## **7 Alleys – Community Cast Feedback**

## **Discussion Guide**

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| **TOPIC AREA** | **COMMENTS / QUESTIONS** | **TIMING** |
| **Welcome** | * Welcome, thanks for taking the time to come to this discussion
 | 5 minutes |
| * Introduce yourself - independent researcher commissioned by Hull 2017 and the University of Hull
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| * Explain there’s lot to get through and the group will last for 1.5 hours in total
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| * Explain it will be recorded to enable accurate reporting, though all comments will remain anonymous
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| * Remind everyone to speak up and not to interrupt each other
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| * Ask them to be honest and open – there are no right or wrong answers and it’s okay for them to disagree
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| * Refreshments / housekeeping, e.g. toilets, fire exit
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| **Awareness & Motivation** | **EXERCISE:** Ask participants to introduce themselves one by one and answer the first question.**DISCUSSION:*** How did you come to know about the 7 Alleys project, and what was the main reason for you wanting to take part as a cast member?
* What were your hopes and expectations for the experience, when deciding to take part in 7 Alleys as a cast member? *Probe: personal outcomes they wanted to achieve*
 | 10 minutes |
| **Overall experience of taking part** | **DISCUSSION:*** To what extent do you feel your 7 Alleys experience met the hopes and expectations you had for it?
* What did you enjoy the most about taking part in 7 Alleys, and what did you enjoy the least?
* To what extent did taking part in 7 Alleys challenge you? *Probe: physical challenges of taking part; overcoming any personal fears or nervousness; undertaking activities they didn’t think they could do*
* What were the main emotions you felt taking part in 7 Alleys and at the completion of the project?
 | 15 minutes |

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| **TOPIC AREA** | **COMMENTS / QUESTIONS** | **TIMING** |
| **Attitudes towards East Hull and Preston Road Estate**  | **DISCUSSION:*** Prior to taking part in 7 Alleys, how connected did you feel to the community in East Hull, and in particular the Preston Road / East Hull Estate? *Probe: whether they live in the area; have personal connections to the area; why they felt connected or disconnected to the community prior to taking part*
* In what way, if at all, has taking part in the 7 Alleys changed how connected you feel to this same community? *Probe: connections with the people; connections with the histories and stories of the area; connections with the area’s public spaces*
* Thinking about your experience of taking part in 7 Alleys in what ways, if any, has the experience affected how proud you feel of the area and the communities connected with the 7 Alleys urban legend?
* How would you describe the East Hull, and Preston Road Estate communities to someone from outside the area, as a result of your experience on the 7 Alleys? *Probe: has this shifted from how they would have described it pre-7 Alleys?*
 | 20 minutes |
| **Personal Outcomes from 7 Alleys** | **DISCUSSION:*** In what ways, if any, are you proud of the personal contribution you made to the 7 Alleys project?
* In what ways, if any, has your 7 Alleys experience inspired you to think differently about yourself and your life? *Probe: confidence; self-esteem; capabilities; future relationship with Hull*
* In what ways, if any, has your 7 Alleys experience inspired you to think differently about Hull and the city’s future? *Probe: quality of life; attractiveness; potential to attract investment*
* In what ways, if any, has your 7 Alleys experience inspired you to think differently about arts and culture? *Probe: accessibility; relevance to them; attractiveness*
* What skills, if any, have you developed through your participation in 7 Alleys? How likely is it that you’ll take forward and further develop these skills?
* What knowledge, if any, have you gained from your participation in 7 Alleys? *Probe: prior knowledge of 7 Alleys urban legend and how this has changed; prior knowledge of the history of East Hull and how this has changed; whether knowledge gained has come solely through participation, or if they have undertaken their own research*
 | 30 minutes |

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| **TOPIC AREA** | **COMMENTS / QUESTIONS** | **TIMING** |
| **Intentions Toward LOGG** | **DISCUSSION:*** How, if at all, do you plan to get involved in the future projects planned for Land of Green Ginger?
 | 5 minutes |
| **Other comments** | **DISCUSSION:*** Is there anything else you would like to say about your 7 Alleys experience that hasn’t been covered?
 | 5 minutes |