**PERIPLUM – 7TH ALLEY**

**Preliminary activities timeline**

**15-16th April? Delivery of 1000-2000 scrolls to Preston Road homes (made & delivered by marketing team, not horse-and-carriage) with invite to join the search for 7th Alley, containing instruction to find Land of Green Ginger carriage in Freedom Centre square on 20th, 21st, 22nd.**

***(Prioritising audience recruitment in Preston Road area.)***

**20th April Crates appear overnight in Freedom Centre square, stamped with ‘To East Hull from the Land of Green Ginger, also displaying sign-up information.**

**20th-22nd April Land of Green Ginger carriage installed in Freedom Centre courtyard as ‘box office’ for invitation respondents to sign up for show; staffed by 2 x local (Preston Road) actors and 2 x 2017 box office team in rotation; open 4-8pm on 20th & 21st, 10am-5pm on 22nd; security required throughout.**

 ***Extra budget for carriage and box office team to be confirmed.***

**21st or 23rd April 7 Alleys horse-and-carriage appears and moves throughout Preston Road neighbourhood, carrying one of the crates – additional deliveries with show location/timing information.**

**Week commencing**

**24th April Phone camera footage and reports released on-line and through press of apparitions appearing, firstly in real 7 alleys site then on rooftops in central Preston Road – Sentamu Academy and Freedom Centre. Eye witness testimony from community co-conspirators Liam Foster (Sentamu) and Tony Forrester (Freedom Centre). Reports that apparitions have appeared at same time every day. Call to public to look out for them on these rooftops at same times on weekend of 29th.**

**28th April Horse-and-carriage appears around Holderness Road and residential perimeter of East Park – delivering show invitations.**

**29-30th April Additional scroll invitation deliveries to East Park residents by marketing team (1000-2000)?**

**29-30th April Apparitions live appearances on rooftops of Sentamu Academy and Freedom Centre.**

**29th April-1st May On-line/press/radio stories of apparitions manifesting in East Park – park-keeper testimony.**

***(Ash people have migrated North from real 7 Alleys to central Preston Road, then North again to East Park.)***

**3rd-6th May Shows**