**QUESTION BANK FOR PARTICIPANT SURVEY**

**MANDATORY QUESTIONS**

**We expect that the Creative Communities Programme will play a central role in helping grow and diversify those participating in arts and culture – key objectives of what Hull 2017 as whole hopes to achieve. This includes attracting new people to participate, and perhaps attracting back those people who used to participate, but no longer do. These questions will help provide data to support or disprove this expectation.**

All projects must ask the following questions in their participant survey.

In the last year, how often have you done the following?   
(Please tick one box on each line)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Not in the last 12 months** | **Once** | **Twice** | **Three or more times** |
| Taken part in a creative, artistic, dance, theatrical or music activity or spent time doing a craft |  |  |  |  |
| Attended an event, performance, or festival involving creative, artistic, dance, theatrical or music activity |  |  |  |  |
| Attended a museum, gallery or other historic attraction |  |  |  |  |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In the last 12 months, have you taken part in any of the following activities? This could be attending as an audience member and/or actively taking part in the activity   
(Please tick all that apply)

|  |  |  |
| --- | --- | --- |
|  | **Audience member** | **Taken part** |
| Ballet/Dance |  |  |
| Circus |  |  |
| Comedy |  |  |
| Festivals |  |  |
| Film |  |  |
| Heritage / local history events |  |  |
| Literature / Spoken Word / Poetry |  |  |
| Museum / historical attraction |  |  |
| Music |  |  |
| Opera |  |  |
| Outdoor events |  |  |
| Theatre |  |  |
| Visual arts / crafts |  |  |
| None of the above |  |  |

**QUESTIONS TO MEASURE TAKE UP AND RESPONSE TO ACCESS & INCLUSIVITY PROVISIONS**

**The questions in this section can be used by your project to understand the importance of different types of access provision and how they do or do not overcome the barriers that stop people taking part in events/activities. The data collected can inform how you change your approach to access as you deliver your project; how you design future events/projects; and how you publicise these provisions via your marketing and communications.**

Did you make use of any of the following access provisions for [INSERT PROJECT NAME] for you or a member of your group? (group can refer to a friend, family member, support worker, group leader, etc.) Amend as per the access provisions made available for your project.

BSL Interpretation

Audio description

Touch tour

Sensory objects

Large print formats

Information in other languages

Accessible parking

On a scale of 1-5, where 1 is ‘Poor’ and 5 is ‘Excellent’ how would you rate the access provisions for [INSERT PROJECT NAME]?

Amend as per the access provisions made available for your project.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Poor** | **OK** | **Good** | **Very Good** | **Excellent** | **N/A** |
| BSL Interpretation |  |  |  |  |  |  |
| Audio description |  |  |  |  |  |  |
| Touch tour |  |  |  |  |  |  |
| Sensory objects |  |  |  |  |  |  |
| Large print formats |  |  |  |  |  |  |
| Information in other languages |  |  |  |  |  |  |
| Accessible parking |  |  |  |  |  |  |

Would you still have taken part in [INSERT PROJECT NAME] if the access provisions you used were not available?

Yes  No  Don’t know

Please let us know in the box below how we could improve the access provisions offered:

**QUESTIONS LINKED TO MEASURING INDIVIDUALS’ MOTIVATION TO TAKE PART**

**The questions in this section can be used by your project to understand why your participants chose to take part in your project. The answers can be used to inform the design of future projects, by identifying the key elements for a successful project amongst your audiences (e.g. that families can take part together; to be exposed to new experiences; to learn new skills). The answers can also be used to inform the key messages you push in your marketing and communications activity.**

What were your main reasons for taking part in [INSERT PROJECT NAME]? (Please select up to 3 only)

You can add in suggestions of your own, and take out of the list any motivations that are not relevant to your project.

Because it's supported by Hull UK City of Culture 2017

It's a unique experience not to be missed

General interest in this type of event

Wanted to do something creative

Specific interest in story/subject of the project

Specific interest in the artist/performer/company involved (please specify)

Role models who involved in the project

Trying something new or different

It's affordable/good value

Something to do with friends/family

Something to do with the kids

Interested to find out more about Hull

To gain a new skill/learn something new

No particular reason/somebody else's idea

Other (Where applicable please specify artist/performer/company involved, or other reason for attending):

Did you travel more than 20 minutes to take part in this event?

