## **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 |
| * Explain there’s lot to get through and the group will last for 1.5 hours in total |
| * Explain it will be recorded to enable accurate reporting, though all comments will remain anonymous |
| * Remind everyone to speak up and not to interrupt each other |
| * Ask them to be honest and open – there are no right or wrong answers and it’s okay for them to disagree |
| * Refreshments / housekeeping, e.g. toilets, fire exit |
| **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 |