CSL feedback

* Too many events with the same poet in a short space of time
* Events with obvious clashes and not enough time for people to move between venues
* Free tickets can be great but there were then a lot of no shows
* The ‘hub’ wasn’t central enough
* Too many events during working hours
* Brochure image of Isaiah was striking (in two minds over whether the hand over the mouth was a good idea or not) but an image of someone recognisable like Kate Tempest would have been picked up by more people. The large banners around the city with Harry Giles were a missed opportunity but this was largely down to the lack of high-res images available.
* Didn’t advertise who the guests on broadcasts were eg John Cooper Clarke on Jo Whiley would have helped increase audience numbers
* 1xtra event was announced late and with changes to the line-up; younger audiences are always difficult to attract so need a lot more lead in time and focused work to get them through the door. Didn’t help that Bongo Bongo changed their name, not well-known and is located out of town.
* No need for two performances of A City of Poets or This Tide of Humber – meant one of each was well attended and other wasn’t
* The CSL team didn’t seem to know the proper capacity of Kate Tempest and didn’t have a process for comps, Sue and Shane should have given out comps (which they had) rather than just told people to turn up. We weren’t very reassured by the news that Shane hadn’t organised PLI until being told to do so.
* Attention to detail for customer experience at venues eg signage not put back outside each morning at the college, washing line still being put up and brochures still in boxes on table as audience came in at Jubilee Church.
* Clarify process for ticketing, unnecessary to have tickets scanned and give audience wristbands unless they need to come in and out all day.
* There wasn’t much of a Festival presence across the city by BBC or Hull 2017.
* Volunteers had capacity to do more but BBC had limited use for them.
* Z cards paid for by Shane, designed by BBC (nothing to do with Hull 2017) were left in Staples with no plan for their use
* Reluctance to provide access provision even though we were doing all the bookings, etc