Yes  No

**QUESTIONS LINKED TO MEASURING EFFECTIVENESS OF MARKETING & COMMUNICATIONS**

**The questions in this section can be used by your project to identify the ways participants found out about your project. The answers should help you to identify the most effective forms of advertising, informing future marketing strategies and giving you an idea of where money is best invested for marketing and communications activity.**

How did you find out about [INSERT PROJECT NAME]?   
*(Please select all that apply)*

Ensure all the marketing activities you have undertaken are in this list, either individually or grouped logically (e.g. billboards and bus stop posters could be grouped together as one category – ‘outdoor advertising’). You can refer to your Marketing & Communications Plan to help you.

Friends/family/colleagues told me

Social media/email from friends/family/colleagues

[INSERT YOUR WEBSITE ADDRESS]

[INSERT YOUR SOCIAL MEDIA PAGES]

Other organisations’ website (please specify)

Other organisations’ social media (please specify)

Billboards

Bus stop posters

[INSERT PROJECT NAME] leaflet / flyer through door

[INSERT PROJECT NAME] leaflet / flyer I picked up

Newspaper

TV

Radio

Other (where applicable, please specify other organisation social media/website/other publicity source):

**QUESTIONS LINKED TO MEAS­­URING PARTICIPANT SATISFACTION & RESPONSE TO THE PROJECT**

**The questions in this section can be used by your project to identify the extent to which your project is perceived by your participants, and where improvements might be made. Findings from these questions can inform the ongoing development of your project, and used as key learnings for developing new projects. You can also use the findings as evidence about the quality and outcomes of your project to demonstrate your track record in future funding applications. If you have mid- to long-term engagement with your participants it is recommended that you ask the questions marked with a \* at the beginning and end of the project to measure the change in their responses.**

How likely are you to recommend [INSERT PROJECT NAME] to friends or family? (where 10 is the most likely to recommend and 0 is the least)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|  |  |  |  |  |  |  |  |  |  |  |

How far would you agree with the following statements about [INSERT PROJECT NAME]?

You can add in suggestions of your own, and take out of the list any statements that are not relevant to your project.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly agree** | **Agree** | **Neither agree nor disagree** | **Disagree** | **Strongly disagree** |
| Is an enjoyable experience |  |  |  |  |  |
| Staff/volunteers are welcoming |  |  |  |  |  |
| Places the community at the centre |  |  |  |  |  |
| Gives everyone the chance to share and celebrate experiences together |  |  |  |  |  |
| Has shown me that there is more to Hull than I had expected |  |  |  |  |  |
| Has encouraged me to attend more similar activities in future |  |  |  |  |  |
| Has made me want to take more risks when choosing what arts and culture I choose to take part in in future |  |  |  |  |  |
| Has given me the opportunity to interact with other people who I wouldn’t have normally interacted with |  |  |  |  |  |
| Has made me think that getting involved in a project as a volunteer looks like fun |  |  |  |  |  |

Please give [INSERT PROJECT NAME] a score out of 10 (where 10 is the top score and 0 the lowest) for the following statements.

