

Hull City of Culture: Land of Green Ginger – 7 Alleys

Audience research summary findings report

July 2017



Photo credits: James Mulkeen, 2017

*A great sample
of Hullishness.*

Report Authors: Henrietta Hopkins and Anita van Mil
Hopkins Van Mil: Creating Connections Ltd

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1. The event learnings

Throughout this report HVM has drawn a number of conclusions from the research findings and provided them as event learnings. These are given in boxes at the relevant sections of the report and listed here for ease of reference.

Event learning 1: The music accompanying the performance was greatly appreciated by the majority and mentioned as key to the success of the performance for many. An audio recording of the sound track/speech available for download would be valued by those who had attended as a means of evoking the excitement of the experience in addition to the edited performance film now on line.

Event learning 2: The intrigue surrounding the performance: previews in the form of the crates and the carriage in the months building up to 7 Alleys; seeing glimpses of something being set up; hearing rehearsals late at night; not knowing entirely what would happen at the performance and the slow reveal as people walked through the park to the performance space were all extremely powerful elements of 7 Alleys. They contributed to participants' sense of having been part of something really wonderful. Producers may wish to keep this in mind for future events as keeping an aura of surprise and intrigue has encouraged attendance and given support to word of mouth marketing tactics in this case.

Event learning 3: Although based on only a small sample of the audience, it is important to note that the large crowds were daunting for some individuals. Specific aspects mentioned by audience members were that they were unable to see potential trip hazards through the crowd; that there was pushing and shoving, which at times felt unsafe; and that, at points, it was difficult to identify the best route to take. Although based on a small sample, this feedback may have also been the experience of others within the audience as a whole, and should therefore be considered in future risk assessments for events where similar sized audiences are expected. This could include finding ways to make potentially hazardous street furniture more visible or avoidable; and looking at the potential for signposting and public address systems. For audience groups that require special consideration (i.e. the elderly, those with special needs and children), ensuring that event staff provide short and clear instructions that help them to feel more informed is key.

Event learning 4: There is evidence within these comments that to engage people who do not traditionally attend arts and cultural events is greatly helped by removing all obvious barriers to attendance. Hull 2017 will want to consider how to build on this experience offering more events which:

- Are free
- Can be attended without booking
- Are held within the heart of local communities
- Build on the word-of-mouth marketing techniques which were so powerful in engaging people local to East Park on this occasion.

Event learning 5: There is something really significant for those that attended the 7 Alleys in the fact that it was performed in their local park and in an area which is considered less affluent than, for example, West Hull. For Hull 2017 and legacy programmes consideration should be given to ensuring that arts and cultural activities of a similarly high standard are scheduled at community locations, including parks, across the city and as a genuine addition to the excellence shown in city centre venues and locations.

Event learning 6: A key point is that there is an opportunity for Hull 2017 and legacy programmes to tell very localised stories, rooted in heritage, bringing a sense of pride and community to areas of Hull which may currently feel outside the main story of the city. Doing more to give people routes to discovering

neglected or hidden local histories through performance is an opportunity for Hull 2017 and legacy programmes to seize.

Event learning 7: The findings in this report reveal a strong sense of the importance of building on the momentum and the excitement of 7 Alleys. The cries for:

- 'More please'
 - Festivals which continue after Hull 2017 is over
 - More opportunities to learn about Hull's heritage
 - Increased opportunities for community members to act as ambassadors for Hull
- are sincere. HVM is left feeling that there is a real opportunity for Hull 2017 to inspire even more people to engage with culture, the arts and heritage in new ways which fill people with awe and wonder. 7 Alleys has raised expectations of a legacy programme that will build on what has been achieved, drawing in more of those currently not engaged as they grow in understanding of what Hull City of Culture 2017 has done for the city and its communities.

2. Introduction, objectives and methodology

This report has been prepared by Hopkins Van Mil: Creating Connections Ltd (HVM). It was commissioned by Hull 2017 UK City of Culture (Hull 2017). Hull was announced as the winner of UK City of Culture 2017 in 2013. The award is given every four years to a city that demonstrates the belief in the transformational power of culture. To deliver on this promise, Hull City Council set up Hull UK City of Culture 2017 as an independent company and charitable trust. The team are now working hard to deliver 365 days of transformative cultural activity in 2017.

HVM specialises in social research, dialogue and engagement programmes. The team creates safe, independent and productive spaces for individuals, communities, organisations and stakeholders to share their views.

The Land of Green Ginger - 7 Alleys was performed from 3 to 6 May inclusive in East Park, Hull. It was an immersive production involving over 12,000 audience members in the legends of the 7 Alleys. The performances were open to all, non-ticketed and free to attend.

2.1 Aims, objectives and outcomes

The aim of the research was to measure audience awareness, motivation and reaction to the event. Section 2 of this report focuses on these elements drawing on people's lived experience of attending one or more the 7 Alleys performances. Participants in the qualitative research study were also interested in discussing wider points on Hull 2017 and its legacy. Findings relating to these discussions are included in sections 2.4 and 3.

The qualitative research objectives were - to:

- Focus the evaluation on reactions to the performance predominantly amongst audience members who are residents near to the park
- Attend a performance prior to delivering the research study
- Recruit an appropriate audience sample to participate in the research
- Work with Hull 2017 to finalise the discussion guide building on the five key research questions
- Conduct the research in the w/c 8th May using Walk and Talk methodologies
- Transcribe data from recorded interviews/ group discussions and produce a final report.

As a result of the study Hull 2017 and LOGG will have a robust qualitative analysis on which to base planning for future projects including a greater understanding of:

- Audience awareness of ways in which they can engage with arts and cultural activities in Hull/ their local community
- Audience motivations for engaging
- Reactions to the 7 Alleys event including those which reflect the impact it has had on their views of:
 - The Preston Road neighbourhood
 - The legend of 7 Alleys
 - Their connections to local history.

2.2 Methodology

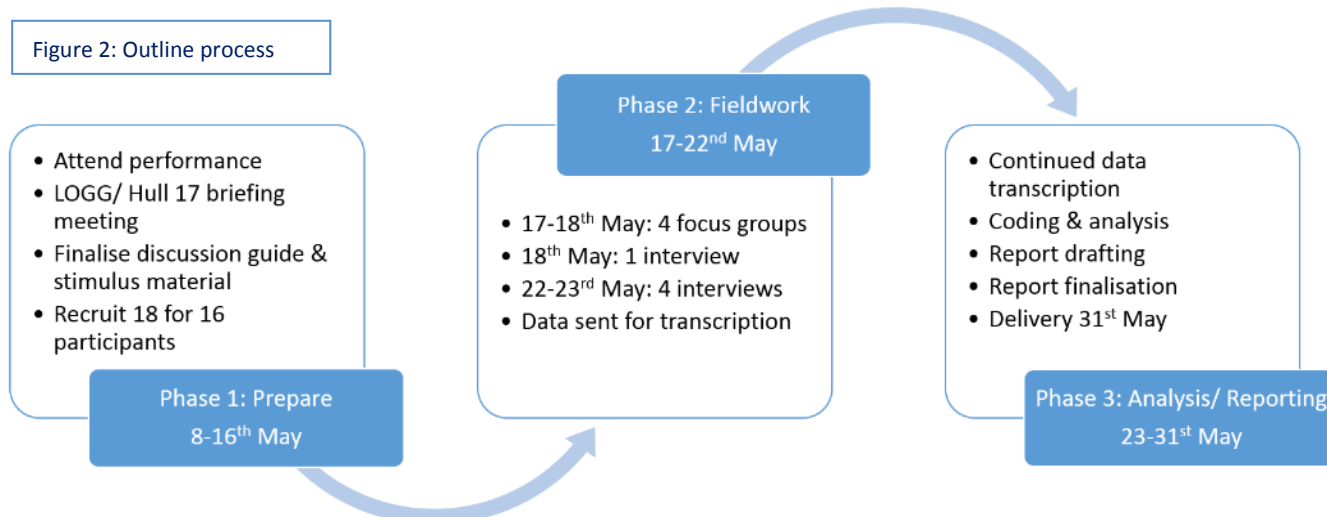
To recruit the sample group HVM built on the results of the post-event audience survey to focus on those who had agreed to take part in further research. Our consideration of sample size/ numbers of focus groups was based on what was realistic in the timescale and budget whilst maintaining a high standard of research. It was also important to take in to consideration the practicalities of recording

participant views whilst using a Walk and Talk methodology. The final sample were broadly representative of the diversity of the population of interest as reported through the telephone interviews and comprised 16 participants. The demographic breakdown is given in the following table (figure 1). It should be remembered that this breakdown is in relation to a very small sample size:

Demographics	%
Gender	
Women	60
Men	40
Postcode	
HU8/ HU9	82
HU1/HU10/HU13/HU16	18
Age	
18-24	6
25-39	15
40-55	60
55-70	13
70+	6

Figure 1: Demographic breakdown

The final sample was weighted in favour of those who live in East Hull with the majority living very close to East Park. The outline methodology is described in figure 2.



The initial plan was to recruit 8 for 6 participants to conduct two focus groups (16 for 12 participants in total) in the early evening and four one-to-one interviews the following day to ensure that work and caring responsibilities were not a barrier to participation. However, plans had to change following a high drop-out rate on fieldwork day 1 due to strong rain storms which deterred people from wishing to walk in the park. Instead we ran four focus groups of 2-3 people with those who were willing to take part the following day, plus one face-to-face interview. In addition, we conducted four telephone interviews early in the following week.

Our methodology was based on the Walk and Talk methodology proposed by Hull 2017. HVM's approach to walk and talk interviews/ focus groups was to:

- Quickly gain participant trust by discussing the shared experience of performance attendance
- Place events, stories and experiences in their original context which helps participants to articulate their thoughts around their motivations and reactions

- Enable participant memories to be told in their lived environment which adds detail to the researcher's understanding and insight, for example remembering the experience might evoke childhood memories of being told 7 Alley's stories
- The environment and locations walked through are used in the process as an active prompt to encourage more discussion or encourage further questioning that may not occur in room-based settings.

A discussion guide was prepared to structure the focus groups/ interviews (see Appendix ii). In addition, researchers showed images/ played audio from the performance to aid participant recall. During the walk and talk groups/ interviews which took place in the park participants had a visual reminder of where things took place which jogged their memories on their thoughts, feelings and responses to the action. The telephone interviews equally allowed us to prompt using stimuli. Audio from the performance was played and telephone interviewees were prompted by the facilitators reminding them of where they were in the park when certain incidents happened. For example for those who entered by the Holderness Road entrance we asked them what they saw when they began to walk up the long straight path lined with trees before the main part of the performance began. As interviewees had only recently seen the 7 Alleys performance there were no problems with recall and there are many comparisons between the remarks of telephone interviewees and Walk and Talk focus group participants suggesting that having on the phone stimuli was as effective as being in the park with the researchers. The flow of the discussion guide, with additional prompts to allow the conversations to take their natural course, enabled participants to reflect meaningfully on:

Section 1 –meeting at the entrance to the Park/ the initial section of the phone call: Before they attended the performance, probing current experience of living in the area and evocations of the stories told of 7 Alleys. Questions included 'Think back to last November (or another specific point), what was it like living here then?' or 'Think back to last November (or another specific point), what would you have told me about 7 Alleys had I met you then?'

Section 2 – walking through the Park/ the mid-section of the phone call: Experience of the event, probing what they could recall beginning with why they decided to attend, prompting for links between what they knew before and what they experienced during the performance, thinking about how they felt as the performance ended.

Section 3- towards the end of the session in the park/ phone interview: Feelings having attended - exploring how, if at all, the performance has affected their perceptions of the Preston Road area; what, if anything, they had discussed with friends and family since attending and what it might mean for their perceived connections to their local history.

The groups/ interviews were all audio recorded and transcribed as summary transcripts from which the coding and analysis were conducted. The transcripts are available at Appendix i.

3. Key findings

In the following section we report on the main points raised by participants during the walk & talk and telephone interview process. The section begins with an analysis of how people's awareness of the 7 Alleys performance was raised and explores their motivations for attending. Research participants' views on the performance are reflected on and the section ends with thoughts on the impact the performance has had on people's views of the area and wider reflections on Hull 2017 and its legacy.

3.1 Awareness and motivation

3.1.1 Research participants' connections to East Park

The majority of participants had very strong links to East Hull. Most had lived in the area for all of their lives. Those who had left the area, i.e. for university, a job or a relationship, and returned spoke about the pull of family and friendship ties. As someone said,

'That's why, one of reasons I moved back. [...] My best friends and all my family are East Hull. It was quite an easy move back.' (Female, 30s)

3.1.2 How people found out about 7 Alleys

Most research participants had heard about the performance through word-of-mouth and social media, particularly the Green Ginger Fellowship Facebook page. There was also a perception in a minority of participants that they had heard about it via the Hull City of Culture email list. However, there were no direct communications about 7 Alleys via this route so it is likely that participants assumed this was the case without actually having received any direct Hull 2017 communications.

'We are signed up to the Hull City of Culture email list but this one was very much word of mouth.' (Female, 40s)

Those who cited word-of-mouth had become aware of the show through friends, family or colleagues. Some had previous experience of Hull City of Culture events and for others it was their first experience,

'My friends, who normally don't want to do anything to with Hull or City of Culture said, 'Oh we're going on a ghost walk.' and I thought great, I'll do that. And then I found out a bit more about what it was and I was very happy to go as I've done a lot of the City of Culture stuff.' (Female, 20s)

'So I occasionally pop in to the Pelican for the odd pint. [...] And it was spoken about there. One or two chaps had been to the performance. They said to me, 'Oh you must go, it's brilliant.' So yes, you are right, it was word-of-mouth.' (Male, 80s)

One long-term East Hull resident said she had first become aware of the show when she heard the sounds of rehearsals in the park,

'I never knew anything about it until I heard the sounds from the rehearsals. I messaged one of my friends whose house backs on to the park and she said, 'It's the 7 Alleys'. (Female, 40s)

Very few research participants had been aware of the pre-event project in the autumn of 2016. Some had seen signs in the park, such as the Land of Green Ginger crates. One woman said,

'I remember there were little hints to the performance. One day the horse drawn carriage came into the park and there was also a box outside the café if I'm right.' (Female, 30s)

Another was able to recall the message-in-a-bottle campaign and subsequent horse cart ride,

'In September 2016 they came to my place of work with a message in a bottle inviting us to be part of some research. The next Saturday we went on a horse cart ride, me and my family, where they talked about the project and the 7 Alleys myth. The kids absolutely loved it, they were allowed to ring some bells and so on.' (Female, 40s)

And a few participants who live close to East Park spontaneously recalled the publicity around the crates,

'The first I heard of it were the announcements about the crates.' (Male, 50s)

'We joined the Facebook group for the Land of Green Ginger [Green Ginger Fellowship] and followed the story of the crates. We took the kids to the Freedom Centre to look at the crates and my son said, 'Mum, it's just a box in a box!'' (Female, 40s)

A number of participants cited other media outlets, particularly the Hull Daily Mail live feed following the first night,

'A lot of people didn't know about it until after the first night when they saw it on different social media and stuff like that and when Hull Daily Mail kept live streaming parts of it but didn't show the whole of it so it didn't spoil it for anyone who came, giving away the story.' (Female, 20s)

In general research participants were positive about how the event was advertised. Someone summed it up as follows,

'The lead up to the show felt really inclusive, it was very community based.' (Female, 40s)

And one research participant said he particularly appreciated that word-of-mouth promotion was part of the 7 Alleys marketing strategy,

'I quite like the idea that they deliberately asked the Mail and the Humberside not to publicise the times of the events so that the whole thing was done through word-of-mouth.' (Male, 50s)

3.1.3 What inspired people to go

For most research participants doing something together was an important motivation for attending the show. As the event was free and didn't require pre-booking there was a low barrier to participation, which enabled different friendship and family groups and couples to come out together. Participants welcomed the opportunity for a nice evening out,

'We've been to quite a lot of City of Culture events and as a group of friends we go to theatre on a regular basis. This seemed a nice night out – we went on Saturday.' (Female, 40s)

'We all get so wrapped up in our own stuff and we're watching the tele night after night and it was just so nice to be out with everyone.[...] It started off [being] just me and my daughter [...] but it ended up being me, my husband, my daughter, and [girl's name] then said, 'Oh can I bring a friend.' So a friend [...] came and her mum, and then another friend came and in the end there were 7 of us. And of course I recognised people I grew up with.' (Female, 50s)

As the end of this quote suggests, audience members also saw people at the event who they recognised from their adolescence. No one specifically mentioned re-connecting with childhood friends as a result of their attendance, but there was a strong sense for many that people were among those they had known all their lives during the performance.

3.1.4 Pre-event awareness of the 7 Alleys

In terms of awareness of the 7 Alleys, research participants were split between those who had no or very little awareness of the legends and those who had heard the stories when they were young. For example, a male participant in his fifties said,

'I remember my father taking myself and my younger brother as children to one of the 7 Alleys which is at the back of Hedon Road cemetery and tell us ghost stories.' (Male, 50s)

They remembered the Alleys as something mysterious and somewhat spooky,

'I knew about it because I used to live in Rosemead Street near the train tracks. So I used to go under the train tracks through the 7 Alleys towards the cemetery [...] and play dares, but we never got down the 7th Alley because we were like oh you'll see something, so we are not going to go there.' (Female, 30s)

The Bubblegum boy was referenced most of all. A male participant in his eighties remembered there was already a mystery around the Bubblegum boy when he was young,

'You got this sort of thing, 'Don't touch the Bubblegum boy or the bubble gum will wrap round your heart and you'll die'. [...] So there's always been a bit of mystique and myth about the place.' (Male, 80s)

For him and another male participant the alleys were a place where they used to roam free as a child,

'It's like all the 10 foots and the alley ways, they were safe spaces for kids to play in. You could play around there in the summer holidays or at week-ends or whatever.' (Male, 50s)

Some participants recalled early memories and said their understanding of the full extent of the story had been aided by the information available on Green Ginger Fellowship Facebook page. As a woman in her fifties said,

'I didn't know he was Bubblegum boy, that's only what I've got back on the internet [...] since really the 7 Alleys coming in to East Park and seeing it on Facebook. [...] There is a statue of a boy who had died years ago and that if you went down his eyes would light up and tears would come down. And that's all I really knew.' (Female, 50s)

Others recalled playing 'dares' with a group of friends whilst telling each other scary stories. This example is typical of many people's experiences,

'You know as a teenager, I'd say that two or three times, as our friends together we did go to the Alley way and dare each other to walk down 'cos we were going to the statue of the Bubblegum boy. So we have done that, but we've never got down to the bottom because I was too scared. We really thought we'd see real tears, you know?' (Female, 50s)

A number of others spoke about the myth of the White Lady who died underneath the Sutton railway bridge,

'The 7 Alleys story and the myth of the White Lady was told to me as a child and I told it to my children.' (Female, 40s)

'Yes, like the woman on the bridge. We used to call her the White Lady and we used to sing, 'White Lady, White Lady show me your fair baby.' And apparently if you did that in the mirror she would appear. So there are lots of little 'off' stories that have happened as well.' (Female, 30s)

Participants acknowledged that there were a number of versions of each of the legends. Another participant recalls a slightly different version of the White Lady story,

'It was, 'White lady, white lady, I stole your white baby.' And it was a story about when it used to be a rail track and there was a crash and it took the baby, but she died and that's a rhyme from there. I don't know if it's true, it's probably an urban myth.' (Female, 20s)

For some the Bubblegum boy had died from swallowing gum, but others said that he died from meningitis or from being run over by a horse and carriage, hence the use of the carriage in the performance. One participant pointed out that the stories evolve as they are told,

