**THE INSTITUTE or (!)**

**THE GREEN GINGER FELLOWSHIP**

**Name:**

The Green Ginger Fellowship

**Background:**

This group first banded together some years previously from a mutual interest in local history. Including Archaeologists, Academics and Scientists as well as interested enthusiasts, they had initially started out meeting to look into and explore all aspects of local history.

Over time they had become particularly interested in local mythology – such as the Beast of Barmstone Drain (*this is where we could add some content with some of the other titles from our original bookshelf*) – and had developed a specific interest in the unusual street name of Land of Green Ginger. They had recorded sightings of a similar “Green Ginger mark” around Hull and other unexplained occurrences around the area of the street and also further afield – the smell of ginger, the ringing of bells at midnight. They believed that there was more to the street name than whimsy or linguistic confusion. Unfortunately, nobody had paid any attention to them at the time and, as nothing very profound or significant had occurred, they had disbanded. However, with this recent discovery, somebody had remembered the group and got in touch with the founder members to see if they would be interested in taking the crates and investigating the contents.

Of course they were and so they’ve dug out the old “uniform”, set up a website/blog and social media presence (this being a thing now – unlike when they were first “operational”) and embarked again on their obsession, but this time with a proper purpose.

They talk, with some confidence and knowledge, of the probability of the cases containing artefacts that are of the utmost curiosity to students of the weird and wonderful. They talk about the kind of mythologies that have no physical evidence but still remain somewhere in the psyche and folklore of the communities. They are looking forward, with great confidence and excitement, to unearthing some hidden mythology -and who knows what this might unleash!

**Identity / Characters:**

They all have day jobs – or day jobs they are retired from or on sabbatical from – which give them some knowledge and expertise, rather than just being conspiracy theory weirdos (although there is a touch of that): an archaeologist, an academic local historian, a campanologist , a physicist, a cultural historian, etc.

They are relatively nerdy, although not so much that they become a parody - one of them is improbably good looking. They have a quiz team.

Could Garry Taylor be one of the original members? Or Martin from the History Centre?

**Branding / Uniform**

The branding should be slightly rubbish – as if someone has drawn them a logo or put it together from clipart.

At the same time we want the website to function properly and well – one of them could be an IT specialist in their day job and a local history enthusiast by night.

The van / flatbed does not, therefore, have to be brilliantly well branded either. And the operatives who do the removals and collections, could just be normal man-with-van types who have been forced to wear the “Fellowship’s” branded overalls. Need to work up what their script would be, but at its simplest, it could be “I dunno, we’ve just been brought in to move these boxes by this lot (point to logo) and asked to wear this uniform - they’ve got a website…”.

**URL / Web presence:**

[www.landofgreenginger.org.uk](http://www.landofgreenginger.org.uk) (or [www.landofgreenginger.org](http://www.landofgreenginger.org) or [www.greenginger.org](http://www.greenginger.org))

Plus associated facebook page.

**Pros to this approach**

It allows us to consolidate messaging – so Green Ginger is everywhere rather than “Institute of Rediscovered Wonders”.

It’s a neater backstory. We don’t have to work so hard for it to be “believable”. We don’t have to make an “institute” which has professional links, funders, a history of investigations, a reason why it would be them and not a museum / archive called in to investigate, a way of behaving which is utterly professional or, conversely, a joke from the start etc.

As long as we don’t make them “just” conspiracy theorists, but also people who have a professional interest or background in key areas then they could still have knowledge and expertise and access to “equipment”.

It’s quite appealing that they are local “real people”, who are spending their spare time trying to solve the mystery of something weird going on in their own city - it echoes the pride of the city in being City of Culture, and it’s a bit like the volunteers volunteering their time for the city and the participatory elements across all of the project. It gives it more of a local resonance.

There are cons as well, obviously, but this feels like the right direction of travel.

**TYPE OF CONTENT**

Blog responses to how they felt when they first saw it.

Details of the crate movement – did they get a bit lost? Were they surprised by how the crates were behaving?

Record of what the crates do. “1000 – no activity; 1100 – no activity; 1200 several crates emitted the sound of bells for 12 minutes etc.”

Xraying / scanning a crate. How do they do this and what do they find?

Opening a crate. How do they prepare for this? Is it difficult for some reason? Does it smell when it is opened?

Recording and interpreting what they find inside.

Relating things to other investigations or conspiracy theories.

Videos of the crates which are found in situ.

Responding to things which the public post.

Responding to activity in the outside world.

Newsletters – sign up for more information.