

Hull 2017: 7 Alleys – East Park events May 2017

Audience survey report

Results of a telephone survey

Summary Report v1.1

June 2017

Prepared by: **Marketing Means (UK) Ltd.**

For: **Hull City of Culture 2017**



CONTENTS

| | |
|---|-----------|
| CONTENTS | 2 |
| Executive Summary..... | 3 |
| 1. Introduction | 5 |
| 1.1 Background and objectives | 5 |
| 1.2 Method and sample recruitment | 5 |
| 1.3 Arrangement of this report | 8 |
| 1.4 Author and publication..... | 8 |
| 1.5 Presentation of percentage results in this report..... | 8 |
| 2. Demographics | 10 |
| 2.1 Gender, Age and Ethnicity | 10 |
| 2.2 Employment Status and Disability | 11 |
| 2.3 Home Location | 11 |
| 2.4 Group size and Age profile | 12 |
| 2.5 Previous attendance at East Park events..... | 13 |
| 3. Attendance at the 7 Alleys Events | 14 |
| 3.1 Main Reason for Attending the 7 Alleys Events..... | 14 |
| 3.2 How found out about 7 Alleys Events..... | 15 |
| 4. Opinions of the 7 Alleys Events | 17 |
| 4.1 Likelihood to recommend this type of event..... | 17 |
| 4.2 Agreement with Statements about the 7 Alleys Events | 18 |
| 4.3 Change in Mood as a Result of Attending 7 Alleys at East park | 21 |
| 4.4 How Much Learned about 7 Alleys Legend as a Results of Attending Event | 24 |
| 4.5 Agreement with Further Statements about the Impact of the 7 Alleys Event..... | 27 |
| 4.6 Personal Memories about the Urban Legend of the 7 Alleys..... | 28 |
| 4.7 Interviewees’ comments on personal memories and the 7 Alleys event generally..... | 30 |

APPENDIX 1 – Survey Questionnaire

APPENDIX 2 – Verbatim listings of comments made by interviewees

Executive Summary

- This report gives the results of a telephone survey of 375 audience members at the Land of Green Ginger – 7 Alleys events staged at Hull's East Park from 3rd to 6th May 2017, which formed part of the Hull City of Culture 2017 programme.
 - To help understand attendees' opinions of the events, Hull 2017 volunteers recruited potential interviewees from the 10,000+ people that attended the 7 Alleys events, and provided Marketing Means with contact details for 851 people.
 - Marketing Means' telephone interviewers completed telephone interviews with 375 attendees between 8th and 16th May 2017. This enabled overall results in this report, from the full sample of 375, to be quoted with a 95% Confidence Interval of no more than $\pm 5\%$.
-
- **DEMOGRAPHICS:** As we worked to quota targets to represent the recruited panel of audience members by age, group size, postcode district and event date (which itself may or may not have accurately represented the profile of all attendees), no weighting of the survey data was necessary.
 - Most respondents (53%) were aged 45+, and 71% were female. Nearly all (97%) were White-British.
 - Just over 70% of the interviewees were in employment, while 14% were retired. One in ten (10%) of those interviewed had a long-term limiting health problem or disability.
 - More than eight out of every 10 respondents lived in Hull (84%), while 58% identified as local to the Preston Road/East Hull Estate
 - Most groups (59%) included at least three people, with 21% including five or more.
 - Just under half (43%) had attended an event at East Park in the previous 12 months.
 - **Main reason for attending the 7 Alleys events:** A wide variety of reasons for attending were given, but these were led by 'General interest in this type of event' (21%) and Interest in the 7 Alleys legend (20%). Only 5% noted specifically that they had attended due to seeing the crates and Land of Green Ginger story in the news and/or online.
 - **How found out about 7 Alleys events:** The most likely way of finding out about the events was via friends, family or colleagues, primarily in person (by 45%) but also via social media/ email (by 21%). Social media was also the primary way in which attendees had found out about the event from Hull 2017 (17%) or the Green Ginger Fellowship (15%).
 - **Likelihood to recommend the event:** When asked how likely they would be to recommend the 7 Alleys event, nearly 70% of interviewees gave the top score of 10=Very likely, while the average score was 9.3/10.
 - **Agreement with statements about the event:** Each of a series of nine positive statements about the 7 Alleys event drew agreement from at least 75% of interviewees, with the highest agreement scores given for 'It was an enjoyable experience' and 'It has made you curious about other Land of Green Ginger events and activities.
 - **Change in mood as a result of attending 7 Alleys event:** More than three-quarters of attendees (77%) felt happier as a result of attending 7 Alleys.
 - **How much learned about 7 Alleys from event:** On a scale from 0 to 10, just over a quarter (26%) gave 10='A lot' as the amount they had learned about 7 Alleys from the event, while 77% gave a score of 7 or higher. The average score was 7.7/10.

- **Agreement with further statements about the impact of the event:** Each of four further positive statements about the impact of the event were agreed with by the majority of respondents. The most positive views were recorded for 'Plan to attend more arts/cultural activity in Hull' (59% strongly agreeing) and 'Feel more proud of where you live' (45% strongly agreeing).
- **Personal memories brought up by 7 Alleys event:** 30% of attendees agreed that the event had brought up some personal memories for them about the 7 Alleys urban legend, and most gave further details, including numerous mentions of the Bubblegum Boy, the White Lady, and recollections of exploring the 7 Alleys area.

1. Introduction

1.1 Background and objectives

- Over four consecutive nights, from 3rd to 6th May 2017, a series of free-to-attend live events were held in East Park, Hull, to present and explore the Land of Green Ginger - 7 Alleys urban legend. These events formed part of Hull City of Culture 2017, the year-long celebration of arts and culture across the city of Hull, and drew more than 10,000 attendees over the four performances.
- In April 2017, Hull City of Culture 2017 (Hull 2017), in partnership with their official academic research partner, the University of Hull commissioned Marketing Means to conduct a follow-up telephone survey with audience members who had attended any of the 7 Alleys events.
- The survey aimed to find out about the reaction, awareness and motivation of the audience at each of the events, as well as capturing demographic details of survey participants to assess differences in reactions between different types of people.

1.2 Method and sample recruitment

- The questionnaire to be used in the survey was designed initially by Hull 2017, and reviewed by Marketing Means to ensure that it best suited the telephone survey approach that would be adopted. After the final changes were agreed between Hull 2017 and Marketing Means, the content was signed off and Marketing Means programmed the telephone version ready for use by its team of CATI interviewers. We provide the questionnaire at Appendix 1 of this report.
- To obtain a list of audience members to contact, given that each event was free to attend and open to 'walk-up' admission up to a capacity of 4,000 per evening, Hull 2017 deployed a team of volunteers at East Park on each of the four nights of the 7 Alleys event.
 - These volunteers performed the key task of asking audience members on their way into the event whether they would be willing to take part in a post-event telephone interview to assess their opinions of what they had seen and experienced.
 - For those who agreed, the volunteers recorded name, telephone number, email address (in some cases), size of group, home postcode, age and the date of the event that they attended.
 - Hull 2017's project team sent the list of recruits for each evening to Marketing Means, and over the four events, volunteers collected a total of 851 different people's details.
- Hull 2017 requested that a 95% confidence interval of no more than $\pm 5\%$ should be achieved for the survey results. Based on the expected audience numbers, Marketing Means set a target of 375 completed interviews in order to achieve the required confidence interval.
 - Through conducting the telephone fieldwork calling between 8th and 16th May 2017, predominantly between 3:30pm and 8pm, and with up to five calls made at different times and on different dates to numbers that did not respond at a previous call, Marketing Means achieved the desired total of 375 interviews.
 - The breakdown of call outcomes is shown at Table 1. After removing the 'deadwood' of wrong/inactive numbers and those numbers not called at all, this gives an overall response rate of $375/801 = 47\%$, and it should be noted that only 20 of those called actively refused to take part, representing less than 3% of the total recruited.

Table 1: Call outcomes among sample issued to Marketing Means

| Call outcome | TOTAL |
|--|------------|
| Total unique numbers issued | 851 |
| Wrong/inactive number | 47 |
| Not tried (quota full) | 3 |
| Unable to take part during remainder of fieldwork time | 3 |
| Respondent suggested calling back at a later date | 31 |
| Called 5 times – no interview or refusal | 194 |
| Called fewer than 5 times - no interview or refusal | 178 |
| Refused to participate | 20 |
| Interviewed | 375 |

- In order to achieve a representative sample, avoiding any need for corrective weighting, Marketing Means made use of the audience information collected by volunteers to produce a series of quota codes that could be attached to each audience member's records. Marketing Means' quota management system ensures that once a given quota target is met, no further interviews can be conducted in that quota group, so that effort is directed to reaching the targets not yet met in other quota groups.
 - We regularly use this system for customer satisfaction surveys in which characteristics and sub-groups are available for each contact in advance. In this case, we used four data categories to first stratify the sample provided and then to set specific quota targets across a series of interlocking cells, based on the profile of all audience members recruited.
 - An example of the four-part Quota Code used in this survey is shown below:

| EXAMPLE: 7 Alleys event audience survey Quota Code = 1322 | | | |
|--|-------------------------------------|--|--|
| 1 | 3 | 2 | 2 |
| Postcode – Group 1 (HU8) | Age Group – Group 3 (e.g. 40-54) | Number in group – Group 2 (e.g. 2 people) | Date – Group 2 (e.g. 4 th May) |

- As a consequence of using this quota control approach, the profile of the sample provided (which we have to take as the best available profile of all who attended the 7 Alleys events) and that of the respondents who participated in the survey can be compared as shown in Table 2 overleaf. Please note that both are based on the details recorded by volunteers, i.e. the interviewees' data is tied back to their original data record.

Table 2: Comparison of profiles of all recruited audience members, and all who took part in the telephone survey

| Call outcome | % of all recruited (851) | % of all respondents (375) |
|---------------------------|-----------------------------|-------------------------------|
| Number in group: | | |
| One | 5% | 3% |
| Two | 40% | 43% |
| Three | 19% | 19% |
| Four or more | 31% | 30% |
| Not stated | 4% | 5% |
| Age group: | | |
| 16 to 29 | 21% | 18% |
| 30 to 39 | 22% | 20% |
| 40 to 54 | 30% | 31% |
| 55 or older | 18% | 23% |
| Not stated | 9% | 9% |
| Postcode: | | |
| HU8 | 26% | 23% |
| HU7/HU9 | 30% | 31% |
| HU1/2/3/4/5/6/10/13/16 | 25% | 26% |
| Other HU | 9% | 10% |
| Not stated | 9% | 10% |
| Date of event: | | |
| Weds 3 rd May | 13% | 15% |
| Thurs 4 th May | 19% | 21% |
| Fri 5 th May | 53% | 51% |
| Sat 6 th May | 14% | 13% |

- While some small differences exist in the profile against the target, weighting the data to the known targets will have a very small effect on the final results. We believe that this is unnecessary given the relatively small sample size and the significant proportion of 'Not stated' cases in the first three categories included above. We therefore present all results in this report as unweighted.

1.3 Arrangement of this report

After the Executive Summary and this Introduction, we provide a commentary on the research results, based around charts and summary tables to set out the key findings.

At the end of the report, we provide a reference copy of the survey questionnaire in Appendix 1, followed by listings of verbatim comments made by respondents in Appendix 2.

The full detailed cross-tabulations of results are available in a separate spreadsheet.

1.4 Author and publication

Marketing Means produced this report in May 2017. Any press release or publication of the findings of this survey requires the approval of the author/ Marketing Means.

Approval would only be refused if it were felt that the intended use would be inaccurate and/or a misrepresentation of the survey findings.

1.5 Presentation of percentage results in this report

'Valid' responses

Unless otherwise stated, the results are given as a percentage of the total overall valid responses.

Rounding

The percentage figures quoted in most of the charts and tables in the report have been rounded either up or down to the nearest whole number % value. In some cases, these rounded values do not total exactly 100% for 'single choice' questions due to that rounding of the figures in each discrete category.

Significance testing and "Statistically significant differences"

All of the % results quoted in this report, and calculated for the different sub-groups of respondents as set out in detail in the accompanying cross-tabulations, have been subjected to significance testing, based on two-sided tests with significance level .05 (i.e. 95% confidence level).

The **Confidence Level** tells us how sure we can be of a result. It is given as a percentage, representing how often the true percentage of the population who would pick a particular answer lies within the confidence interval. The 95% confidence level means we can be 95% certain; the 99% confidence level means we can be 99% certain. Most market research reports, including this one, use the 95% confidence level.

The **Confidence Interval** (often referred to as the 'margin of error') is the +/- figure often shown in the small print of published results from surveys or opinion polls quoted in the media. For example, if the confidence interval is $\pm 4\%$ and 53% percent of a sample picks a particular answer, we can be "sure" to some extent (see next paragraph) that if we had asked the question of the entire relevant population then between 49% and 57% would have give that answer.

When we put the Confidence Level and the Confidence Interval together, we can say using the example above that we are 95% sure that the true percentage results for the population would lie between 49% and 57%.

N.B. Quoted Confidence Intervals almost invariably refer to % results of close to 50% of a sample giving a particular answer. Where a result is much higher or lower than 50%, the Confidence Interval on that result is reduced (for a sample of 1,000, the 95% Confidence Interval is $\pm 3.1\%$ for a 50% result, but reduces to $\pm 2.6\%$ for a 20% result).

The size of the sample, or sub-group, also affects the size of the 95% Confidence Interval. Given a perfectly random and representative sample, the 95% Confidence Interval varies according the number of interviews completed, for example:

| Sample size | 125 | 250 | 500 | 1,000 | 2,000 | 4,000 |
|-------------------------|-------|-------|-------|-------|-------|-------|
| 95% Confidence interval | ±8.8% | ±6.1% | ±4.4% | ±3.1% | ±2.2% | ±1.5% |

In this report, when we refer to “**statistically significant differences**” between sub-groups, we mean that the statistical test used has indicated that the figures are sufficiently different, i.e. by more than the 95% Confidence Interval, to be considered statistically significant. The 95% Confidence Interval is not quoted in each case because, as we have noted above, it varies greatly according to the % results to a question, and the number of people answering that question.

2. Demographics

This section sets out the characteristics of the sample of 375 respondents who took part in the telephone survey.

2.1 Gender, Age and Ethnicity

The sample profile achieved in the survey by age, gender and ethnicity is shown in Table 3 below.

Most respondents (53%) were aged 45+, while nearly three-quarters were female (71%).

Almost all interviewees (97%) were White-British.

Table 3. Profile of interviewed sample by Gender and Age

| | N | % |
|---|-----|-----|
| AGE GROUP: | | |
| 16-24 | 28 | 7% |
| 25-34 | 70 | 19% |
| 35-44 | 75 | 20% |
| 45-54 | 99 | 26% |
| 55-64 | 62 | 17% |
| 65-74 | 36 | 10% |
| 75+ | 3 | 1% |
| GENDER: | | |
| Male | 106 | 28% |
| Female | 268 | 71% |
| ETHNICITY: | | |
| White - English/ Welsh/ Scottish/ Northern Irish/ British | 366 | 97% |
| Other/ Refused | 10 | 3% |

2.2 Employment Status and Disability

The sample profile achieved in the survey by Employment Status and Disability is shown in Table 4 below.