'So it's been like one of those things where it has just been passed down and the stories get changed. No one really knows what it truly is.' (Female, 20s)

Some participants referred to family members for whom the publicity around the 7 Alleys event had evoked memories of the stories,

'I had never heard of it until a couple of days before and then my husband who I've been with like since the dinosaur age, because he's from East Hull said, 'Oh yea, the 7 Alleys', and then he told me and the girls all the legends of the Bubblegum boy that's supposed to come alive [...] but he'd never ever mentioned it before and we are now going to go on a bike ride through 7 Alleys.' (Female, 40s)

Participants who were new to the story tended to be younger. As a female in her twenties said,

'I didn't know anything about it until obviously the performance.' (Female, 20s)

3.2 Reactions to the performance

3.2.1 Performance atmosphere

When the researchers took the focus group participants/ interviewees along the path from the Holderness Road entrance, they recalled the atmosphere using words such as *eerie*, *spooky* and *atmospheric*. Many made comments such as,

'And all the trees were lit up like, which made it look really good, really spooky.' (Female, 30s)

'I don't think it was scary. It was eerie. I don't like scary and jumpy things. That's not me. I like to use my imagination so I like the ghost walks because they tell you a story and you can imagine your own scariness.' (Female 20s)

'I felt intrigued and I experienced a sense of danger and spookiness.' (Female, 40s)

For some it was surprising how little was needed to create this different atmosphere in the park,

'It was very eerie. Instantly that created a very eerie atmosphere. The smoke bombs and a few lanterns, but very effective.' (Male, 50s)

'It was as you say, very eerie, back of the neck sort of stuff.' (Male, 80s)

People spoke of how attractive the trees looked with the lights in them,

'We entered the park from the side entrance at Summergangs Road. When we got into the park volunteers asked us 'Have you come to find the 7 Alleys?' That made it immediately very exciting. I loved the lights in the trees and the sound, you knew that you were going to witness something really special.' (Female, 40s)

'I was just thinking how very nice it looked. It's very rare that you see the Park all lit up like that. I was just intrigued, waiting for the mystery, waiting to get stuck in.' (Male, 30s)

That sense of anticipation was echoed by many,

'I remember saying at one point to my husband 'Oh my God I've got goose bumps!' (Female, 30s)

For some the crowds were a bit daunting with people being somewhat alarmed by just how many people were present. One partially sighted person spoke of the people crowding round the metal bollard on the path towards the Holderness Road entrance. He said,

'Well I think I should say that the bollard, the metal one right there, was a bit of a hazard for me with [guide dog's name]. There were that many people all pushing to get through and I, or anyone else could've tripped up.' (Male, 30s)

Another echoed this,

'I'm not complaining, it's great to see so many people here, but some people are really rude and they're pushing to get to the front and that could be a bit dangerous for people.' (Female, 40s)

Participants also discussed the importance of the music in building the atmosphere and the sense of anticipation that they had valued,

'I actually think the sound track was perfect for the night. It was intriguing and special and helped to get you in the mood.' (Female, 40s)

'The music was really good. In fact I'm hoping they'll do a soundtrack cd or something. The first piece of music for the 1st Alley, that was very good. It was, what do they call it? An ear worm or something. It was very catchy.' (Male, 30s)

This last comment was made by a participant with a visual impairment who felt that the music particularly enhanced his enjoyment of the event. It was felt by many that the music really added to the performance throughout,

'I really liked the music all the way through to be honest. I thought the musical score was really nice. It was beautiful.' (Female, 20s)

'The music was amazing all the way through, from when we entered the park to when we left. Really good at setting the scene.' (Female, 40s)

Event learning 1: The music accompanying the performance was greatly appreciated by the majority and mentioned as key to the success of the performance for many. An audio recording of the sound track/speech available for download would be valued by those who had attended as a means of evoking the excitement of the experience in addition to the edited performance film now on line.

And that it completed the action in the performance spaces building the atmosphere and the suspense as this exchange between two female participants illustrates,

'When things got into more action over there [pointing] it sort of built up and that helps with your expectations and your excitement and things like that.' (Female, 20s)

'[The music] made it in many ways, because I don't think without the music you would've had the same experience.' (Female, 50s)

3.2.2 Evoking childhood dares

Others spoke of their feelings on entering almost as if they were recalling the dares of their childhood, with a mix of fear and excitement.

'It had that element of surprise you know? Are they all going to move and come towards us? Like zombies or, it looked sinister. I thought it did. It looked fantastic.' (Female, 40s)

'Yeah, you were following this horse and cart and anything could have happened. You didn't know where you were going or what was going to happen, but walking past all these people swinging the lanterns up there you know gave it a really interesting atmosphere but you really didn't know what to expect.' (Female, 50s)

'It was a lot of people getting excited walking up here, but there was also a lot of people getting scared, like thinking something really was going to jump out of the trees or something.' (Female, 20s)

Event learning 2: The intrigue surrounding the performance: previews in the form of the crates and the carriage in the months building up to 7 Alleys; seeing glimpses of something being set up; hearing rehearsals late at night; not knowing entirely what would happen at the performance and the slow reveal as people walked through the park to the performance space were all extremely powerful elements of 7 Alleys. They contributed to participants' sense of having been part of something really wonderful. Producers may wish to keep this in mind for future events as keeping an aura of surprise and intrigue has encouraged attendance and given support to word of mouth marketing tactics in this case.

For some the excitement led to slight feelings of anxiety,

'A bit of anxiety I suppose really, you didn't know what was going to happen.' (Female, 30s)

One female participant who attended with her five year old child expressed mixed feelings about the initial walk to the performance space,

'The atmosphere was brilliant with the lights and everything looking beautiful. But then we were met by that crowd and we weren't sure what to do or where to go. I think it would have been a bit better if someone had told us at the beginning where to stand.' (Female, 30s)

3.2.3 A powerful performance

For the majority the section with the balloons was the first mentioned as being powerful or having

Event Learning 3: Although based on only a small sample of the audience, it is important to note that the large crowds were daunting for some individuals. Specific aspects mentioned by audience members were that they were unable to see potential trip hazards through the crowd; that there was pushing and shoving, which at times felt unsafe; and that, at points, it was difficult to identify the best route to take. Although based on a small sample, this feedback may have also been the experience of others within the audience as a whole, and should therefore be considered in future risk assessments for events where similar sized audiences are expected. This could include finding ways to make potentially hazardous street furniture more visible or avoidable; and looking at the potential for signposting and public address systems. For audience groups that require special consideration (i.e. the elderly, those with special needs and children), ensuring that event staff provide short and clear instructions that help them to feel more informed is key.

sparked their imagination. Research participants of all ages and genders related the balloons to the stories they had heard of the Bubblegum boy, and found that section particularly poignant,

'I think it was real emotional. The effect of them was really good and it did make you think about that little boy. Releasing a balloon for him. You know for all these years there has been this legend and its part of people's upbringing and they released this balloon...And I was just thinking that this is all really effective, and it's for you all these years on. Your legend is still living on with these new generations of people' (Female, 50s)

'When I saw the balloons I had tears. I was very moved...you could picture the gravestone of the baby and that sort of thing. And you think, 'Oh they're being released. It looked like bubble gums being released.' (Male, 80s)

'You were all focused on him and then you turned round and all these other balloons were lit up and I don't know why but I thought that was amazing. Bizarrely I'm starting to well up now talking about it. It was really emotional.' (Female, 30s)

Others commented on the communal experience of everyone in the audience taking in a breath as they watched the balloons,

'They all gasped.' (Female, 20s)

But for others who were not familiar with the story of the Bubblegum boy the balloon section was equally compelling as a spectacle,

'The big white balloons. I thought they were incredible. And they came out of nowhere. They were all going that way and they sort of peaked at that end. And they let go of the balloons and you were just watching them for ages.' (Female, 20s)

'Without being dramatic, I found it quite joyful when they went up in the air. I really did.' (Female, 40s)

Other powerful moments included the section towards the end of the performance where a woman in white is spinning,

'For me, I absolutely loved it when the lady started throwing out the flyers.' (Female, 50s)

In part this was explained as being because of the technical ability of the performers, which was described in the following way by two female participants,

'She was all in white. She must have been dizzy as hell. She was going round and round.' (Female, 50s)

'To be amongst us and spinning around and this instrument was just thrumming, and it was quite circus like. You don't often get to be quite so close up to that kind of thing.' (Female, 20s)

And in part due to the beauty of the spectacle,

'It was the image of it all wasn't it? It was beautiful. And the music and everything that went with it as well.' (Female, 50s)

Others felt the windows on fire towards the end of the performance was evocative of the Blitz,

'That one, where it was about the blitz of the city. It was like window frames all set on fire and it all just went up like 'whoosh'! It was like the blitz. Pyrotechnics and it just brought some of the blitz memories back. Not that I was alive then I should say! But some of the thoughts about the blitz.' (Male, 30s)

which it was felt had been over-looked in the national narrative of the Second World War despite being, as participants stated, devastating for Hull.

Although many participants highlighted the scenes that they found to be particularly powerful, or had a significance for them, others said that the whole performance was full of impact,

'In a way all the scenes had a lot of impact as it was dark and they played so cleverly with light and fire.' (Female, 40s)

3.2.4 Participation and inclusion

Participants referenced the fact that the performance felt participative, in part because the audience moved in line with the separate sections of performance,

'I think that added to it, moving about.' (Female, 40s)

'Well that's why you felt part of it, being part of the moving crowd.' (Male, 30s)

One participant, who had many stories of his childhood experiences of the 7 Alleys, said that for him moving about during the performance was in itself an evocation of the Alleys,

'Because it moved and went round it was as if you were moving in the Alleys. Instead of being static and not moving like you were moving with it. And as each story came up you could relate to where you were.' (Male, 80s)

For others the movement of the performance took a little while to adjust to, as one participant put it,

'I must say I was a bit confused at the beginning. I could see the lights and everything and hear the music and I felt a bit confused about what we were supposed to be doing here. And it took me a while before I realised and thought, 'Ah, we aren't staying in one spot, we're obviously moving about and seeing different stages and stuff.' (Female, 50s)

Many participants expressed the view that being able to move so that sometimes you were at the front, sometimes at the back, supported the inclusive nature of the event,

'You were never at the point where you couldn't see something and you'd suddenly realise, 'oh look, we're at the front now'. It was really nice, no matter where you were you could always see stuff. I think it was real clever the way they did that.' (Female, 30s)

Participants said that the participatory feel to the event really contributed to people enjoying the experience, when they perhaps wouldn't have experienced other forms of performance. One participant reported that she saw children she knew lived in the Preston Road at the event. She felt that they gained from something where they didn't have to prove themselves, something that they could genuinely enjoy but they hadn't had to pay for which she felt would have been a barrier to their attendance,

'I saw them here and you could see from their faces they were really actually enjoying themselves. It was nice that they could come to that, that they had the opportunity. Because if it had cost money well the parents couldn't necessarily give them that.' (Female, 50s)

Many participants stressed the importance of having free events available to everyone in East Hull,

'Yes the fact that it didn't cost anything meant that if it hadn't have been very good it wouldn't have mattered because you hadn't paid for it. But it turned out to be amazing, really good so that was fantastic.' (Female 20s)

'It was nice to have something on your doorstep and it was free.' (Female, 30s)

'It was a free event so everyone could get involved, you didn't have to book in advance, could just turn up. There were really no restrictions whatsoever, that was absolutely fantastic.' (Female, 30s)

Event learning 4: There is evidence within these comments that to engage people who do not traditionally attend arts and cultural events is greatly helped by removing all obvious barriers to attendance. Hull 2017 will want to consider how to build on this experience offering more events which:

- Are free
- Can be attended without booking
- Are held within the heart of local communities
- Build on the word-of-mouth marketing techniques which were so powerful in engaging people local to East Park on this occasion.

3.2.5 A focus on East Hull and the community

Research participants spoke of the importance of having some elements of Hull 2017 outside the city centre. One participant highlighted the importance of this in terms of practicalities,

'It was good that it was this end of Hull for a change. Not to worry about where to park or how long it would take to get home.' (Female, 20s)

Participants spoke about people from other parts of Hull perhaps not knowing how easy it is to get to East Hull, nor about East Park. They felt that more people should be aware of the facilities in the park,

'East Hull is what, like 10 minutes in a car from the city centre. If you put something on in the centre everybody wants to come, but if you put it in East Hull then people are like, 'I don't know, I can't be bothered.' But here is great isn't it? And there's a hell of a lot more room here than in the city centre.' (Female, 30s)

Enabling large numbers of people to attend, people who knew each other and were part of the community added to the feelings of inclusivity,

'It was kind of good wasn't it that it brought the community together. There were so many people here I think that was really nice. That you were part of something big.' (Female, 20s)

'It was really nice to see so many people in East Park, to see so many people on our doorstep!' (Female, 30s)

Which added to their existing feelings of community:

'And what I really liked was that it was the community all together. You know like East Park and East Hull. West Hull and the outskirts of West Hull are seen as an affluent area. So for this to happen in East Hull, in East Park for the people of East Hull it was, well I felt very proud you know. That it was performed here for us. Community.' (Female, 50s)

Event learning 5: There is something really significant for those that attended the 7 Alleys in the fact that it was performed in their local park and in an area which is considered less affluent than, for example, West Hull. For Hull 2017 and legacy programmes consideration should be given to ensuring that arts and cultural activities of a similarly high standard are scheduled at community locations, including parks, across the city and as a genuine addition to the excellence shown in city centre venues and locations.

3.2.6 Representing the 7 Alleys legend

Those who took part in the research were asked to what extent the performance represented effectively the 7 Alleys legend. A mix of views were expressed. Those participants that knew of the 7 Alleys, or had heard some of the legends, prior to attending the performance felt that what they saw during the performance did represent the legends well. They said,

'It's just that it brought, they brought the legends to life.' (Male, 30s)

'I think it was absolutely true. I think they got the trail of it, and the story telling was absolutely excellent. At first I thought it was mayhem. But it wasn't it was very well organised. I think, I thought the speech could've been clearer, but it represented the stories well.' (Male, 80s)

Those who were unfamiliar with the 7 Alleys and associated legends, nevertheless felt that the performance clearly evoked Hull for them, Hull and its history.

'[When] I heard the pieces I felt it really was like part of history, so it was more than just a made up story. So yes, a legend, but it could have been true. It was more real, so it was more exciting. You felt more relatable to the actors, because they went through that and it could have been real.' (Female, 20s)

Some participants reported on what they knew of the experience of friends who were not from East Hull and how, for them, it highlighted that they understood the relevance of the scenes they were watching more as they could draw on the stories they had heard in childhood of the 7 Alleys,

'I know quite a lot of people who had come from West Hull and they said they really didn't get it, they really didn't understand it, whereas friends from East Hull they kind of got it a bit more, it was something they related to a bit more because they got the old wives tales of people saying things about 7 Alleys.' (Female, 20s)

This was echoed by other participants who felt that not having any knowledge of 7 Alleys prior to the event might be confusing. As one participant said,

'I do think if I'd come in with no knowledge whatsoever about the 7 Alleys I would have been confused. I would have gone, 'I've enjoyed what I've just watched, but I've no idea what I've just watched.' (Female, 30s)

One participant brought a group of visiting Spanish friends to the performance. She reported that they couldn't speak English or understand the narrative, but they nevertheless enjoyed the event,

'Oh they loved it. They didn't understand much, a lot was lost in translation...But as I say, enjoying the spectacle and the visual they absolutely loved it.' (Female, 20s)

Participants who didn't have the prior knowledge reinforced this point. They said that they were to some extent confused by the narrative, but that did not detract for them from the power of the performance overall, as they could draw from it the imagery that they wished,

'I'm not sure I got all 7 actually. Bubblegum boy for example, I'm not sure I got that. Perhaps they weren't loud enough, or they were too much in a riddle.' (Female, 50s)

'Yes, I was the same. I'm not sure I got all the stories from it. I didn't link the balloons with the Bubblegum boy, but other people clearly did. Looking back now, I can see that it could have been that but everyone will have their own interpretation.' (Female, 20s)

For a minority the mystery surrounding the performance was,

'A bit cryptic, a bit too cryptic for me.' (Female, 50s)

A number of participants acknowledged that, just like the variations on the stories they heard when growing up, there could also be a number of interpretations of what was being performed. As one participant said in response to another who said that she hadn't understood what the performer with the rope was doing,

'I thought [the man on the rope] was like [the] smugglers who used to come in and I think he was meant to be smuggling stuff in and he was caught. That's what I thought it was.' (Female, 20s)

For some the performance, whether they knew in detail the stories or not, provided a strong evocation of their childhoods in East Hull, the sense of both adventure and freedom,

'I think from not knowing the stories, and sort of listening to them here and getting the idea of the theme, it reminded me a lot of my childhood. Because, like I say, I obviously grew up in East Hull and we were quite, you know, kids are quite Goonieish and we used to go off on our bikes and go on adventures and stuff. I wasn't connecting with those particular stories, but it was reminding me of...my childhood, of Hull yeah, but of growing up.' (Female, 20s)

'Yes, so it did bring it all back. It brings back freedom, and yes, those urban myths, those ghost stories and we used to scare each other to death.' (Female, 50s)

3.2.7 Leaving the performance

There were a range of views on how people felt on leaving the performance. The majority expressed feelings of satisfaction, of joy and even euphoria as these four research participants make clear,

'You could hear all the bells, and the talking and people taking photographs under the trees with the lights on and it all added to the atmosphere. And a few people went up to the characters to ask them about the event. I must say I didn't hear one bad comment everyone was saying, 'It was fantastic.' Or 'I didn't expect that.' And I didn't expect it to be nearly as good as it was. Something in East Park as good as that! Amazing. In a city. It's not what you'd expect.' (Female, 50s)

'I suppose I was...linking it to what I already knew about the 7 Alleys and thinking, 'Wow, that's a fantastic interpretation of what it's about'. Fantastic. When I came out of that 7th Alley it was like I was on a warm buzz. I was left thinking, 'I can't wait to come again, I can't wait to come again.' (Male, 30s)

'A bit euphoric really, you feel like you've just witnessed something.' (Female, 50s)

'I was feeling quite high.' (Male, 80s)

One participant spoke of the strong feelings of a shared joint endeavour that she experienced with both the performers and others in the audience,

'I think I felt a sense of happiness as well when they'd finished them all, when they'd kind of managed to do all the 7 Alleys, you were kind of, towards the end and the blitz bit you were getting kind of anxious as to whether they'd actually complete it as well. And when they came back through you were kind of like, 'Yeah, well done' because they'd achieved this amazing thing and we'd been there with them.' (Female, 20s)

Others were disappointed that the performance had come to an end,

'At the end there was another procession type thing and we was all convinced that we was then going over to this side. There was people stood there as you walked up, and there was something, tents or something. And we all thought, 'Oh we're going on to somewhere else now and it didn't, it actually finished here...then everyone just started to filter off so we was a bit disappointed.' (Female, 50s)

And a small minority said that they were either too far away from the action to understand immediately that it had come to an end,

'So we actually got to the end but we didn't see the end if you see what I mean. We heard the clapping and then realised the performers were bowing. We could see them in the distance, but we weren't quite sure if there was something we'd missed or, but that's going to happen with the amount of people isn't it?' (Female, 20s)

Or wanted to applaud but didn't feel they could as others weren't applauding, or they were not quite sure that the performance had ended,

'With the 7 Alleys there wasn't really a point where you could applaud, certainly no one applauded on the Wednesday night.' (Male, 50s)

It seems that it depended how near to the action you were at the end point as to how conclusive or not the ending felt to the audience.

