**Lone Twin**

**Guild Recruitment and Narrative Approach**

**NARRATIVE**

**(nb not all of this has to be explained to everyone coming into contact with the story, but it is the internal logic of how we build this into the bigger Green Ginger narrative).**

Back in May, Margaret from Wansbeck Allotment Association discovered a Land of Green Ginger crate in her allotment. Upon opening it, she found within a jar of ashes, a megaphone, red, yellow and blue ribbons, and a manifesto for something called The Guild of Commoners.

Margaret contacted the Hull Daily Mail, who came and reported on her findings. By this point, Margaret had set out to do what the manifesto stated, which was to set up a Guild of 100 members to work together to celebrate life in Longhill.

Margaret struggled to get many members signed up, nor could she decide what it is they should be doing, and so she contacted a group called Lone Twin who ran a project in Longhill last year.

Lone Twin have come to Longhill to help set up The Guild of Commoners, and to work with them to create a series of performances and artworks as Longhill’s own contribution to City of Culture.

The Green Ginger Fellowship caught wind of the discovery of the crate and got in touch with Margaret.

Every so often The Fellowship check in on the progress of The Guild. Neither Margaret nor Lone Twin are willing to give up their crate as they feel it should remain in Longhill. The Fellowship, however, believe this must be another At of Wanton Wonder revealing itself so they set out to help Lone Twin publicise with their recruitment drive and also to keep abreast of any other developments which will shed more light on this particular Act.

In this guise, The Fellowship send a crate to Longhill on Wednesday 21 June to help direct residents to a Guild open day taking place at St. Maggies on Sunday 25 June.

Later on (week commencing 26th) The Guild find that there is a riddle contained in the jar of ashes found in the crate, and contact The Fellowship for their help in solving it. The GGF oblige, and call in their Facebook followers for help. It is found that the riddle states that a bonfire is to be held. The Guild and the Fellowship work together to put this into place, to launch the new generation of the Guild of Commoners and to recognise that this is the next Act of Wanton Wonder in the series. (In reality, most of this narrative happens online. However, when the publicity for the finale event goes out, it can be “The Guild of Commoners and the Green Ginger Fellowship invite you to…”). It also means that we can easily point people to [www.greenginger.org](http://www.greenginger.org) for event information and also capture them into the wider story.

They invite Longhill residents to attend by sending out flyers and displaying the information on blackboards alongside a series of smaller performances and activities that take place throughout Longhill from 8 July.

When the bonfire is lit on 15 July, the crate found in Margaret’s allotment is hoisted to the top and burnt.

The Fellowship are somewhat taken aback as this was not part of the original plan with the Guild. Upon asking The Guild why they burnt the crate, they are told that it was the only way that the Guild could live in perpetuity.

**Approach**

This approach enables Lone Twin to talk to Longhill residents more freely about who they are and what they plan to do.

Lone Twin can state that this is Longhill’s contribution to City of Culture and that Hull 2017 are supporting the activity. There is still a requirement to attempt to let the Guild members know that this fits with the larger Land of Green Ginger project, however this can be explained as the process goes on.

The Land of Green Ginger narrative will continue separately, with The Fellowship reporting on The Guild progress, as well as aiding recruitment if required. We will also investigate other subtle ways to indicate the link – such as the ecowashes of the Land of Green Ginger stamp appearing around the estate and the activity sites.

**Recruitment**

Lone Twin will carry on recruiting as they have been.

Hull 2017 can offer the following to help:

* An email to Hull 2017 volunteers with a Longhill postcode, inviting them to attend the open day on 25 June.
* Design of Guild of Commoners logo.
* Flyers, posters, banners – marketing collateral design and print to aid recruitment. To be designed and agreed by Lone Twin and Hull 2017.
* Targeted Facebook adverts from The Fellowship to Longhill postcodes signposting to Guild open days/information/page.