Just over 70% of the people interviewed were in employment, while 10% had a long-term limiting health problem or disability.

Table 4. Profile of interviewed sample by Employment Status and Disability

| | N | % |
|--|-----|-----|
| EMPLOYMENT STATUS: | | |
| Employed (FT or PT) | 236 | 63% |
| Self-employed | 31 | 8% |
| Unemployed | 9 | 2% |
| Looking after family/home | 21 | 6% |
| Unable to work | 8 | 2% |
| Retired | 53 | 14% |
| Student | 16 | 4% |
| DISABILITY/ LIMITING CONDITION: | | |
| Yes – limited a little/a lot | 36 | 10% |
| No | 337 | 90% |

2.3 Home Location

The sample profile achieved in the survey by location, i.e. how local to East Park and Hull they were, as well as their postcode district, are shown in Table 5 below.

The great majority of interviewees lived in Hull (84%), while well over half (58%) claimed to be local to the Preston Road/ East Hull Estate area.

Table 5. Profile of interviewed sample by Location

| | N | % |
|---|-----|-----|
| LOCATION: | | |
| Live in Hull | 314 | 84% |
| Local to Preston Road / East Hull Estate | 182 | 58% |
| POSTCODE: | | |
| HU8 (includes East Park) | 87 | 23% |
| HU7/HU9 (neighbouring eastern Hull districts) | 116 | 31% |
| HU1/2/3/4/5/6/10/13/16 (other urban Hull districts) | 97 | 26% |
| Other HU, outside the main Hull urban area | 39 | 10% |
| Other non-HU postcodes/ Not stated | 36 | 10% |

2.4 Group size and Age profile

The chart below sets out the proportions of respondents who attended the 7 Alleys event in groups of different sizes. The average group size was just under 3.5.

Just over 40% attended the events solo or with one other person (though in fact only 9 respondents, or 2%, attended alone). The remainder were split fairly evenly between groups of three, four, and five or more.

The age profile of group members shows a broad distribution, peaking among 50-54 year olds who were represented in 25% of all groups.

A significant proportion of the groups were likely to have been family groups (29% of all groups included under-16s) with both 6-10 and 11-15 year olds likely to have attended with parents and/or other family members.

Table 6. Profile of interviewed sample by Group Size

Average group size = 3.47

Groups including children (under-16) = 29%

Average Adult to Child Ratio (in groups with U16s) = 2.12 adults per child

| | N | % |
|--|-----|-----|
| GROUP SIZE (including respondent): | | |
| One or two | 153 | 41% |
| Three | 70 | 19% |
| Four | 69 | 19% |
| Five or more | 78 | 21% |
| GROUPS INCLUDING ANYONE IN SPECIFIED AGE GROUP: | | |
| 0-2 | 2 | 1% |
| 3-5 | 14 | 4% |
| 6-10 | 48 | 13% |
| 11-15 | 79 | 21% |
| 16-17 | 29 | 8% |
| 18-19 | 22 | 6% |
| 20-24 | 57 | 15% |
| 25-29 | 67 | 18% |
| 30-34 | 75 | 20% |
| 35-39 | 70 | 19% |
| 40-44 | 78 | 21% |
| 45-49 | 70 | 19% |
| 50-54 | 95 | 25% |
| 55-59 | 62 | 17% |
| 60-64 | 55 | 15% |
| 65-69 | 36 | 10% |
| 70-74 | 18 | 5% |
| 75+ | 7 | 2% |

2.5 Previous attendance at East Park events

Just under half of those interviewed (43%) stated that they had attended an event at East Park in the previous 12 months.

- The proportion who had attended a previous East Park event was significantly higher among:
 - Males (51% vs 40% of females),
 - People who live in Hull (46% vs 23% of those who live elsewhere),
 - People local to the Preston Road/ East Hull Estate (52%, vs 34% of those from elsewhere).

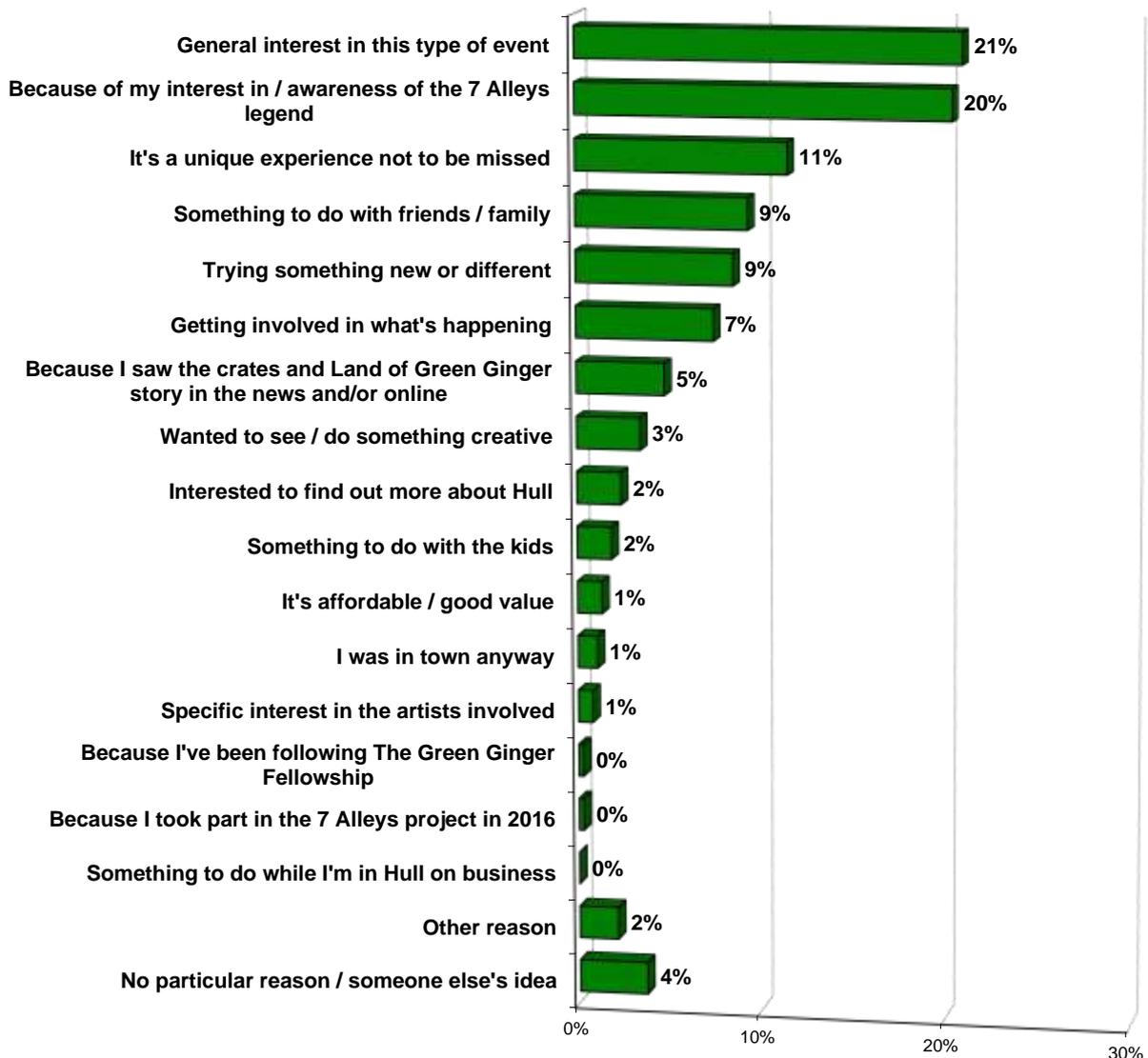
3. Attendance at the 7 Alleys Events

In this section, we look at the main reason that audience members gave for attending the 7 Alleys events, and how they became aware that the events were taking place.

3.1 Main reason for attending the 7 Alleys events

All respondents were asked to give one main reason for why they attended the 7 Alleys events. They were free to answer as they wished, though interviewers had a list of pre-coded answers to match against the comment, and could also type in any other comments that did not match the pre-coded list. The full list of reasons is given in Chart Q1 below.

Chart Q1. What was your main reason for attending the 7 Alleys?



Source: Marketing Means 2017

Base: All respondents (375)

- Although the most common reason given (by 21%) was just a **general interest in this type of event**, with some respondents noting that that had seen/heard what was going on the park and then came to the event on a later evening, almost as many (20%) noted their **specific interest in the 7 Alleys legend**. Among the latter group, many spontaneously commented that they remembered stories about the legend from their childhood and/or had explored the 7 Alleys themselves.

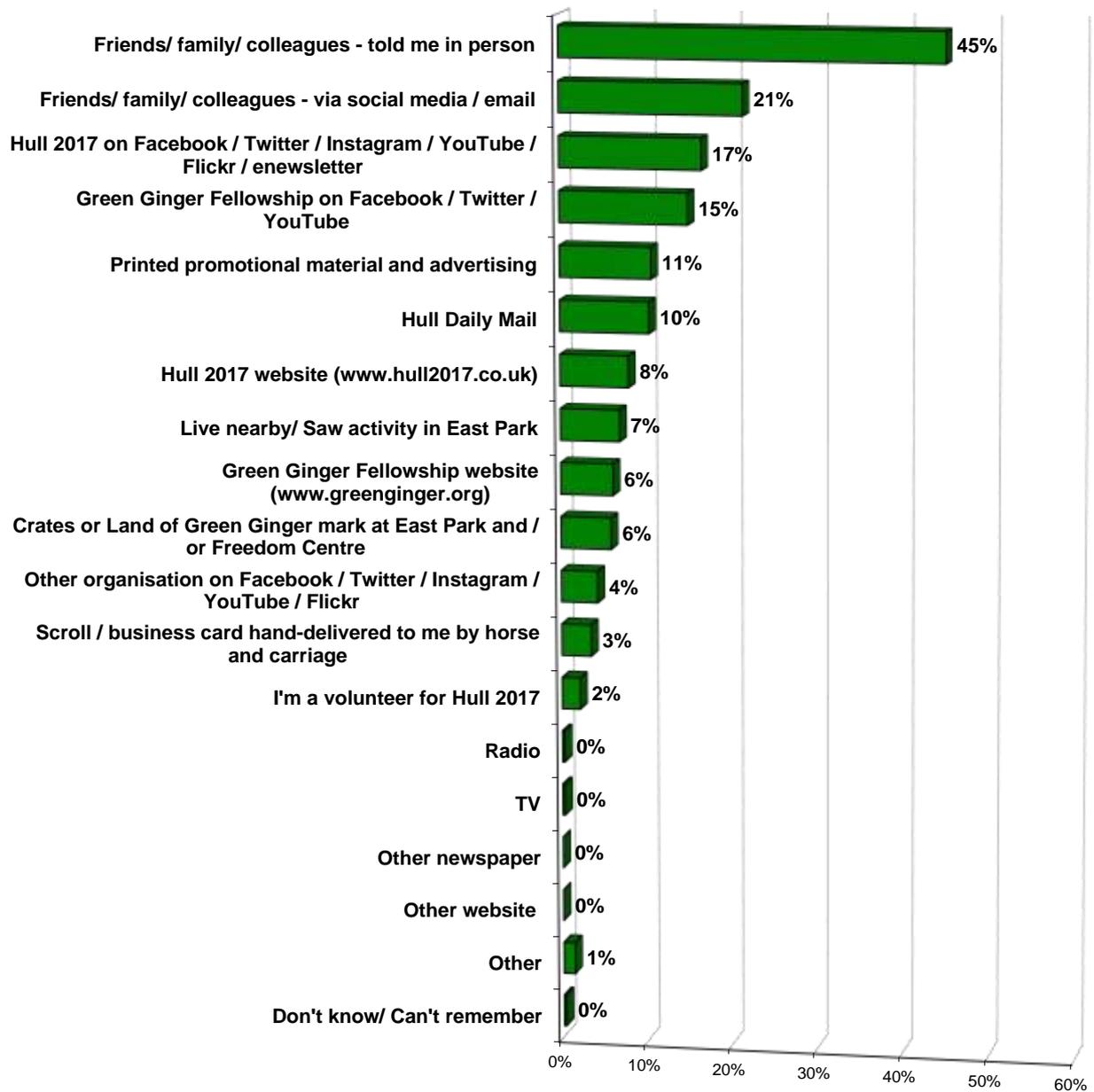
- There were no significant differences between sub-groups in the proportions naming General interest in this type of event as their main reason for attending
- Hull locals were, however, significantly more likely than attendees from elsewhere to give knowledge of the 7 Alleys legend as their main reason. Among Hull residents, 27% cited their interest in the 7 Alleys legend vs 7% of those from elsewhere, while 27% of those from the Preston Road/East Hull estate gave the same reason, vs 14% of those from elsewhere.
- Just over one in 10 (11%) stated that their main reason was that this seemed a **unique event/ not to be missed**.
 - This was significantly more likely among the younger and older respondents (14% of under-35s, 20% of over-55s, but only 5% among 35-54s).
- Only 5% noted specifically that they had attended due to seeing **the crates and Land of Green Ginger story in the news and/or online**.
 - This was, however, significantly more likely for those attending the first evening's event, given by 13% of attendees that night, but by successively fewer over the next nights, and by none who attended Saturday's event. This suggests that word of mouth and/or seeing the event or crowds played more of a part in attracting people to the later performances.

3.2 How found out about 7 Alleys events

All respondents were also asked to state how they found out about the 7 Alleys events. Again, they were free to answer as they wished, interviewers having a list of pre-coded answers to match against the comments. The full list of ways given for finding out about the 7 Alleys events is shown in Chart Q10 on the next page.

- By far the most likely way was word of mouth via **friends/ family or colleagues in person**, given by nearly half (45%) of those interviewed.
 - This was significantly more likely among those who attended on the Friday and Saturday (rising to 49% and 56% respectively), and was also much more likely among those living outside Hull (58%) or outside the Preston Road/East Hull Estate (51%).
- The next most frequent way of finding out was also effectively word of mouth, but from **friends /family or colleagues via social media**, given by 21%.
 - There were no significant differences between sub-groups in the proportions giving this reason.
- **Social media** was also important in conveying messages direct from both **Hull 2017** (17% finding out this way) and from the **Green Ginger Fellowship** (15%).
 - The Green Ginger Fellowship's social media feeds were significantly more likely to be mentioned by Hull residents than those from elsewhere (17% in Hull vs 7% of attendees from elsewhere).
- **Printed promotional materials** were one of the main ways in which 11% of respondents learned about the events.
 - These were also significantly more likely to be mentioned by Hull residents (12% vs 3% of attendees from elsewhere), and by those local to the Preston Road/East Hull Estate (17% vs 5% of attendees from elsewhere).

Chart Q10. How did you find out about 7 Alleys at East Park?