For many participants their reflection on leaving the performance was of having gained a new angle on either a familiar set of stories or of East Park a place they knew well and had grown up in but now saw in a different light,

'Yes, that's the nice thing isn't it, when you are leaving somewhere and having people going, 'Oh that was good.' I felt like being with my Spanish friends that was good 'cos I was leaving with a different perspective because they was talking about like how they wasn't expecting this sort of thing. One night in Hull we were sat in his house, the next thing we've taken them out to this.' (Female, 20s)

'To me, I have so many memories of East Park, it was part of my growing up. I'm part of East Park and East Park is part of me. So this is another fabulous memory of the park, something I'll cherish and remember as something different.' (Female, 30s)

3.3 Post event reflections and action

Many participants felt that the performance had prompted them to think more about their local history and local connections,

'I tried to look into the history of the 7 Alleys a bit more when I got home. About how all the alleys sort of linked up and led to the prison at Preston Road.' (Female, 30s)

For some this meant thinking about the Preston Road area in particular in a new light,

'It made me realise that the area was more interesting than ever I thought it was.' (Female, 40s)

For others it meant thinking about something they hadn't considered for a while,

'I've always been interested in it. I've always known about the little stories, you know, the things that we were brought up with. That's what we were brought up with and that just stirred it really. It brought things back that I hadn't thought about for 20 years or more.' (Male, 80s)

For others the focus of their interest was East Park and how a spotlight had now been shone on it for everyone in Hull,

'It was like a showcase for East Park. It didn't feel like a performance, it didn't feel like you were going to the theatre, it felt more exciting and the unknown, and that's great.' (Female, 20s)

It was also felt that people would want to know more about the 7 Alleys, where they used to be and the legends associated with them now that they had seen the performance,

'I think I wanted to know more about where the 7 Alleys were because I was imagining it was in town. I didn't realise that it was actually in East Hull. I think it has definitely made me want to look in to it a bit more. Actually a map of where you are going to do your bike ride would be a good thing to do, for the people who don't live in East Hull, or do now but weren't born here. It would raise awareness a bit more.' (Female, 20s)

For the majority of participants who lived in East Hull the performance still evokes a strong sense of pride when they think about it,

'I'm proud of it. I'm from the area and I live near Preston Road, so I feel proud that this came here. I'm proud of what it's done for the area. Word has got out about the 7 Alleys and what a great park East Park is. How actually nice the area is. It will encourage more people to come to the park and it is good for the park.' (Male, 30s)

For many it reinforced feelings they already had about East Hull and East Park, as this exchange between two male participants demonstrates,

'[The performance] hasn't affected my view of the area overly because I've always thought highly of it. I've always been an East Hull man, all of my life and I've always had great pride in the place.' (Male, 80s)

'Exactly. It reinforces the view I had of the place anyway. I mean I wouldn't have spent the last 50 years of my life here if I hadn't enjoyed it. I do know quite a lot of people, not just people who were born in this country, but people from Eastern Europe, and they are one of the strongest advocates for Hull city. I work all over the country and I still think East Hull isn't one of the worst places in this country, really.' (Male 50s)

As well as more general feelings of community

'It reinforced my feeling that everyone can be part of a community no matter how big. Your family as a community, your work place, your neighbourhood – and how certain things connect us as a community. This event connected people to the area and to each other.' (Female, 30s)

And that East Hull is already a strong community,

'I think the general feeling of East Hull, even down to being a Red & White, it's our heritage. And living in East Hull, you know, that's the general feeling, warmth and community.' (Male, 80s)

Some people said they are already very interested in their local history,

'I'm interested. I'm very proud to be from Hull and so anything about Hull and the surrounding area I'm very interested in any way.' (Female, 20s)

'I'd definitely be interested in finding out more about the 7 Alleys and I'd love now to walk around where the 7 Alleys originated and just hear more of it. Hear more stories about what the legends actually were.' (Female, 50s)

'7 Alleys has sparked a lot of interest in this story and the whole thing with the crates and the Land of Green Ginger, the Land of Green Ginger Fellowship [Green Ginger Fellowship]. People are getting more interested in it but there's just nowhere for those stories to be. Like if you go to the Hull History Centre they might not know much about it. Museums won't know much about it either because they've got their own specialised areas so there needs to be more of an outlet for these kind of things to be happening.' (Female, 20s)

Others agreed with that and felt that the performance was a useful representation of the wider local history,

'It was a different way of getting people to understand the history of our local area.' (Female, 30s)

'It's making history accessible for people which is good.' (Female, 20s)

And of getting more people to know about what East Hull has to offer,

'There is a lot of naivety. There are a lot of people who don't pay attention to the history of East Hull. It is quite nice to educate people about their history. There are things to be proud of!' (Female, 30s)

'It's given a good name to East Park and the area. And I think they should do more in the Park. So they have the food in the Park and, but they could repeat the 7 Alleys in the Park, couldn't they?' (Male, 30s)

As has already been noted, for many participants the performance gave them an increased sense of pride and community, for others it didn't really change their view of the area, but gave them an opportunity to reflect on East Hull and its significance.

The views of many are summed up in this point,

'I think the main thing it's left me thinking is, 'More please.' (Male, 50s)

Bringing an event of such quality to East Park was very powerful for participants for many reasons. It evoked memories of childhood, feelings of pride and community. The performance's roots in very local history stimulated people and encouraged them to think more about East Hull and its heritage. It reflected back to the local community a sense that their heritage, their East Hull (hi)stories have value and meaning. It felt to them that a light had been shone on a hitherto neglected part of Hull showing those not familiar with it that it is significant.

Event learning 6: A key point is that there is an opportunity for Hull 2017 and legacy programmes to tell very localised stories, rooted in heritage, bringing a sense of pride and community to areas of Hull which may currently feel outside the main story of the city. Doing more to give people routes to discovering neglected or hidden local histories through performance is an opportunity for Hull 2017 and legacy programmes to seize.

3.4 Wider thoughts on Hull 2017

There was a sense in the research discussions that people felt that it was in some ways astonishing that City of Culture had been awarded to Hull,

'I'll admit when we was voted for the City of Culture I thought, 'Oh, how did we get that?' And I love Hull, I love my home town but the performance was so professional, so amazing. I can't tell you how fantastic that was and I thought to have that in our urban area, it was amazing. That's something that doesn't happen in Hull, mid-week. It was as good as any of them, you know, Freedom and that. It was as good as that.' (Female, 50s)

Some felt that Hull had a difficult image when viewed from other places, which is being overcome with the arrival of Hull 2017.

'I got talking to a couple who came from Southampton and they both said, 'What a wonderful, wonderful city you've got.' We get such a bad image you know, and people are really surprised when they come.' (Male, 80s)

The view was expressed that many events would only be coming once to Hull, or indeed anywhere in the world, and so full advantage should be taken in 2017 of what is on offer. Some expressed a frustration with fellow residents that they weren't fully embracing all the opportunities. This is

illustrated in the following exchange between two participants, in which the power of word-of-mouth on people's participation is being demonstrated,

'I think people are embracing the City of Culture more as it goes on. People are starting to want to come to things more than they did at the beginning. Because people are talking about it more, and the publicity that we've had. I did the Sea of Hull, you know the naked thing. I asked loads of people, 'will you do it with me?' and they were like, 'No, no' and then after we'd done it the publicity everywhere they said, 'Oh I wish I'd done it, why didn't you ask me, I'd have done it.' and I thought, 'well there was publicity everywhere, you could've done it.' Because of the publicity it's getting more people involved. They're thinking, 'Oh I want to be part of this, you know.' The majority of it is only going to be for this year, it's never going to happen again so you should be doing it.' (Female, 50s)

'Yea, you've got to embrace it. You are never going to get the chance to do this again unless you travel to another city. A lot of the stuff that's happening here is never going to happen again anywhere else.' (Female, 20s)

Equally participants very clearly and eloquently expressed the need to build on what has been achieved in Hull in 2017 and also to continue in some form or another,

'They've got to keep it on the road. They've got to keep it going.' (Male, 80s)

'Well that's the thing isn't it? I hope that when this year's over they do still carry on.' (Female, 50s)

Some had specific proposals to make to the Hull 2017 organisers,

'I think the city can sustain a decent sized festival every month during the summer, so from May right through to the Freedom Festival in September one really good, week-long festival every month of the summer. Every month. I mean you have the sea shanty festival, you could really build on that as an international festival of the sea.' (Male, 50s)

Specific comments were made on the collaboration with Hull City Council in that it was felt that more co-ordination with the Hull 2017 events in the city would be useful. One participant, who articulated a sense of being an Ambassador for the city as she had been a resident all her life, felt embarrassed when asked by a visitor from Blackpool about the museums to find they were shut,

'I told her about all the museums and that and she said that they were closed...and I think, 'Oooh, its Good Friday and all the museums are closed, what a set-up!' And I did feel embarrassed.' (Female, 50s)

Participants felt that coming to this free and non-ticketed event would encourage them to attend others,

'I think knowing that this is part of the City of Culture makes you hope that other events will be on the same scale and I'm definitely more likely to go to other things having experienced this.' (Female, 20s)

For some Hull 2017 had helped them to learn new things about the city, about individuals who had come from Hull,

'I am learning about the city. There are definitely things I am learning about our history. Discovering things. Like the first female boxing champion Barbara Buttrick who came from Cottingham.' (Male, 50s)

Participants spoke of how this learning helps to build interest in local history and heritage more generally,

'I think what's good about this, and about Hull City of Culture as a whole, is that we're putting a spotlight on the city, currently. But what it's doing is making people look in to the past too, looking at their own heritage. It's building that interest.' (Female, 20s)

Event learning 7: The findings in this report reveal a strong sense of the importance of building on the momentum and the excitement of 7 Alleys. The cries for:

- 'More please'
- Festivals which continue after Hull 2017 is over
- More opportunities to learn about Hull's heritage
- Increased opportunities for community members to act as ambassadors for Hull

are sincere. HVM is left feeling that there is a real opportunity for Hull 2017 to inspire even more people to engage with culture, the arts and heritage in new ways which fill people with awe and wonder. 7 Alleys has raised expectations of a legacy programme that will build on what has been achieved, drawing in more of those currently not engaged as they grow in understanding of what Hull City of Culture 2017 has done for the city and its communities.

4. Reflections and acknowledgements

The walk and talk focus group and interview process was very helpful in evoking memories not only of the performance, but also of childhood memories of playing in and around East Park and the 7 Alleys. Participants were able to recall key moments by standing in the spots where they happened in the park, by looking at images of significant performance moments and by listening to the sounds of a performance at certain points in the walk.

Researchers noted that as people were recalling the events of the night on which they attended they would point at a space as if the performance was happening again, tears would come to their eyes as they recalled a moment such as the balloons which for them evoked a strong sense of death and release from harm. For example, one participant clearly moved by the re-telling said,

'The balloons were symbolic weren't they? The story of the Bubblegum boy. He died of meningitis. The balloons were symbolic of his spirit leaving this earth and going to a better place.' (Male, 30s)

By walking through the park where many participants had played as children, and/ or now brought their own children to play, the strong sense of community was reinforced. As this participant notes, for many the performance gave something back to the community,

'I felt the show managed to give back to the community what a local legend is. It reinforced a sense of belonging and a sense that we are able to share things despite the differences in our community, in terms of religion, ethnicity and class. It showed that we can all connect at some level. I felt really connected.' (Female, 30s)

What was very clear to the researchers is that the participants, the majority of whom were not traditional arts attenders, found themselves excited and inspired by the performance, wanting to take part more in arts based activities and events. As this participant said,

'The nice thing about coming to something here is that Hull people, despite reputation, actually do want to be cultured, and they do want to see art.' (Female, 20s)

Researchers were left in no doubt by participants through the process of discussing the performance that Hull has a particular character of its own and that its sense of humour, and the value people place on the city and their part of it is very strong. This came out most obviously in a discussion of the accent and language used by the performers, exemplified in this comment,

'There's lots [of words like craggy], like that, lots you can get, words that sound completely different when from Hull. We have this really broad accent that no one else has. It's only in Hull you'd hear it.' (Female, 50s)

The process of interviewing groups and individuals was very powerful for the HVM research team. We would particularly like to thank those that gave up their time to take part in the research and share their views so openly and honestly. Thanks also go to Elinor Unwin and the evaluation and monitoring team at Hull 2017 for ensuring everything was in place for the research process.

Appendix i

Focus group and interview transcripts

Group 1: 3 female participants

Facilitator: How did you get here today?

V1: I drove here today. I was dropping off my daughter to school as well. But I could have walked. [30s female]

V2: I walked. [20s female]

V3: I drove, but I really should have walked. I live really close. [50s female]

Facilitator: how long have you lived here?

V1: I was born here, but then I left for about 16 years and then came back here about 2 years ago.

V2: All my life.

V3: I've lived here 50 years, all my life. I used to live in Leigh Street, that's where I was growing up but now I live just there, in the next street, just round the corner from East Park.

Facilitator: Friends and family in the area?

V1: That's why, one of reasons I moved back, because I was living in Leeds, but then the partner I've got now he's back in East Hull. We knew each other when we were children. My best friends and all my family are East Hull. It was quite an easy move back.

V3: All my friends and family are from East Hull, my brother he's moved to West Hull and I've some friends at West Hull, but my husband he's from East Hull.

V2. All my family are spread all over the place, but mostly East Hull.

Facilitator: What would you have told me about 7 Alleys if I'd asked you six months ago?

V3: Well I'd heard about the Alleys, but I didn't know there were 7 of them. You know as a teenager, I'd say that two or three times, as our friends together we did go to the Alley way and dare each other to walk down cos we were going to see the statue of the bubble boy. So we have done that but we've never got down to the bottom because I was too scared, we really thought we'd see real tears, you know. I knew about that story but not about the other stories of the seven alleys.

V1: I knew about it because I used to live in Rosemead Street near the train tracks. So I used to go under the train tracks through the 7 Alleys towards the cemetery so um I didn't know a few of the stories. When we used to skip school when I was younger and go to the cemetery and play dares, but we never got down the 7th Alley because we were like oh you'll see something, so we are not going to go there.

V2: I knew about from like the White Woman underneath the Sutton railway bridge and like bubble gum boy cos you know like a couple of years ago when I was younger we did try and walk down what is remaining of it, but we never got anywhere near close to going down because everyone was too scared.

Facilitator: Tell me more what these stories are, what were you saying to each other during these dares?

V3: Well for me I didn't know he was bubble gum boy that's only what I've got back on the internet since obviously, since really the 7 Alleys coming in to East Park and seeing it on Facebook. It was really that there is a statue of a boy who had died years ago and that if you went down his eyes would light up and tears would come down. And that's all I really knew. The story of the bubble gum, obviously I have read about it and it's nothing to do with bubble gum. I've just read up to how he did die, in a carriage accident.

V2: When we first moved to Sutton, because we didn't live in Sutton originally, we came out one night. It was in primary school and we'd gone on a school trip to like the church and I remember one of my teachers saying it was like supposedly about this woman who had killed herself, and you could see her underneath the bridge. And as I got older I could go out for a night and me and my friends decided to walk down the railway track and see whether it was true or not.

Facilitator: Did your families speak about 7 Alleys?

V3: Well its funny, because I've spoken to my mum about it since we came on that evening and she knew nothing about it. Whereas my dad grew up in Bathley which is sort of in that area, but he knew nothing about it. So it's more my generation.

Facilitator: How do you feel about your area and the Preston Road area?

V2: I enjoy living here. There's quite a lot to do and the stereotypes really aren't as bad as people make out and the whole rivalries of West Hull saying it's about East Hull. But it's not as bad as it's pictured.

V1: I actually prefer West Hull. I can't quite put my finger on it. It's really weird because all my friends and family live in East Hull, but I think its maybe because I moved away for so long and I kind of lost a bit of connection with it. I don't feel really like East Hull's my home any more.

Facilitator: So if you were thinking about your childhood and what's different now what would you say?

V1: I think I just remember it being more fun than it is now. But saying that there still are a load of good things, especially like in East Park. I'm hoping it will get more fun as the year goes on.

V3: Well I like East Hull, I do like East Hull. But I'm the same. I think if I ever moved I'd go to West Hull and I do think, I think its some people's attitudes in East Hull to be honest.

V1: I completely agree.

V3: Especially even with the City of Culture, I do think the people I speak to, cos I do mobile hairdressing, so I say to people, 'did you go to this' and 'did you go to that'. Oh and some people

V1: Yes they are really negative aren't they?

V3: Yes, even me mum. I said to her, 'why don't you come' and she said, 'Naa' and I do just think people in West Hull have a different attitude towards things and people and cultural events.

V2: In East Hull there is a really big thing that whatever you've learnt you've learnt it off your parents. Like some of my friends are really positive, but the ones who are negative have just learnt it off their parents.

Facilitator: So just so I understand what does that negative mean?

V1: They just put everything down and they don't get enthusiastic about anything.

V3: People in Hull are quick to call. And we're trying to put things on aren't we but they don't want to get involved. Things are there but they don't want to get involved, or people always say, 'Oh I didn't know it was on.' And I think well there's lots on.

V1: Yes, like there's a whole website Hull City of Culture, just go on there and find out!

Facilitator closing off the discussion: Yes, I think I've got a clear picture now. Thank you.

Q: How did you hear about the performance?

V1: Facebook

V2: So I heard people talking about it on the Facebook page for volunteers. I found it on there.

Facilitator showing pictures of beginning of performance – lanterns/ smoke.

Q: What do you remember about the beginning of the performance?

V1: It was good.

V2: It was really eerie and atmospheric

V3: It just set the scene didn't it? I mean I didn't quite understand these guys. I mean I'd heard one of these stories, the one of the bubble gum boy, you know the little boy, that he actually got run over by a horse and cart wasn't he? So whether the cart at the beginning was to do with that I don't know. I know that they beckoned us down, didn't they?

V2: Yea, we were at the front and then two people stepped in front of us and they got put on the cart.

V3: Oooh, I didn't know two people got put on the cart!

V2: Yes, four people got put on the cart in the end

V3: Oh really!

V2: And yes, we would've got put on the cart if these two girls hadn't pushed in front of us. Yes, I was really upset I would've loved to go on the horse and cart

[general agreement]

Facilitator: So they picked audience members to go on the cart?

V2: Yes, that's what I mean, that's why it was so good. It was interactive. It made it a lot better.

Q: Did any of you aware of the horse and cart in the area giving out scrolls in 2016 on a horse and cart, like you saw on the show.

V1: No, I didn't see that.

V2: Nor me

V3: I didn't see that.

Facilitator: Did you think about the 7 Alleys, or do research on that before you came to the show?

V3: To be fair, I'd seen it in the Hull Daily Mail. Once there was a journalist who wrote ghost stories about Hull didn't he? So I had read a little bit there, but my memory is terrible, so I did sort of research again after we'd been to the night because some things of the night, I suppose we'll speak about them later, but I didn't get where the seven stories, you know when one ended and another began, d'you know what I mean?

Facilitator: So that was after the show, but what about before?

V3: Well we didn't know what to expect. Y'know I had two fifteen year olds with me, there was seven of us, and [girl's name] she said, 'Oooh, they're going to bring the spirits'. And she was like, 'They're going to bring spirits in to the East Park'. And I was going, 'Don't be daft, people won't bring spirits in to East Park and I think people thought we was going to have a Ouija board!

V2: Yes, some people felt it was like an actual ghost walk, not like a performance.

V1: Yeah, they really did think that because there wasn't a lot of information on what was going to happen on the advertisement, because it also said about young children, although people did bring young children didn't they?

Facilitator: So take me up the path now to where you all first gathered and where the main performance space was.

V3: So all them people, those with the lanterns where on that field weren't they?

