversity\* will be explored / represented by Bedtime Stoires?** *\*Diversity refers to gender, ethnicity, disability, age, sexual orientation, and / or socio-economic status*

YOUR PERCEPTION OF HULL

\* 18. Do you have any personal connections to Hull (previous or existing)?

(Please tick all that apply)

Yes, my family come from Hull

Yes, I am working / previously worked in Hull

Yes, I was born in Hull

Yes, I studied at the University of Hull

Yes, I grew up in Hull

No, I have no connections with Hull

Yes, I currently live in Hull

Other (please specify)

\* 19. With your current understanding of the city, how would you describe Hull to someone else?

ANYTHING ELSE?

20. Is there anything else that you'd like to share with us about your hopes and expectations for Back to Ours and the shows will see during your visit?