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| --- | --- |
| **OFFICE USE ONLY** |  |
| **Event Name / Ref no: 7 Alleys (LOGG)** | **Date of interview:** |

Hello, my name is <name> and I’m calling on behalf of Hull City of Culture 2017 from an independent research agency (called Marketing Means). Volunteers at the 7 Alleys event spoke to you on <day> prior to the event at East Park and you said you would be happy to be contacted, so that we could ask some questions about your experience. Would it be OK to talk to you now – it will take about 10 minutes? *(Make appointment if not convenient).*

We’d like to find out about you and your experience at 7 Alleys to help us to understand your views and to inform future events and activities. Everything that you say is confidential and will only be used for the purposes of this research. Please note also that this conversation will be recorded for training and quality purposes, and will be conducted in line with the Market Research Society Code of Conduct.

1. **ASK UNPROMPTED. What was your main reason for attending the 7 Alleys?** *Code response and select one only – prompt if necessary with list.*

🞏 Because of my interest in / awareness of the 7 Alleys legend  
🞏 Because I took part in the 7 Alleys project in 2016  
🞏 Because I’ve been following The Green Ginger Fellowship  
🞏 Because I saw the crates and Land of Green Ginger story in the news and / or online  
🞏 It’s a unique experience not to be missed  
🞏 General interest in this type of event   
🞏 Wanted to see / do something creative  
🞏 Specific interest in the artists involved (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
🞏 Getting involved in what’s happening  
🞏 Trying something new or different   
🞏 Something to do while I’m in Hull on business   
🞏 It’s affordable / good value  
🞏 Something to do with friends / family  
🞏 Something to do with the kids  
🞏 Interested to find out more about Hull   
🞏 No particular reason / someone else’s idea  
🞏 I was in town anyway  
🞏 Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **How likely are you to recommend this type of event to friends or family, on a scale of 0 to 10, where 0 is very unlikely and 10 is very likely?** *Select one only*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Don’t know/ Can’t say | Very  unlikely |  |  |  |  |  |  |  |  |  | Very  Likely |
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

1. **How much would you disagree or agree with the following statements? For each one, you can say Strongly Agree, Agree, Neither agree nor disagree, Disagree, or Strongly Disagree.** *Rotate statements*(Please select **one** option for each statement)

| **The 7 Alleys at East Park…** | Rotation | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree | Don’t know/ Can’t say |
| --- | --- | --- | --- | --- | --- | --- | --- |
| …gave everyone the chance to share and celebrate together | 1 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏(6) |
| …was an enjoyable experience | 2 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏(6) |
| …placed the community at the centre | 3 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏(6) |
| …made me feel more connected with the stories of Hull and its people | 4 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏(6) |
| …has introduced me to the Seven Alleys urban legend for the first time | 5 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏(6) |
| …provided me with a different experience of the neighbourhood | 6 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏(6) |
| …challenged my understanding of theatre | 7 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏(6) |
|  |  |  |  |  |  |  |  |
| …inspired my imagination | 8 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏(6) |
| …has made me curious about other Land of Green Ginger events and activities that may happen | 9 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏(6) |

1. **How much happier did you feel as a result of attending 7 Alleys at East Park?**

🞏 Less happy 🞏 The same 🞏 Happier 🞏 Don’t know/Can’t say

1. **On a scale of 0 to 10, where 0 is Nothing at all and 10 is A lot, how much have you learnt about the urban legend of the Seven Alleys as a result of attending the event?** *Select one only*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Don’t know/ Can’t say | Nothing at all |  |  |  |  |  |  |  |  |  | A lot |
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

1. **How much would you disagree or agree with the following statements about 7 Alleys. For each one, you can say Strongly Agree, Agree, Neither agree nor disagree, Disagree, or Strongly Disagree.** *Rotate statements*

| **As a result of attending 7 Alleys at East Park…** | Rotation | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree | DK /Can’t say  (DNRO) |
| --- | --- | --- | --- | --- | --- | --- | --- |
| …I’ve spoken to people in the community that I normally wouldn’t have interacted with | 1 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏99 |
| …I will / plan to attend more arts or cultural activity in the city | 2 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏99 |
| …I feel more positive towards the Holderness area of Hull | 3 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏99 |
| …I feel more proud of where I live | 4 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏99 |

1. **Did attending 7 Alleys bring up any personal memories for you about the urban legend of the Seven Alleys?**

🞏 Yes 🞏 No 🞏 N/A – I have no personal memories of to the Seven Alleys legend

🞏 Don’t know/ Can’t say

1. **IF YES TO Q7: Please could you give me a short summary of the memories that it brought up? [TYPE IN]**

|  |
| --- |
|  |

1. **[ASK ALL:] Please could you tell me any further comments you have about 7 Alleys? [TYPE IN]**

|  |
| --- |
|  |

1. **How did you find out about 7 Alleys at East Park? Ask unprompted, but prompt****if necessary to clarify their answer, i.e.: Was it ...?:** *Select all that apply*