V2: Yeah, that was quite scary that.

V1: And all these trees were lit up like, which made it look really good, really spooky.

Facilitator shows picture of the lights in the trees,

V2: Yeah, that was it. I know some of my friends came from Summergangs road there and they said there were these lanterns and lights all the way down there as well.

Facilitator: So what were you thinking at this point?

V1: A bit of anxiety I suppose really, you didn't know what was going to happen.

V3: Yeah, you were following this horse and cart and anything could have happened. You didn't know where you were going or what was going to happen, but walking past all these people swinging the

lanterns up there you know gave it a really interesting atmosphere but you really didn't know what to expect. And obviously with so many people walking down to the path I said to my daughter's friend, 'With all these people here it's hardly going to be that scary.'

Facilitator: Tell me about what you were hearing and what did that do for you?

V1: It was like a ship's' bell ringing. And every so often there would be a voice and you couldn't quite make it out, because of the bell.

V2: I think at the beginning it said something about not using the flash on your phone or something like that.

V3: I mean the narrator's voice was really good, wasn't she. It was a really broad Hull accent and sort of Victorian wording in a way and that was really good and atmospheric.

Facilitator plays sound track from the beginning of the performance.

V3: I don't really recognise that.

V2: On the first night everyone was going on really quietly. It was only when we got in to the arena that people started to chat and that.

Facilitator: As you were coming in and hearing the sounds and feeling a bit anxious, what were you thinking when you began to settle in to the performance a little bit?

V3: I felt excitement I think about everything that was going on.

V2: I think everyone started to realise that it wasn't a ghost walk. That it was more performance.

V1: You were put in to quite like a pen, so you knew you weren't really going anywhere, and you could see the scaffolding and stuff that had sort of been put up and you could see the people. Because I'd been to the City of Angels one at the new year so obviously so seeing that set up as well I thought, 'Oh, I see, it's going to be a little bit like a performance.'

Facilitator: What was happening? What were you were seeing?

V3: So one of the first things that happened was that all those people with lanterns over there started walking towards us which was really good. With straight faces and that and they just walked through the crowd as if they were like ghosts y'know. So they were walking back towards the middle and then the two guy's on the cart where...

V2: ...Shouting to one another.

V3: Yeah.

Facilitator showing pictures of cart, fireworks and woman with buckets of fire.

V3: A lady she had fire off her shoulders and was twisting round.

V1: I thought she was brilliant she was. She was really strong. I didn't realise she was a woman but we were having that discussion on the night, was she a woman and how she was so strong. I didn't really

relate that to the 7 Alleys at first, but I was just mesmerised by what was going on in East Park really. I think it's maybe that East Hull thing. You don't expect something like that to come to East Hull.

V2: I know quite a lot of people who had come from West Hull and they said they really didn't get it, they really didn't understand it whereas friends from East Hull they kind of got it a bit more, it was something they related to a bit more because they got the old wives tales of people saying things about 7 Alleys.

Facilitator: So that's interesting, so for you the performance had a particular resonance for you if you came from East Hull.

V3: But you know what I always think it's the thing with, like you say, with the people of East Park and East Hull. Like you think, 'oh you can't imagine this happening in East Hull.' But like today in the park and there's the things like the Fit Mums and things like that going on. Obviously I grew up in East Hull and I lived over there, playing in the park, and my children, who've grown up now, did the same. And I think you don't realise that, we don't realise how lovely it is. Like the Fit Mums going round with their pushchairs and I think isn't that nice. And yet, you don't know what's going on.

V2: So a lot of people didn't know about it until after the first night when they saw it on different social media and stuff like that and when Hull Daily Mail kept live streaming parts of it but didn't show the whole of it so it didn't spoil it for anyone who came, giving away the story.

V1: I can't remember whose parents it was now, but one of the local parents said after the four nights had finished, 'Well I didn't know anything about it' and they lived on Summergangs or something and I said, 'Well why?' and they said, 'We didn't see anything. Well we saw all the signs about and that but didn't bother to do anything about it, to look it up and find out more about it, and we saw all the people, but what was it?' And I thought, 'Well wasn't that an indication like to get out your phone and look on google what's going on? But its, I don't know, it's like, 'No, I can't be bothered.'

V3: One of my clients, who don't live far away and I said, 'So did you go to the 7 Alleys?' and she said, 'Oh well me and [man's name] had a walk around East Park and we was walking through and somebody said to them that they weren't allowed to come through this barrier and the guy asked them if they knew what was going on and when they said, 'no' he explained it, this was on the Saturday, so the last night and she said to him, 'Oh we'll come back tonight' and then she said, 'Oh what we got home and I just couldn't be bothered.'

Facilitator: So I'm getting a picture of some people who are interested but others who find it a bit harder to motivate themselves to come and do something out of their ordinary routine.

V2: I think some people will only come if they know other people have gone and enjoyed it. Like they've seen it on social media or something.

V1: It's like they're embarrassed or something to like get involved.

Facilitator: So what's your feeling about it being in East Park, what does that mean for you?

V3: It's brilliant

V2: I don't think there's a better place for it, where it could have been. I think because of the scale, because of the way it was put on East Park was definitely the best place for it.

V3: But that's the other thing that this lady said last night. She said that the guy had said, when she asked him how come it hadn't been advertised, and he said that it's difficult with the numbers because if we advertise it on everything then you are going to get too many people come. And that'll be the crowds, so they wouldn't get to see everything. So then I'm wondering if you only advertise on a smaller scale because then they have so many people who can see it and enjoy it and if there was too many people a lot would have been disappointed and it would have had negative bits to it. So actually that was quite well managed I thought.

V2: Yeah, so most of the people I knew that came initially were from East Hull. People from the other side of the city only came when they saw photos of it what was on social media about it. People who really knew about it were those from this side of the city unless they followed what the Green Ginger Fellowship do. They didn't really know about it.

Facilitator – where shall we go next? Something in the performance that really resonated.

V3: The balloons for me. I think it was real emotional. I don't know there was just something about it. The effect of them was really good and it did make you think about that little boy. Releasing a balloon for him. You know for all these years there has been this legend and its part of people's upbringing and they released this balloon and the moon was out wasn't it?

V2: It surrounded you in, you know, the whole thingy of it. That was it, it was where we are standing now and I was looking over there. We kept changing where we were looking.

V1: That's what I liked about it. You were never at the point where you couldn't see something and you'd suddenly realise, 'oh look, we're at the front now'. It was really nice, no matter where you were you could always see stuff. I think it was real clever the way they did that.

V3: And they had those apparatus things just along there, so you didn't actually walk far did you?

V2: No, the only bit that was a walk really was when it curved round there on to the track.

V3: So you walked up and down here a little bit and sometimes you was more at the front and sometimes more at the front.

Facilitator: So let's go back to the balloons and the bubblegum boy then, what did that make you feel? For you it was quite emotional, about you?

V3: The whole effect of it, the balloons, the moon and the whole thing. And I did think, 'Oh yes, they do release balloons for the bereaved don't they'. And I was just thinking that this is all really effective, and it's for you all these years on. Your legend is still living on with these new generations of people.

V2: It surrounded you in a way. Unless you know about it you don't really, unless you've tried to go down what's remaining of the 7 Alleys, because obviously they're not there anymore, and unless you've tried to go down there you don't really understand it as much. But that was making you understand like the whole story behind it and like so many people have walked down there and gone to see the statute and things like that. That kind of whole like, so if they did surround everybody, it was like they were making everybody aware of it. It was kind of like a sign of respect.

V2: There were kind of industrial noises going on.

V1: There was a bell at the beginning. I thought it was a ship's bell.

Facilitator: Any other thoughts, memories and feelings the performance brought to your mind?

V1: It made me want to learn a little bit more about the 7 Alleys. I do think if I'd come in with no knowledge whatsoever about the 7 Alleys I would have been confused. I would have gone, 'I've no, I've enjoyed what I've just watched, but I've no idea what I've just watched.'

V3: The words did help to create the atmosphere, but the words were in rhyme. It wasn't like reading a story was it? It was all in Victorian like rhyme type of thing. So it added to the atmosphere but it didn't like I say about, if there was the 7 stories you didn't quite get the stories. She didn't give the story of each one.

V1: I felt the same. Because I knew a little bit I sort of understood it, but if I'd come in not knowing anything it would have been a bit different.

V2: Yes, if you google it or whatever there isn't a lot of information besides the whole Daily Mail article on it. So it's been like one of those things where it has just been passed down and the stories get changed. No one really knows what it truly is.

V3: Yes, like the woman on the bridge. We used to call her the White Lady and we used to sing, 'White Lady, White Lady show me your fair baby.' And apparently if you did that in the mirror she would appear. So there are lots of little 'off' stories that have happened as well.

V2: Yes I know that she hung herself because here child died and that relates to that and other people think of it as a kind of haunting like story that's just been made up.

Facilitator: Are there other stories it evoked for you? Other stories the performance made you think about?

V2: They are the only two that I know to be honest.

V3: There was the guy with the rope around it and I remember thinking, 'I hope he's not going to hang himself'. Two guys got either side and swung the structure type thing, and he was swinging but by his leg and round his waist and I thought, 'I don't want a negativly bad feeling on a nice night', you know what I mean.'

V2: I suppose that's why they said not to bring children who could be scared. Because some of the stories, even though it wasn't portrayed in that way, they are a bit real life sort of a ghost story. So it is truly what kind of happened in that era.

V3: I didn't know what it represented though, did you?

V2: I thought it was like smugglers who used to come in and I think he was meant to be smuggling stuff in and he was caught. From what I remember of like what they were saying over the voice over. It said something about smugglers. That's all I can remember from that bit.

Facilitator: How were other people around you reacting to what was going on.

V1: It was quite exciting, everyone was trying to rush to the front and running round to get to the other bit. Everyone I saw seemed really excited and really respectful of what was going on. Even the young lads I saw, they were fine. They were really getting in to it.

V2: There were a couple on the first night who were being a bit daft. They were trying to run up and down the cart and trying to distract him, but it wasn't happening. He was very good. And there was even a bit of humour in it. When he let the balloons off and someone said, 'Well there's a lot of seagulls who were going to get knocked about by them.' So they were showing the sense of humour that people in Hull do have. Everyone was talking to people they didn't even know.

V3: And I did think when the performances were going on in the middle, and there were two guys standing behind us who were a bit on drugs or alcohol and they were loud. But in general everyone was quiet and trying to take it in, absorb it all. And I suppose trying to understand what the lady was saying in this rhyme type thing.

Facilitator: Let's talk as we walk slowly back to the gates.

V3: You know the lady and the book, and she was throwing leave of the book around, who was she representing?

V2: Well she was the White Lady.

V3: Oh was she? So everyone was picking up the leaves of paper, picking them up and reading and it was about 7 Alleys.

V2: From what I've seen, I picked one up and took it home, and that stuff on the back was something going on later. Well I hope so or that bit doesn't really make sense.

V3: Yes, there was a wild boar on it wasn't there?

V2: There was a whole Daily Mail article about it but even then it wasn't really communicated in the whole performance that was like slowly about something else.

V3: At the end, that was another thing, at the end there was another procession type thing and we was all convinced that we was then going over to this side. There was people stood there as you walked up, and there was something, tents or something. And we all thought, 'Oh we're going on to somewhere else now and it didn't, it actually finished here and of course we came in there, on the Summergangs entrance, so we just had to go home.

Facilitator: How did that make you feel?

V3: Disappointed. Definitely it did. Because we were just having such an enjoyable night, we were all going, 'Oh there's going to be another bit. We're going over here now. What's going to happen?' and then everyone just started to filter off so we was disappointed.

Facilitator: Tell me, you just said 'having an enjoyable night', what does that mean for you?

V3: Being with other people, being with the community, chatting with other people. We all get so wrapped up in our own stuff and we're watching the tele night after night and it was just so nice to be out with everyone. And of course I recognised people I grew up with and it was just so nice. It started off it was just me and my daughter, because my son wouldn't come because he thought it would be too scary and he's 19. We did say to him go on Saturday night, but he didn't come. He's another one. But it ended up being me, my husband, my daughter, and [girl's name] then said, 'Oh can I bring a friend.' So a

friend opposite came and her mum, and then another friend came and in the end there were 7 of us and it was just so nice on a Thursday night, when you are usually just watching television.

Facilitator: So it was something to do, something to do all together. How about you two?

V1: It was nice to have something on your doorstep, and it was free. It was just nice to get out of the house and come away feeling quite positive as well. As I said I couldn't get my partner and daughter to come, but when I told them about it he thought about it and decided to go with [girl's name] my daughter. Because she didn't go originally because she's not into ghost stories and that, she's only 10, but I told her it wasn't scary and she really enjoyed it. She's 10, she didn't have a clue about the stories but she really enjoyed the show. It's a bit like City of Angels. I didn't have a clue what was going on there but I really enjoyed it.

V2: I think this was the first time that people had actually come to see anything since Made in Hull. I think the other events have been a bit split out.

V3: But this was easier anyway wasn't it? You didn't have to go online, book tickets, wait for ages and deal with the site crashing like it always does, so it was just open, something you could just join in and I think that. I can understand why, you know, they have to have limited numbers on things but because this one wasn't and it was spread out over four nights I think a lot more people were like, 'Oh I might pop round to that.'

Facilitator: So I asked you about how you felt six months ago about the neighbourhood. How do you feel now about the Preston Road area?

V3: It's still the same. The Park is the best park that there is in Hull and it is on your doorstep. I think people don't use it enough.

V2: I walked through yesterday on my way home, and yes it was raining, but it was completely quiet. It was still quite light, but there was no one really around. Look now, there's really only people walking their dogs. If this area was used for stuff like that more it would be brilliant. See what I mean? People from East Hull don't always want to travel all over the rest of town to see something.

Facilitator: Have you discussed the performance with people outside the area?

V1: No, not really.

V2: No

V3: No, me neither. But funnily enough I am going to my friends this evening in West Hull and I will be mentioning tonight just to see if she's been, because there was the food festival. We've gone to the food festival thing the other week and thought it was that busy with people from all over. And she actually went the same. People from all areas do seem to come and do these things.

V1: Well Hull is not a big city. East Hull is what, like 10 minutes in a car from the city centre. If you put something on in the centre everybody wants to come, but if you put it in East Hull then people are like, 'I don't know, I can't be bothered.' But here is great isn't it? And there's a hell of a lot more room here than in the city centre.

Facilitator: So will you think about 7 Alleys when you come back to the park now?

V1: Yes, and what can be put in on here, you know.

V3: Well that's the thing isn't it? I hope that when this year's over they do still carry on. I think people are embracing the City of Culture more as it goes on. People are starting to want to come to things more than they did at the beginning. Because people are talking about it more, and the publicity that we've had. I did the Sea of Hull, you know the naked thing. I asked loads of people, 'will you do it with me?' and they were like, 'No, no' and then after we'd done it the publicity everywhere they said, 'Oh I wish I'd done it, why didn't you ask me, I'd have done it.' and I thought, 'well there was publicity everywhere, you could've done it.' Because of the publicity its getting more people involved. They're thinking, 'Oh I want to be part of this, y'know.' The majority of it is only going to be for this year, it's never going to happen again so you should be doing it.

V2: Yea, you've got to embrace it. You are never going to get the chance to do this again unless you travel to another city. A lot of the stuff that's happening here is never going to happen again anywhere else.

V3: You do go to other cities and you do see other stuff going on. Even stuff like dancing fountains or whatever, or fireworks, and you think, 'oh great.' And yet you do it in Hull and people think, 'it's alright.' It's like the Blade. I was telling my mum and she just said, 'what a waste of money' and I said, 'Oh no Mum, it's brilliant, it's brilliant for Hull.'

V2: Some of the stuff that's happening here, it's the first time it's happened anywhere in the world. And yet people aren't seeing it like that. They aren't being positive. And yet we're doing stuff that people, like all the stuff that happens in Hull like Freedom and Humber Street Sesh, they just don't happen anywhere else. People aren't taking the opportunity.

Facilitator: That's interesting, but you are, you are taking that opportunity?

V2: Yes, I'm dragging all my friends to go and see stuff simply because if not they wouldn't have bothered.

V1: You think of Leeds and Manchester, you know, cosmopolitan cities and you don't relate Hull as being one of those cities. I don't know why.

Facilitator: So has anything that has happened this year changed that view for you?

V1: It's getting there, it is getting there. I'm from Hull so I can say this, but when I think of Hull I think of Pound Shops, Bagging shops, Boyes and people looking pissed off most of the time and complaining and shouting at their kids. That's just what I've got in my head. But I think Hull has got potential, a lot of potential but people have to embrace what's going on, things like 7 Alleys.

Facilitator: I've got two more questions. You talked about doing research. To what extent has any of this sparked an interest for you in local history, local connections?

V2: Yes, I'd love to know more about stories of Hull and stuff, but it's not just there, it's literally one article at the moment on the 7 Alleys.

V1: My Mum is an encyclopaedia of knowledge about Hull and its history but you need to know the right question to ask her don't you? I've been to Street Life and stuff and you know, the museums. But I don't think they are advertised enough, but they tell you a lot about Hull and its history.

V2: 7 Alleys has sparked a lot of interest in, like, this story and the whole thing with the crates and the Land of Green Ginger, the Land of Green Ginger Fellowship. People are getting more interested in it but it's just nowhere for those stories to be. Like if you go to the Hull History Centre they might not know much about it. Museums won't know much about it either because they've got their own specialised areas so there needs to be more of an outlet for these kind of things to be happening.

V3: And I do think if they did more like, I don't know, I think they do more ghost walks and things in Hull, but I'd definitely go to more to more things going on.

V1: They aren't advertised enough though are they? I went to one year's ago. It started at the Old White Hart and I remember it being really good but I've never seen anything else again.

V3: I was in town on Good Friday looking at the poppies and two people from Blackpool collared us and said, 'Oh you know, this is City of Culture and we expected to be blown away, what's going on.' And I said, 'Well it's just different things throughout the year this, that and the other.' And then the lady said that 1: she complained about the transport getting in to Hull because she'd done the park and ride, and she must have been in her 70s, and it only took them as far as KC Stadium and they had to walk all the way from there in to town. Then she said, 'Oh we want to go and have a drink and a sit down in the pub that has the smallest doorway.' And I thought, 'The smallest doorway? I know there's the pub with the littlest window' we did give Old White Hart, but it's not, is it, it's George! I felt embarrassed that I didn't know the information. And that was a tourist come from Blackpool and they were a bit disappointed.

Facilitator: So that's interesting, you felt you were like an Ambassador for the city, but you were embarrassed because you didn't have all the information at your fingertips.

V3: Yes, that's right.

V2: The last time I went out of the city properly before City of Culture started was Manchester to see my friends at uni and obviously they were all from Hull and people who weren't even at the same uni as them were asking and enquiring, 'What's going on in Hull?' It was kind of at that point when we didn't really know, as good as it was, we didn't know. So perhaps there needs to be more like publicity for people in Hull to share with others in other places.

V3: Yes, so on this Good Friday, we were where the poppies were, so I said, 'If you just go to city information there they'll tell you everything.' and she said, 'Oh it's closed, we tried that but it's closed.' And I told her about all the museums and that, and she said that they were closed too! And I think, 'Oooh, it's Good Friday and all the museums are closed, what a set-up!'. And I did feel embarrassed.

Facilitator: So in this conversation I've heard some really interesting stuff. So thank you so much for giving up your time this morning. I've heard a bit about the embarrassment at the end, but I've also heard about passion and enjoyment. Thank you so much.

V2: It's not really embarrassment is it? Well not towards City of Culture, it's much more about a frustration with the Council. They aren't actually taking a part in it, like with the museums and stuff and it's about them bringing in more money where they should be and making people want to come more.

