Appendix 3: Back to Ours – Core Project Team Pre-Event Discussion Guide (Festival 1)

Thank you for agreeing to talk to me today about your experience working on *Back to Ours*. Now the first festival has taken place, we want to understand how you feel the process has gone to date, including your hopes and expectations for the future delivery of the project.

The answers you provide will help Hull 2017 measure its performance, and identify where it needs to adapt and improve; feeding directly into how other projects are delivered in 2017. Your answers will also enable them to provide evidence to its funders about the difference its projects make to those involved in delivery; and ensure that future projects of this nature can learn from your experiences.

The questions that follow are there to help Hull 2017 learn for the future, as well as asking some key questions that are important to its funders, who have made this project possible.

Please be assured that all your answers will remain completely anonymous and be treated with the strictest confidence. It's really important that you give us honest feedback, whether positive or negative, in order that we can give as true a representation as possible of your experience.

1. How has your role in Back to Ours to date, impacted on your professional development? i.e. have you done anything new and or unexpected that has made you think differently about your job?
2. What, if anything, makes the Back to Ours project unique or different to other projects that you have previously worked on?
3. How do you feel the planning and organisation pre-Festival 1 went? *Prompt: Were there any particular challenges? What worked well?*
4. External team members only: How have you found working with the Hull 2017 team? *Prompt: Has there been adequate support/communication?*
5. Internal staff only: How do you feel the Hull 2017 team have performed as a project lead on *Back to Ours? i.e. what will you continue to do? What would you have done differently?*
6. How have you found working with the different venues? Prompt: *What are the main challenges and successes in working with these venues?*
7. How have you found working with the different agents, promoters and artists? *Prompt: What are the main challenges and successes in working with these people?*
8. Now the first festival is finished, is there anything you think particularly went well? *Prompt: Think about organisation, tech and ops, comms, audience reaction. Is there anything that went better than you expected? What were the main successes?*
9. Is there anything that didn’t go to plan during the delivery/production of the first festival? *Prompt: Think about organisation, tech and ops, comms, audience reaction. Why do you think that was? Is there anything that could have prevented this?*
10. Having completed the first festival, is there anything you’re going to do differently for the remaining dates? *Prompt: Think about organisation, tech and ops, comms, audience reaction Are there any areas where you feel you might need more support?*
11. *Having completed the first festival, has anything surprised you? Prompt: how venues performed, how audience reacted, how performers responded to audiences, etc.*
12. What are the key measures of success against which Back to Ours should be assessed? Prompt: audience numbers, audience reaction, repeat attendance across festivals, venues confident in hosting arts and culture, performer sentiment towards to venues and audiences
13. Have you learnt anything new about Hull and its communities as a result of being involved in Back to Ours*?*
14. What are your hopes or expectations for the rest of the Back to Ours programme? *Prompt: Is there anything you personally hope to achieve?*
15. Is there anything else you’d like to add?

***Thank you***