

# Flood Part One: From The Sea

Airstream Tour

Hull (multiple sites)  
27th February - 4th March 2017



# Project Overview

Between 27th February and 4th March 2017, Slung Low's 1950's Airstream Caravan toured to various sites across Hull, as a means of engaging the local community in the company's upcoming performances at Victoria Dock. At each site, *Flood, Part One, From The Sea* was projected during a 5 minute screening inside the Airstream Caravan functioning as a 7 seat cinema, with audio provided via individual headphones. We met with members of the public and heard some incredible stories in response to the film, and provided information alongside the screenings, including details on Part Two, Part Three and Part Four of *Flood*. The aim of this activity was to provoke interest within communities that might not be reached in more conventional ways.

*Flood*, written by James Phillips, is an epic adventure about the end of our world, set in a future, told in many parts. It is the story of what happens to Hull when the waters come, and has been commissioned by Hull UK City of Culture 2017. The Space supported the making of Part One and the caravan cinema tour. The live performances (Parts Two and Four) will take place on the half tide basin at Hull's Victoria Dock, with the audience watching the tale from the dry land along the perimeter of the water's edge, listening in on the action through the company's headphone system, which allows the actor's slightest breath to be heard. *Flood* is the company's most ambitious and experimental project to date, using live performance, special effects, digital manifestations and other platforms to tell a story across an entire year.

Slung Low Tour Staff:

**Sarah Cotterill**  
*Project Manager*

**Alan Lane**  
*Artistic Director and van driver*



**“Very intriguing...it leaves you  
wanting more”**

Member of the public, North Point Shopping Centre

# Director's Note

By Alan Lane

That over 100,000 people saw Flood Part One online in the week we toured the city in our caravan and Part Two sold out in less than 24 hours didn't change the function of the cinema tour. It brought it into sharp relief.

We didn't need 'hits' and we were in no hurry to give out the free tickets we were carrying. We were hoping to find the people who were not going to be reached any other way than standing outside a supermarket for four hours in the cold smiling.

We found them. In Walton market with a racist butchers' tannoy ringing in our ears there were people who were suspicious it was a trick but left the screening full of questions and wonder.

We found them at Tesco's Hessle Road with a woman who was adamant that she had "seen nothing of 2017 out here."

Well apart from this caravan, the film screening and the director of the show standing in front of you.

"Oh this doesn't count, you're different." Even in that denial is the acceptance that the experiment worked. We reached where other, easier, simpler, cheaper ways cannot.

Against such internet viewing figures there's no metric in this that will impress. But that doesn't concern me. And I hope it doesn't you either. The time and energy spent was worth it- I'd happily stand for another 32 hours in the cold to meet the same people with the same mix of suspicion and curiosity.

It was a fine way to introduce ourselves to a city before we embark on the next 8 months of Flood in Hull. Touring most parts of the city with our name emblazoned on the side of a silver caravan standing answering questions about who we were and why we were in the city felt both practically and symbolically appropriate.

The local BBC television coverage was key in giving people confidence in approaching us with a "we saw you on the tele you're the Flood people". This transformed the way certain people approached the caravan, magnetically drawn to it because they had seen us on the familiar telebox. That was an important piece of comms.

The community champions at the supermarkets were vital. Really enthusiastic brilliant people whose positivity around Hull UK City of Culture was extraordinary.

Beyond the various experiences with members of the public who I feel we wouldn't have reached otherwise the entire week also realised what an amazing foundation we were standing on built by the Hull 2017 team. The people of this mighty city are adventurous and excited about cultural experiences in a way that simply was not true a couple of years before. What a transformation.

What a year we'll have.

# Tour Schedule



Monday 27th February	16.00 - 20.00	Asda Hessle Road
Tuesday 28th February	16.00 - 20.00	Tesco St Stephens
Wednesday 1st March	08.00 - 12.00	Walton Street Market
	16.00 - 20.00	Asda Mount Pleasant
Thursday 2nd March	16.00 - 20.00	Tesco Beverley Road
Friday 3rd March	16.00 - 20.00	Asda Beverley Road
Saturday 4th March	11.00 - 15.00	North Point Shopping Centre
	16.30 - 20.30	Asda Kingswood

# Tour Map

**Slung Low - Air Stream ...**

12/09/16 - sites to visit  
70 views  
[SHARE](#)

**Sites**

- 1) ASDA - Mount Pleasant
- 2) North Point Shopping Centre
- 3) ASDA - Kingswood
- 4) Tesco - Beverley Road
- 5) Walton Street
- 6) ASDA - Beverley Road
- 7) ASDA - Hessle Road
- 8) Tesco - St Stephens

X Indicates company base at Victoria Dock

Made with Google My Maps

Map data ©2017 Google [Terms](#) 500 m

# ASDA Hessle Road

Monday 27th February

16.00 - 20.00

## Hessle Road, Hull, HU3 4PE

The first stop on the tour was a great way to gauge the response from the general public, as they went about their afternoon shop. Many were curious as to our presence and were keen to see inside the Airstream.

Approx Number engaged with:

48

An amazing couple saw Part One and mocked Alan for being seasick whilst filming. Then vox popped on the tele.

Here Katie from Look North recorded a couple of interviews, which went out across the week and really helped to spread the word about the tour.



“It’s made you want to see the proper thing.”

“Very interesting”

“Is that the one that’s £12.50?”

# Tesco St Stephens

Tuesday 28th February

16.00 - 20.00

**110 Ferensway, Hull, HU2 8LN**

At Tesco we were positioned next to the covered car park and near the West entrance to St Stephens Shopping Centre - our most central location within the tour.