Facilitator: On that note we'll leave it, but thanks so much for all the really useful comments on the 7 Alleys performance.

Group 2: 2 female participants, 1 male with visual impairment, walked/ attended the performance with his guide dog, but who decided against using audio description.

Facilitator: How did you get here today?

V1: I drove here today. I live in Hessle. [20s female]

V2: I would've usually walked but I drove because I was a bit late and I had the dog. I would normally just have cut through to here [40s female]

V3: I walked and came down from the Summergangs entrance. [30s male]

Facilitator: how long have you lived here?

V2: More than I care to remember, 27 years in East Hull. I'm originally from West Hull.

V1: I'm originally from North Hull.

V3: I've lived here all my life, I live just round the corner from the park.

Facilitator: Friends and family in the area?

General agreement – all have friends and family in the area.

Facilitator: Can we take our minds back to say six months ago. What would you have told me about 7 Alleys if I'd asked you six months ago?

V1: I'd never heard of it.

V2: Me neither, never heard of it.

V3: Being a paranormal investigator means I was aware of some of the legends, yea.

Facilitator: So what were you aware of at that point?

V3: Well the Bubble Gum boy, there were quite a few things, I'm just trying to remember them all [struggling with recall].

Facilitator: Would you have spoken about 7 Alleys to family and friends?

V3: Yes, I would, if they weren't aware of it, it's all so interesting that I would have filled them in. It's locally interesting and you should be aware of the legends and stuff that relate to your area.

Facilitator: So when you say 'locally interesting' what do you mean?

V3: Um, well its local knowledge of the area, and you can find out stuff. But when you find there are legends attached to an area it makes them much more interesting and it makes you want to go and look and put a place to the story.

V2: If I can just say I had never heard of it until a couple of days before and then my husband who I've been like since the dinosaur age, because he's from East Hull, he said, 'Oh yea, the 7 Alleys', and then he

told me and the girls all the legends of the Bubble Gum Boy that's supposed to come alive, and he'd chewed on bubble gum and stuff, but he'd never ever mentioned it before and we are now going to go on a bike ride through 7 Alleys.

Facilitator: As a result of the performance?

V2: Yea, yea, as I say he'd never ever brought it up, but as children they used to go to the 7 Alleys and run off and leave one of them there because there was supposed to be someone who'd hung their selves on the bridge. There was loads of different myths you know.

Facilitator: So when you get on your bikes where are you going to go?

V2: Well he knows the way, but round Preston Road way and then Hedon Road way and then we'll bike round there, yea.

Facilitator: So what did you think of the Preston Road area before you came to the performance?

V1: I suppose indifferent really. I love the park, my boyfriend's family live on Holderness Road so we regularly come this way. But I know that it's not a nice place to live from what people have said, and the statistics of policing and stuff like that. I think there are certain areas that are nicer than others to live.

V2: I think you mean the Preston Road estate. It does have a bad reputation. It does, yea, I know what you mean.

V1: You can see from all the houses being knocked down and now they are being rebuilt so I hope the reputation of the area does improve.

Facilitator: So how did you hear about 7 Alleys? What made you want to come?

V1: My boyfriend's cousin had checked in on the Wednesday night and I really wanted to go, but my boyfriend was already out on Friday night. And then my friends, who normally don't want to do anything to with Hull or City of Culture said, 'Oh we're going on a ghost walk.' and I thought great, I'll do that. And then I found out a bit more about what it was and I was very happy to go as I've done a lot of the City of Culture stuff. But they hadn't really done anything City of Culture before but someone at their work had said, 'It's really good.'

V3: My colleague on the paranormal stuff works at the City of Culture office and she tipped me off about it and then I followed it on Facebook and saw the mysterious stuff in the paper about the crates appearing. We still haven't found out what's in those yet have we?

[Laughter, general agreement]

V2: I never knew anything about it until I heard the sounds from the rehearsals. I messaged one of my friends whose house backs on to the park and she said, 'It's the 7 Alleys' and I said, 'What's the 7 Alleys' and that's when my husband came out with all the stories of the Bubble gum kid and the headless horseman or something and then when I'm talking to my friends from East Hull and they all knew them. But I'm not originally from East Hull you see and that makes a difference.

Facilitator: Where you aware of, or did you directly experience, the project in 2016 when messages in bottles were delivered by horse and carriage to people living in the Preston Road area?

V3: No

[General agreement]

Facilitator: [V2] has told us how she found out more about 7 Alleys from her husband, what about you both? Did you feel like you wanted to do more research before you came to the performance?

V1: Yes, I did. I knew a little bit but I wanted to know more about the stories. My parents aren't originally from Hull, but I did ask my boyfriend's parents a bit about it and I will ask more now. They did seem to know what it is.

V2: So when my husband was a kid they all used to dare each other to go to the cemetery. Because they said it glowed in the dark, the statue did, after dark. He was frightened to death actually.

Facilitator: Let's start at the beginning of the performance.

V3: Well I think I should say that the bollard, the metal one right there, was a bit of a hazard for me with [guide dog's name]. There were that many people all pushing to get through and I, or anyone else could've tripped up.

V2: Yes, I'm not complaining, it's great to see so many people here, but some people are really rude and they're pushing to get to the front and that could be a bit dangerous for people.

[General agreement]

Facilitator: So you've navigated lots of people and the bollard and you've come in, what are you thinking?

V2: Excited, you know that feeling of you don't know what to expect.

V1: Yes, you were just following and waiting and it was exciting. You didn't know whether to stop or carry on going and I think it was just the flow of people that made you carry on going and then the people with the lanterns...

V2: Oh yes they were spooky

V1: ...And yes, you just had to carry on and keep up with them because they were obviously part of it, you were obviously following them to something.

V3: Like snake charmers

[General agreement]

V2: I liked the fact that you were walking around during it. It was interesting.

V1: For us there was a line of people, all holding lanterns and they were spaced out and it was all the smoke and the blue lighting.

V2: It had that element of surprise you know, are they all going to move and come towards us? Like zombies or, it looked sinister. I thought it did, it looked fantastic.

V1: It was completely dark so the lights were really effective.

V2: And the sound effects was interesting. The bells, clanging noises.

V1: And hushed voices [in the audience] as well saying, 'are we going to keep going do you think? Where are we going?

V2: It was good. And what I really liked was that it was the community all together. You know like East Park and East Hull. West Hull and the outskirts of West Hull are seen as an affluent area. So for this to happen in East Hull, in East Park for the people of East Hull it was, well I felt very proud you know. That it was performed here for us. Community. I'll admit, when we was voted for the City of Culture I thought, 'Oh, how did we get that?' And I love Hull, I love my home town but the performance was so professional, so amazing. I can't tell you how fantastic that was and I thought to have that in an urban area, it was amazing. That's something that doesn't happen in Hull, mid-week. It was as good as any of them, you know, Freedom and that. It was as good as that.

Facilitator: So how do you two react to what [V2] has just said?

V1: It was good to bring it out of the city centre actually and it was somewhere different and it was a new performance space. Yea, it was good. It was a good showcase for East Park. It didn't feel like a performance, it didn't feel like you were going to the theatre, it felt more exciting, and the unknown and that's great.

V3: Yea, it's given a good name to East Park and the area. And I think they should do more in the Park. So they have the food in the park and but they could repeat the 7 Alleys in the Park couldn't they?

V2: That would have been amazing on Halloween. On Halloween they have like three nights, like scare nights in East Park and people all get dressed up and children and that and they all come. But really I mean it's just a fair really and there is a little ghost walk isn't there, and there are people in the hedges, people jumping out. But if that was performed at Halloween I think that would bring people from out of the city. Yeah, I think it would if it was advertised more. I think we need more of that in Hull, more expression, more performances.

Facilitator: So shall we move to where you saw more of the performance. Did you carry on up the path here?

V1: Yes, you were kind of funnelled along here which was good because you always knew where you were going.

V3: We were behind a horse and cart weren't we?

V1: Yup, that's right.

V2: And the way all the people were over there with the lanterns it just looked spectacular.

V3: I was just thinking how very nice it all looked. It's very rare that you see the park all lit up like that. I was just intrigued, waiting for the mystery, waiting to get stuck in.

V1: There was a lot of people here so you know it is going to be good. The sense of anticipation builds.

Facilitator: How were people around you reacting?

V3: They were questioning each other as to what was going to happen, 'Is anyone going to jump out at us?'

V1: I think we were all thinking about getting a good spot so you didn't miss out on anything. That was quite important because you didn't want to miss out on what's happening.

V3: You were beginning to get some idea of the scale at this point, that it's quite a big event. The size of the arena, massive scale.

V1: Actually, when you look at the performance area now, or I did a park run on Saturday morning and I thought the same, and actually there's not much room. It was stretched out a lot. Because you were moving and going backwards and forwards it seemed bigger than it actually is. You felt like you covered a lot of steps, but actually it was all more-or-less in the same area. I think they made really good use of the area.

[General agreement]

Facilitator: I've got a bit of the sound of the night here.

V2: I actually think the sound track was perfect for the night. It was intriguing and special and helped to get you in the mood.

V1: You wanted to get closer and closer to the action. You could see like frames and things.

V2: I was actually in the park earlier and I asked one of the people what was going on and what the frames were for.

V1: Didn't that spoil it for you a bit?

V2: No, he didn't actually give it away. He said that things would light up but he didn't tell me much. Maybe he shouldn't have told me! But actually I think it built up the excitement for me hearing the rehearsal sounds and everything. My husband was downstairs and me and the girls was upstairs. I went down to him and said, 'Did you hear that noise?' And three times he went outside to listen and the music stopped. Three times. It was weird.

[General laughter]

V2: I found it really intriguing. The sounds and the clanging were really sinister.

V3: The music was really good. In fact I'm hoping they'll do a soundtrack cd or something. The first piece of music for the 1st Alley. That was very good. It was, what do they call it? An ear worm or something. It was very catchy.

V1: I think it was more of the sights for me. I can't really recall the music. I think it was the whole experience.

Facilitator: So we're standing in the performance space. What were you seeing, how were you feeling?

V3: The first night, it seemed like there were thousands of people and I picked a bad place to stand because I couldn't really see anything. When the people moved I just moved with them, but I couldn't really see anything on the first night. I know they said there was going to be an audio description...

Facilitator: yes, did you use that?

V3: Um, well I was thinking about it, but I was thinking that with all the music and that going on you were not going to be able to hear the audio description or the music and it will take away the experience in a way. So I know they meant well by doing that, but I think it would take away from the experience. Um, so putting head phones on and moving around with a lot of people, that's going to be slightly disorientating. I suppose it depends what's on the audio description. I suppose if it had been some directions then on it as well, just to give you some idea of where to go or which way to look. But I don't know. I've never heard of that working very well. So I decided not to take up on it. And like I say on the first night I came and got an idea of what it was all about, but I picked a bad spot to stand.

Facilitator: So did feel like coming again on another night?

V3: Yes, I came again on the Saturday night and luckily I got a really good place to stand and I could see a lot more of what was going on and everything. It was much better, I could most things I think, when it was lit up, people pulling the trolleys about and everything.

Facilitator: So how did it make you feel about the area? Preston road, the community? What, if anything, did the performance evoke?

V2: Pride in the area. Not just in East Hull, but in the whole city.

V1: I think I wanted to know more about where the 7 Alleys were because I was imagining it was in town. I didn't realise that it was actually in East Hull. I think it has definitely made me want to look in to it a bit more. Actually a map of where you are going to do your bike ride would be a good thing to do, for the people who don't live in East Hull, or do now but weren't born here. It would raise awareness a bit more.

Facilitator: To what extent, if at all, do you think that people thought about their childhood experiences having come to this performance?

V3: Yea, I think if you knew the area well you would have really thought about that a lot.

Facilitator: what can you tell me about the elements of the performance that you really remember that were really powerful for you, that sparked your imagination?

V1: The big white balloons. I thought they were incredible. And they came out of nowhere. They were all going that way and they sort of peaked at that end. And they let go of the balloons and you were just watching them for ages.

V3: They were symbolic weren't they? The story of the Bubble Gum boy. He died of meningitis. The balloons were symbolic of his spirit leaving this earth and going to a better place.

V1: I think I was just wondering where they were going.

V2: To be fair, without sounding dramatic, I found it quite joyful when they went up in the air. I really did and then when all the paper and scrolls and stuff was coming out it was, oh yea, it was, everybody was like, 'Woa' and straight away in my mind I compared it with, you know, like I say, the show with the feathers last year, I can't pronounce it.

Facilitator: Was it Places des Anges?

V2: Yes, that's it. For me it was as good as that. I was surprised just how good it was in East Park.

V1: I like that it was something different in every alley. So the pyrotechnics of the first one and then the acrobat for the second one and then I think, was it, I can't remember now.

V3: There was a guy tied with rope in one of them.

V2: For me that symbolised, how I thought of that is that Hull used to be a fishing port, and that symbolised, only in my mind of course, I thought of the sea, and fishing. That was my thought.

V3: That was the third alley I think. Seamanship, the fishing industry. There was the 6th alley, I think it was that one, where it was about the blitz of the city. It was like window frames all set on fire and it all just went up like 'whoosh'! It was like the blitz. Pyrotechnics and it just brought some of the blitz memories back. Not that I was alive then I should say! But some of the thoughts about the blitz.

V1: Yes, all the blitz stories.

V2: Yes, outside of London it was the most bombed. It was the second bombed but it was never really published.

V1: No, it wasn't really recognised was it?

V2: It was terrible really what the people of Hull went through during the blitz.

Facilitator: So it evoked thoughts of the fishing industry and the blitz and the sea. Anything else?

V3: I think it was really good the way they had the sheets which were like sails. That was fantastic.

V2: I enjoyed all of it. I liked the fireworks, the acrobat going up, the woman with the buckets of fire. My girls really enjoyed that as well.

V1: I think I felt a sense of happiness as well when they'd finished them all, when they'd kind of managed to do all the 7 Alleys, you were kind of, towards the end and the blitz bit you were getting kind of anxious as to whether they'd actually complete it as well. And when they came back through you were kind of like, 'Yeah, well done' because they'd achieved this amazing thing and we'd been there with them.

Facilitator: OK, so that's something isn't it? You found a kind of kinship with the performers.

V1: Yes, so didn't a couple of them fall away? They didn't quite make it so there was only two of them by the end and you felt kind of, 'well done' because you could've fallen like the other two.

V2: Even down to the expressions on their faces. It was well done. It was professional.

V1: And I'm glad that they bowed at the end, because you weren't expecting that and there was a bit of a pause before the applause. It was completely deserved.

V2: Going through that fire you could feel the heat.

V1: Oh yeah, that was really great.

V3: Yes, like I said, when all the windows were on fire it was amazing.

V1: And I really like that the performance space was adapted so the trapeze, or whatever he was, turned in to the person with the rope.

Facilitator: So using their equipment in a whole load of ways. How did you feel about moving around the space here?

V2: For one point for us, when we were watching the acrobat, and then it was a quick turn round the people in front, and you get that in all things when people push and they are rude, but then of course then they realised that they were at the back. They started heading back the other way and we were like, 'Woah'. It was like, with the girls, you know, just making sure they were staying next to us. I think that added to it, moving about.

V3: Well that's why you felt part of it, being part of the moving crowd.

V1: And that's why we felt a sense of achievement too. So when we went through the fire we thought we'd done the 7 Alleys too.

Facilitator: So I'm getting a lovely picture here, a sense of anticipation to seeing things here which are moving and joyful and exciting in the performance space. To the climax where you all felt involved.

V2: It was bittersweet in a way.

Facilitator: To what extent do you think that it represented the 7 Alleys well for you?

V3: Very good. Very well represented. Very well represented.

Facilitator: Can you say anymore?

V3: It's just that it brought, they brought the legends to life. They really did bring the legends to life. I'm still processing it really, but that's what I want to say.

V1: I don't think I was like a legend or not. But then I heard the pieces I felt it really was like part of Hull's history, so it was more than just a made up story. So yes, a legend, but it could have been true. It was more real, so it was more exciting. You felt more relatable to the actors, because they went through that and it could have been real.

Facilitator: We are going to make our way slowly back. As you are leaving you giving a sense of the fire, the heat. What are the people around you saying at that point?

V1: People were saying how good it was, how exciting it was. My friend was saying that they couldn't see. But I think we saw everything that there was to see, that we needed to say. I think because there were so many people they thought they'd missed something, but they didn't because everything was high up.

V2: You could hear all the bells, and the talking and people taking photographs under the trees with the lights on and it all added to the atmosphere. And a few people went up to the characters to ask them about the event. I must say I didn't hear one bad comment everyone was saying, 'It was fantastic.' Or 'I

didn't expect that.' And I didn't expect it to be nearly as good as it was. Something in East Park as good as that! Amazing. In a city. It's not what you'd expect.

V1: And I don't think it was scary. It was eery. I don't like scary and jumpy things. That's not me. I like to use my imagination so I like the ghost walks because they tell you a story and you can imagine your own scariness.

Facilitator: So that's interesting, tell me more about sparking your imagination.

V1: I suppose I relive the stories in your imagination, you sort of put the background in. The blacksmiths was the first one I think where they had to try and steal fire or something,

V3: The dragon's breath

V1: Yes, that's it, the dragon's breath. So your imagination puts all the blacksmiths in there

V2: No, I was more about the images I could see. More about being in the moment and seeing what was there. Afterwards I was watching the faces and seeing their expressions. They [the actors] was that part, you know.

Facilitator: How about you [V3] what did it do to your imagination?

V3: I suppose I was following the script in my mind and linking it to what I already knew about the 7 Alleys and thinking, 'Wow, that's a fantastic interpretation of what it's about'. Fantastic. When I came out of that 7th Alley it was like I was on a warm buzz. I was left thinking, 'I can't wait to come again, I can't wait to come again.'

Facilitator: How, if at all, has the performance affected your view of the Preston Road area?

V1: Yea, I think it's improved it. I would definitely come back to East Park and I keep telling my friends they should too. The animal place is really cool and it's a great place to walk around.

V3: I'm proud of it. I'm from the area and I live near Preston Road, so I feel proud that this came here. I'm proud of what it's done for the area. Word has got out about the 7 Alleys and what a great park East Park is. How actually nice the area is. It will encourage more people to come to the park and it is good for the park.

V2: I work at a school at lunchtimes. I work at [name of school] which is in the heart of Preston Road and I know a lot of the children. There are 1400 children at the school and there are some very challenging children there, children who don't have the best backgrounds. And I saw a lot of them here [at the performance]. And you see them at the school with a chip on their shoulder acting all cool. But I saw them here and you could see from their faces they were really actually enjoying themselves. It was nice that they could come to that, that they had the opportunity. Because if it had cost money well the parents couldn't necessarily give them that. But I thought, 'See you aren't that cool really, well you are cool, but not really.' There was quite a few groups of them as well, so I was like, 'Oh, good.'

V1: Yes the fact that it didn't cost anything meant that if it hadn't have been very good it wouldn't have mattered because you hadn't paid for it. But it turned out to be amazing, really good so that was fantastic.

Facilitator: So if you were to come back to the park tomorrow how much would you think about the performance?

V2: I come here every day really with the dog. I think I will think about the 7 Alleys, but I'll also be hoping that they bring many more things coming to East Park. A lot of people who I've spoke to have said how good that would be at Halloween.

V1: Yes, I'd definitely remember. I'd remember it was part of the City of Culture.

V2: You'd always remember the date wouldn't you, you'd remember that it was in 2017

Facilitator: To what extent, if at all, has the 7 Alleys stirred your interest in local history, in local connections?

