**3Survey Postcards briefing notes**

These postcards are for the purpose of assessing the experience of audiences of the Look Up installations “Bleached” and “The City Speaks”.

Rather than carrying out surveys on-site, we have chosen to collect audience contact details so that we can either speak to audience members about their experience on the phone, or we can send out a survey by email.

If audience members have seen multiple Look Up Installations, they can list them under the first question. Audience members will then be surveyed in relation to the installation(s) they have seen.

If audience members do not wish to take part in further research, they can still fill out the rest of the questions. Postcode and age information will help us to map our audiences.

Volunteers are welcome to fill out a postcard if they have seen any installations from the Look Up programme, but we would only ask them to fill out one each. If they then come across the postcards after they have seen more installations, they are then welcome to fill out another card.

We have found at recent exhibitions that members of the public have been taking the postcards away with them as souvenirs, which we would like to avoid as much as possible. The postcards are strictly for monitoring and evaluation purposes and each postcard which goes missing means one less audience member we can evaluate. We suggest that postcards are kept either on your person or somewhere handy, rather than them being displayed with leaflets etc.

These will be collected on a regular basis so that we can contact audience members shortly after they have visited an installation.

We would suggest that during quiet periods at C4dI, Volunteers can head to Humber Street, between the Tidal Barrier and the lectern on the quayside, to capture information from visitors who engage with The City Speaks i.e. speak into the lectern or clearly look at the script on the Tidal Barrier.

Thanks

Hull 2017 Monitoring & Evaluation Team