Source: Marketing Means 2017

Base: All respondents (375)

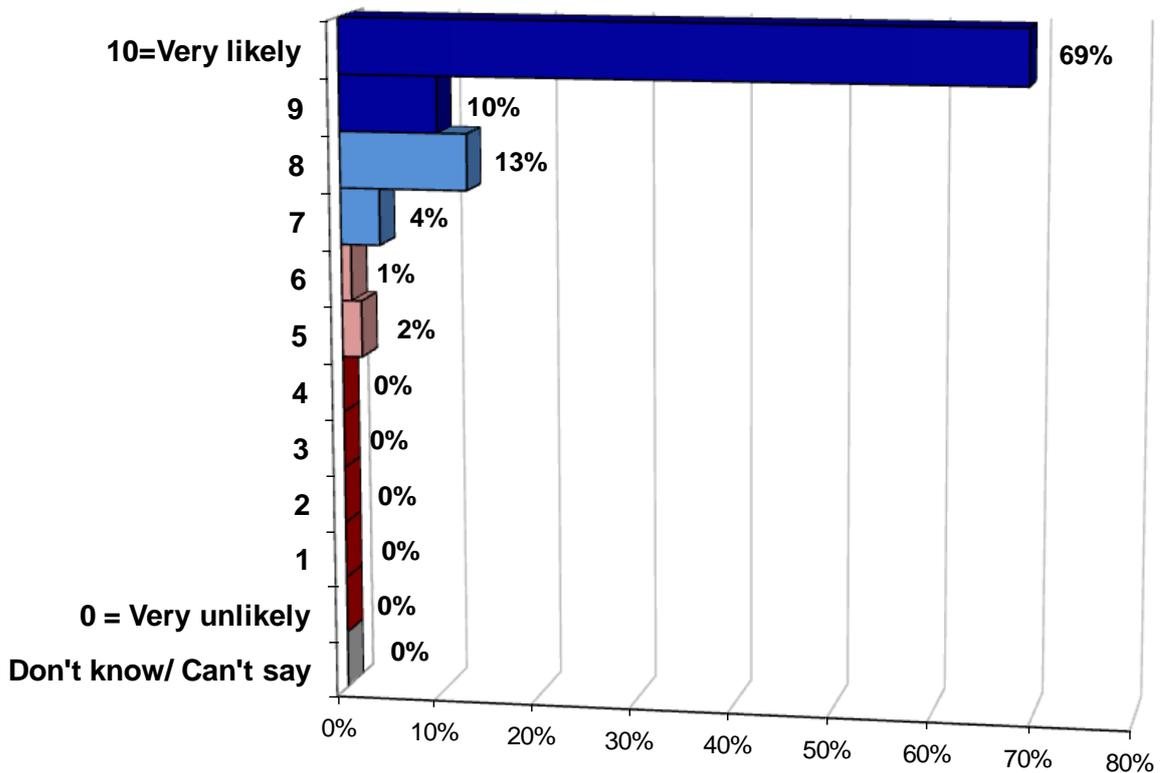
4. Opinions of the 7 Alleys Events

In this section, we look at audience members' opinions of the 7 Alleys events and the impact that they felt the event had had on them.

4.1 Likelihood to recommend this type of event

All respondents were asked to state how likely they would be to recommend this type of event, on a scale from 0=Very unlikely to 10=Very likely. Chart Q2 below summarises the results.

Chart Q2. On a scale of 0 to 10 ... how likely are you to recommend this type of event to friends or family?



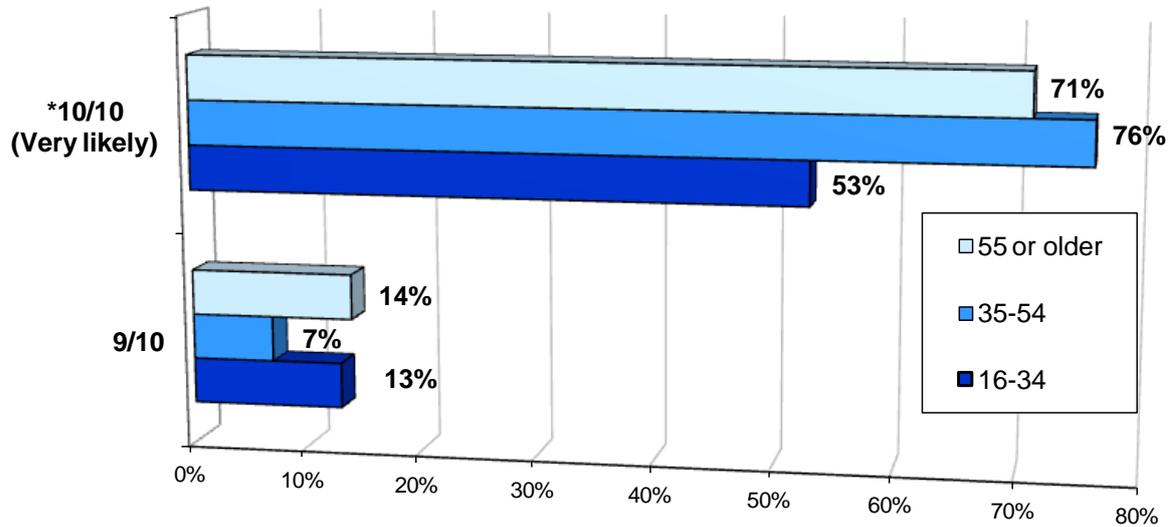
Source: Marketing Means 2017

Base: All respondents (375)

- More than two-thirds of respondents (69%) gave the highest score of **10=Very likely to recommend**, while a further 10% gave a score of 9/10.
 - The most significant differences in scores were evident between the 16-34 age group, among whom only 55% rated their likelihood to recommend as 10/10, and the 35-54 and 55+ age group, 76% and 71% of whom respectively gave a score of 10/10 [see Chart Q2_1 on next page].
- The overall mean score was 9.3/10, highest at 9.5 among the 35-54 age group.
- Based on a Net Promoter Score scale, this would give an NPS of +77%.

Chart Q2_1. On a scale of 0 to 10 ... how likely are you to recommend this type of event to friends or family?

Note: Asterisked bars indicate a statistically significant difference in the answers given by different divisions within that sub-group



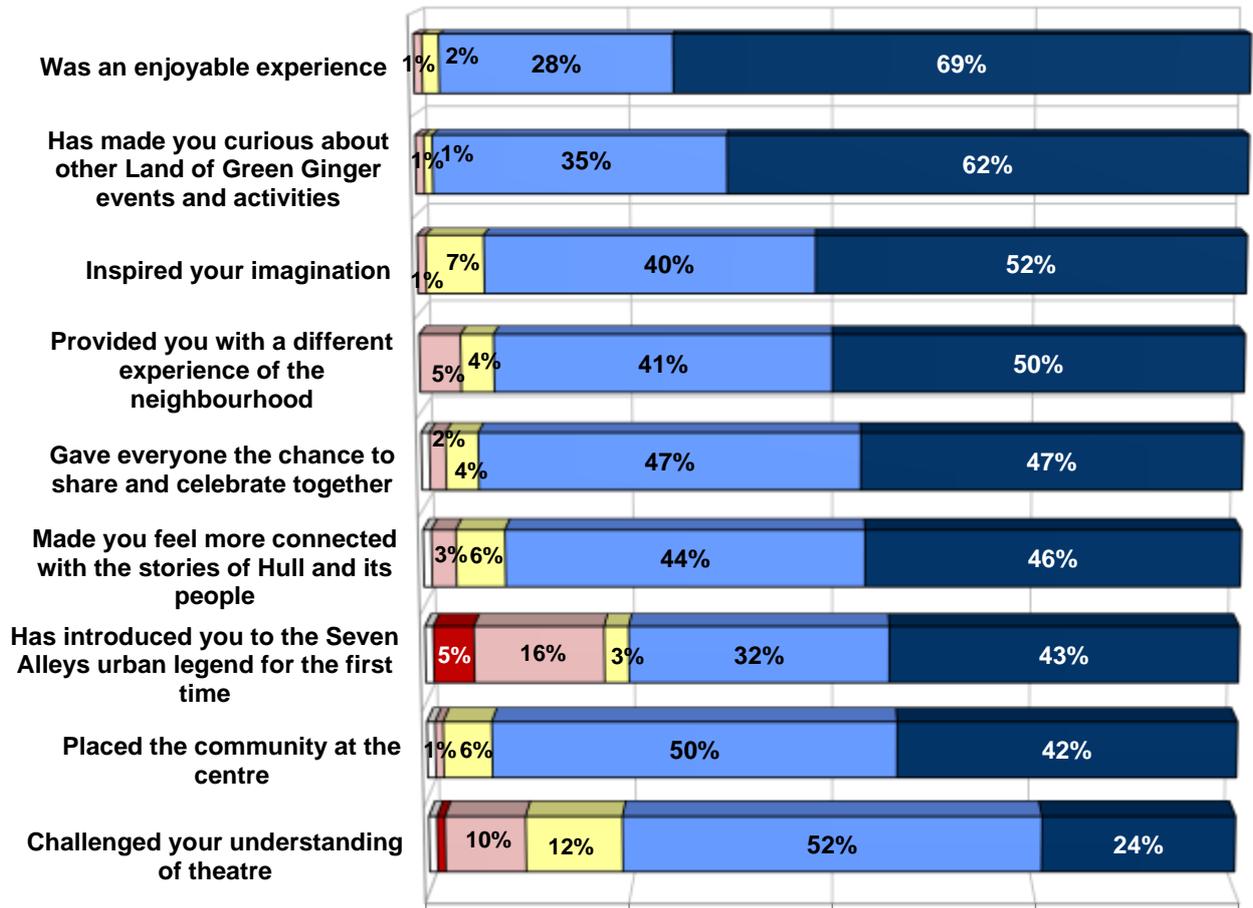
Source: Marketing Means 2017

Base: All respondents (98 aged 16-34, 174 aged 35-54, 101 aged 55+)

4.2 Agreement with statements about the 7 Alleys events

All respondents were asked how much they agreed or disagreed with each of series of nine statements about the 7 Alleys events. The results are summarised in Chart Q3 below, with the statements listed in descending of strong agreement.

Chart Q3. How much would you disagree or agree that the 7 Alleys at East Park ...?



Don't know
 Strongly disagree
 Disagree
 Neither agree nor disagree
 Agree
 Strongly agree

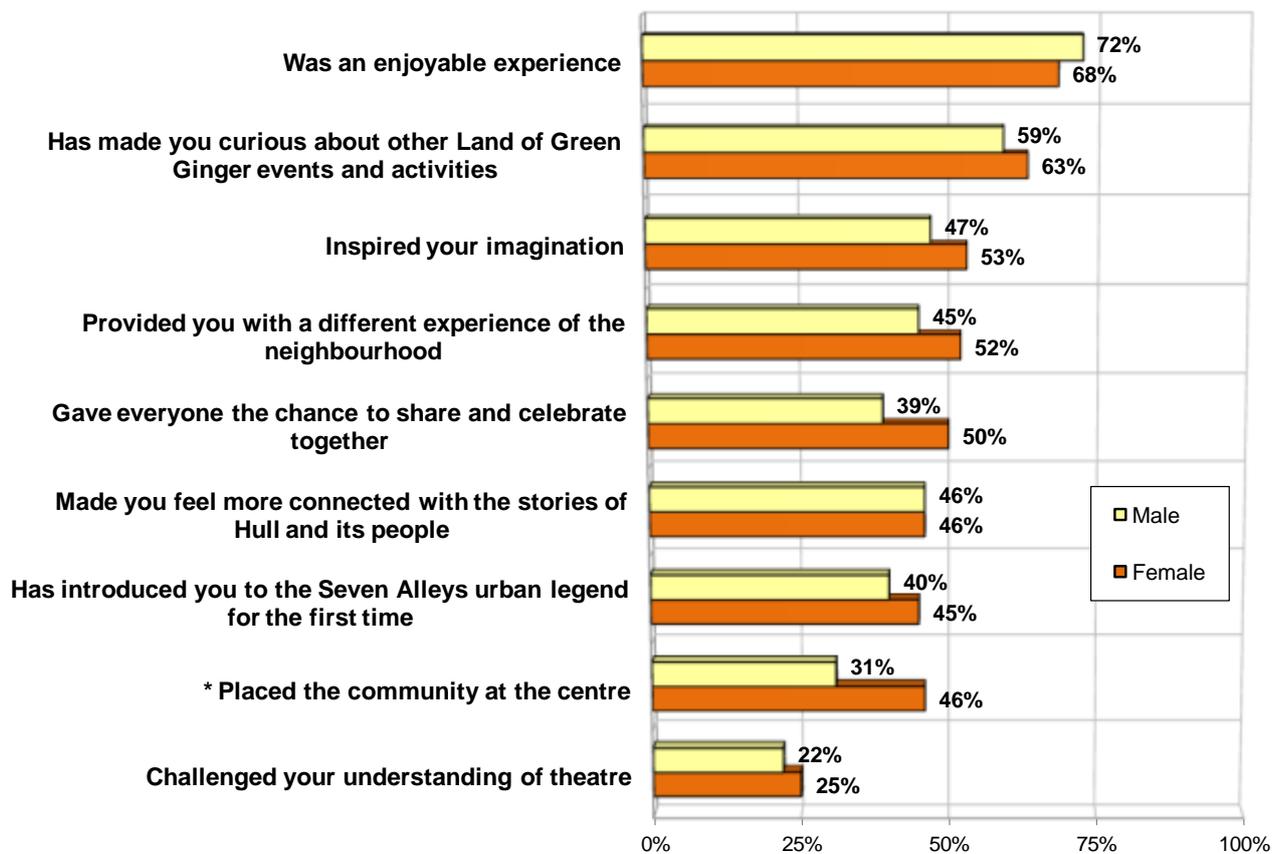
Source: Marketing Means 2017 Base: All respondents (375)

- Every one of the nine statements was agreed with by a sizeable majority of respondents, never lower than 75%.
- The two statements most likely to draw strong agreement were that the events were **an enjoyable experience** (69% strongly agreeing) and that they had made interviewees **curious about other Land of Green Ginger events and activities** (72% strongly agreeing).
 - There were no significant differences between sub-groups in these scores.
- Exactly half of the interviewees (50%) strongly agreed that the event had **provided them with a different experience of the neighbourhood**.
 - This proportion was significantly higher among those who did not consider themselves local to the Preston Road/ East Hull Estate (58% vs 41% among those who did consider themselves local, the latter being significantly more likely to only 'agree', 48% vs 34%).

- Just under half (42%) strongly agreed that the event had **placed the community at the centre**.
 - Female attendees were significantly more likely than males to strongly agree with this statement, 46% vs 31% of males.
- Just under half (46%) also strongly agreed that the event had **made them feel more connected with the stories of Hull and its people**.
 - This proportion was significantly higher among those who did not consider themselves local to the Preston Road/ East Hull Estate, rising to 52% compared with 40% of others.
- 43% strongly agreed that the event had **introduced them to the 7 Alleys urban legend for the first time**, but 21% disagreed that this was the case.
 - People living in Hull were significantly less likely to strongly agree with this (only 40% doing so, compared with 59% of those living elsewhere). Similarly, people considering themselves local to the Preston Road/ East Hull Estate were significantly less likely to strongly agree with this (only 35% doing so, compared with 51% of those living elsewhere).