V2: I'm interested. I'm very proud to be from Hull and so anything about Hull and the surrounding area I'm very interested in any way.

V1: I'd definitely be interested in finding out more about the 7 Alleys and I'd love now to walk around where the 7 Alleys originated and just here more of it. Here more stories about what the legends actually were. I'm not sure I got all 7 actually. Bubble Gum boy for example, I'm not sure I got that. Perhaps they weren't loud enough, or they were too much in a riddle.

V2: Yes, I was the same. I'm not sure I got all the stories from it. I didn't link the balloons with the Bubble Gum boy, but other people clearly did. Looking back now, I can see that it could have been that but everyone will have their own interpretation.

V3: For me it enhances, it enforces what I want to do with the paranormal. So I think for everything we do we've got to research more and follow things up. We must make sure when we do our investigations that we do look in to the history and get our facts right.

V1: It was kind of good wasn't it that it brought the community together. There were so many people here I think that was really nice. That you were part of something big.

V2: I'm also under the impression that the actors, and the Land of Green Ginger are actually from here. Which I thought was quite good because, again, they are from this area and have a feeling of attachment to it perhaps.

V1: When you think of the Land of Green Ginger you think of old town, and having a walk around there one day maybe. I think knowing that this is part of the City of Culture makes you hope that other events will be on the same scale and I'm definitely more likely to go to other things having experienced this.

V2: I'm thinking of East Hull Urban Arts, I'm going to donate what's in this envelope [the incentive] to them as they do such great stuff. They bring East Hull kids together to perform and their like a really family now.

Group discussion ends.

Group 3: 2 female participants

Facilitator: How did you get here today?

V1: I live on the Marina, about 10 minutes away by car. I came in my car. [Female 20s]

V2: I live at the back to the park, just over there. I walked. [Female 50s]

Facilitator: how long have you lived here?

V2: About 20 years

V1: I've lived in Hull all my life, but I've lived in East Hull for about 12 or 13 of those, and then West Hull and now I live on the Marina, yes, Hull all my life.

Facilitator: Friends and family in the area?

General agreement – yes, both have friends and family in the area.

Facilitator: Can we take our minds back to say six months ago. What would you have told me about 7 Alleys if I'd asked you six months ago?

V2: I knew, not of the 7 Alleys, but I did know about the Bubble Gum boy and of course the Blitz. Some of the other ones I didn't know about but only because we're friends with Mike Covell who writes in the newspaper and he, well he does articles anyway, doesn't he, but we know him personally. So I'd read bits about it from his articles, but I didn't know about this alley.

V1: I didn't know anything about it until obviously the performance

Facilitator: Just to root this in the area, what do you know about the Preston Road area, what do you feel about it?

V2: It aint got a very good reputation, but I can't judge really. I don't live there.

V1: My brother and his family they live there because his partner's family is rooted there. So they've brought their children up round there and their kids go to local schools there. They don't seem to have any problems, and the kids have friends there and there doesn't seem to be any major issues. You do hear a lot about it.

V2: Unfortunately, yes, it's just got sort of reputation.

V1: But them personally have never had any issues.

Facilitator: So let's start walking. What can you recall about why you wanted to come to the performance?

V2: Well I'd seen it on Facebook and I said, 'Oh that sounds really interesting'. We go on a lot of ghost hunts and things like that and that's how we got to know Mike Covell as well because he's into all that sort of stuff. We've been on a few different things with him involved. And we just thought it was interesting. It was right on our doorstep, so you know, great. And it was free.

V1: Yea, that was good. I saw it on Hull Daily Mail on the live feed, they did a live feed on the first night didn't they. So I saw that. And my friend, he's Spanish and his family was down for that week and he was really, kind of like upset that there wasn't a lot going on during that week that they'd come to Hull, come to visit the City of Culture. There was stuff on 'cos obviously the programme's full and there's lots on. But with them being Spanish and not speaking English he wanted like some visual spectacular stuff. Then all of a sudden this came on Facebook and da da I sent it to him and then we came the following night and brought those guys with us as well so it was really good. We could pretend we organised it all for them!

[General laughter]

Facilitator: To what extent were you aware of, or did you directly experience, the project in 2016, when message in bottles were delivered by horse and carriage to people living in the Preston Road area?

V1: Was it the horse and carts?

V2: Oh really, oh no, no, I didn't hear anything about that

V1: No actually, me neither. I thought you meant the horse and cart at the beginning.

Facilitator: To what extent did you want to find out more about the 7 Alleys before coming along to the performance?

V1: I liked the Facebook page and read a bit about it online

V2: I did, but it was still a bit of a mystery I have to admit really, but I thought I'll go along anyway and find out more.

Facilitator: Well you clearly talked about it with friends from Spain, but what sort of things did you both talk about with friends/ family before you came along?

V2: It was mainly family I think. I know my mother-in-law would have loved to 've come and she rang me up and said she was really disappointed because her friend who runs the Pavilion said it wasn't really disabled friendly because she has to have a mobility scooter so um, so I think she warned her off by saying, 'There's too many crowds. You won't see anything.' And so I think they might want to think about doing a disabled friendly one. I don't know. And there was a bit of a problem actually. When we were on the field. And I did mention it on the survey and everything, but I haven't mentioned it to Hull City Council or anything, but there was a lady in front of us and one of the actors coming off the field barged past me and my daughter and then, I know he was acting and he was austere and all that sort of thing and, oh maybe he was even a woman, I don't know. But there was a lady on a frame in front of us and he knocked her over fully on her back and she couldn't get up and she hurt her knee. I don't know whether there were any St. John's Ambulance, I didn't see, I'm not sure but it was ages. We didn't see anybody. There was an official who went up and said, 'oh we'll have to get you a chair' because there was crowds everywhere and she was right in the middle. And my husband went up and tried to get her a chair or something to sit on. Anyway, there was someone coming through as if they were medical, but that was right towards the end as you were going towards the flames and things.

Facilitator: I'm sorry to hear about that. That's been recorded. Thanks for passing that on.

V2: Yeah, that sort of upset things a bit. I think it's perhaps something about crowd control which needs some thinking about really. I think they didn't expect the crowds they had did they?

V1: There were a lot of people there and it grew throughout the week.

V2: I enjoyed it though, apart from that.

Facilitator: So here we are the beginning [showing pictures of people with lanterns/ the smoke]

V2: Oh it was real atmospheric that, it was beautiful with the lights in the trees.

V1: Absolutely, it really was. As you walked through here it was almost like a film set wasn't it.

V2: It was, I couldn't actually see the carriage that people had been talking about.

Facilitator: What night did you come?

V2: It was the Thursday

[Facilitator explained about the blow-out on the motorway].

V2: That's what my nephew was saying, but they had the sound of the horse didn't they. I could see a light and I could see somebody stood on something that was all I could see, and I did wonder why I couldn't see the horse. I'm glad I didn't miss that bit – I couldn't have if it wasn't there could I.

[General agreement/ laughter]

Facilitator: plays the soundtrack from the beginning. So what are you thinking as you walk along up the path.

V2: It is atmospheric...

V1: Yea, people were getting excited weren't they?

V2: They were thinking, 'Where are we going to?' 'Who are these people walking up here?' I was thinking may be someone was going to jump out of the trees or something.

Facilitator: So there was an, 'anything might happen' kind of feeling?

V1: Yes, so it was a lot of people getting excited walking up here, but there was also a lot of people getting scared, like thinking something really was going to jump out of the trees or something. So I think something like that might have been good. Some little moments were you could've got a little bit of a shock or something.

V2: Yea, yea that's right. Yes, that's right.

V1: Not anything too scary obviously 'cos you've got all the kids but, and you've got all ages, and a lot of older people and you don't want them to have a heart attack. But I think a little something to build the atmosphere even more with the theme would have been good.

Facilitator: Yes, that's an interesting idea.

V1: Yes, something along the way here.

V2: Yes 'cos that was quite eerie wasn't it.

V1: You could see people with lanterns all blacked up and in 1920s, I don't know, 1920s dress like, walking along in their long tail coats. And you are waiting for something to happen like someone falling out of a tree.

V2: Yea, I was really waiting to be scared.

Facilitator: What do you remember of the sounds you could hear?

V1: I really liked the music all the way through to be honest. I thought the musical score was really nice. It was beautiful.

V2: Yea, haunting it was, yea.

V1: I thought it complemented everything that was going on. It built the atmosphere when it needed to and then when it was building the suspense as we was walking down here and then when things got into more action over there it sort of built up and that helps with your expectations and your excitement and things like that.

V2: Yes it made it in many ways, because I don't think without the music you would've had the same experience.

V1: Yea, exactly.

Facilitator: To what extent did it make you think about the neighbourhood, both as a place and as a community of people?

V2: You feel as if you are part of something just walking along.

V1: People talk to each other don't they? There was a lot of people

V2: There wasn't any silliness which could've happened. You know, stupid people and there wasn't any of that. Cos it felt like you were together in something, all involved in something.

V1: I heard a lot of people going, 'Oh I wonder what's happening.' And they were laughing, and we could see the lanterns. It was a nice community feel.

V2: The park is big, so you get that feeling of openness.

V1: It was good that it was this end of Hull for a change. Like I say I live centrally and a lot of stuff with the City of Culture, like the Freedom Festival, its normally right on my doorstep. Um so I can just walk out of my house and go to the Freedom Festival and the Humber Street Session, all like that as well.

V2: Yea, it was for us as well.

V1: So it was good for the people this end of Hull to not worry about where they were going to park or how long it would take to get home.

V2: Exactly, because it is horrendous isn't it when you go to those things, it does put you off.

V1: A lot of my friends you know they'll come to my house and they'll want to park at my house in order to be ok about leaving. And the fireworks at the beginning of 2017, we just walked out, watched it and then I went in, but it took my friends about three hours to get home.

V2: Yea, well it did us, people trying to get out of Hull.

V1: It did take them hours. There were gridlock places.

V2: It was good that it was here so for you guys.

V1: It was good. I mean we do get different things going on, Veterans Day and all that, and other sorts of things. But something like that was unusual, out of the ordinary which was good.

Facilitator: We are roughly where you were standing on the night if we stand here?

V1: Yes, we were a bit all over the place, but we were here. There were those men on the trolley thing that was being pulled about. There was a lot of crowds but we managed to the front actually.

Facilitator: [showing pictures of the performance] so this trolley thing?

V1: Yes, that's right, the ones who were pointing things out and ushering you.

V2: I was about central, but for the balloon thing I managed to get to the front...

V1: We followed one from the other...but I don't know quite how we did that.

V2: And then we ended up quite far back when it was this bit [pointing at the flames in the image]

Facilitator: What did you feel when the first things happened in the performance space? What thoughts/ memories/ feelings did it bring to mind?

V2: Well I was expecting some kind of pyrotechnics. We had a warning lettering through our letter boxes about them practicing the night before, that week before, so you might hear noises. I can't say it bothered us really, but I did then expect something like with lights and fireworks. So I don't think it was so much of a surprise what I was seeing.

V1: Seeing it the night before on the Hull Daily Mail got rid of that not knowing feeling. So I suppose that's a bad thing in a sense 'cos then you kind of know what you to expect but it was a good thing in the sense that we didn't know anything about it until we saw that so it's double-edged really isn't it?

Facilitator: Yes, so you wouldn't have come if you hadn't seen that in the Mail?

V1: Yes exactly. But anything and effects is always nice, it's always good whether you knew about it in advance or not.

V2: Exactly, yes

V1: To experience it.

Facilitator: Thinking about the whole performance now, can you walk us (it may not be far) to the place where something that you really remember, something that was really powerful for you, or really sparked your imagination happened?

V2: For me, I absolutely loved it when the lady started throwing out the flyers.

V1: Oh yea, was that towards the end?

V2: Yes, right towards the end.

V1: She was all in white. She must have been dizzy as hell. She was going round and round

Facilitator: [showing picture from the performance] was it this?

V2: Yes, that bit. It was that.

V1: That was really beautiful was that.

V2: And I loved the balloons...

V1: Oh the balloons, that was good

V2: And they all went up in the same direction as the moon. So you had the moon, and then you had all the balloons, so I loved that moment.

V1: Yea, that was really good. Yea.

Facilitator: Ok, so let's start with the lady, and then move on to the balloons. So she was flying around with paper and sparks. What did that make you feel?

V2: Obviously that was a really good visual and I suppose it was just the technique. To be amongst us and spinning around and this instrument was just thrumming, and it was quite circus like. You don't often get to be quite so close up to that kind of thing.

V1: It was the image of it all wasn't it? It was beautiful. And the music and everything that went with it as well.

V2: You knew it was coming to a crescendo.

Facilitator: So you were impressed by her technical ability?

[General agreement]

V1: She must've been sick by the time she'd finished spinning around.

[General laughter]

Facilitator: Did it bring any stories for you/ any memories?

V1: No, not really. I must say I was a bit confused at the beginning when we were here and the chaps on the side and I thought, 'Oh, what's happening here?'. I could see the lights and everything and hear the music and I felt a bit confused about what we were supposed to be doing here. And then of course we gathered after about the second one, 'Oh, we're moving around aren't we?' But it took me a while before I realised and thought, 'Ah, we aren't staying in one spot, we're obviously moving about and seeing different stages and stuff.'

Facilitator: So understanding how it was going to work took a bit of time.

V1: It did yea, and I think some people were moving towards where they were beckoning, you know, but others were just stood still.

Facilitator: OK, so tell me about the balloons, you said that was a special moment. You mentioned the moon

V2: I thought was really moving. Obviously the way they all let go and the full, you can kind of saw the whole crowd move...

V1: Yes, they all gasped didn't they.

V2: And it was such a beautiful clear night with the moon, it was, I think it was just really good timing for the night. I don't know what it was like on any other night but on the second night, it was particularly, really nice.

V1: Yea, it was lovely. Really nice.

Facilitator: And did it evoke a story for you, any particular story?

V1: I think it was supposed to be the Bubble Gum boy.

V2: Yea, it was, that was it.

V1: I don't know really, if it told me anything about the story. It was just a spectacle really, it was good.

V2: I think from not knowing the stories, and sort of listening to them and getting the idea of the theme, it reminded me a lot of my childhood. Because, like I say, I obviously grew up in East Hull and we were quite, you know, kids are quite Goonieish and we used to go off on our bikes and go on adventures and stuff. I wasn't connecting with those particular stories, but it was reminding me of...

V1:...Of Hull

V2: Of my childhood, of Hull yea, but of growing up and

V1: And the commentary was very Hullish wasn't it? And what they were saying hit a chord. They used the language. You can't get away from a Hull accent. Using words like 'croggy' and all that was coming in to it. It was Hull, you know what I mean.

Facilitator: So [V2] are there particular childhood memories it evokes? I mean I get the Goonie thing, and going off on bikes but is there something particular you are thinking about?

V2: Biking down the track, there used to be a place called Stony Hill and we used to go there and bike down and you could go through all the villages and going through East Hull and ending up in Withernsea I think. We never got that far of course because we'd always stop and mess around on a farm or something. So the idea of a sort of Alley I suppose reminded me of the track. And there used to be stories as well about the track, like hauntings, and people seeing half monks and they used to go across the path at night and stuff like that. There was another track we used to do through Sutton, through to Hornsea and there's that saying, 'White lady, white lady.'...

V1: We used to go biking...

Facilitator: So tell me the saying

V2: It was, 'White lady, white lady, I stole your white baby.' And it was a story of about when it used to be a rail track and there was a crash and it took the baby, but she died and that's a rhyme from there. I don't know if it's true, it's probably an urban myth. Yea but those, so not reminding me of those stories exactly, but reminding me of those childhood adventures and these urban myths that we used to scare each other with.

V1: You've hit the nail on the head there, I think it is. Because I used to play in here, in the Park all the time as well. But you do get to know different stories. We used to go on that one, where you'd go to Haunted Hill, you know. This was year's ago of course and I don't think kids get let out in the same way nowadays. Yes, so it does bring it all back. It brings back freedom, and yes, those urban myths, those ghost stories and we used to scare each other to death.

[General laughter]

V1: Although I can never remember being out really late at night, it was always during the day, but it was still scary you know.

V2: It was always as soon as the street lights was on we had to go home. Yes, that was curfew. But obviously with later nights we could stay out later and we were like, 'Oh look we've got an hour extra.' But as soon as the first amber light came on we were 'Oh no, we'd better go home.'

Facilitator: So just to be absolutely clear what was the link for you, what was in your mind that related the performance with your childhood?

V2: The link was the stories with the area and the stories that people in the community share. And it transported me back to my community, my history, my memories, that sort of thing. It just makes you feel, it reminds you of a more innocent, a more carefree time. That's nice isn't it? We've all got our own stresses and things going on in life so if you can take a bit of that and remember.

V1: Yes, it brings back when you were younger.

V2: That's a nice thing isn't it?

Facilitator: As the performance came to an end what were you thinking/ feeling?

V2: Well as the girl was spinning around and she went off and we all followed her towards the light.

V1: There was a sort of tunnel of lights, of torches, you know.

V2: I don't know about you, but we got quite far back at that point, so we were walking down the tunnel, the fire bit, and we could just hear the applause coming from over there, so we didn't actually see the end point.

V1: Oh right, well we did clap actually, I'd forgotten about that

V2: So we actually got to the end but we didn't see the end if you see what I mean. We heard the clapping and then realised the performers were bowing. We could see them in the distance, but we weren't quite sure if there was something we'd missed or, but that's going to happen with the amount of people isn't it?

V1: I know, there was such a lot of people. Some bits you missed on, and I'm only little! You needed a step ladder for some of it!

[General laughter]

V1: But it was fine. They were quite high up most of them, weren't they?

V2: I think for the stories for each bit it might have been nice, even if you were at the back, that you could hear that it was the end. Just something, an announcement or something, that we all know, no matter how far back you are that it's the end and the stories have finished.

V1: It was all quite cryptic all the way through wasn't it? And I know they've got to do that to build a sense of mystery. But some of it was a bit cryptic, a bit too cryptic for me.

[General laughter]

Facilitator: so what did that mean for you, being cryptic, what did that make you feel about the performance?

V1: I don't know whether they could've done it any other way really, because equally if they were spelling it out for you it wouldn't have had the same effect really would it? It wouldn't have been as mysterious.

Facilitator: Let's head on back then, it's not a long walk today. How if at all, has the 7 Alleys affected your view of the area, of the Preston Road area?

V1: You felt you were with people who shared a similar background and culture.

V2: The nice thing about coming to something here is that Hull people, despite reputation, actually do want to be cultured, and they do want to see art

V1: Yes, exactly. They want to see these things.

V2: Yes, they want to take part in it. For me it wasn't so much about the area it was just kind of proving that you could put something on anywhere in Hull and people do want to come to it. Which is nice.

Facilitator: OK, so it wasn't so much about this specific area as such, it was about Hull in general.

V2: Well having grown up here and then moved away and lived in different places, now back in central Hull it shows you if they build up they will come. People in Hull are really interested and that's good to know.

Facilitator: What if anything, did you discuss with family/ friends after coming to the performance?

V2: Well I told all mine to come!

[General laughter]

V2: And they did come, some on every night.

Facilitator: And what did your Spanish friends make of it

V2: Oh they loved it. They didn't understand much, a lot was lost in translation. My friend Jose he kept telling them little bits and explaining, translating a little bit for them. But as I say, enjoying the spectacle and the visual they absolutely loved it. Walking back down here [Down the path the main entrance on Holderness Road] they went in to the trees and they got pictures to take back to them, pictures of the lights in the trees to send back home, y'know. I took little clips and made a film for them and sent it to them so they've shown that to all their family.

V1: So Wow, it's hit Spain. For people not from here I think they would have enjoyed it. It would have given them a great sample of Hullishness. I'm sure they would enjoy it because it was good.

