Appendix 9: Back to Ours – Venue Partner Post-Event Discussion Guide (Festival 3)

**Concept**

Reflecting on Back to Ours in 2017 and the reasons for your venue getting involved in the project, how has the project met, exceeded, and / or failed to meet your expectations?

**Programming**

And thinking back to how each festival has been programmed. How involved have you been in influencing programming decisions for your venue? [Probe: How have the team from Hull 2017 involved you in this aspect? How has this changed, if at all, over the course of the year? How has the experience compared with your hopes and expectations when you agreed to take part?]

On reflection, how appropriate have the shows selected for your venue been? [Probe: Which art forms, storylines, artists have been particularly successful? Which have been more of a challenge? What have been the main surprises in terms of audience reaction?]

**Audiences**

Reflecting on all editions of the festival to date, how successful have you been in reaching your hopes and expectations in terms of audiences? [Probe: audience numbers; ethnic diversity; audiences local to the venues; audiences with disabilities?]

What are the key priorities in relation to audience engagement for future festivals?

**Marketing & Communications**

How effective do you feel the marketing and communications have been for Back to Ours across the year? [Probe: What methods seem to work most effectively, if any, for attracting people to your venue? What changes, if any, would you like to see in relation to the marketing and communications of the festival?]

**Technical & Logistics**

Overall, how has the planning and organisation for the technical and logistical aspects of Back to Ours gone across the year? (e.g. preparing venues, staffing venues, production scheduling, get-in, get-out) [Probe: Have necessary changes been made throughout the year? How is this aspect working well now? What improvements could still be made?]

**Project Management**

How effective have the Hull 2017 Team been in project managing Back to Ours? [Probe: Has there been adequate support/communication? How is this aspect working well now? What improvements could still be made?]

How effective have the staff team at your venue been in project managing Back to Ours? [Probe: How effectively do you feel they have supported and communicated with the Hull 2017 team and other partners involved in the project? How is this aspect working well now? What improvements could still be made?]

**Successes & Challenges**

Reflecting on the year, what do you feel have been the main successes of Back to Ours at your venue? [Probe: audience reaction; partnerships; staff development]

And what do you feel have been the main challenges of Back to Ours at your venue? [Probe: audience reaction; partnerships; staff development]

What has been the most exciting thing about working on Back to Ours?

**Surprises**

What, if anything, surprised you about the Back to Ours experience across the year?

**Knowledge and skills**

What has been your role in Back to Ours at your venue? [Probe: Please give a brief description of your responsibilities]

How has working on Back to Ours had a personal impact on you? [Probe: skills/knowledge developed, confidence working on festival projects and with the local community, greater connection with the city and its people, attitude towards your job]

And how has the involvement of your venue in Back to Ours impacted on the professional development of staff from your organisation? [Probe: skills/knowledge developed, confidence working on festival projects and with the local community, greater connection with the city and its people, attitude towards their jobs]

And what are the main learnings you will take forward?

**Perceptions**

To what extent do you think Back to Ours has changed perceptions of your venue among the local community? [Probe: Do people feel or think differently about your venue because of your involvement in Back to Ours? Has your venue been approached to be a venue for other events, because of being involved in Back to Ours?]

**Partnerships**

Aside from Hull 2017, what partnerships have you gained or developed because of taking part in Back to Ours? [Probe: What was the role of each partner and how did you work with them?]

Which partnerships were the most valuable to you and why? [Probe: Why was their involvement so integral to the festival being able to be delivered at your venue?]

**Impacts**

You were previously asked what the key measures of success should be for Back to Ours? How do you feel the project performed against these key measures of success?

What are your hopes and expectations for the future of Back to Ours in Hull?

What are the key things that will enable this vision for Back to Ours in Hull to be realised?

Do you have any further comments on the project?