You can add in suggestions of your own, and take out of the list any statements that are not relevant to your project.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **0** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| I felt deeply involved in the process |  |  |  |  |  |  |  |  |  |  |  |
| I was clear about what were all here to do |  |  |  |  |  |  |  |  |  |  |  |
| The project was well organised |  |  |  |  |  |  |  |  |  |  |  |
| The organisers responded well to the needs of the group |  |  |  |  |  |  |  |  |  |  |  |
| I was treated as an equal |  |  |  |  |  |  |  |  |  |  |  |
| My ideas were taken seriously |  |  |  |  |  |  |  |  |  |  |  |
| I felt like my contribution mattered |  |  |  |  |  |  |  |  |  |  |  |
| It felt like a real artistic experience |  |  |  |  |  |  |  |  |  |  |  |
| People in the group supported each other |  |  |  |  |  |  |  |  |  |  |  |
| I got helpful feedback |  |  |  |  |  |  |  |  |  |  |  |
| I improved my artistic skills |  |  |  |  |  |  |  |  |  |  |  |
| They made me feel part of the team |  |  |  |  |  |  |  |  |  |  |  |
| I felt like I could be myself |  |  |  |  |  |  |  |  |  |  |  |
| I felt comfortable trying new things |  |  |  |  |  |  |  |  |  |  |  |
| I was amazed by what we achieved |  |  |  |  |  |  |  |  |  |  |  |
| I did something I didn’t know I was capable of |  |  |  |  |  |  |  |  |  |  |  |
| I feel more able to express myself creatively |  |  |  |  |  |  |  |  |  |  |  |
| It helped me understand other people’s points of view |  |  |  |  |  |  |  |  |  |  |  |
| It helped me understand something new about the world |  |  |  |  |  |  |  |  |  |  |  |
| I felt close to other people involved in the project |  |  |  |  |  |  |  |  |  |  |  |
| I got to know people who are different to me |  |  |  |  |  |  |  |  |  |  |  |
| I feel motivated to do more creative things in the future |  |  |  |  |  |  |  |  |  |  |  |
| I feel more confident about doing new things |  |  |  |  |  |  |  |  |  |  |  |
| The project opened up new opportunities for me |  |  |  |  |  |  |  |  |  |  |  |
| I feel like I belong at the project |  |  |  |  |  |  |  |  |  |  |  |
| I trust the other people involved |  |  |  |  |  |  |  |  |  |  |  |
| It helped me to see myself differently |  |  |  |  |  |  |  |  |  |  |  |
| It helped me to see Hull differently |  |  |  |  |  |  |  |  |  |  |  |
| I now have creative ambitions I didn’t have before |  |  |  |  |  |  |  |  |  |  |  |
| I couldn’t experience this anywhere else |  |  |  |  |  |  |  |  |  |  |  |
| I am experiencing new genres/art forms |  |  |  |  |  |  |  |  |  |  |  |
| I learnt something new about… |  |  |  |  |  |  |  |  |  |  |  |

Since attending [INSERT PROJECT NAME], have you been inspired to get more involved in new projects and activities?

Yes  No  Don’t know

Please rate your level of enjoyment of the event:

I enjoyed it very much

I enjoyed it

I didn’t enjoy it

I really didn’t enjoy it

\*Please rate how empowered (confident) you feel to join the following activities:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Never empowered** | **Sometimes empowered** | **Empowered** | **Very empowered** |
| Arts and cultural heritage |  |  |  |  |
| Leisure |  |  |  |  |
| Sporting and physical |  |  |  |  |
| Volunteering |  |  |  |  |

**QUESTIONS LINKED TO MEASURING PARTICIPANT EXPERIENCE OF HERITAGE**

**The questions in this section can be used by your project to identify the extent to which your project provides a positive heritage experience, i.e. how much participants learn about the history and/or heritage your project seeks to present; and the quality of your approach to presenting the history and/or heritage within the project. Findings from these questions can inform the ongoing development of your project, and be used as key learnings for developing new projects. You can also use the findings as evidence about the heritage outcomes of your project to demonstrate track record in future funding applications. If you have mid- to long-term engagement with your participants it is recommended that you ask the questions marked with a \* at the beginning and end of the project to measure the change in their responses.**

* Heritage - this means valued objects and qualities such as historic buildings and cultural traditions that have been passed down or preserved from previous generations
* History – this means past events connected with a particular person or thing

\*How do you rate your level of knowledge about Hull's heritage and history, on a scale of 0 to 5, where 0 is very low and 5 is very high?

Please tick one box on each line

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **0**  **Very Low** | **1** | **2** | **3** | **4** | **5**  **Very High** |
| Heritage |  |  |  |  |  |  |
| History |  |  |  |  |  |  |

As a result of taking part in [INSERT PROJECT NAME], has your level of knowledge about Hull’s history and heritage changed?