🞏 Friends/family/colleagues - told me in person  
🞏 Friends/family colleagues – via social media / email  
🞏 Green Ginger Fellowship website (www.greenginger.org)  
🞏 Crates or Land of Green Ginger mark at East Park and / or Freedom Centre  
🞏 Scroll / business card hand delivered to me by horse and carriage  
🞏 Hull 2017 website ([www.hull2017.co.uk](http://www.hull2017.co.uk))  
🞏 Other website (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
🞏 Green Ginger Fellowship on Facebook / Twitter / Youtube   
🞏 Hull 2017 on Facebook / Twitter / Instagram / Youtube / Flickr / enewsletter   
🞏 Other organisation on Facebook / Twitter / Instagram / Youtube / Flickr   
 (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
🞏 Printed promotional material and advertising (e.g. brochure, leaflet, flyer, billboard, poster)   
🞏 Hull Daily Mail   
🞏 Other newspaper   
🞏 TV  
🞏 Radio  
🞏 Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏 Don’t know/ Can’t remember

1. **In the last 12 months have you attended any other event at East Park?**

🞏 Yes 🞏 No 🞏 Don’t remember

1. **Do you live in Hull?** *Select one*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 🞏 | Yes (Go to Q13) | 🞏 | No (Go to Q14) | 🞏 | Refused |

1. **Do you consider yourself local to the Preston Road / East Hull Estate?** *Select one*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 🞏 | Yes | 🞏 | No | 🞏 | Refused |

The final questions are just to collect a little bit of information about yourself. This helps us confirm that we’re representing the views of all of the different types of people who attended the event, to let us see whether different types of people have different opinions, and to demonstrate to Hull 2017’s funders whether we are meeting our promise to programme events that appeal to a broad range of people. You don’t have to answer all of these questions, and pleased be assured that your answers will not be linked to your name or telephone number when we analyse the data.

1. **Which of the following best describes your employment status? (tick one only)**

🞏 Employed / working full or part time   
🞏 Self-employed   
🞏 Unemployed  
🞏 On a government scheme for employment training   
🞏 Looking after family / home  
🞏 Unable to work   
🞏 Retired   
🞏 Student   
🞏 Prefer not to say/ Refused

1. **Are you:**

🞏 Male   
🞏 Female   
🞏 Transgender   
🞏 Gender non-conforming  
🞏 Other (please describe)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
🞏 Prefer not to say/ Refused

1. **How would you describe your ethnic background?**

|  |  |  |  |
| --- | --- | --- | --- |
| **White** |  | **Asian/Asian British** |  |
| English/Welsh/Scottish/Northern Irish/British | 🞏 | Bangladeshi | 🞏 |
| Irish | 🞏 | Indian | 🞏 |
| Gypsy or Irish Traveller | 🞏 | Pakistani | 🞏 |
| Polish | 🞏 | Chinese | 🞏 |
| Any other White background  Write here (if you wish) | 🞏 | Any other Asian background | 🞏 |
|  |  |  |  |
| **Mixed/multiple ethnic groups** |  | **Black/African/Caribbean/Black British** |  |
| White and Black Caribbean | 🞏 | African | 🞏 |
| White and Black African | 🞏 | Caribbean | 🞏 |
| White and Asian | 🞏 | Any other Black/African/Caribbean background  Write here (if you wish) | 🞏 |
| Any other Mixed/multiple ethnic background  Write here (if you wish) | 🞏 |
|  |  | **Other** |  |
|  |  | Arab | 🞏 |
| Prefer not to say/ Refused | 🞏 | Any other ethnic background  Write here (if you wish) | 🞏 |

1. **Which of the following age groups do you fall into?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 🞏 16 – 17 | 🞏 18 – 19 | 🞏 20 – 24 | 🞏 25 – 29 | 🞏 30 – 34 |
| 🞏 35 – 39 | 🞏 40 – 44 | 🞏 45 – 49 | 🞏 50 – 54 | 🞏55 – 59 |
| 🞏 60 – 64 | 🞏 65 – 69 | 🞏 70 – 74 | 🞏 75 + | 🞏Prefer not to say/ Refused |

1. **Including yourself, how many people were in your party at the 7 Alleys event in each of the following age categories?** Write the number of people in each box, check total number of people in party at end.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Age | Total no. persons | Age | Total no. persons | Age | Total no. persons |
| 0 - 2 |  | 20 – 24 |  | 50 – 54 |  |
| 3 – 5 |  | 25 – 29 |  | 55 – 59 |  |
| 6 – 10 |  | 30 – 34 |  | 60 – 64 |  |
| 11 – 15 |  | 35 – 39 |  | 65 – 69 |  |
| 16 – 17 |  | 40 – 44 |  | 70 – 74 |  |
| 18 – 19 |  | 45 – 49 |  | 75 + |  |
| Prefer not to say/ Refused |  |  |  |  |  |

1. **Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?**  Select one only

🞏 No   
🞏 Yes, limited a lot   
🞏 Yes, limited a little   
🞏 Prefer not to say/ Refused

1. **Would you be happy for Hull 2017, the University of Hull or their official evaluators to contact you to take part in future research?** 🞏 Yes 🞏No
2. **And finally, would you like to opt in to receive information via email from Hull 2017 about upcoming events like this one?** 🞏 Yes 🞏 No

**If Yes to Q20 or Q21, please could you give me your details? So your name is:**

**Name:**

**Email address:**

**Telephone number (optional):**

**That's all of the questions that I have. Thank you for your time today.**

**Just to confirm, my name is (....) and I've been calling today from Marketing Means, an independent research agency, on behalf of Hull City of Culture 2017.**

**If you'd like to check that this survey is a genuine piece of research, I can give you either our own number or the Market Research Society's phone number. Do you need either of those numbers?**

**IF YES:**

**Contact names for Marketing Means are Chris Bowden, Colin Slocombe or Gina Shaw on 0800 849 8014**

**Market Research Society number is 0500 39 69 99**

**Thank you for your time today.**