Approx Number engaged with:

41

We met with some enthusiastic shoppers, but perhaps pancake day lent itself to a quieter evening. Despite this, here, and throughout the week, there was a definite sense that there would be no other way to reach these people if we hadn't been at the supermarket.

Some lads on motorbikes came by and saw Part One and then brought back another friend on a motorbike to see the film.



"What is it?"

"Very cool"

"Where can we see Part Two?"



# Walton Street Market

Wednesday 1st March

08.00 - 12.00

## Walton street, Hull, HU9 6JB

Walton street seemed a popular and bustling market, and our position on the main thoroughfare proved to be the busiest location on the tour, with a few full houses in to see the film. Many here were interested in the Airstream and it's history, one man proceeding to show us photos of caravans and model vehicles he had made over the years. Several people recommended a documentary about Airstream's on Quest Channel.

Approx Number engaged with:

214



“Is that council? I don't want anything to do with council”

“We'll follow through all the parts now”

“Food for thought”

# ASDA Mount Pleasant

Wednesday 1st March

16.00 - 20.00

08.00 - 12.00

**Mount Pleasant, Hull HU9 2BN**

Approx Number engaged with:

34

Wednesday afternoon's site was technically not at ASDA, with the Mount Pleasant Retail Space's car park being owned by a private landlord. We were positioned next to the central walkway between DW Sports and Matalan and the Security guard on duty very much enjoyed us being there and the connection with Hull 2017.



“We’ve seen this on the news and come down specially”



**“When Hull flooded, 3000 people were washed out of their homes, and it was on the news for a day. When York flooded only 500 were, and it was on the news all week. What’s Hull? Nobody cares about Hull”**

Parking Attendant, Tesco Beverley Road

# Tesco Beverley Road

Thursday 2nd March

16.00 - 20.00

Hall Road, Hull HU6 7XP

Approx Number engaged with:

164

Here we met some incredible people which made our activity seem very worthwhile. We met a man who told us about a film he made with his Dad about drug addiction. He was really interested in the project and it's goals - why we were making it, what was its purpose. He loved the Part One and found it very moving:

“You've made the effort to come here, least I can do is watch it”



We also met a man with Alzheimer's whose wife left him with us while she went shopping. He was very grateful to be seeing the Part One and then told us about his 22 years in the Royal Navy. He did electrics as he was clever at school.

A women came along with her Grandson and she told us they used to see lots of theatre and dance shows but they got priced out - they cant afford £30 a ticket. She said that nothing from the City of Culture had happened in this area, until we reminded her that this had. Her grandson was in the Cadets and is looking forward to Part Two - he's bringing his Sister.

"Very depressing film"

Some young guys on bikes bought loads of sweets and all piled in to see the film, apart from one who was busy doing wheelies around the car park. Later on Sarah fixed his bike, and Alan encountered some young boys who attempted to damage the outside of the caravan.

# ASDA Beverley Road

Friday 3rd March

16.00 - 20.00

**Beverley Road, Hull HU3 1TY**

Asda Beverley Road was the smallest supermarket on the tour and proved to be quietest location in terms of public activity. The store manager here asked us if we would be staying until the idiots arrived - the car park often becomes a Friday night drinking spot. We didn't.

Approx Number engaged with:

54

“Do you know more than me about this rain? I hope it won't Flood again”



“Powerful. I think they're going to take her in and care for her, they won't throw her back in”

# North Point Shopping Centre

Saturday 4th March

11.00 - 15.00

5 Goodhart Road, Hull HU7 4EE

Approx Number engaged with:

127

We met with the centre manager Louise who is trying to raise the perception of the Bransholme area. Many members of the public spoke to us about the great community here, partly due to the relocation of homes from Hessle Road after the decline of the fishing industry.

North Point was busy with lots of families out shopping on

Saturday morning.



A couple of people didn't enjoy the film here, and we also met some children who ruined the experience for some older men watching, by being destructive inside the caravan and later breaking one of our receivers and headphones. Louise named them as well known trouble makers in the area.

“We’ve got tickets for The Hypocrite later in the month”

The parking attendant watched the film and later came back to the caravan to tell us his theory on the woman from the sea being Minerva. He was inspired by a dance piece based on the fishing industry that he saw at Hull Truck, featuring performers with Downs syndrome.

# ASDA Kingswood

Saturday 4th March

16.30 - 20.30

**Kingswood Retail Park, Althorp Road, Hull HU7 3DA**

Approx Number engaged with:

96

We arrived regrettably at our last stop on the tour, having had an interesting, if a little cold week, outside the supermarkets of Hull.

Our Community Champion at Asda was very keen, flyering members of the public and persuading shoppers to spare 5 minutes to watch Part One in the Airstream. He had been unimpressed by a whale film at the Maritime Museum, which he recently took his children to during half term.



“Great score, really liked the music”

“We’ve booked to see Part Two”

# Over 100,000 people have now viewed Flood Part One: From The Sea online

We were completely taken aback by the sheer demand for tickets when they were put on sale at the start of the tour. Flood Part Two: *Abundance* at Victoria Dock 11 – 15 Apr 2017 has now sold out, but we're pleased to confirm that this isn't the only chance to see it as we'll be staging the performance again in October 2017 alongside Flood Part Four: *New World*, the final part of this epic adventure. Stay tuned for further details of tickets going on sale. Throughout the year you can follow additional digital content which will appear on the microsite at [hull2017.co.uk/](http://hull2017.co.uk/)





# With Thanks to our partners and Community Champions at each site

## Slung Low

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