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Increased a lot** | **Increased a little** | **Stayed the same** |
| Heritage |  |  |  |
| History |  |  |  |

How far would you agree with the following statements? [INSERT PROJECT NAME]…

You can add in suggestions of your own and take out of the list any statements that are not relevant to your project. This section focuses on the history and heritage included in your project,

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly agree** | **Agree** | **Neither agree nor disagree** | **Disagree** | **Strongly disagree** |
| …presented stories from Hull’s past that I had no prior knowledge of |  |  |  |  |  |
| …presented new things about previously known stories from Hull’s past |  |  |  |  |  |
| …presented Hull’s history/heritage to a high standard |  |  |  |  |  |
| …presented Hull’s history/heritage in a different way |  |  |  |  |  |
| …has made me want to find out more about the history/heritage presented |  |  |  |  |  |

**QUESTIONS LINKED TO MEASURING CHANGES IN PERCEPTION TOWARDS DISABILITY**

**The questions in this section can be used by your project to identify the extent to which your project provides a positive image of disability, i.e. how much participants learn about themselves and their own abilities; how disabled and non-disabled participants work and create together. Findings from these questions can inform the ongoing development of your project, and be used as key learnings for developing new projects. You can also use the findings as evidence about the outcomes of your project to demonstrate your track record in future funding applications. If you have mid- to long-term engagement with your participants it is recommended that you ask the questions marked with a \* at the beginning and end of the project to measure the change in their responses.**

\*Generally speaking do you feel that there is a lot of prejudice in Britain against disabled people in general?

A lot

A little

Hardly any

None

Don’t know

\*Thinking about disabled people in general, how much of the time, if at all, do you think they can lead as full a life as non-disabled people?

All of the time

Most of the time

Some of the time

Rarely

Never

Would you say your view of disabled people was positive or negative before the project?

Very positive

Positive

Negative

Very negative

In light of your response to the above question, would you say that taking part in [INSERT PROJECT NAME], has caused you to have a different view of disabled people?

Much more positive

More positive

Stayed the same

More negative

**QUESTIONS LINKED TO MEASURING CHANGES IN COMMUNITY COHESION**

**The questions in this section can be used by your project to identify the extent to which your project brings communities together, i.e. how participants feel towards their community; how empowered they feel to make a difference in their community; and how socially connected they feel. Findings from these questions can inform the ongoing development of your project, and be used as key learnings for developing new projects. You can also use the findings as evidence about the outcomes of your project to demonstrate your track record in future funding applications. If you have mid- to long-term engagement with your participants it is recommended that you ask the questions marked with a \* at the beginning and end of the project to measure the change in their responses.**

\*Please rate how strongly you agree or disagree with the following statements:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly agree** | **Agree** | **Neither agree nor disagree** | **Disagree** | **Strongly disagree** |
| I feel positive about participating in my community |  |  |  |  |  |
| I can make a difference in my community |  |  |  |  |  |
| I have a stake in society |  |  |  |  |  |

Do you feel that[INSERT PROJECT NAME]…

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Yes** | **No** | **Don’t know** |
| …has given you a voice in your community? |  |  |  |
| …has given you enough support to have a voice in your community? |  |  |  |

\*Do you…

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Yes** | **No** | **Don’t know** |
| …feel you have the ability to run a project in your community? |  |  |  |
| …feel that your views are heard by members of the community? |  |  |  |
| …feel that you are able to challenge the ideas and perspectives of other members of your community? |  |  |  |

\*Please rate how engaged you generally feel with your local community

Completely disengaged

Disengaged

Engaged

Very engaged

\*Please rate how proud you feel of your contribution to your local community

Not at all proud

Occasionally proud

Mostly proud

Very proud

\*Please rate how often you feel that you lack companionships and/or feel isolated from others

Hardly ever  Some of the time  Often

\*In the last month have you participated in a project/activity alongside people from different generations? (e.g. with older people or young people)

Yes  No  Don’t know

As a result of your involvement in [INSERT PROJECT NAME] are you now planning to get involved in activities with members of different generations (e.g. join community centre activities, do more voluntary work)?  
 Yes  No  Don’t know

\*Please rate how much you agree or disagree with the following statements:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Strongly agree** | **Agree** | **Disagree** | **Strongly disagree** |
| My local areas is a place where people from different generations mix well together |  |  |  |  |
| My local areas is a place where people from different generations usually respect each other’s differences |  |  |  |  |
| I understand the contribution that young people make to the community |  |  |  |  |
| I understand the contribution that older people make to the community |  |  |  |  |
| I am proud to live in Hull |  |  |  |  |

**QUESTIONS LINKED TO MEASURING SKILLS DEVELOPMENT AMONGST PARTICIPANTS**

**The questions in this section can be used by your project to identify the extent to which your project builds transferable skills amongst participants, which in turn builds confidence and employability. Findings from these questions can inform the ongoing development of your project, and be used as key learnings for developing new projects. You can also use the findings as evidence about the outcomes of your project to demonstrate your track record in future funding applications. If you have mid- to long-term engagement with your participants it is recommended that you ask the questions marked with a \* at the beginning and end of the project to measure the change in their responses.**

Do you feel that you have gained skills that can be used in other parts of your life (such as home, work, school) as a result of the training opportunities that you have had?