Q3_1. How much would you disagree or agree that the 7 Alleys at East Park ...? LEVEL OF STRONG AGREEMENT BY GENDER

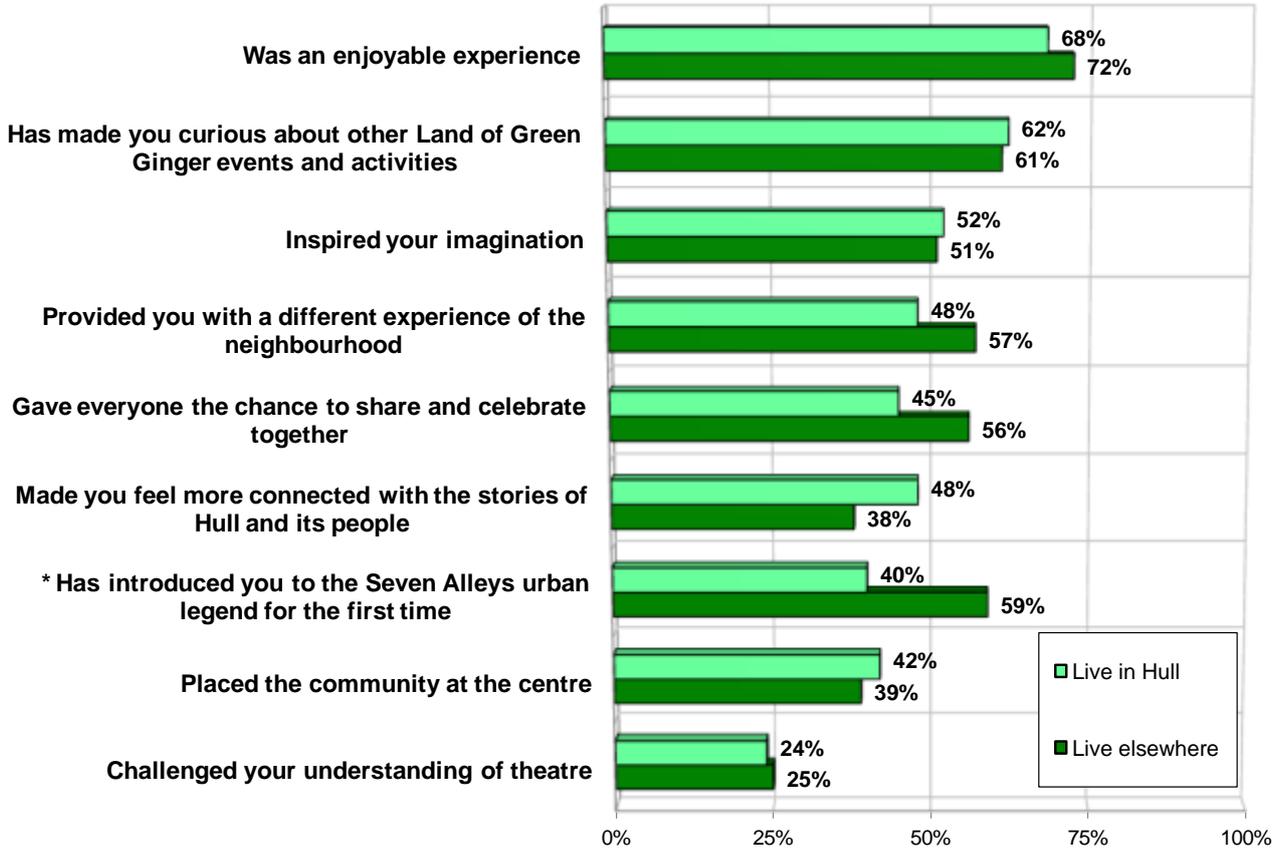
Note: Asterisked bars indicate a statistically significant difference in the answers given by different divisions within that sub-group



Source: Marketing Means 2017 Base: All respondents (106 male, 268 female)

Chart Q3_2. How much would you disagree or agree that the 7 Alleys at East Park ...? LEVEL OF STRONG AGREEMENT BY PEOPLE LIVING IN HULL vs ELSEWHERE

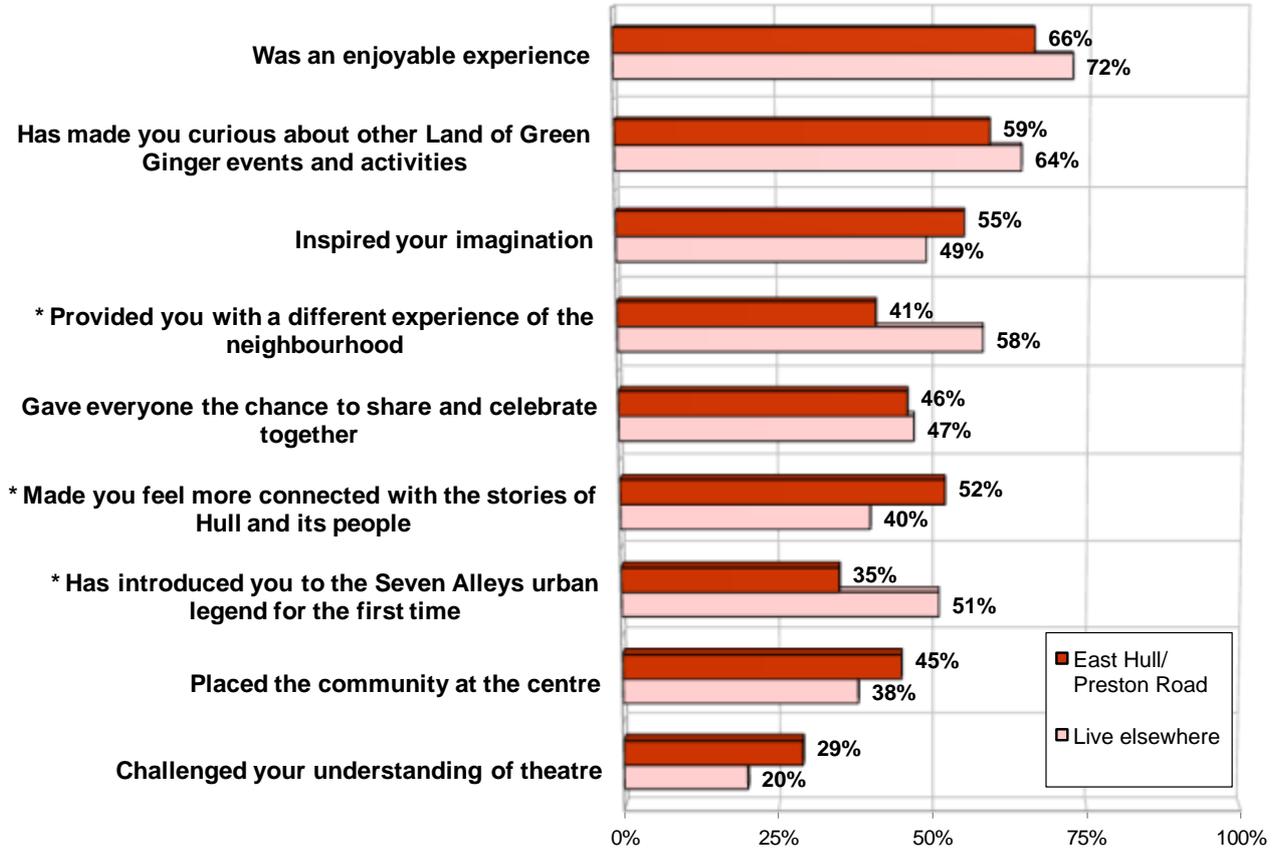
Note: Asterisked bars indicate a statistically significant difference in the answers given by different divisions within that sub-group



Source: Marketing Means 2017 Base: All respondents (314 Hull residents, 61 who lived elsewhere)

Chart Q3_3. How much would you disagree or agree that the 7 Alleys at East Park ...? LEVEL OF STRONG AGREEMENT BY PEOPLE LIVING IN EAST HULL/PRESTON ROAD vs ELSEWHERE

Note: Asterisked bars indicate a statistically significant difference in the answers given by different divisions within that sub-group

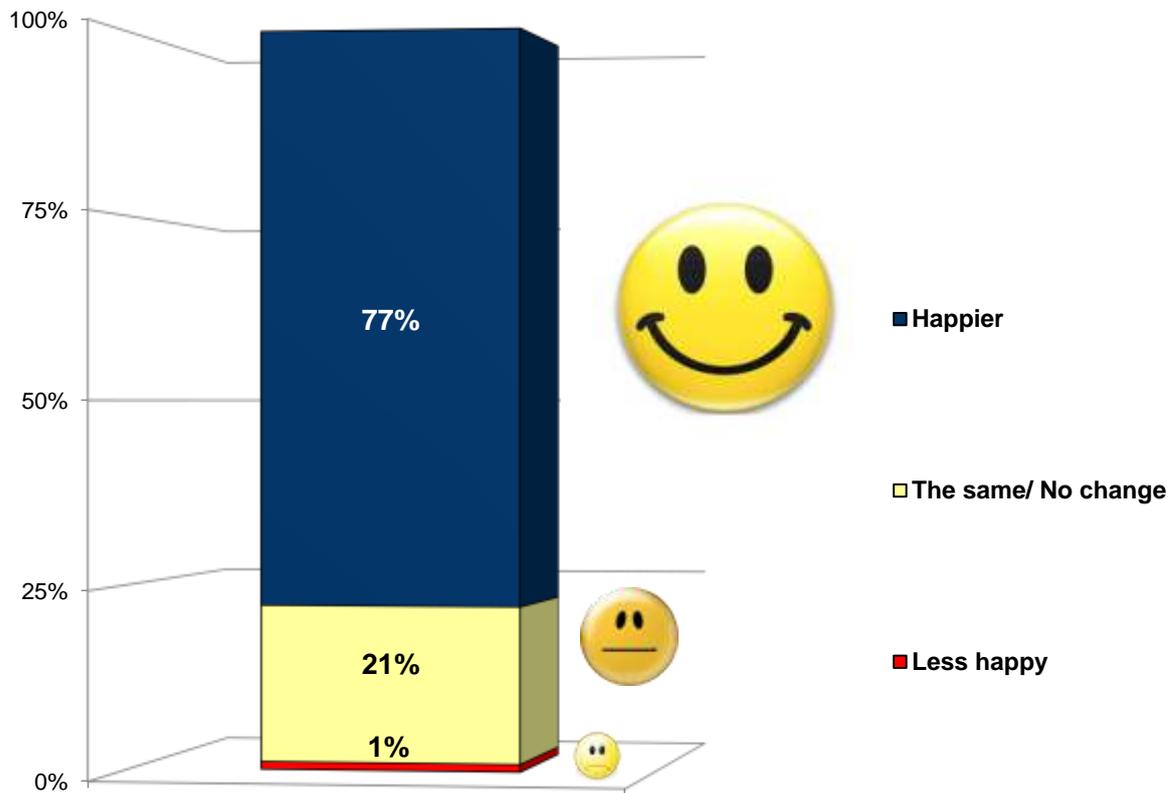


Source: Marketing Means 2017 Base: All respondents (181 East Hull/Preston Road residents, 193 who lived elsewhere)

4.3 Change in mood as a result of attending 7 Alleys at East Park

All respondents were asked how much happier they felt as a result of attending 7 Alleys at East Park.

Chart Q4. How much happier did you feel as a result of attending 7 Alleys at East Park?



Source: Marketing Means 2017

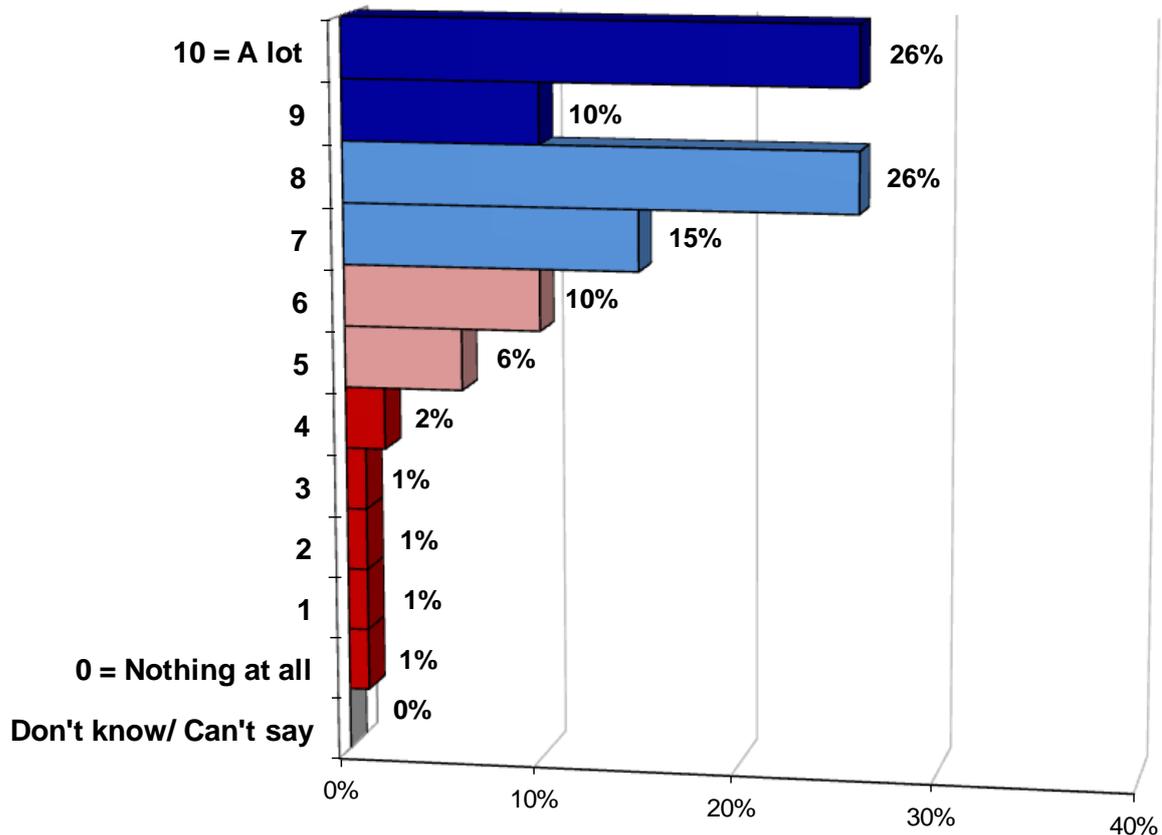
Base: All respondents (375)

- More than three-quarters of respondents (77%) considered themselves to be feeling **happier** as a result of attending a 7 Alleys event, while only 1% considered themselves to be **less happy**.
 - There were no significant differences between sub-groups in these results.

