

Hull City of Culture 2017 – 7 Alleys Walk & Talk groups/ interviews

Draft discussion guide v2

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, not who said it.</i></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
4:40-4:50 (10 mins)	Memories before seeing 7 Alleys	Before we set off on our walk, let's go back in our minds to 6 months ago, to Nov 2016.		

		<p>Q2: What would you have told me about 7 Alleys if I'd asked you about it then?</p> <p><i>Prompts:</i></p> <ul style="list-style-type: none"> - How much would you have known about the 7 Alleys legend? - What was your direct experience of 7 Alleys? - To what extent would you have heard stories of 7 Alleys back then? - Would you have spoken to family/ friends about 7 Alleys back then? - Tell me about how you would have felt then about the Preston Road area? 	Memories before attending of 7 Alleys		
4:50-5:15 (25 mins)	Experience of 7 Alleys	So let's set off on our walk and go to where the performance began.	Motivations for attending in relation to neighbourhood	Location 1 image shown (and clip if available)	
4:50-4:55 (5 mins)		<p>As walking along:</p> <p>Q3: How did you find out about the 7 Alleys performance?</p> <p><i>Prompts:</i></p> <ul style="list-style-type: none"> - What can you recall about why you wanted to come? - 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? - To what extent did you find out more about 7 Alley's before you came to the show? - How did you go about researching this? (e.g. talking to others, looking online) - To what extent did thinking about coming along make you reflect on the 7 Alleys legend? - Did you discuss this with friends/ family both in Hull and elsewhere? - What, if anything, did knowing that the 7 Alleys performance was going to happen make you feel about where you live? 			
4:55-5:00 (5 mins)		<p>On arrival in location 1</p> <p>Q4: Can you all tell me in your own words what happened first in the performance?</p> <p><i>Prompts – show image/ clip 1 after group has thought about what was happening:</i></p> <ul style="list-style-type: none"> - What did you feel about the initial words/ action/ music? - 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? 			Performance recall/ reaction to it/ link to neighbourhood
5:00-5:05 (5 mins)					Testing the power of the action/

<p>5:05-5:10 (5 mins)</p> <p>5:10-5:15 (5 mins)</p>		<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. 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.] As walking to the next location</p> <p>Q6: What happened here during the performance? <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? <p>On arrival at chosen location: Q7: What happened here during the performance? <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>	<p>words/ music for participants</p> <p>Performance recall/ reaction to it/ link to neighbourhood</p> <p>Performance recall/ reaction to it/ link to neighbourhood/ response to the group reaction</p>	<p>Clips/ images available</p> <p>Clips/ images available</p>
<p>5:15-5:25 (10 mins with flexi if late in previous section)</p>	<p>Feelings having attended</p>	<p>As we move towards the gates: Q8: How, if at all, has coming along to the 7 Alleys performance affected your view of the Preston Road area? <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? - 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? 	<p>Feelings around neighbourhood/ what they will have told people outside Hull.</p> <p>Provoked an interest in local</p>	

	Wrap up	<p>- To what extent, if at all, has the 7 Alley's event stirred your interest in local history/ connections/ stories?</p> <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>	community/ heritage/ history?	
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>	Extent to which they were inspired/ imagination sparked	Confirm understanding of purpose
				Incentives – 8 x £20 for each group Receipts