Appendix 7: Back to Ours – Venue Partner 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. The answers you provide will help Hull 2017 measure its performance and identify where it needs to adapt and improve.

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. This discussion will be recorded so that I can ensure I reflect your answers accurately when writing up my report for Hull 2017. All individuals will be anonymised within the feedback.

It is important when giving your answers that you do not speak over one another. Please let one another finish before sharing your thoughts and opinions. It is also okay to disagree. We do not expect everyone to share the same opinion.

**THE CONCEPT (10 minutes)**

1. What did you think about the concept for Back to Ours when you were first approached with the idea? *Prompt: What particularly did you like or dislike about the idea?*
2. What was it that made you want to get involved with the project? *Prompt: Had they previously been involved in arts in the community events? Was it because of City of Culture status? Was it something different and new?*

**FESTIVAL MARKETING, PRODUCTION AND DELIVERY**

1. **Programming:** Thinking about the programming of the first festival. How involved did you feel in putting programme together, and how did this compare with your hopes and expectations when you agreed to take part?
2. **Marketing and communications:** How effective do you feel the marketing and communications were Back to Ours? *Prompt: Print, digital (website, social media, etc.), press and media coverage. Did you feel like the festival was publicised well? How could it have been improved? What were the main challenges?*
3. **Technical & Logistics:** How do you feel the planning and organisation for the technical and logistical aspects of the first festival went? (e.g. preparing venues, staffing venues, production scheduling, get-in, get-out) *Prompt: Were there any particular challenges? What worked well? What would help it work better next time?*
4. **Project Management:** How effective have the Hull 2017 Team been in project managing Back to Ours? *Prompt: Has there been adequate support/communication? What has worked well? What needs to be improved ahead of the next festival?*
5. **Challenges:** What are the main challenges your venue has faced throughout the experience of Back to Ours, to date? From when you were first approached through to the get out day for the first festival. *Probe: Did these differ to the challenges they expected? How did they overcome these?*
6. **Surprises:** What, if anything, surprised you about the first Back to Ours festival?

**SKILLS AND BENEFITS**

1. **Knowledge and skills:** How has your role in Back to Ours to date impacted on your professional development, and the knowledge and skills of your staff? *Prompt: Have you or your staff done anything new or unexpected that has made you think differently about your jobs? What new skills have you all gained, or existing skills have you developed? This could relate to arts and culture, technical and operations, knowledge of the community.*
2. **Perceptions:** To what extent do you think Back to Ours has changed perceptions of your venue among the local community? *Prompt: Do you think people will think differently about your venue as a result of being involved in Back to Ours*

**LOOKING AHEAD**

1. **Measures of success:** Thinking ahead to March 2018, how will you know whether Back to Ours has been a success for you and your venue? *Prompt: Is it audience numbers? Is it audiences coming from outside the area? Is it about staff development and confidence to continue delivering such events? Is it about the feeling within the community?*
2. Is there anything else that we’ve not managed to cover, that you wish to share?

**Thank you**