4.4 How much learned about 7 Alleys legend as a result of attending

All respondents were asked to state how much they felt they had learnt about the urban legend of 7Alleys as a result of attending the event, using a scale from 0=Nothing at all to 10=A lot.

Chart Q5. How much have you learnt about the urban legend of the Seven Alleys as a result of attending the event?



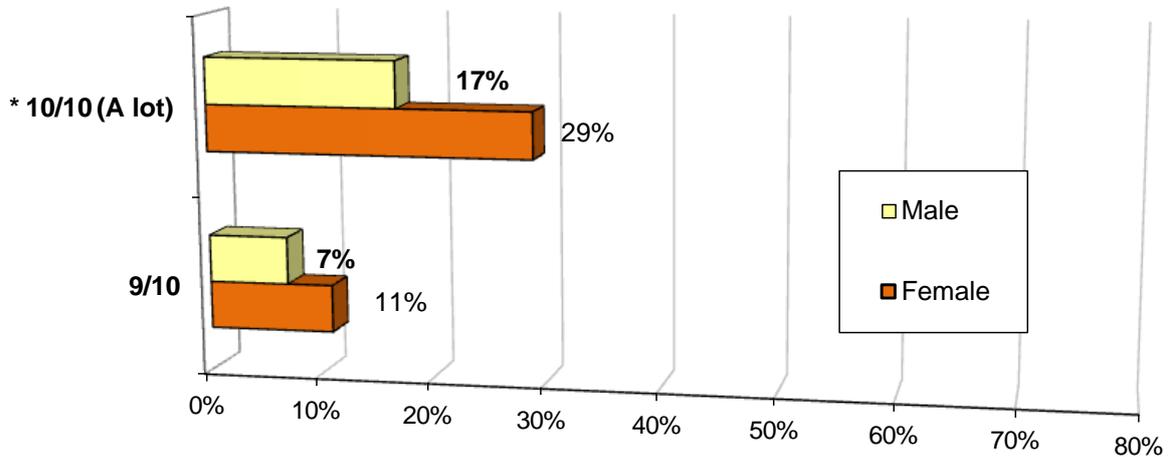
Source: Marketing Means 2017

Base: All respondents (375)

- Just over a quarter of respondents (26%) gave the highest score of **10=A lot**, while a further 10% gave a score of 9/10. A further 42% gave a score of 7 or 8 out of 10, while only 7% overall gave a score of 4 or lower.
 - The sub-groups significantly more likely than others to give the top score of 10/10 were females (29% doing so, vs 17% of males), the 3rd May attendees (41% doing so, versus no more than 25% on any other night), those with a disability/ long-term health problem (39% vs 24% of others), and those local to the Preston Road/ East Hull Estate (30% vs 21% of others) [see charts on following pages.]
- The overall mean score was 7.7/10, highest at 8.2 among interviewees with a disability/ long-term health problem, and 8.0 among those who attended on 3rd or 6th May.

Chart Q5_1. How much have you learnt about the urban legend of the Seven Alleys as a result of attending the event? PROPORTION OF PEOPLE ANSWERING 10/10 OR 9/10 BY GENDER

Note: Asterisked bars indicate a statistically significant difference in the answers given by different divisions within that sub-group

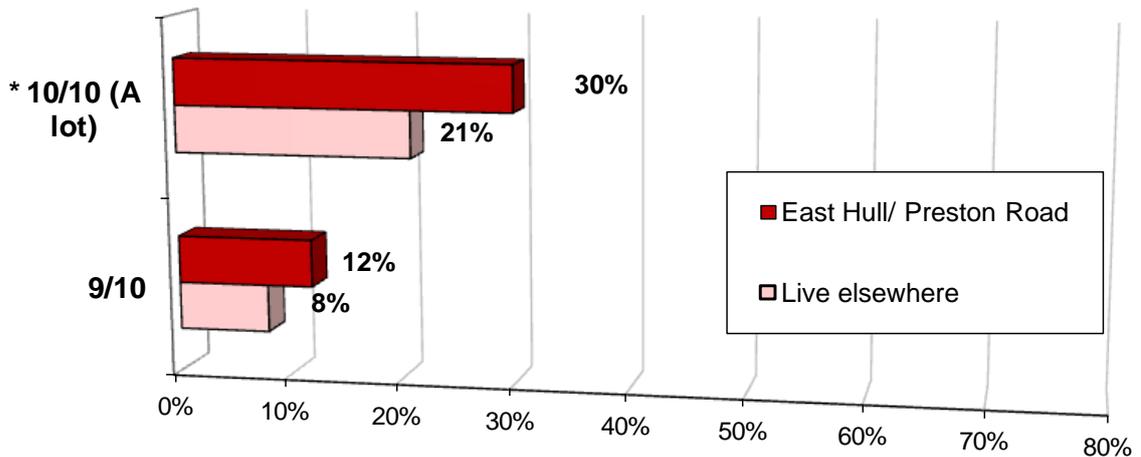


Source: Marketing Means 2017

Base: All respondents (106 Male, 268 Female)

Chart Q5_2. How much have you learnt about the urban legend of the Seven Alleys as a result of attending the event? PROPORTION OF PEOPLE ANSWERING 10/10 OR 9/10 BY LOCATION

Note: Asterisked bars indicate a statistically significant difference in the answers given by different divisions within that sub-group

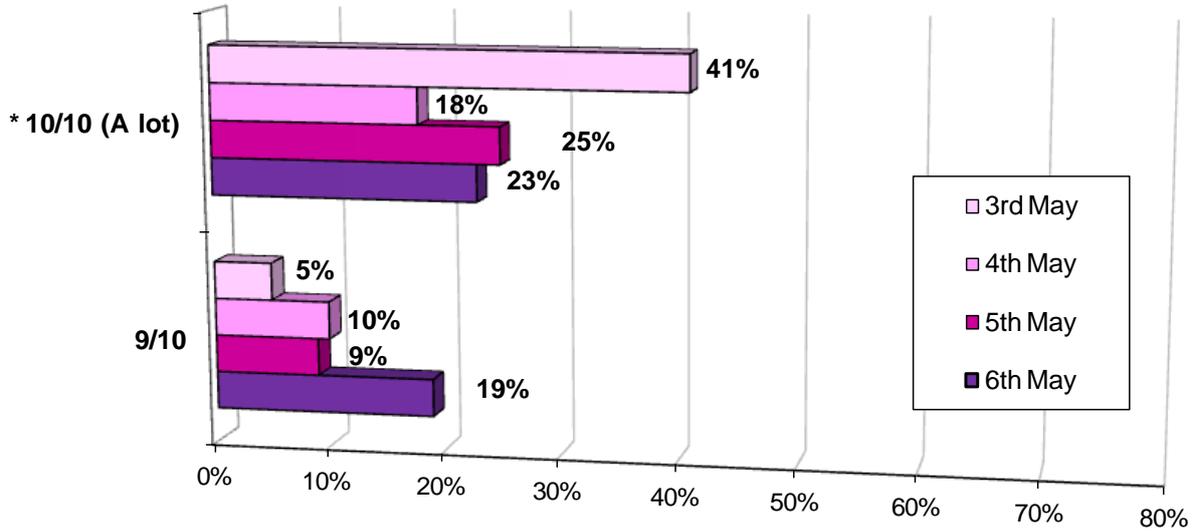


Source: Marketing Means 2017

Base: All respondents (181 East Hull/ Preston Road residents, 193 who lived elsewhere)

Chart Q5_3. How much have you learnt about the urban legend of the Seven Alleys as a result of attending the event? PROPORTION OF PEOPLE ANSWERING 10/10 OR 9/10 BY DATE ATTENDED

Note: Asterisked bars indicate a statistically significant difference in the answers given by different divisions within that sub-group



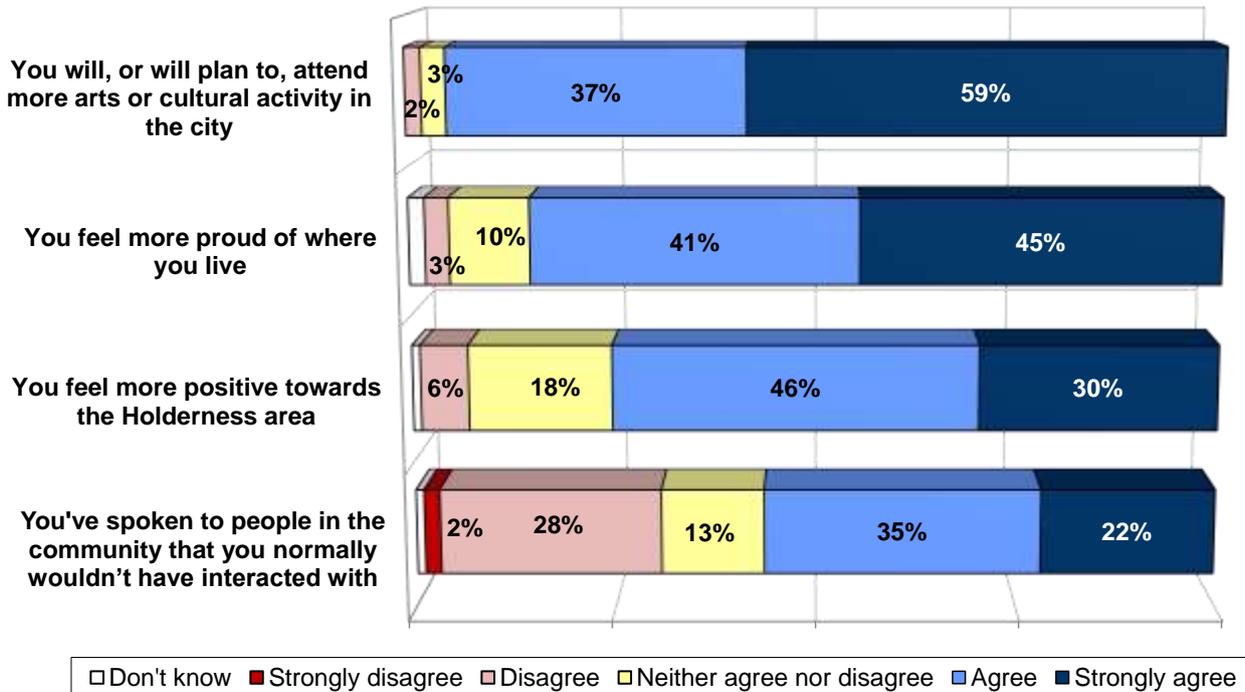
Source: Marketing Means 2017

Base: All respondents (56 on 3rd, 79 on 4th, 192 on 5th, 48 on 6th)

4.5 Agreement with further statements about the impact of the 7 Alleys event

All respondents were asked how much they agreed or disagreed with each of series of four further statements on the impact of the 7 Alleys events. The results are summarised in Chart Q6 below, with the statements listed in descending of strong agreement.

Chart Q6. How much would you disagree or agree that as a result of attending 7 Alleys at East Park ... ?

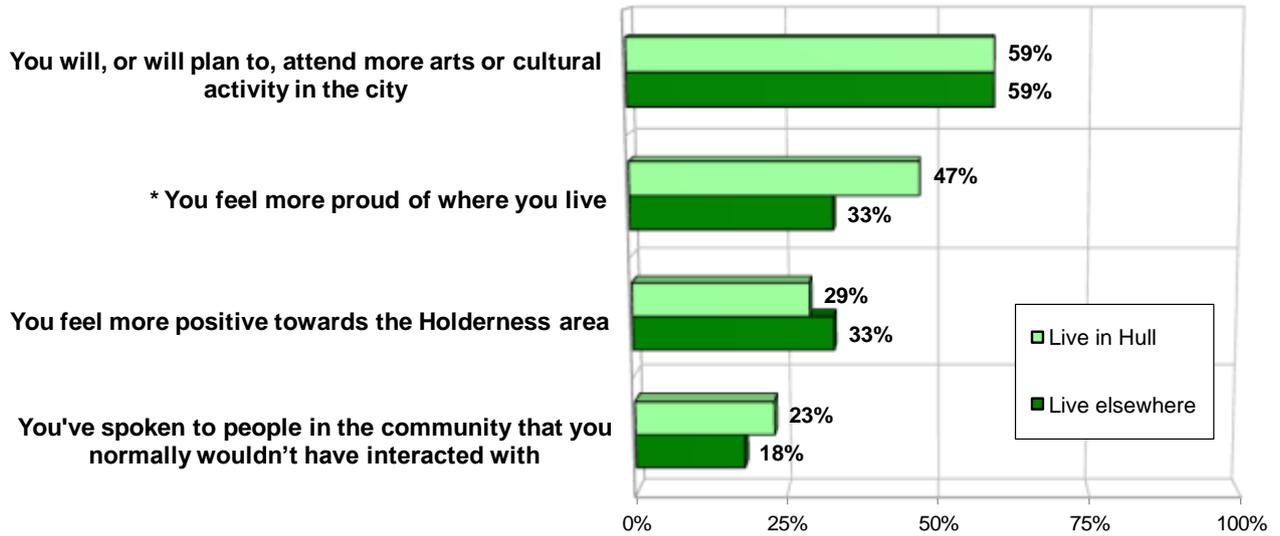


Source: Marketing Means 2017 Base: All respondents (375)

- All of the statements were agreed with by the majority of respondents. The highest levels of agreement applied to interviewees' intent to **attend more arts/cultural activities in Hull**. Well over half (59%) strongly agreed that they would, and most of the remainder (37%) simply agreed.
 - There were no significant differences between the views of sub-groups on this statement.
- Nearly half of interviewees (45%) strongly agreed that the event had made them **feel more proud of where they live**, and almost as many (41%) simply agreed, giving a combined total of 85% feeling more proud of where they live.
 - The total level of agreement (Strongly agree + Agree) was significantly higher among those living in Hull (89% vs 67% among those living elsewhere) and those local to the Preston Road/ East Hull Estate (91% vs 80% of those living elsewhere).
- More than three-quarters of respondents agreed that **they felt more positive towards the Holderness area** as a result of the event, with 30% agreeing strongly.
- Just over half of respondents (57%) agreed that they had **spoken to people in the community that they wouldn't normally interact with**.
 - There were no significant differences between the views of sub-groups on these two statements.

