**BACK TO OURS - AUDIENCE EVALUATION - FAO FRONT OF HOUSE MANAGER**

As well as a range of research methods with staff and venues behind the scenes, a key area of the evaluation of Back To Ours is with the audience members themselves.

This document outlines the tactics that will be used during the events to gain feedback from members of the public and information to effectively brief the evaluation volunteers.

**CHAT WITH GRAN**

We have hired an actress called Hellen Urben to be ‘Hull’s Grandma’. Hellen will be in character and costume, and will roam the venue before and after the shows to chat to members of the audience. The purpose of this is to get more detailed feedback about visitor’s experience of the festival.

Hellen will have a push along trolley with various props and accessories inside to help with her act the part and carry out the interviews – she will bring these with her so there’s no need to do any set up. Props might include small stools for her and the audience member to sit on whilst undertaking the evaluation “chats” (interviews). The idea is that Hellen can move around the venue to find a suitable space for the conversation. Hellen will record the interviews using a Dictaphone.

Hellen will arrive in good time before the show begins and will not require any briefing.

**Hellen Urban**  
**Email:** hellenward@hotmail.com  
**Mobile:** 07913 639425

**EMOJI SELFIE BOOTH**

After the show, we will be giving audience members the opportunity to have their photo taken with emoji paddles held over their faces. The emojis will symbolise different emotions, for example sadness, anger, confusion, happiness, love etc. The audience member must choose the emoji they feel most represents how the performance made them feel, and hold it over their face whilst having their photo taken.

One volunteer will be required to man this station. They will be responsible for taking photos of members of the public holding the emoji paddles using one of the smartphones that was used to scan tickets at the entrance. Please ensure the smartphone has sufficient charge before each event.

In order to distinguish on the photos which venue/performance it was taken at, we will have a film clapper visible in the photos with this information written on. Please write clearly on this board the name of the venue, the date and the performance and ensure that the volunteer knows that this needs to be visible in each photo.

It is fine for members of the audience to take photos on their own smartphones as well, but please ensure that the volunteer also takes a picture so it can be used for evaluation purposes. Please ask volunteers to tell audience members that their photo will only be used for the purpose of the evaluation, and will not be published on the Hull 2017 website or on social media (although they are more than welcome to post it on their own social media if they wish – please check whether there is an official hashtag).

It might be that the volunteer needs a bit of help drumming up interest in the emoji photos. If this is the case, please encourage the volunteer to chat to the visitors and persuade them to take part. If you can spare another volunteer from Front of House duties to assist with this; that might be helpful (if necessary).

The emoji paddles, smartphone plus charger and film clapper will be transported with the rest of the marketing materials ahead of the event.

**TABLET QUESTIONNAIRES**

Immediately after the show, two volunteers will be required to roam around completing online questionnaires with the audience members, using tablets. The questionnaire will be accessible via the internet browser, using a weblink. There is one weblink for each area where ‘Back to Ours’ is taking place. The information below shows which link to use at which venue. These links will also be saved in the ‘bookmarks’ of the tablet.

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| --- | --- |
| **WEST VENUES**  Sirius Academy West Hymers College William Gemmell | **Survey Monkey Link:**  <https://www.surveymonkey.co.uk/r/BTOwest> |
| **NORTH VENUES**  Kingswood Academy North Point Shopping Centre Winifred Holtby Academy | **Survey Monkey Link:**  <https://www.surveymonkey.co.uk/r/BTOnorth> |
| **EAST VENUES**  The Freedom Centre Archbishop Sentamu Academy | **Survey Monkey Link:**  <https://www.surveymonkey.co.uk/r/BTOeast> |

The volunteers carrying out the questionnaires have been trained on interview techniques, and will have had an opportunity to see what survey monkey looks like.

The survey should last no longer than 5 – 10 minutes, and volunteers are encouraged to actively approach a range of different people to get a representative sample of the audience (for example people of different ages, ethnicities, genders, disabled/non-disabled people etc.).

The first question asks whether the respondent is completing the questionnaire online or in person. Please ask the volunteers to select ‘in person’ before starting the questionnaire.

Audience members completing the survey themselves will be given two choices:

1. **Self-completion:** the volunteer will hold the tablet and ask the audience member to select the relevant answers to each question using the touch screen. It is **very important** that the volunteer **keeps hold** of the tablet and does not hand it over to the audience member for security purposes.
2. **Interview:** the volunteer will read the questions and answers out to the audience member and conduct the questionnaire as an interview. Where a long list of answers is provided, the volunteer will give flashcards with the different answer options to the audience member.

Please allow the volunteer some time to read through the questionnaire on the tablets to familiarise themselves with the questions before the end of the show. We will provide some paper copies of the questionnaire that they can use to do this. Encourage them to test the questionnaire out on each other several times, giving different responses each time.

The tablets will be transported with the rest of the marketing materials along with chargers. Please ensure they are fully charged before the event.

**USHERETTE TRAY**

After the show, a volunteer will be required to be stationed near the venue exit, holding an usherette tray. The tray will have a question on the front: ‘How interested are you in attending an event similar to this in future?’. There will then be dividers/boxes inside the tray that correspond to answers to that question, for example ‘very interested, slightly interested’ etc.

When the show has finished, two volunteers (or more if you can spare) will need to hand out all of the voting tokens to the crowd, and ask them to put them into the box that is closest to how they would answer the question on their way out of the venue.

Once everyone has left, please ask a volunteer to count the tokens in each box, recording this on a sheet of paper. Ask the volunteer to give this sheet back to you and then complete the spreadsheet ‘Hull 2017 BTO\_[Venue Name]\_Key Question Poll Counts’ that will have been sent to you. Please complete this that night or the following day and email the results of this to [abi.bell@hull2017.co.uk](mailto:abi.bell@hull2017.co.uk)

The usherette tray and tokens will be with the rest of the marketing materials.

**EVALUATION MATERIALS LIST**

* Push along trolley plus props and Dictaphone (responsibility of Hellen Urben)
* 8 x emoji paddles
* 1 x smartphone and charger
* 1x chalkboard, whiteboard or film clapper (TBC which)
* 2 x tablets with chargers
* 1 x usherette tray with box dividers
* 350 (ish) small tokens (may vary by venue capacity)

**VOLUNTEER RESPONSIBILITIES SUMMARY**

* 1 volunteer to use smartphone to take photos of audience members with emojis after the show, making sure the venue information is clearly in shot. Potentially one extra to help drum up interest if needed.
* 2 research trained volunteers to complete surveys with audience members after the show, using tablets.
* 1 volunteer to hold usherette tray and ask audience members to give in their tokens at the end of the performance
* 2 volunteers to give out tokens to audience members and explain the function, and count up totals at the end of the night.

Note: At each event, all volunteers will arrive at the same time for briefing.