V2: Not knowing about the stories about 7 Alleys specifically and how they related to Preston Road. For me it was more like it was an East Hull thing, a bigger circumference than just Preston Road.

Facilitator: Given that you didn't think you knew much about 7 Alleys, you've told me lots of stories which relate to that, how well, or otherwise did it represent the 7 Alleys as a set of stories?

V1: Well I've learnt more about them.

V2: Yes, that's it, learning a bit more about them. Which is good. And when I've spoken to other people who do know about them it's engaged a conversation so that's, that's, it's raised the topic again which I suppose is the point.

V1: And I think you are more likely to look things up now, may be more.

Facilitator: So how would you go about finding out more do you think?

V1: On the Internet maybe

V2: Google it

[General laughter]

Facilitator: And what about the local history of East Hull?

V1: I like social history and all that stuff. And knowing Mike Covell, who's in to all that stuff, I guess he would encourage me. Especially now he's doing his Hull Daily Mail thing, and it's interesting to find out about all these legends and different things. He's digging things up from the past like.

V2: I think what's good about this, and about Hull City of Culture as a whole, is like that we're putting a spotlight on the city, currently. But what its doing is making people look in to the past too, looking at their own heritage. It's building that interest.

V1: Looking at their own. Yes, that's right, that's it.

V2: And there are so many things where you can explore that. My friend works at Five Senses and she just did a performance of Lillian Bilocca and the fishing industry and there's been books wrote about Big Lil and now there's a another performance going on. So I think it is making people realise, 'Oh actually we don't have to go too far afield to get this stimuli to create things, it's actually on our doorstep.' So things like this will, I know...A couple of my friends teach at Hull College and some of the students that have been, they are going to take them and create their own devising pieces. So they'll research things, you know. It's the same with, you know, if you take them with you to a museum or something like that they'll always back, to write about it, they'll always look back in to the history, so it's kind of making history accessible for people which is good.

Facilitator: And you think 7 Alleys contributed to that?

[General agreement]

V2: Yes, absolutely, yes.

Facilitator: So as you are walking down here away from the performance space and you are about to leave the park, what were you feeling as you left?

V1: A bit euphoric really, you feel like you've just witnessed something...

V2: Yea, like you've been part of something

V1: And because it was in such a big area, it was like, 'Wow' you know. And you got sort of teems of people swarming down Summergangs. It was quite, y'know, everybody was talking about it.

V2: Yes, that's the nice thing isn't when you are leaving somewhere and having people going, 'Oh that was good.' I felt like being with my Spanish friends that was good 'cos I was leaving with a different perspective because they was talking about like how they wasn't expecting this sort of thing. One night in Hull we were sat in his house, the next thing we've taken them out to this.

[General laughter]

V2: And then yes, as we were crossing the road to get to our lift there was this fish and chip shop, so we took them there and they had their first fish and chips [general laughter] so it was a very Hull atmosphere!

V1: Yes, very East Hull experience.

V2: A show in East Park and then fish and chips!

V2: My family live nearby so they popped in on the Friday night, to the show, not to the chippie! Then some more friends came on the Saturday. Everybody said they loved it. They said it reminded them of a performance that was at Freedom Festival a few years ago. The Bell in Queens Gardens, I don't know if

it was the same, if the company was part of that. As soon as they said that I could see similarities in the production.

Facilitator: What about your imagination? Does it spark anything in your imagination?

V2: Well me I am a creative, I do write and I do perform so for me stuff like this all the time always helps. I mainly do comedy. I'm a trier. [detail not transcribed for anonymity]. For me, the language, not being afraid to use words like 'croggy' in case people don't understand.

V1: Yes, Hullish words.

V2: Well it's about learning to embrace actually, those words, not be scared if people don't understand them because they'll get something else from the performance even if they don't understand the specifics.

Facilitator: So now I'm going to reveal, as I'm sure you've already guessed, I'm not from Hull. So tell me what 'croggy' means?

V1: It means when you are on your bike and you give someone a little lift on the handlebars, that's croggy.

Facilitator: Ah, ok. Great to know that. Fantastic.

V1: There's lots like that, lots you can get, words that sound completely different when from Hull. We have this really broad accent that no one else has. It's only in Hull you'd hear it.

V2: Like people not from Hull think that when you say 'smirk' you mean a grin or a wry laugh. You don't of course, you mean you are going outside for a 'smoke'.

[General laughter]

V1: Now I can see why you are in comedy! But you are right. That was one thing I did specially notice about the show. The chap who was coming across, you could definitely tell he was, the accent was, from Hull. Definitely tell. So we understood him which was good! I think the show put across ideas that are quite Hull too. Like the blitz. It was like the spectacle of it all.

V2: I think we all left excited. I got that from the people who were with me as well. It was something very different for them and I was feeding off their excitement as well. They were also interviewed by the BBC – how cool was that for people who were expecting a quiet night in Hull – this show, fish and chips and interviewed by the BBC! So for me it was really good because I got to see them experiencing all that and that was great.

V1: Yes, that sounds smashing.

Facilitator: Thank you very much. We've come to the end of our walk and talk. It was probably more talk than walk but it was very special to be able to wander with you and talk about the 7 Alleys performance.

Group 4: 2 male participants

Facilitator: How did you get here today?

V1: I just live by the Pelican pub just there and before that just off Holderness Road [80s male]

V2: I literally live just over there, just Woodford at the top of the park. [50s male]

Facilitator: how long have you lived here?

V2: All my life. I was in the army so I travelled a bit, but I've been an East Hull person all my life.

V1: The same. I've lived in this area all my life.

Facilitator: Friends and family in the area?

General agreement – both have friends and family in the area.

Facilitator: What do you think of this area, and this community?

V1: When me and my wife were looking for our first home we deliberately chose this area. One of the reasons was the schools and the other was the park. Having grown up as a child round here and spent my entire summer holidays in East Park or

V2: From being a boy I was educated here and so all the time. I've worked abroad, been in the forces, but I wouldn't live anywhere else but East Hull. It's a community. You get to know people and that's a warm feeling that you get from living here. Many, many mistakes on it of course. Going back to my time it should never been dispersed in the first place. I mean it's only my opinion but, and in a lot of areas this applies, but they could've taken one street from down there, moved them out, rebuilt the houses and back tracked the people so that the community of East Hull didn't disperse to Sutton Park or wherever. I think the general feeling of East Hull, even down to being a Red & White, it's our heritage. And living in East Hull, you know, that's the general feeling. Warmth and community.

V1: And interestingly you know, there were more churches in East Hull than there were public houses. Like St James Reckitts built a very nice estate for his workforce, who had all been living in slum housing, but he was a Methodist and a teetotaler so they had a village green and all those village things, but he didn't build a pub!

Facilitator: So, if you think back, say 6 months ago, what would you have told me about 7 Alleys if I'd asked you then?

V2: I remember my father taking myself and my younger brother as children to one of the 7 Alleys which is at the back of Hedon Road cemetery and tell us ghost stories. Particularly he'd take us to the burial plot of four or five German airmen who are buried at the back of the cemetery which is quite unusual because supposedly after the Second World War all the German air crew killed here were all relocated to one central cemetery. I can't remember where that is. But there's still an air crew buried there, in the Hedon Road cemetery there.

V1: 'Cos it was a thing that you used, that you ran through, that you played in. There was even one called Ping Pong Alley which started before from Craven Street and that ran down to Crowle Street and they linked up. Although I didn't live in that area there was already a mystery about it. Stories about it

like the Bubble Gum boy. You got this sort of thing, 'Don't touch the Bubble Gum boy or the bubble gum will wrap round your heart and you'll die'. You got that sort of thing. So there's always been a bit of mystique and myth about the place.

V2: It's like all the 10 foots and the alley ways, they were safe spaces for kids to play in. You could play around there in the summer holidays or at week-ends or whatever. Your parents would just let you out of the door, you know, 'Off you go.'

V1: And they knew you were safe, absolutely.

V2: Yes, that's one thing now with all the gated 10 foots and alleyways now, we've slightly lost it for children in terms of they can't go out and play on the street, and they can't play in the 10 foots because of the fence and everything. Not like I used to as a child.

V1: You have also got to take on board that we didn't have the opulence that you have nowadays so you made your own fun. We went out in the morning and came home when it was meal time and then played out all the time. You would do the same. So things like the Alleys and the Park were places you went to where you knew you were safe.

V2: Yes so for the entire summer holidays you either played cricket, football or rugby in the Park and the Park keeper, who still works in the Park, here now. He must be in his 70s.

V1: Stewart, Stewart with the arm.

V2: Yes, that's him. This is the early 1980s, late 70s. He'd come round at about half past eight/ 9 o'clock and we'd be still playing cricket in the twilight and he'd say, 'I'm just locking up, so just let yourselves out when you've finished.' And then we'd just climb out when we finished. I can't imagine that happening today. You'd get an anti-social behaviour order or something.

V1: Well that's right. Well I've known Stuart for a long-time, being of the same age group as him. And he was a cracking cricketer, never mind that he only had the one arm. But it was that feeling. There was things. We would play the next street at cricket, where would you come? East Park for the whole day.

Facilitator: So the 7 Alleys for you were a bit mysterious, there were stories. Did you go there with lots of your friends?

V1: Well yes, you'd go in a pack of your friends. 6 or 7 of you.

V2: And the older you got, the further you'd go down the alleys.

Facilitator: Is that right?

V2: Yes, once street at first, then two, then three, then as you got older you went to see how far each of the alleys went.

V1: And it was exploring, that's what you did.

V2: Until you would probably get some guy who thought his particular alley was 'his turf' and then you'd get the territorial thing.

V1: Oh yes, that's right. Very territorial.

V2: Oh yes, some of them playing round there. And one would think his 10 foot was his own alleyway.

Facilitator: Well let's start our walk. But as we do so let's talk about how you found out about the 7 Alleys, the performance.

V1: I'm pretty sure we got it off our tablet, or the Daily Mail. I'm not absolutely sure, I just really became aware that something was on. But actually I don't think it was very much publicised. Anything that's on you have to really go and find out about it. I know it's cost but it needs a bit more than the Hull Daily Mail. They could have put it out on the Humberside.

V2: I received the mail shot, through my letterbox. But the whole idea, I was aware that something was going to happen, something was going to happen within the next few months because I'd been following the whole Land of Green Ginger thing. I saw that on social media. The crates. I thought that was a fantastic idea. These crates appearing and, but I quite like the idea that they deliberately asked the Mail and the Humberside not to publicise the times of the events so that the whole thing was done through word-of-mouth. And if you think that they got 120,000 people over four nights and certainly only probably 2-3,000 on the first night. So really, probably, just by word-of-mouth, I think that was fantastic.

V1: The Friday night was absolutely jammed. I came through the Summergangs entrance and by the time we got to there [Holderness road side] it was absolutely full. So it had got round. I guess you are probably right about the word-of-mouth. So I occasionally pop in to the Pelican for the odd pint

[General laughter]

V1: And it was spoken about there. One or two chaps had been to the performance. They said to me, 'Oh you must go, it's brilliant.' So yes, you are right, it was word-of-mouth.

V2: Well I was so impressed. It was like the light show at the beginning of the year. That was amazing. By the time it was Saturday night there were 120,000 people.

V1: Well yes, that's right. That was fantastic that was.

V2: If you had told anyone in Hull that when the City of Culture was announced you'd get 340,000 people to come to Hull city centre in the first week of January you would...

V1: Rhubarb, rhubarb.

V2: Exactly, you would have been called a fool. The very idea that you could do that.

V1: But we did have before that, when we had that feathers thing [Place des Anges], that was brilliant, you know there were loads of us there. I think that was given to us as the feel of what to expect, and they haven't let us down.

V2: Yes, that's it. Expect the unexpected.

V1: In everything that they've done. The lights was terrific. This was as well.

Facilitator: I just want to quickly check, how much were you aware of, or did you directly experience, the project in 2016 when messages in bottles were delivered by horse and carriage to people living in the Preston Road area?

[General agreement – no, we didn't hear a thing]

V2: No, the first I heard of it were the announcements about the crates.

Facilitator: Alright, fine. What, if anything, did knowing that the 7 Alleys performance was going to happen make you feel about this area?

V2: Really that, certainly that the various timetables and awareness of the events was raised, everyone said, 'Oh it's all going to be in the city centre.' Well that's obviously not, not true. And also over the recent years, over the course of the summer there is almost every week-end some big open event in East Park, because it's a great open space.

V1: But you, also, it goes back to community feeling. Because the villages are Hull and East Hull is a village so consequently, because it was about your area, and because it was about the people you might know, you wanted to see it.

Facilitator: So imagine it's Friday night or Wednesday night. Think about what you were seeing as you were coming in [showing the images of the beginning of the performance].

V2: Yes, that was very eerie. Instantly that created a very eerie atmosphere. The smoke bombs and a few lanterns, but very effective.

V1: And it woke us all up as well. Everyone was milling around with, 'What's going to happen, what's going to happen.'

V2: And all the expectation.

V1: And then all of a sudden. 'Oooh, it's going to happen, it's taken off.'

V2: And the horse and carriage too. Just the sound of horses.

V1: Ah, brilliant, brilliant.

V2: My youngest has got a horse, and just the sound of the horses and especially with the whole sound when it's dusk and night time it seems more resonant, sound seems to travel in a different way than during daylight.

Facilitator shows another image – lights in the trees.

V1: It was as you say, very eerie, back of the neck sort of stuff.

V2: Very Victorian, mystery.

V1: It did take you back in time as well. You went back to childhood. It made you think of childhood. This was our home. We lived in the Park and it did take you back. It did have this sort of aura of intrigue and 'what's going to happen.'

V2: Yes, I think to create this atmosphere instantly with a few lights in the trees, a few smoke bombs and a few lads waving lanterns. Oh and one guy ringing a bell.

Facilitator: what else could you hear as you were walking up this way?

V2: Well you could hear the bell, and the sound of horses.

V1: What I feel was a bit lacking, and I am hard of hearing, but what was a little bit lacking was that I didn't think the diction was as good as it could have been. You could get the gist of it and I could get the story quite well, but there could have been a bit more amplification I think.

Facilitator: That's helpful thank you. So what are people saying to each other, if anything, as they are walking in?

V1: Well I think it appealed more to people of my generation than to the youngsters. I was with two youngsters, in their 20s and they said, 'That was nothing that.' There wasn't any kind of excitement, they were saying, 'Well its ok I suppose.' But they didn't know the stories you see, they didn't know where the 7 Alleys are where we played as kids. So it was, 'Oh it was alright.' They didn't have the feel.

Facilitator: So for you there is some connection then in your mind in the knowledge of 7 Alleys and, in your case, the experience of the 7 Alleys before coming along to the performance.

V1: Well it was about the little stories that you grew up with.

Facilitator: So just to be clear, how did you hear about those stories when you were children?

V2: Well it was all a mixture I suppose. Your parents, your friends, other people in the area. When I was growing up there was no Internet and only two or three channels on tv and you made your own amusement, so you definitely told each other ghost stories as children.

V1: The bubble gum thing, I think maybe that was put over by your parents to stop you getting bubble gum everywhere. It was silly little stories like that. It was like a myth.

Facilitator: So we are coming in to the performance space. Can you describe to me in your own words what was going on, what was going on around you on the night, in your own words?

V1: There was someone on a dais telling you what was going on and then we started moving round. What I liked about it was that it wasn't static it did move.

V2: I had an idea of what it was going to be like because when I saw them setting up the equipment over the preceding days I recognised some of the equipment. And it was the same production company that did The Bell for the Freedom Festival, 2015, yeah. Which was absolutely fantastic, so I had an inkling. There was one afternoon when I was wandering through the Park and they was setting up and one of the performers was practising on the violin. Which was amazing.

Facilitator: So great, you had a kind of sneak preview.

V2: Yes, so I had an inkling of the kind of interactive performance it would be.

V1: Because it moved and went round it was as if you were moving in the Alleys. Instead of being static and not moving like you were moving with it. And as each story came up you could relate to where you were.

Facilitator: So what stories came to mind when you were watching the performance.

V1: Well only two really sprang to mind and that was the White Lady and the beautiful balloons. They were absolutely fantastic.

Facilitator: So this is an image of the balloons.

[General agreement] Yes, that was it.

Facilitator: And the White Lady?

V1: She came across. They came across with her. There was a lady there talking. I thought it was when they were doing their acrobatic bit. She was a supernatural being.

V2: That actually gave me the impression of an angel.

V1: And when I saw the balloons I had tears. I was very moved.

V2: I think the whole thing of the lighting [for the balloons], obviously they must have chosen the balloons for their colour. They stood out against the pitch black sky as well.

Facilitator: So tell me why you were moved to tears

V1: Well you could picture the gravestone of the baby and that sort of thing. And you think, 'Oh they're being released. It looked like bubble gums being released.

Facilitator: So if you were to take me to one bit, which would be the most powerful moment for you or the moment that most captured your imagination, what would it be?

V1: The balloons.

V2: Probably the balloons.

V1: Oh and that bit at the end with the fire. The fire was wonderful. That was absolutely brilliant that.

V2: I think they must enjoy playing with fire.

[General laughter]

V2: For the production of the bell there was even more fire.

V1: The shape of the windows I thought was quite as if you were in a church. I mean they looked like church windows.

V2: There is something very primeval about fire, especially in darkness as well.

Facilitator: What else are you feeling in amongst all these people watching the performance?

V1: I think the people were really well behaved. We were all moving, the people moved and it was all really quite organised really.

V2: I've been to performances like that before, where the performance is in the crowd, it's interactive. And I think it is absolutely fantastic. It's great that we're able to put on events like that in this city.

V1: We're going back to traditional feelings about East Hull. East Park is the home of East Hull. And anything that is put on here is for locals isn't it, and you feel like an extra bond to East Park.

V2: Yea, you feel it's the new look Central Park. When my daughters were toddlers in the early 1990s the park was really run down and had been vandalised. But since they refurbished it you can come in on a winter's day and there are plenty of people in the park. It's absolutely great.

V1: And you've got the café bar and things like that. I lived in one of those houses over there while my boys were growing up and the park was brilliant for kids. They played there and we looked out of the top bedroom window and said, 'Oh they are still there, they're alright.' And that's how it's always been.

Facilitator: OK, let's wander back. It's not a long walk as I said. So how, if at all, has coming along to a performance of the 7 Alleys affected your view of the area?

V1: Well it hasn't affected my view of the area overly because I've always thought highly of it. I've always been an East Hull man, all of my life and I've always had great pride in the place.

V2: Exactly. It reinforces the view I had of the place anyway. I mean I wouldn't have spent the last 50 years of my life here if I hadn't enjoyed it. I do know quite a lot of people, not just people who were born in this country, but people from Eastern Europe, and they are one of the strongest advocates for Hull city. I work all over the country and I still think East Hull isn't one of the worst places in this country, really.

V1: I've travelled all over the world and I always come back here. What East Park used to be, one of the most deprived places. There was the pawnbrokers where things would go in and out. It was like a set of slums. But this place, this Park was a sanctuary. You came here as kids and it was away from all that. It was yours.

V2: I think it makes you appreciate what you have here and how it should be used as a public place.

V1: But they have done a lot of nice things to the park. They did let it run down but they are slowly building it back.

V2: It is very rare now that you see any vandalism. You could go back several years and it was a wreck.

Facilitator: You've both talked very powerfully about the 7 Alleys stories. How well, or otherwise, did the performance represent 7 Alleys for you?

V1: I think it was absolutely true. I think they got the trail of it, and the story telling was absolutely excellent. At first I thought it was mayhem. But it wasn't it was very well organised. I think, I thought the speech could've been clearer, but it represented the stories well.