Chart Q6_1. How much would you disagree or agree that as a result of attending 7 Alleys at East Park ... ? PROPORTION OF PEOPLE ANSWERING STRONGLY AGREE BY WHETHER LIVE IN HULL OR LIVE ELSEWHERE

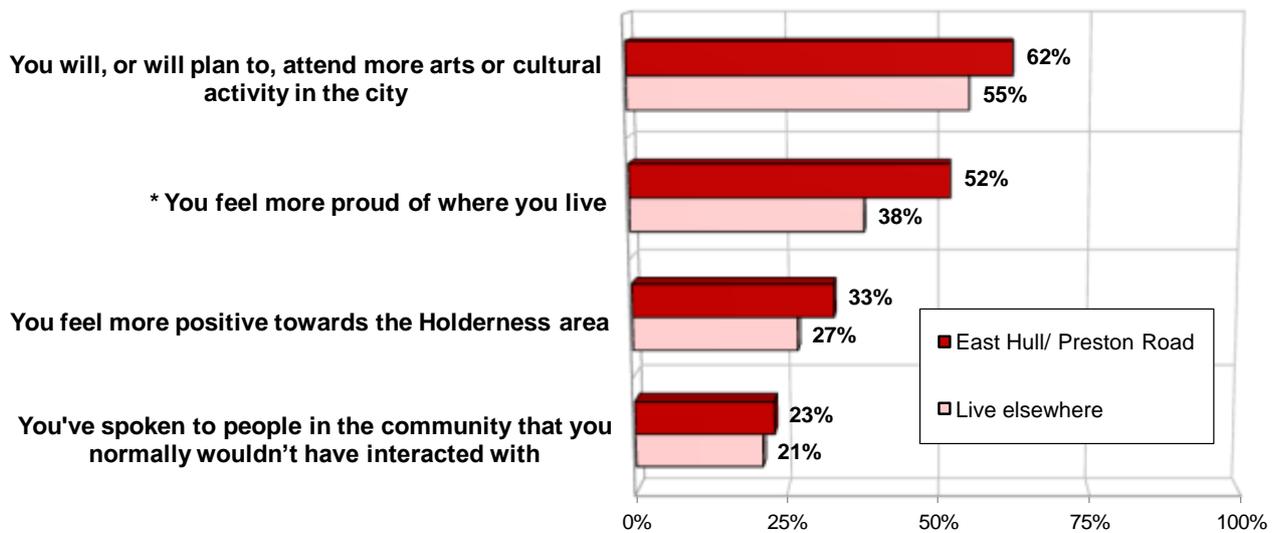
Note: Asterisked bars indicate a statistically significant difference in the answers given by different divisions within that sub-group



Source: Marketing Means 2017 Base: All respondents (314 Hull residents, 61 who lived elsewhere)

Chart Q6_2. How much would you disagree or agree that as a result of attending 7 Alleys at East Park ... ? PROPORTION OF PEOPLE ANSWERING STRONGLY AGREE BY LOCATION

Note: Asterisked bars indicate a statistically significant difference in the answers given by different divisions within that sub-group

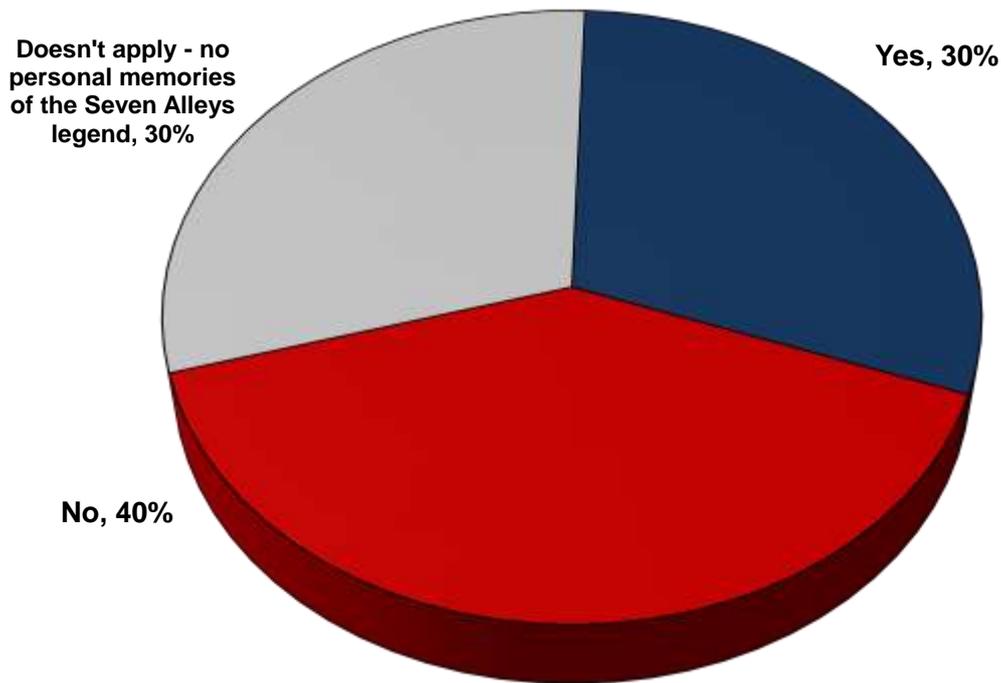


Source: Marketing Means 2017 Base: All respondents (181 East Hull/ Preston Road residents, 193 who lived elsewhere)

4.6 Personal memories about the urban legend of the 7 Alleys

Interviewees were asked whether attending the 7 Alleys event had brought up any personal memories for them about the urban legend. As Chart Q7 below shows, just under one in three (30%) agreed that it had.

Chart Q7. Did attending 7 Alleys bring up any personal memories for you about the urban legend of the Seven Alleys?



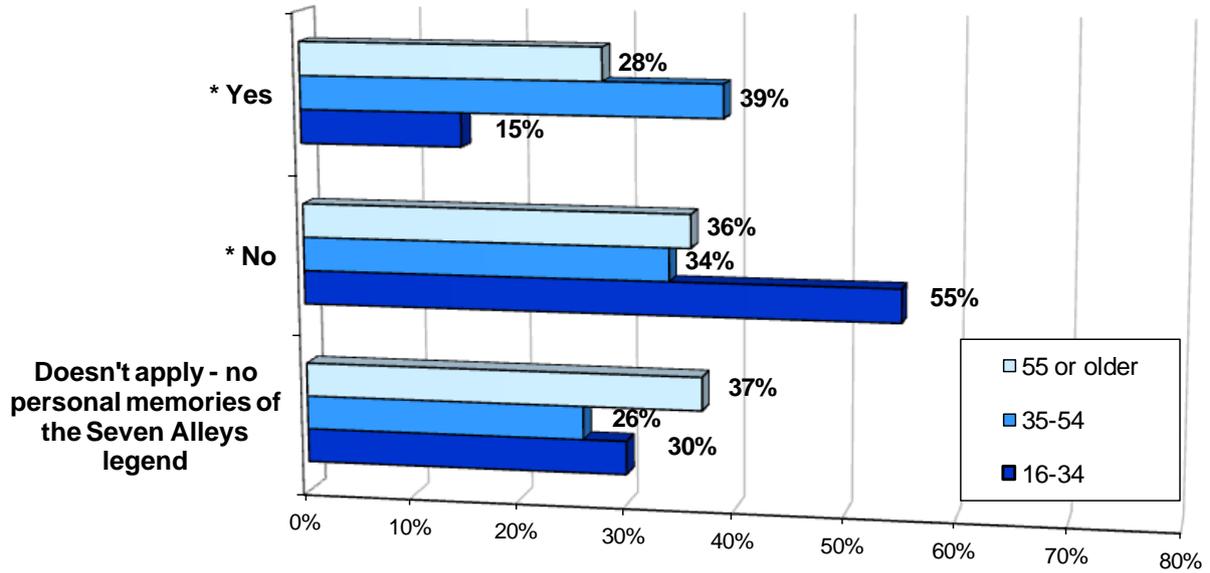
Source: Marketing Means 2017

Base: All respondents (375)

- Those for whom the event had not brought up personal memories of the 7 Alleys legend were split between those who had no personal memories or awareness of the legend to begin with (30%) and those for whom the event did not stir any particular personal memories about the legend (40%).
 - The 35-44 age group was significantly more likely than other age groups to answer Yes, with 39% agreeing that the event had brought up personal memories. The 16-34 age group was significantly more likely than others to answer No, 55% stating this.
 - Males were significantly more likely than females to agree that the event had brought up personal memories (40% of males vs 26% of females).
 - People who attended in large groups numbering five or more were significantly more likely to answer Yes (42% vs less than 30% of any other group size)
 - A Yes answer was also significantly more likely from people who lived in Hull (33% vs 15% of others) and especially from those local to the Preston Road/ East Hull Estate (44%, vs 17% of those from elsewhere).

Chart Q7_1. Did attending 7 Alleys bring up any personal memories for you about the urban legend of the Seven Alleys? PROPORTION OF PEOPLE ANSWERING 'Yes' BY AGE

Note: Asterisked bars indicate a statistically significant difference in the answers given by different divisions within that sub-group

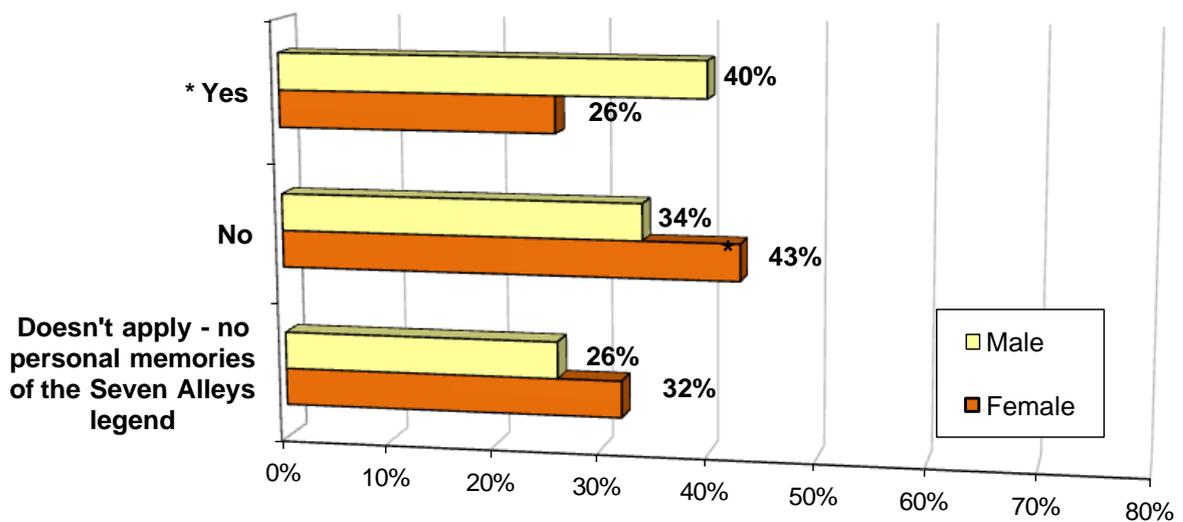


Source: Marketing Means 2017

Base: All respondents (98 aged 16-34, 174 aged 35-54, 101 aged 55+)

Chart Q7_2. Did attending 7 Alleys bring up any personal memories for you about the urban legend of the Seven Alleys? PROPORTION OF PEOPLE ANSWERING 'Yes' BY GENDER

Note: Asterisked bars indicate a statistically significant difference in the answers given by different divisions within that sub-group

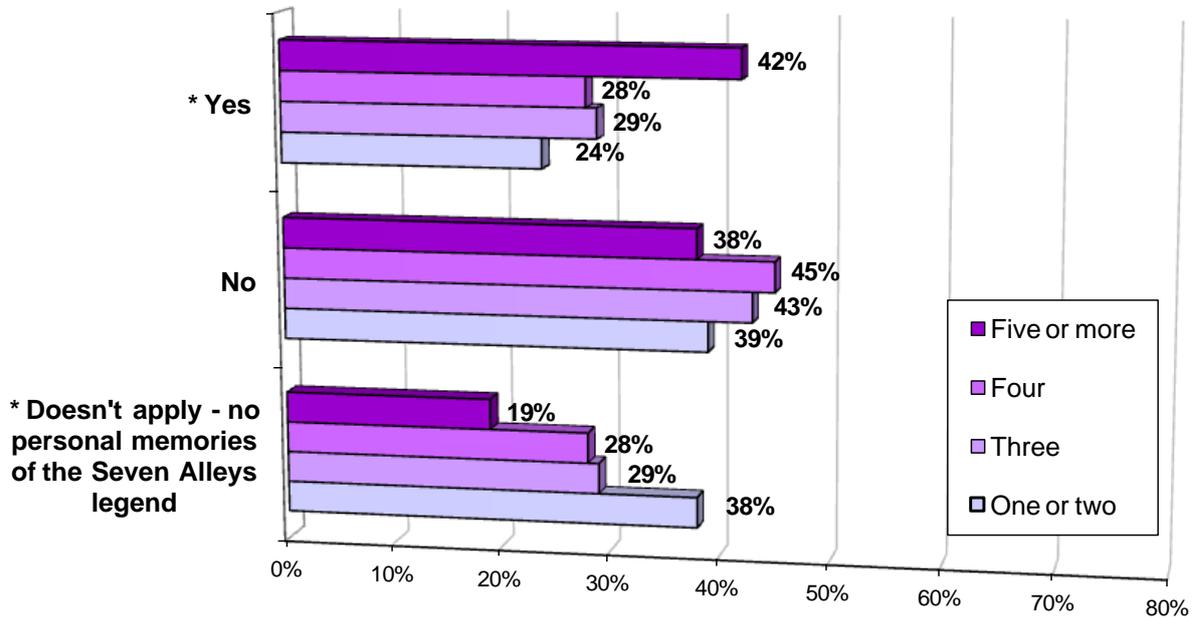


Source: Marketing Means 2017

Base: All respondents (106 Male, 268 Female)

Chart Q7_3. Did attending 7 Alleys bring up any personal memories for you about the urban legend of the Seven Alleys? PROPORTION OF PEOPLE ANSWERING 'Yes' BY DATE ATTENDED

Note: Asterisked bars indicate a statistically significant difference in the answers given by different divisions within that sub-group

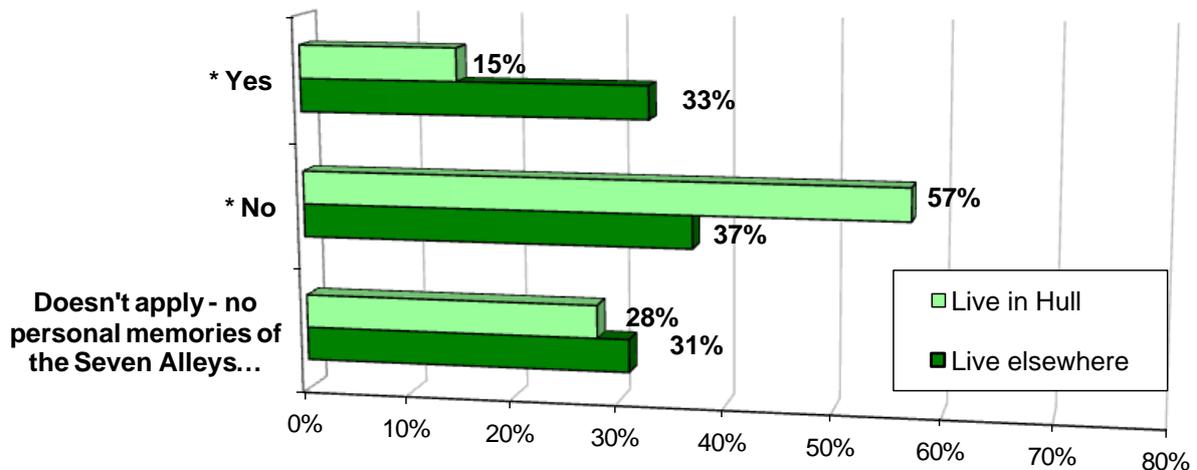


Source: Marketing Means 2017

Base: All respondents (78 Five or more, 69 Four, 70 Three, 153 One or Two)