Yes  No  Don’t know

Do you feel that you have gained skills in any of the areas outlined below? Please rate how much you agree or disagree with each.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Strongly agree** | **Agree** | **Disagree** | **Strongly disagree** |
| Problem solving (generate new ideas and develop solutions to problems) |  |  |  |  |
| Self-management (time keeping, organise yourself) |  |  |  |  |
| Trying new things |  |  |  |  |
| Working with others in a team |  |  |  |  |
| Putting forward ideas |  |  |  |  |
| Getting things done on time |  |  |  |  |

Since taking part in [INSERT PROJECT NAME], I feel there has been an improvement in my self-esteem and/or confidence that is directly linked to my participation?

Yes  No  Don’t know

**QUESTIONS LINKED TO MEASURING WELLBEING**

**The questions in this section can be used by your project to measure whether your project impacts on participants emotional wellbeing. Findings from these questions can inform the ongoing development of your project, and be used as key learnings for developing new projects. You can also use the findings as evidence about the outcomes of your project to demonstrate your track record in future funding applications. If you have mid- to long-term engagement with your participants it is recommended that you ask the questions marked with a \* at the beginning and end of the project to measure the change in their responses.**

\*Overall, how satisfied are you with your life nowadays?  
(On a scale of 0-10 where 0 is not at all satisfied and 10 is completely satisfied)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|  |  |  |  |  |  |  |  |  |  |  |

\*Overall, to what extent do you feel the things you do in your life are worthwhile?  
(On a scale of 0-10 where 0 is not at all worthwhile and 10 is completely worthwhile)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|  |  |  |  |  |  |  |  |  |  |  |

\*Overall, how happy did you feel yesterday?  
(On a scale of 0-10 where 0 is not at all happy and 10 is completely happy)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|  |  |  |  |  |  |  |  |  |  |  |

\*Overall, how anxious did you feel yesterday?  
(On a scale of 0-10 where 0 is not at all anxious and 10 is completely anxious)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |

Have your thoughts and feelings about your life/future changed as a result of being involved in [INSERT PROJECT NAME]?

Yes  No  Don’t know

**QUESTIONS LINKED TO VISITORS**

**The questions in this section are only useful to projects that expect to attract tourist visitors. They can be used by your project to identify the extent to which your project motivated their visit to Hull; whether your project is attracting new visitors to Hull; and the economic impact of their visit on the city. The findings can be used to inform the geographical locations you should target with your marketing and communications; and provide evidence of the positive economic impact your project has on the local economy.**

Where do you live? (select one)

Hull  East Riding

Elsewhere in the UK  Outside the UK

What was the main purpose of your visit to Hull when you attended [INSERT PROJECT NAME]? (select one)

I'm here to take in some arts / heritage / culture

Visiting friend / family

I'm here to attend business meetings / a conference

I'm on a study trip

Here for general leisure purposes - shopping and eating out

Other (please specify):

Have you been to Hull before?

Yes  No

Which of the following best describes you on the day you attended [INSERT PROJECT NAME]?

I am a day visitor to the area  I am staying overnight

As an overnight visitor to Hull, during your stay, how many nights did you stay in the city and how many days? (e.g. if you arrived on Saturday 2 July in the morning and stayed until the evening of Sunday 3 July you would enter '1' in the box beside Number of nights, and '2' in the box beside Number of days):

Would you mind saying how much you spent personally on accommodation in Hull as part of your visit? (please enter to the nearest £, or enter zero if applicable - if you don't know or prefer not to answer please leave the box blank)

Excluding any ticket price, would you mind saying how much you spent personally on the day you attended [INSERT PROJECT NAME] as part of your visit? (please enter to the nearest £, or enter zero as applicable - if respondent doesn't know or prefers not to answer please leave the box blank)

To what extent is your visit to Hull motivated by this event?

Mainly  Partly  Not at all