**Interview with Katy on Hull 2017 claim**

**Tell us a bit about Land of Green Ginger**

* Strange street name, lots of folklore surrounding where the name came from, perfect basis for a story that creates public intrigue
* City-wide community engagement programme - engaging communities outside of the city centre in world-class arts and culture on their doorsteps
* Infiltration of everyday life, antidote to boredom, sense of wonder and delight

**What’s the reason behind putting this project together?**

* Engaging with audiences outside of the city
* Ensuring people further afield have access to City of Culture on their doorsteps if they are unable to travel
* Doing community engagement on a large scale and giving those communities something special that leaves them with lasting memories and a sense of pride in their areas

**Why mightn’t we have heard about the events taking place? Why aren’t the events listed on the Hull 2017 website or in the season brochures?**

* Land of Green Ginger is an overarching narrative, weaving a series of public events – or Acts of Wanton Wonder – together through a story that is told throughout the year
* It was important to begin the story by engaging the public in something that would make them curious, and make them question whether what was happening was real or not
* Therefore, we’re using an organisation – The Green Ginger Fellowship – to host all of the information, and to bring the public along on their journey, encouraging curiosity and engaging with audiences through a creative digital strategy
* To host this on Hull 2017 would have given the game away too soon – we want people to follow the narrative throughout the year

**What is The Green Ginger Fellowship?**

**How do we find out more?**

**Did the strategy for engaging local audiences work for 7 Alleys? How?**

**Do you know of anything like this that has happened before elsewhere?**

**How did you choose which artists to work with on the project?**

**What has the public response been?**

**How is it funded/supported?**

Spirit – “we are unleashing the spirit of Hull”

*Hull CCG – connecting communities, engaging people in their neighbourhoods*

*ACE Ambition for Excellence – ambitious and excellent*

*“Unleashing the spirit of Hull with an ambitious and excellent programme in communities across the city.”*

*[logos at end] – Hull 2017 channels.*

*Spirit - clean version without logos.*