Chart Q7_4. Did attending 7 Alleys bring up any personal memories for you about the urban legend of the Seven Alleys? PROPORTION OF PEOPLE ANSWERING 'Yes' BY WHETHER LIVE IN HULL OR LIVE ELSEWHERE

Note: Asterisked bars indicate a statistically significant difference in the answers given by different divisions within that sub-group

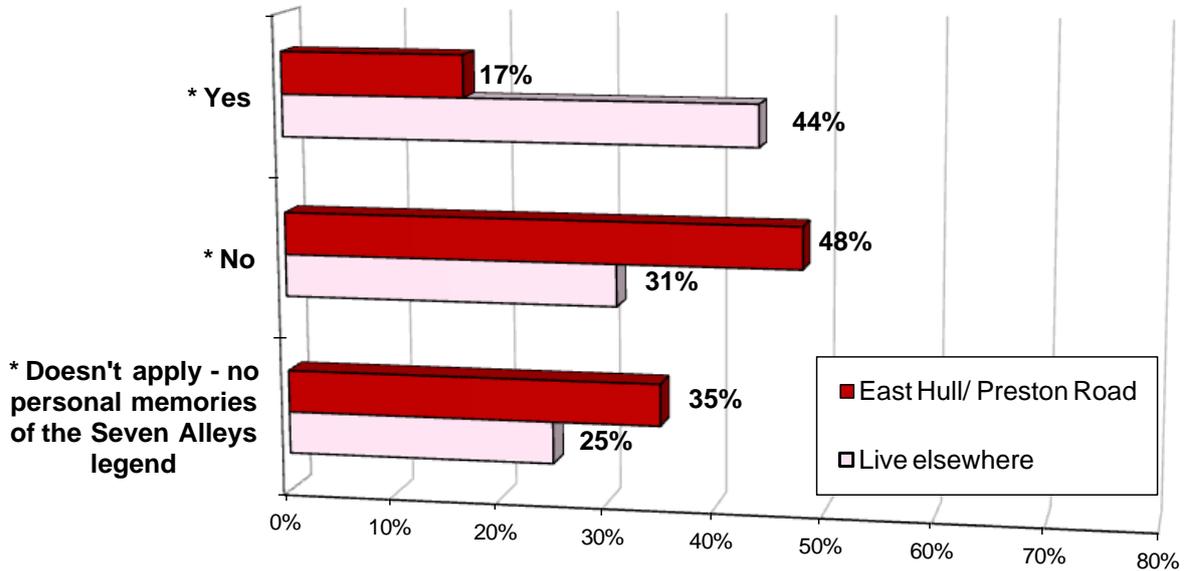


Source: Marketing Means 2017

Base: All respondents (314 Hull residents, 61 who lived elsewhere)

Chart Q7_5. Did attending 7 Alleys bring up any personal memories for you about the urban legend of the Seven Alleys? PROPORTION OF PEOPLE ANSWERING ‘Yes’ BY LOCATION

Note: Asterisked bars indicate a statistically significant difference in the answers given by different divisions within that sub-group



Source: Marketing Means 2017 Base: All respondents (181 East Hull/ Preston Road residents, 193 who lived elsewhere)

4.7 Interviewees’ comments on personal memories and the 7 Alleys event generally

Interviewees who stated that attending 7 Alleys had brought up any personal memories for them were asked to give a short summary in their own words of the memories that it brought up. 113 such comments were recorded, and the verbatim listings are provided in Appendix 2. Many of the comments related to childhood memories, often mentioning a family member who had passed the stories on, and include regular mentions of the Bubblegum Boy, the White Lady, and of exploring the 7 Alleys area, often as a dare.

All interviewees were then asked to give any further comments about 7 Alleys. Most did, and 350 such comments are listed at Appendix 2. These include many positive comments about the event, often referring to specific aspects that were particularly enjoyable or thought-provoking. Other comments included some constructive criticisms, usually connected to event organisation, accessibility, sightlines or sound quality.

| The 7 Alleys at East Park... | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree | Don't know/ Can't say |
|---|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| ...was an enjoyable experience | <input type="checkbox"/> (1) | <input type="checkbox"/> (2) | <input type="checkbox"/> (3) | <input type="checkbox"/> (4) | <input type="checkbox"/> (5) | <input type="checkbox"/> (6) |
| ...placed the community at the centre | <input type="checkbox"/> (1) | <input type="checkbox"/> (2) | <input type="checkbox"/> (3) | <input type="checkbox"/> (4) | <input type="checkbox"/> (5) | <input type="checkbox"/> (6) |
| ...made me feel more connected with the stories of Hull and its people | <input type="checkbox"/> (1) | <input type="checkbox"/> (2) | <input type="checkbox"/> (3) | <input type="checkbox"/> (4) | <input type="checkbox"/> (5) | <input type="checkbox"/> (6) |
| ...has introduced me to the Seven Alleys urban legend for the first time | <input type="checkbox"/> (1) | <input type="checkbox"/> (2) | <input type="checkbox"/> (3) | <input type="checkbox"/> (4) | <input type="checkbox"/> (5) | <input type="checkbox"/> (6) |
| ...provided me with a different experience of the neighbourhood | <input type="checkbox"/> (1) | <input type="checkbox"/> (2) | <input type="checkbox"/> (3) | <input type="checkbox"/> (4) | <input type="checkbox"/> (5) | <input type="checkbox"/> (6) |
| ...challenged my understanding of theatre | <input type="checkbox"/> (1) | <input type="checkbox"/> (2) | <input type="checkbox"/> (3) | <input type="checkbox"/> (4) | <input type="checkbox"/> (5) | <input type="checkbox"/> (6) |
| ...inspired my imagination | <input type="checkbox"/> (1) | <input type="checkbox"/> (2) | <input type="checkbox"/> (3) | <input type="checkbox"/> (4) | <input type="checkbox"/> (5) | <input type="checkbox"/> (6) |
| ...has made me curious about other Land of Green Ginger events and activities that may happen | <input type="checkbox"/> (1) | <input type="checkbox"/> (2) | <input type="checkbox"/> (3) | <input type="checkbox"/> (4) | <input type="checkbox"/> (5) | <input type="checkbox"/> (6) |

4. How much happier did you feel as a result of attending 7 Alleys at East Park?

Less happy The same Happier Don't know/Can't say

5. On a scale of 0 to 10, where 0 is Nothing at all and 10 is A lot, how much have you learnt about the urban legend of the Seven Alleys as a result of attending the event? *Select one only*

| | | | | | | | | | | | | |
|--------------------------|----------------|---|---|---|---|---|---|---|---|---|----|-------|
| Don't know/ Can't say | Nothing at all | | | | | | | | | | | A lot |
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |

6. How much would you disagree or agree with the following statements about 7 Alleys. For each one, you can say Strongly Agree, Agree, Neither agree nor disagree, Disagree, or Strongly Disagree. *Rotate statements*

| As a result of attending 7 Alleys at East Park... | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree | DK /Can't say (DNRO) |
|---|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|-----------------------------|
| ...I've spoken to people in the community that I normally wouldn't have interacted with | <input type="checkbox"/> (1) | <input type="checkbox"/> (2) | <input type="checkbox"/> (3) | <input type="checkbox"/> (4) | <input type="checkbox"/> (5) | <input type="checkbox"/> 99 |
| ...I will / plan to attend more arts or cultural activity in the city | <input type="checkbox"/> (1) | <input type="checkbox"/> (2) | <input type="checkbox"/> (3) | <input type="checkbox"/> (4) | <input type="checkbox"/> (5) | <input type="checkbox"/> 99 |
| ...I feel more positive towards the Holderness area of Hull | <input type="checkbox"/> (1) | <input type="checkbox"/> (2) | <input type="checkbox"/> (3) | <input type="checkbox"/> (4) | <input type="checkbox"/> (5) | <input type="checkbox"/> 99 |
| ...I feel more proud of where I live | <input type="checkbox"/> (1) | <input type="checkbox"/> (2) | <input type="checkbox"/> (3) | <input type="checkbox"/> (4) | <input type="checkbox"/> (5) | <input type="checkbox"/> 99 |

7. Did attending 7 Alleys bring up any personal memories for you about the urban legend of the Seven Alleys?

- Yes No N/A – I have no personal memories of to the Seven Alleys legend
 Don't know/ Can't say

8. IF YES TO Q7: Please could you give me a short summary of the memories that it brought up? [TYPE IN]

9. [ASK ALL:] Please could you tell me any further comments you have about 7 Alleys? [TYPE IN]

10. How did you find out about 7 Alleys at East Park? Ask unprompted, but prompt if necessary to clarify their answer, i.e.: Was it ...?: Select all that apply

- Friends/family/colleagues - told me in person
 Friends/family colleagues – via social media / email
 Green Ginger Fellowship website (www.greenginger.org)
 Crates or Land of Green Ginger mark at East Park and / or Freedom Centre
 Scroll / business card hand delivered to me by horse and carriage
 Hull 2017 website (www.hull2017.co.uk)
 Other website (please specify) _____
 Green Ginger Fellowship on Facebook / Twitter / Youtube
 Hull 2017 on Facebook / Twitter / Instagram / Youtube / Flickr / enewsletter
 Other organisation on Facebook / Twitter / Instagram / Youtube / Flickr
(please specify) _____
 Printed promotional material and advertising (e.g. brochure, leaflet, flyer, billboard, poster)
 Hull Daily Mail
 Other newspaper
 TV
 Radio
 Other (please specify) _____
 Don't know/ Can't remember

11. In the last 12 months have you attended any other event at East Park?

- Yes No Don't remember

12. Do you live in Hull? Select one

- Yes (Go to Q13) No (Go to Q14) Refused

13. Do you consider yourself local to the Preston Road / East Hull Estate? Select one

- Yes No Refused

The final questions are just to collect a little bit of information about yourself. This helps us confirm that we're representing the views of all of the different types of people who attended the event, to let us see whether different types of people have different opinions, and to demonstrate to Hull 2017's funders whether we are meeting our promise to programme events that appeal to a broad range of people. You don't have to answer all of these questions, and please be assured that your answers will not be linked to your name or telephone number when we analyse the data.

14. Which of the following best describes your employment status? (tick one only)

- Employed / working full or part time
- Self-employed
- Unemployed
- On a government scheme for employment training
- Looking after family / home
- Unable to work
- Retired
- Student
- Prefer not to say/ Refused

15. Are you:

- Male
- Female
- Transgender
- Gender non-conforming
- Other (please describe) _____
- Prefer not to say/ Refused

16. How would you describe your ethnic background?

White

- English/Welsh/Scottish/Northern Irish/British
- Irish
- Gypsy or Irish Traveller
- Polish
- Any other White background
- Write here (if you wish)

Asian/Asian British

- Bangladeshi
- Indian
- Pakistani
- Chinese
- Any other Asian background

Mixed/multiple ethnic groups

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other Mixed/multiple ethnic background
- Write here (if you wish)

Black/African/Caribbean/Black British

- African
- Caribbean
- Any other Black/African/Caribbean background
- Write here (if you wish)

Prefer not to say/ Refused

Other

- Arab
- Any other ethnic background
- Write here (if you wish)

17. Which of the following age groups do you fall into?

- 16 – 17
- 18 – 19
- 20 – 24
- 25 – 29
- 30 – 34
- 35 – 39
- 40 – 44
- 45 – 49
- 50 – 54
- 55 – 59
- 60 – 64
- 65 – 69
- 70 – 74
- 75 +
- Prefer not to say/ Refused

18. Including yourself, how many people were in your party at the 7 Alleys event in each of the following age categories? Write the number of people in each box, check total number of people in party at end.

| Age | Total no. persons | Age | Total no. persons | Age | Total no. persons |
|-------------------------------|-------------------|---------|-------------------|---------|-------------------|
| 0 - 2 | | 20 - 24 | | 50 - 54 | |
| 3 - 5 | | 25 - 29 | | 55 - 59 | |
| 6 - 10 | | 30 - 34 | | 60 - 64 | |
| 11 - 15 | | 35 - 39 | | 65 - 69 | |
| 16 - 17 | | 40 - 44 | | 70 - 74 | |
| 18 - 19 | | 45 - 49 | | 75 + | |
| Prefer not to say/ Refused | | | | | |

19. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Select one only

- No
 Yes, limited a lot
 Yes, limited a little
 Prefer not to say/ Refused

20. Would you be happy for Hull 2017, the University of Hull or their official evaluators to contact you to take part in future research? Yes No

21. And finally, would you like to opt in to receive information via email from Hull 2017 about upcoming events like this one? Yes No

If Yes to Q20 or Q21: Please could you give me your details? So your name is:

Name:

Email address:

Telephone number (optional):

That's all of the questions that I have. Thank you for your time today.

Just to confirm, my name is (...) and I've been calling today from Marketing Means, an independent research agency, on behalf of Hull City of Culture 2017.

If you'd like to check that this survey is a genuine piece of research, I can give you either our own number or the Market Research Society's phone number. Do you need either of those numbers?

IF YES:

- Contact names for Marketing Means are Chris Bowden, Colin Slocombe or Gina Shaw on 0800 849 8014
- Market Research Society number is 0500 39 69 99

Thank you for your time today.

Appendix 2: Verbatim listings of comments made by interviewees

This appendix lists the verbatim answers given to the two open questions asked in the interviews.