V2: It was a very, very visual performance. I think actually you could take all the speech out of it and you could quite happily watch it as it is so visual.

V1: I think you did need the odd prop, so I think you did need a bit of vocal stuff.

Facilitator: To what extent, if at all, has the event stirred your interest in local history/ local connections?

V1: Well I've always been interested in it. I've always known about the little things, you know, the things that we were brought up with. That's what we were brought up with and that just stirred it really. It brought things back that I hadn't thought about for 20 years or more.

V2: Also the last year, the whole of Hull City of Culture. I am learning about the city. There are definitely things I am learning about our history. Discovering things. Like the first female boxing champion Barbara Buttrick who came from Cottingham. Well it's an HU postcode so it counts.

[General laughter]

V2: To discover so many little things and think, 'Oh I never knew that.' Take individuals and events that have been really world-changing.

V1: That lovely plane at the interchange. I mean Amy Johnson, we all knew about her.

V2: Well that's a good example of a little thing to discover. I didn't realise she was the first female aircraft, fully qualified, aircraft engineer in the world.

V1: Well she hadn't had her license very long when she started that flight. She'd only been flying a very, very few weeks. And if you go down to Hendon she's got a plaque on there saying about her flight.

V2: And another local J Arthur Rank. He lived just up there. Just there, the mill. That was his father's mill. So that's really important, really big stuff. Rank Xerox, the Rank cinema chain.

V1: And there's James Stewart's statue over there.

V2: There are so many big global brands that started here in Hull. In East Hull.

V1: Yes, a lot of things started in Hull.

Facilitator: So if I can take you back to the performance. So you've seen all this and now you are walking out with all the other people around you what are your emotions, what are feeling as you head for home?

V1: I was feeling quite high.

V2: There was a point in the performance though where you could have applauded. Having walked down, where you saw the production of The Bell, and they had a flame spectacular finish and everyone could applaud. Whereas the 7 Alleys there wasn't really a point where you could applaud, certainly no one applauded on the Wednesday night.

V1: I think they were all applauding on Friday night.

V2: Perhaps by then people had been before, because people did go once or twice, but I couldn't do that unfortunately. But I was feeling thoroughly entertained. I love the Freedom Festival and that kind of live performance, so this wasn't new to me exactly, but I was entertained. Anything that's new I really like. You may not think everything is successful, but I always like that kind of live performance.

V1: I think with all the movement, the ebb and flow it really kept up your spirits. You never thought, 'Oh heck when is this going to end.' It flows through.

Facilitator: how was your imagination sparked, if at all by the performance?

V2: I think I have a very lively imagination already, it doesn't really need sparking. I spend most of my life living in Middle Earth, so

[General laughter]

V1: As we've said, it just brought back memories for me. It did that really well for me.

V2: I think the main thing it's left me thinking is, 'More please.'

V1: Yes exactly.

V2: And that's what's going to be the problem after this year, how are they going to keep it up.

V1: Yes, they absolutely mustn't let it go flat. I know we are on the top now, we are on the pinnacle and we are going to fall but they must try to keep something alive.

V2: I think the city can sustain a decent sized festival every month during the summer, so from May right through to the Freedom Festival in September one really good, week-long festival every month of the summer. Every month. I mean you have the sea shanty festival, you could really build on that as an international festival of the sea.

V1: There is one coming up, a local one, where local groups appear.

V2: Yes Humber Street Sesh. What this is showing, what it's all showing. Is that people will come in to the city from East Yorkshire, from Leeds. People coming from Leeds, I mean no one comes here from Leeds!

[General laughter].

V1: Well you know with the Tall Ships

V2: Oh yes, they're great

V1: I was in the town and wife and I got talking to a couple who came from Southampton and they both said, 'What a wonderful, wonderful city you've got.' We get such a bad image you know, and people are really surprised when they come.

V2: Yes about ¼ of a million people turned out for that. My point exactly. People will come in to the city with the Marina now, Humber Street, you've got places to have a drink. There are places in the old town that are absolutely great.

V1: They've got to keep it on the road. They've got to keep it going.

V2: There was the Hanse Day last Saturday and the Archbishop of York, Sentamu was in Trinity Square. I think they are doing Noah's Flood in Trinity Square in June. I'm not particularly religious, but I'll check it out, why not.

V1: They must use Trinity Square more.

V2: Since they cut down the trees and opened it up a bit it's a wonderful public space.

V1: There used to be an open market there and everyone used to go there. And then it died and it scattered to the winds. They must use that space.

Facilitator: Well thanks so much, that's all very helpful and on the record now. I'm really grateful to you.

Interview: Female participant, 30s

Facilitator: Where do you live?

I live on Hathersage Road, very close to the park. I have always lived in East Hull and use the park a lot. All of my family lives in East Hull and so does my partner's family.

Facilitator: What would you have told me about 7 Alleys if I'd asked you six months ago?

I didn't know much about the 7 Alleys to be honest. I had heard about but never really knew what it was about.

Facilitator: How did you hear about the performance?

We spend a lot of time in East Park. I remember there were little hints to the performance. One day the horse drawn carriage came into the park and there was also a box outside the café if I'm right. I attend as much of the Hull City of Culture programme as I can and this performance was right on our doorstep! I had also seen things on Facebook, where people talk about what's going on in our area.

Facilitator: What do you remember about the beginning of the performance?

We entered the park from Summergangs road. They had lights up all the way to the main entrance and we saw silhouettes of people with lanterns in the field. It was dusk, just the right time to give it a bit of an eerie feeling. There was a fantastic atmosphere from the moment we entered the park. When we got to the main entrance we realised how many people were there. I liked the sounds and the lights.

Prompt: How did you find the horse carriage?

There were no horses on the night I went (Friday)

I was quite intrigued about how they were going to ensure 2,000 people could see the performance. It was quite clever, there were staggered views with elements of the play quite high up. Or, for example, at the end we walked through a corridor of performers and flames. It was very clever.

Facilitator: What do you remember particularly well? What was powerful for you?

The ways they interpreted history. It was a different way of getting people to understand the history of our local area.

It was really nice to see so many people in east Park, to see so many people on our doorstep! It was a free event so everyone could get involved, you didn't have to book in advance, could just turn up. There were really no restrictions whatsoever, that was absolutely fantastic.

Prompt: What scene stood out for you?

The balloons and the end – the corridor. I still have the image in my mind of the silhouettes walking across the field as well.

Facilitator: How, if at all, has coming along to the 7 Alleys performance affected your view of the Preston Road area?

There is a lot of naivety. There are a lot of people who don't pay attention to the history of East Hull. It is quite nice to educate people about their history. There are things to be proud of!

I tried to look into the history of the 7 Alleys a bit more when I got home. About how all the alleys sort of linked up and led to the prison at Preston Road.

Prompt: Do you have any memories that were triggered by the event?

No, nothing in particular.

Facilitator: What were your main emotions as you left the park after the performance?

I just loved how the show made so many people come to East Park. We should have a lot more events like this!

Interview: Female participant 40s

Facilitator: Where do you live?

I live one road away from the park and I work for a charity on Preston Road, the Preston Road Women's Centre. I've always lived in Hull, I only left for University. All my family and my husband's family are live in East Hull as well.

Facilitator: What would you have told me about 7 Alleys if I'd asked you six months ago?

I'd already been involved in the initiative. In September 2016 they came to my place of work with a message in a bottle inviting us to be part of some research. The next Saturday we went on a horse cart ride, me and my family where they talked about the project and the 7 Alleys myth. The kids absolutely loved it, they were allowed to ring some bells and so on. The 7 Alleys story and the myth of the white lady was told to me as a child and I told it to my children.

Facilitator: How did you hear about the performance?

We then joined the Facebook group for the Land of Green Ginger and followed the story of the crates. We took the kids to the Freedom Centre to look at the crates and my son said, *'Mum, it's just a box in a box!'*

The lead up to the show felt really inclusive, it was very community based.

Facilitator: What do you remember about the beginning of the performance?

We entered the park from the side entrance at Summergangs Road. When we got into the park volunteers asked us 'Have you come to find the 7 Alleys?' That made it immediately very exciting. I loved the lights in the trees and the sound, you knew that you were going to witness something really special. When we got to the central bit near the Holderness Road it all got a bit chaotic. It was a bit disorganised I felt.. It wasn't clear what was going to happen and when the horses arrived people started to move around in quite a rushed fashion. We went on the first night, maybe it was because it was the first show. I had been looking forward to a camera free event (had read about that on FB) but no announcement was made about not using phones to record the performance, or not that I've heard. I was a bit disappointed by that.

Facilitator: What do you remember particularly well? What was powerful for you?

The balloons being brought into the crowd and being released. At that moment in the performance everybody was doing the same thing/ had the same focus as there were so many of them coming into the crowd. At other moments the crowd probably had less of a central focus as you were all the time unsure what would happen next or where you could expect something to happen. That was part of the production of course but therefore the balloon scene stood out for me.

Prompt: What, if anything at all, did you discuss with your friends/ family?

My husband took my daughter on the Friday so we had to talk to her about it. On the other nights she had already heard the noises from her bedroom window. I also spoke to quite a lot of friends and people from work about it. Everyone's thought and feelings were really positive.

Prompt: What thoughts/ memories/ feelings did it bring to your mind?

It felt really connected, connected to east Hull. You could see people's expression in their faces change when something really pertinent to east hull was said. Sorry I can't give you an example, it has slipped my mind. I remember saying at one point to my husband 'Oh my God I've got goose pumps!'

Facilitator: How, if at all, has coming along to the 7 Alleys performance affected your view of the Preston Road area?

It reinforced my feeling that everyone can be part of a community no matter how big. Your family as a community, your work place, your neighbourhood – and how certain things connect us as a community. This event connected people to the area and to each other.

Prompt: To what extent, if at all, has the 7 Alley's event stirred your interest in local history/ connections/ stories?

It has definitely stirred my interest. We continue following the LOGG Facebook page and I read more stories about the legend. It has sparked my interest but I haven't done much about it yet. I want to look into it more and talk a bit more to other people about what they know.

Prompt: Do you have any memories that were triggered by the event?

No, no other than to the story being told to me by my dad.

Facilitator: What were your main emotions as you left the park after the performance?

I very much enjoyed having been on the first night. It felt as if we were part of something really special. I felt the show managed to give back to the community what a local legend is. It reinforced a sense of belonging and a sense that we are able to share things despite the differences in our community, in terms of religion, ethnicity and class. It showed that we can all connect at some level. I felt really connected.

Interview: Female participant, 40s

Facilitator: Where do you live?

I don't live in East Hull, I live in West Hull. Some of my colleagues live in East Hull, but none of my friends/ family.

Facilitator: What would you have told me about 7 Alleys if I'd asked you six months ago?

The only thing I knew about the 7 Alleys is from a local history article I once read. I didn't remember this 6 months ago though, but I did when we had decided to go to the show. I then looked up the article again, it was in the Hull Daily Mail online I believe.

Facilitator: How did you hear about the performance?

We are signed up to the Hull City of Culture email list but this one was very much word of mouth. We've been to quite a lot of City of Culture events and as a group of friends we go to theatre on a regular basis. This seemed a nice night out – we went on Saturday.

Facilitator: What do you remember about the beginning of the performance?

We entered the park from James Reckitt Avenue. When we were walking down to the performance area we weren't really aware that the people in the field with the lanterns were part of the performance. I haven't seen the horses because we didn't get to the Holderness Road end of the park. We were stood where the guy was on the ropes. We were a bit confused in the beginning, didn't know where it would start but very soon I thought 'wow, this is amazing'. The music was amazing all the way through, from when we entered the park to when we left. Really good at setting the scene.

Facilitator: What do you remember particularly well? What was powerful for you?

What I really enjoyed was the balloons, the bubble gum boy story and the lady spinning around with fireworks on a frame – the kids were really impressed with that, probably because we have always told them never to get near to firework. In a way all the scenes had a lot of impact as it was dark and they played so cleverly with light and fire.

Prompt: What thoughts/ memories/ feelings did it bring to your mind?

A strong sense of history. The bubble gum boy is funny – every town probably has a bubble gum story. I grew up in North Yorkshire and we were told that a boy had died from eating bubble gum! That made me laugh.

More generally I felt intrigued and I experienced a sense of danger and spookiness.

Facilitator: How, if at all, has coming along to the 7 Alleys performance affected your view of the Preston Road area?

Not sure it has affected my view of the area. I was interested in seeing East Park at night as it is usually a destination for a family day out. We had never been there at night time. As the show was not related to the now it has not affected my views on the area. But it was a really positive thing to do.

Prompt: To what extent, if at all, has the 7 Alley's event stirred your interest in local history/ connections/ stories?

I'm quite interested in local history anyway so it probably hasn't stirred up my interest further as I looked up some information before I went to the show.

Prompt: Do you have any memories that were triggered by the event?

Only memories of the bubble gum boy story I was told as a child in North Yorkshire.

Facilitator: What were your main emotions as you left the park after the performance?

I felt satisfied, great. We all had a really good time. The kids were really full of it. It was a really nice night out for a Saturday night and there was a nice sense of community, it was nice to be part of.

Appendix ii

Discussion guide

Location & Venue	Team	Roles
East Park, Hull. Meet at the main gates, Holderness Road.	Henrietta Hopkins (HH) Anita van Mil (AvM)	Lead Facilitator (LF) Facilitator (F)
Dates	Groups	Interviews
Group: Wednesday 17th May 2017 Interviews: Thursday 18 th May 2017	8 participants per group: Session 1: 16.30-17.30 Session 2: 17.30-18.30	1-2-1 x 4 9:30-10:30 10:30-11:30 11:45-12:45 12:45-13:45
Objectives - (Why we are doing it)	Outcomes - (What we want at the end)	
<ul style="list-style-type: none">• Measure audience awareness, motivation and reaction to the event• Focus the evaluation on reaction to the performance amongst audience members who are residents near to the park	<p>As a result of the study Hull 2017 and LOGG will have robust qualitative analysis on which to base planning for future projects including a greater understanding of:</p> <ul style="list-style-type: none">• Audience awareness of ways in which they can engage with arts and cultural activities in Hull/ their local community• Audience motivations for engaging• Reactions to the 7 Alleys event including those which reflect the impact it has had on their views of:<ul style="list-style-type: none">○ The Preston Road neighbourhood○ The legend of 7 Alleys○ Their connections to local history	
<p>Facilitator note on prompts: Prompts used only if necessary to provoke further discussion they are not a prescriptive list and should be added to if a useful avenue for research opens up.</p> <p>Facilitator note on prompts: Timings are very flexi and shouldn't restrict other avenues of investigation/ fuller answers. Session must finish within 1 hour.</p> <p>Facilitator note on interviews: Interviews to follow the same format as the group discussion. There is likely to be scope to repeat Q5 and go to further locations.</p>		

Time	Agenda	Process	Purpose	Process tools
4.20 onwards 4:30-4:35 (5 mins)	Introductions Purpose Confidentiality	<p>Meet & greet at park gates. Set a welcoming tone for the session.</p> <p>1. Introductions & purpose of the walk HH & AvM introduce themselves & show their badges to confirm who they are</p> <p>We're here today to talk to you about the 7 Alley's performance you saw the week before last here in East Park. Welcome to the discussion</p> <p>We'll walk around the Park for just under an hour:</p> <ul style="list-style-type: none"> - Recalling the performance - Discussing it as a group - Thinking about it in relation to your feelings about living in and near this area of Hull - Personal experiences in relation to stories told about 7 Alleys through the years <p>Our walk and discussion will help the performance producers understand what the performance has meant for you.</p> <p>2. Confidentiality Anita and I will be using these recorders during the session. We are interested in <i>what you are saying</i>, not <i>who</i> said it.</p> <p>Facilitators to gain verbal informed consent</p>	People are welcome & are clear on purpose/ how their words are used.	HVM ID badges Recorders Ipad Downloaded images Downloaded film clips Clip boards x 2 Proformas for note taking if necessary Incentives & receipts
4.35-4.40 (5 mins)	Group warm-up/ intros	<p>Everyone to give their first names and answer this Q:</p> <p>Recorders on</p> <p>Q1: How did you get here this afternoon? <i>Prompts:</i></p> <ul style="list-style-type: none"> - Whereabouts in the area do you live [using area map to roughly locate]? - Have you lived in the area long? - Do any of your family members also live in the area? 	Group gets to know each other a little bit. Facilitators locate participants in relation to East Park	Area maps

5:00-5:05 (5 mins)		<ul style="list-style-type: none"> - What thoughts/ memories/ feelings did it bring to your mind? - To what extent did it make you think about your neighbourhood, both as a place and as a community of people? <p>Q5: Where would you like to take us next in our walk? We'd like you to take us to the places that you really remember/ were really powerful for you/ sparked your imagination in the performance.</p> <p>Facilitator to quickly agree amongst participants where to go next. [If they find it hard ask them to select from 1 of 3 events, showing film clips/ image to help them choose.]</p> <p>As walking to the next location</p>	Testing the power of the action/ words/ music for participants	
5:05-5:10 (5 mins)		<p>Q6: What happened here during the performance?</p> <p><i>Prompts – show images/ clips of performance if they mention sections that we have on film:</i></p> <ul style="list-style-type: none"> - What did you feel about the words/ action music you were seeing/ hearing? - What thoughts/ memories/ feelings did it bring to your mind? - To what extent did it you make you think about your neighbourhood? 	Performance recall/ reaction to it/ link to neighbourhood	Clips/ images available
5:10-5:15 (5 mins)		<p>On arrival at chosen location:</p> <p>Q7: What happened here during the performance?</p> <p><i>Prompts – show images/ clips:</i></p> <ul style="list-style-type: none"> - What did you feel about the words/ action/ music in this location? - What thoughts/ memories/ feelings did it bring to your mind? - To what extent did you make you think about your neighbourhood? - How were the people around you reacting? <p>We're going to make our way back to the gates now</p>	Performance recall/ reaction to it/ link to neighbourhood/ response to the group reaction	Clips/ images available
5:15-5:25 (10 mins with flexi if late in previous section)	Feelings having attended	<p>As we move towards the gates:</p> <p>Q8: How, if at all, has coming along to the 7 Alleys performance affected your view of the Preston Road area?</p> <p><i>Prompts:</i></p> <ul style="list-style-type: none"> - What, if anything, have you discussed with friends/ family (both in Hull & elsewhere) since attending? 	Feelings around neighbourhood/	

	Wrap up	<ul style="list-style-type: none"> - To what extent has the performance changed how you feel about the Preston Road area? - As you walk around the area now how much do memories of the performance come back to you? - Do you have other memories that have been triggered through the event? - How much did the performance represent your experience/ the stories of 7 Alleys? - To what extent, if at all, has the 7 Alley's event stirred your interest in local history/ connections/ stories? <p>At the gates: Q9: What were your main emotions as you left the park after the performance? <i>Prompts:</i></p> <ul style="list-style-type: none"> - How did you feel? - To what extent, if at all, was your imagination sparked by the performance? - Tell me about anything you will be doing as a result of having attended the 7 Alleys event [sub-prompt – more local history research/ walking the 7 Alleys? finding out more]. <p>Recorders off</p>	<p>what they will have told people outside Hull.</p> <p>Provoked an interest in local community/ heritage/ history?</p> <p>Extent to which they were inspired/ imagination sparked</p>	
5:25-5:30 (5 mins)	Close	<p>Thanks so much for taking part in this. Your answers will be used to inform next steps for LOGG.</p> <p>Distribution of incentives [For session 1 AvM to do this whilst HH greets second group arriving]</p>	Confirm understanding of purpose	Incentives – 8 x £20 for each group Receipts

