**Where Do We Go From Here – Fence Tags Analysis**

In total, 1006 fence tags were submitted by audience members attending ‘Where Do We Go From Here’. These were input and then analysed using SPSS Text Analytics for Surveys. Responses were coded based on the concepts extracted from the text provided. The majority of concepts aligned with the eleven themes detailed in the table below.

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| **Theme** | **# Mentions** | **% of Mentions** |
| Accessibility | 7 | 0.7% |
| Heritage | 11 | 1.1% |
| Happiness | 13 | 1.3% |
| Thanks | 18 | 1.8% |
| Installation Content | 35 | 3.5% |
| Society | 93 | 9.3% |
| Placemaking | 94 | 9.4% |
| Improvement | 111 | 11.1% |
| Quality | 118 | 11.8% |
| Cultural Programme | 219 | 21.9% |
| Legacy of Hull 2017 | 279 | 27.9% |

**Legacy of Hull 2017**

The theme of ‘Legacy of Hull 2017’ was coded to 279 responses out of 1006. Words used frequently in relation to this theme included ‘momentum’, ‘legacy’, ‘don’t stop’, and ‘more of X’.

“Build on the wonderful legacy of 2017 and reach out to the younger generation artistically”

“Viva La Legacy!! To take what we have been given this year and make sure we don't stop producing creative opportunities for people in the city!”

**Cultural Programme**

The theme of ‘Cultural Programme’ was coded to 219 responses out of 1006. Words used frequently in relation to this theme included ‘culture’, ‘events’, ‘art’, ‘light’, ‘installations’ and ‘music’. Some responses gave specific references to items within the cultural programme such as ‘Blade’ and ‘Land of Green Ginger’. Whereas others referenced different artforms including ‘theatre’, ‘parades’, ‘dance’, ‘music’ and ‘festivals’.

Responses reflected on what people liked from the 2017 cultural programme and what they would like to see in 2018 and beyond.

“More art installations that make people think about life, Hull and how things change. Great and interesting light show, it's very beautiful”

“More of the local communities. Land of Green Ginger amazing!”

**Quality**

The theme of ‘Quality’ was coded to 118 responses out of 1006. Words used frequently in relation to this theme included ‘excellent’, ‘creative’ and ‘good’. Overall, these responses demonstrated audiences perceptions that the arts and cultural activity during 2017 had been of a high quality.

“Keep up the good work. Another brilliant event.”

“More of this fantastic art.”

**Improvement**

The theme of ‘Improvement’ was coded to 111 responses out of 1006. Words used frequently in relation to this theme included ‘need more’, ‘better’, ‘longer’. There was a desire for the continuation of activities at a large scale with ‘more large’ and ‘more big’. There was also several mentions which specifically referred to improvements to marketing and advertising that audiences wished to see.

“I think there should be more events - it would be cool if they had similar theatrical events (to the outside ballet) broadcast outside”

“Need to advertise better. Pull everything together and shout about it. So many people say 'I didn't know'”

**Placemaking**

The theme of ‘Placemaking’ was coded to 94 responses out of 1006. Words frequently used in relation to this theme included ‘city centre’, ‘city’, ‘home’, ‘Hull’ and ‘pride’.

“Keep the momentum! Keep the pride. We are Hull ('ull)”

“Hopefully a continuation of the forward thinking and pride and inspiration of 2017”

**Society**

The theme of ‘Society’ was coded to 93 responses out of 1006. Words frequently used in relation to this theme included ‘child’, ‘volunteers’, ‘people’ and ‘community’.

“More of the same, it really engaged everyone. It has brought the people of Hull together like nothing I have known”

**Installation Content**

The theme of ‘Installation Content’ was coded to 35 responses out of 1006. The word most frequently used in relation to this theme was ‘robots’.

“No more robots, waste of space. Have enjoyed City of Culture”

“Makes you wonder how the world would be if robots took control of the world.”

“Children should learn these things inside out. Donate one to a Hull school. Take these robots and let children train, programme and play with them.”

**Thanks**

The theme of ‘Thanks’ was coded to 18 responses out of 1006. The words most frequently used in relation to this theme were ‘Thank you’ and ‘Well done’. These responses expressed the gratitude of audience members who had delivered the event and the Hull 2017 programme as a whole.

“Thank you city of culture for the pride you have put in my city.”

“Enchanting. Thank you.”

**Happiness**

The theme of ‘Happiness’ was coded to 13 responses out of 1006. The words most frequently used in relation to this theme were ‘enjoyed’, ‘pleased’ and ‘happy’.

“More of this interesting and different stuff. It's all been great for Hull so pleased to have the city of culture here, so keep it all going.”

“MESMERISING. DANCE. GRACEFUL. LOOK LIKE PEOPLE. IMAGINING THEM IN CAR FACTORY. GLAD WE CAME!”

**Heritage**

The theme of ‘Heritage’ was coded to 11 responses out of 1006. The words most frequently used in relation to this theme were ‘history’ and ‘buildings’.

“Continue to unite the people of Hull through art and history. Enable the younger generation to remember and learn about the beautiful and amazing history of Hull.”

“KEEP THE HISTORY OF HULL ALIVE”

**Accessibility**

The theme of ‘Accessibility’ was coded to 7 responses out of 1006. The words most frequently used in relation to this theme were ‘accessible’ and ‘accessibility’.

“Would like to see more artworks in the City. Accessible and 'off the wall' for conversation and inspiration.”

“Hull New Theatre - now less accessible - why? More accessibility to help get active and out there”