**BACK TO OURS BRIEF – GRAN**

**INTRODUCTION**

* Introduce yourself and say that you’re visiting to find out what *Back to Ours* is all about;
* Say that because of your memory you’re recording the conversation, but you will not name them;
* Ask if they’re local and if they’ve come to the venue before and why.

**ATTENDING EVENTS**

* Ask Who they came with and if they usually go to events with this person/people?
* Ask if they normally go arts and cultural events like this.
*Probe: If yes, ask them what type of things they go to see and where. If no, ask what stops them from going to this sort of event normally.*

**THIS SHOW**

* Ask what made them want to come see this particular show.
*Prompt: Do they like the artist; do they like this genre of art; have they seen something like it before; did they want to try something new; did someone else suggest it to them, etc.?*
* Ask what they thought of the performance?
*Probe: Ask what they liked/disliked about it, if it was what they expected, if it made them think about anything in particular, if it made them feel any particular way.*
* Ask if the show has inspired them to do anything else?
*Prompt: Will they go to more Back to Ours events; more arts and culture events in their local area; more arts and culture in the city centre; more things in the Hull 2017 programme? Are they more likely to try something new?*

**THE CONCEPT**

* Ask how having the show in a venue like this makes it better or worse than going to a show in the city centre.
*Probe: Ask if they feel more at home; if it’s easier to get to; if it’s a natural place for the community to come together.*
* Ask if having something like *Back to Ours* in this type of community venue makes them feel differently about their area.
*Probe: Does it make them proud; does it make them see the venue differently; does it make them think about their community in a different way?*

**TO FINISH**

* Ask if there’s anything else they want to tell you about *Back to Ours.*