Appendix 11: Artist / Promoter Discussion Guide

**Concept**

How did your involvement in the Back to Ours festival come about? [Probe: Did you approach Hull 2017, or did they approach you?]

What was it about the concept for the Back to Ours festival that interested you? [Probe: What were the main motivations for you choosing to get involved?]

**Project Location**

How appropriate do you feel the venues you / your acts were programmed in were for the show? [Probe: strengths, weaknesses, production/ presentation, reflections on its appropriateness to show’s narrative]

And how did these venues compare to traditional performance spaces? [Probe: size and quality of performance space; technical setup; audience]

**Professional Development**

**Artists:** To what extent, and in what ways, do you feel that you have been challenged by presenting your work at Back to Ours? [Probe: In what way, if any, did you adapt your performance? If so, why?]

**Artists:** How does your Back to Ours experience compare to other festivals you have performed at? [Probe: audience reaction; artist liaison; venue support; tech support, etc.]

**Promoters:** To what extent, and in what ways, do you feel you have been challenged by promoting acts for Back to Ours?

**Promoters:** To what extent, and in what ways, do you feel your acts have been challenged by presenting their work at Back to Ours? [Probe: In what way, if any, did they adapt their performances? If so, why?]

**Promoters:** How does your Back to Ours experience compare to previous festivals that you have promoted acts for? [Probe: audience reaction; artist liaison from staff team;

**Both:** How likely would you be to get involved in a future Back to Ours festival, or event with a similar concept? Why?

**Both:** What most surprised you about your Back to Ours experience?

**Both:** What was the biggest challenge about your Back to Ours experience?

Both: What are the key lessons you have learnt from taking part in Back to Ours that you will take forward into other projects?

**Impact**

Artists: What were the key measures of success for you as an artist performing at Back to Ours? [e.g. audience numbers, audience profile, media coverage, sector response, audience response, professional opportunities resulting from it]

**Hull 2017 as Partner**

How have Hull 2017 and its partners performed in the following areas, if applicable, and why?

* Contracting;
* Commissioner
* Production Planning;
* Marketing and promotions;
* Venue Management.

Other than Hull 2017, did you collaborate with any new individuals or companies to make or develop your work for Back to Ours? If yes, what was the nature of these collaborations and how did they challenge your ideas or approaches to your work?

Do you have any further comments on the project?