Q8 – Please could you give me a short summary of the memories that [attending 7 Alleys brought up?

| |
|--|
| <i>All the talk and myths of what was being said. It was nice to see it portrayed visually through the drama at the event. The stories have been round for many years. It is the first time it has been represented visually.</i> |
| <i>As a child living around the fishing area</i> |
| <i>As a child, growing up, there were a lot of urban legends about the area and it just took you back to your childhood, really.</i> |
| <i>As a young child I can remember playing in the Seven Alleys. I can remember people daring one another to go down the Seven Alleys.</i> |
| <i>At the beginning, searching for people. And reminded me of my great grandparents and what they must have gone through at the time.</i> |
| <i>Because my school was near the place where one of the suicides was supposed to have happened.</i> |
| <i>Brought back memories of childhood and where we used to hang around as kids</i> |
| <i>Bubble boy. My grandma lived near that cemetery, so I remembered the story. My uncle use to tell me it, to try and scare me.</i> |
| <i>Bubble gum boy, memories of the story and how sad the story is.</i> |
| <i>Bubble gum friend, memories when we were younger</i> |
| <i>Bubblegum Boy if you swallowed bubblegum you would die</i> |
| <i>Bubblegum boy midnight train</i> |
| <i>Bubblegum boy, I remember that the old lady that used to live next door when I was a child used to swallow bubblegum because you would end up dead like bubblegum boy, bubble gum boy is buried in eastern cemetery with bubble gum wrapped around his heart.</i> |
| <i>Can't remember much about it as it was not spoken about when I was young but certain things were said by family later</i> |
| <i>Childhood memories of the white Lady</i> |
| <i>Childhood playing round the area and the prison riots</i> |
| <i>Childish memories of living on Great Field</i> |
| <i>Conversations with my dad as a teenager</i> |
| <i>From when I was a child my parents would talk and comment on the legend of the Seven Alleys.</i> |
| <i>Having to live with my grandmother for six months and memories of playing as a child in the area of the Seven Alleys. We used to go to East Park regularly.</i> |
| <i>I didn't know anything about it, I read up about it before I went, I read and knew about the white lady.</i> |
| <i>I grew up in that area and it brought back tremendous memories, I hadn't been back for 30 years. It brought to life everything that I used to dream in my head as a child. Tremendously powerful.</i> |
| <i>I grew up near Holderness, it was a big part of my childhood life. It was mentioned in one of the narratives, not many people in the area would've known about that element of it.</i> |
| <i>I heard of the bubblegum boy before. The statue and the cemetery is not far from where I live.</i> |
| <i>I knew about some of the Urban legends, bring up some of the ones I already knew in a different light</i> |
| <i>I remember about the graveyard on Hedon Road.</i> |
| <i>I remember as a child to run the seven alleys, it was running without leaving anyone behind, we were scared. I remember the bubble gum boy.</i> |
| <i>I remember going down the Seven Alleys as a teenager and the people I associated with at the time.</i> |
| <i>I remember it from my childhood and being told not to go there and doing the opposite.</i> |
| <i>I remember playing by the Seven Alleys when I was at school. It was good to be reminded of the bubblegum boy.</i> |

| |
|--|
| <i>I remember riding on my bike with people down the Seven Alleys in about 1972/3. I was remembering people who had not come into my head for years. I forgot it was haunted. I did not know the full story or I could have done and that just reminded me.</i> |
| <i>I remember the graveyard and a really tall grave which I think was an angel. People used to tell me not to look at her. I think you got turned into stone if you looked into her eyes. I remember certain ghost stories. Like scare stories. It was exciting and scary to walk the Seven Alleys as a child.</i> |
| <i>I remember trying to find all of the 7 alleys when I was younger, my friends and I used to sit and talk about the myths and legends of the seven alleys.</i> |
| <i>I use to make sure I never went down the alleys. We never dare go in, as we were too scared to go down there.</i> |
| <i>I use to play in that area when I was a kid. I remember hanging on the iron bridge. I remember the bubble gum boy as well.</i> |
| <i>I used to live in East Park area, I remember the bubblegum boy and we used to see the statue.</i> |
| <i>I used to live on Rustenburg Street and it brought back memories it is part of the area of the Seven Alleys.</i> |
| <i>I used to ride my bike down the Seven Alleys when I was about ten. I remember seeing the statue and the gravestone of the bubblegum boy.</i> |
| <i>I went the local school as a child, it reminded me of the fights that used to happen at school.</i> |
| <i>I went to a school on one of the estates. The white lady was meant to haunt the railway track nearby to the school. It was quite to good experience those memories being recalled.</i> |
| <i>I went to a school very close the seven alleys, and we use to do cross country runs, and it bought back those memories.</i> |
| <i>It bought up memories of Bubblegum Boy due to where use I to live, and reminded me of the curse that's associated with it.</i> |
| <i>It brought back lots of childhood memories, about being in the 7 Alleys area.</i> |
| <i>It brought back memories of the Bubble Gum Boy, when my dad told us about it.</i> |
| <i>It brought up the memory of the White Lady</i> |
| <i>It just bought up some childhood stories such as The White Lady and The Bubblegum Boy.</i> |
| <i>It just brought back memories of being a kid in the local</i> |
| <i>It just brought back stories that I remember as a child.</i> |
| <i>It just reminded me of when I was a child when I lived on those streets, roaming around Hull.</i> |
| <i>It made me remember hanging about as a kid and the scary stories that went around.</i> |
| <i>It passed on the stories that I had heard as a kid onto my daughter. She enjoyed the acting and the performances. She thought that it was very good. She would have given a higher score than ten if she could have.</i> |
| <i>It reminded me of childhood, and getting together in gangs to scare each other</i> |
| <i>It reminded me of school and my childhood. They were good memories.</i> |
| <i>It reminded me of walking on the alleys back in the day. I knew of some of the stories of that area. I go there to visit my gran and brothers there as well.</i> |
| <i>It reminded me of when my father was at sea. It reminded me of the history I learnt at school.</i> |
| <i>It reminds me of similar stories that we read at school</i> |
| <i>It reminds me of when we were in the park as kids</i> |
| <i>It was a myth. My parents use to tell me not to go to the area in question. I had a fear of going to that area. I went to a nearby primary school, but I would not dare go near the 7 alleys. My husband use to hang around in the 7 alleys with his mates. My oldest son use to sneak off go and see if the legend were true, and to spook themselves.</i> |
| <i>It was about bubblegum boy. He has a gravestone and the legend goes if you say stuff to it he appears. Me and my family did a ghost walk through that particular cemetery and when we came out my Mum asked what was wrong with my face because there was a black hand print on my face.</i> |
| <i>It was just confirming, why it was a legend and a scary place, and I learnt the details as to why it was scary.</i> |
| <i>It was just stories you remember from being a kid to be honest</i> |

| |
|---|
| <i>It was the legend white lady at school etc.</i> |
| <i>It's memories from my mother and father in law.</i> |
| <i>Just as a 12 year old schoolchild used to dare each other to go down the alley to see the bubble boys</i> |
| <i>Just as a kid about stories of ghosts and knocking on doors and running away.</i> |
| <i>Just childhood memories e.g. stories and places I've been to</i> |
| <i>Just like childhood memories as I was brought up there.</i> |
| <i>Just memories of childhood, some of the tales that we were told from back then.</i> |
| <i>Little boy bringing up memories of myself as a little girl going down the alleys and frightening ourselves with stories of the white lady,</i> |
| <i>Local memories language alliterative</i> |
| <i>Make me think of some of the children I used to play with.</i> |
| <i>Me and my friend were on a bridge and were calling White lady White lady and throwing salt at each other</i> |
| <i>memories of being told as a child about White lady and the bubblegum Boy</i> |
| <i>Memories of me as a young lad and dare each other to go down the alleys</i> |
| <i>Memories of when I was told about the bubblegum boy as a kid.</i> |
| <i>Most definitely and brought back lovely memories</i> |
| <i>Most of my family and my husband's family are from the area. I was told as a child not to swallow bubblegum because you would die. I think that that originates from the story of the bubblegum kid. He did in fact die of meningitis. You realise how much the area has changed. There is a good sense of community. All these things are well supported.</i> |
| <i>My courting days were spent in seven alleys, I was fifteen, I was quite young, brought memories of those days, we used to go down there, it was a dare when we were children, people used to go for walks. Halloween down seven alleys, watch ghost stories. I knew about the bubblegum boy but did not know about the white lady. The woodyard wasn't mentioned - would have been good to include it.</i> |
| <i>My ex-husband would tell stories about it where he and friends would run the Seven Alleys. I have now told my daughter about those memories. I have since the event read up more about Seven Alleys in the local newspaper.</i> |
| <i>My Grandad told me all about them when we were children and we used to walk down by the prison.</i> |
| <i>My nanna used to tell us the story about the little boy who died swallowing bubblegum. The event went into the story more. My nanna died recently and it brought back memories.</i> |
| <i>Myself and my friends use to dare each other to go down there when it was dark. We use to tell the stories about the woman in white who use to haunt the alleys. The tree would often have a man hanging from it. The graveyard statue of a little boy, we would say that he would come to life and chase you down the alley. People would say the chewing gum had wrapped round his heart, despite it being medically impossible.</i> |
| <i>On Saturday when I was watching the event it brought back memories of when we used to scare one another as children down Seven Alleys. There were a couple of murders down there a woman and a man.</i> |
| <i>Personal experience of walking down the alleys when the heavens opened up and it poured with rain and all running away with friends.</i> |
| <i>Reminded me of my childhood, stories that I had been told.</i> |
| <i>Reminded me of my childhood. It was frightening and exciting. We used to go down the Seven Alleys as children.</i> |
| <i>Seeing and hearing the seven alleys reminded me of the times my parents took me round as a child</i> |
| <i>She used to live down what we call 'track', and it was always the legend of the curse of the white lady. It was nice for her to know where the story originally came from.</i> |
| <i>Skipping school going down the alleys and the ghost stories</i> |
| <i>Stories that I had heard, nice to look back at events from the past to pass it onto future generations.</i> |
| <i>Stories that were told me as a child, we use to play down there. The white lady story.</i> |
| <i>That area used to be called as ping pong alleys and used to run around them as kids</i> |
| <i>The atmosphere was quite unsettling in a positive way.</i> |
| <i>The balloons</i> |

| |
|---|
| <i>The bubble boy, plenty of those stories about ghosts around there, I've never heard that before so have learnt something new. In the cemetery we used to dig up worms for fishing, pinching apples and pears from the maternity home and sell them in the shop and use the money to go swimming. On a Saturday night the jail at the back, there used to be allotments, prisoners were working on the allotments, we used to hide in them. Two railway lines, one still runs, and in between the two lines there was a wood yard - 'prip props'? Someone used to live on the railway line. One of the ghosts had a gun! We used to go bird nesting in the crematorium.</i> |
| <i>The graveyard that's towards the park. Me and my sister snuck out at night to see the graveyard.</i> |
| <i>The memory of The White Lady that I was told as a child.</i> |
| <i>The story of the Balloon Boy.</i> |
| <i>The story of the bubblegum boy, I remember hearing about the legend of it.</i> |
| <i>The story of the White Lady, was something we learnt about at school.</i> |
| <i>They did bring back memories of when I was living in the area in the sixties.</i> |
| <i>They took me on the routes that I used to take as a child. We went past the buildings etc. of our past.</i> |
| <i>We used to go to Seven Alleys in our school lunchtime break. We would scare ourselves just by being there.</i> |
| <i>We used to play in East Park when I was younger and just brought back memories of playing there. And the dialogue of the piece was dialogue which would have been used in the area.</i> |
| <i>When courting my ex-husband we use to walk around there.</i> |
| <i>When I was a child I used to play down there - the alley ran along the back of my house.</i> |
| <i>When I was a child we used to go down there, daring each other.</i> |
| <i>When I was younger we would go to the alleys and scare each other with the White Lady.</i> |
| <i>When it was referring to the freight line, I have a personal connection with the freight line.</i> |
| <i>When we was at school we used to sing a song about the white lady</i> |
| <i>When we were children, me and my husband were the youngest in our families and we were always told about the 7 alleys and when we were 12, we used to go down there, with our friends and scare each other. It was a big part of childhood because before we went down there, other people in the family were telling us about the stories.</i> |
| <i>When we were kids we heard different versions of the legends</i> |

Q9 – Please could you tell me any further comments you have about 7 Alleys?

| |
|---|
| <i>A lot of my friends were not aware of it, which was a shame, as it was very good.</i> |
| <i>About the wheelchair accessibility, either don't advertise as being wheelchair accessible when it is not, if you are going to advertise as wheelchair accessible make it wheelchair accessible, there were some people in wheelchairs struggling.</i> |
| <i>Absolutely fantastic most well organised event setting lent itself to this event</i> |
| <i>Absolutely great experience</i> |
| <i>Absolutely marvellous and did an excellent job I was really surprised.</i> |
| <i>Absolutely professionally done</i> |
| <i>Absolutely wonderfully loved it.</i> |
| <i>All very good</i> |
| <i>Although I heard about it via recommendation. I could not find it on the mailing list, or any website. My daughter gave me more information. I was told I "must" go. I did feel there was a lack of advertisement. The marshalls were excellent though. I was proud of Hull for the event.</i> |
| <i>Always walked down the seven alleys to my daughters</i> |
| <i>Amazing acrobatic and everything was very well to excellently done</i> |
| <i>Apart from the fact I researched the event if I hadn't of listened to what the narrator was saying I would not have had a clue what was going on. It was really good and listening to it I knew what was going on. It was something different.</i> |
| <i>At first I wondered why I gone then as it went on I thoroughly enjoyed myself</i> |
| <i>At the end we should have been able to applaud all of those who were involved in the show</i> |
| <i>Beautifully performed, a real eye opener for young children, the story was told beautifully, enough literature for you to actually find out what the story was beforehand so that you understood what was going on.</i> |
| <i>Better if not so busy - some could not see it as there were so many people</i> |
| <i>Brilliant Experience and everybody who was involved with the performance should congratulate themselves</i> |
| <i>Brilliant experience, recommend people going to other events like it.</i> |
| <i>Brilliant performance</i> |
| <i>City of culture thing not advertised enough - not enough change from 2016 and 2017</i> |
| <i>Could be one stage for children and old people.</i> |
| <i>Could have done with better advertising</i> |
| <i>crowd control, was a risk assessment done? in front of us, one of the players knocked one old lady over on her walking frame, she couldn't get back up, was there any medical staff? / St John's ambulance? Quantities of people, health and safety, people moving about.</i> |
| <i>Didn't expect it to be so amazing and good for Hull.</i> |
| <i>Didn't like lack of information when things were about to start as nothing seemed to happen</i> |
| <i>Didn't like that they released balloons at the event</i> |
| <i>Disappointed because there were too many people there and it made it difficult to see what was going on.</i> |
| <i>Enjoyable</i> |
| <i>Enjoyable and different.</i> |
| <i>Enjoyable Experience</i> |
| <i>Enjoyable experience including the firework display and the acrobatics.</i> |
| <i>enjoyable.</i> |
| <i>Enjoyed it and thought it was clever</i> |
| <i>Enjoyed the whole experience</i> |
| <i>Even as a volunteer, it was not very well advertised. That was part of it though I suppose, as they were keeping it a surprise.</i> |
| <i>Everybody I have spoken to who went said they thoroughly enjoyed it.</i> |
| <i>Everybody seemed to be pleased and it was nice to see people coming together.</i> |

| |
|--|
| <i>Everything made much more sense when I had done my research.</i> |
| <i>Everything was spot on, the lighting, sound effects. And the anticipation of not knowing what was going to happen. It was children friendly. An all round good event.</i> |
| <i>Excellent the way it was done</i> |
| <i>Excellent the way it was put together, it was very clever, everyone joined in and followed without being told to.</i> |
| <i>Family enjoyed it</i> |
| <i>Fantastic</i> |
| <i>Fantastic and the volunteers that greeted you did a wonderful job. They made a great job of building the atmosphere before you went in. The event itself was beautiful. What they did with the space was incredible.</i> |
| <i>fantastic event and it was free and // I feel that it was great</i> |
| <i>Fantastic performance, everyone involved did a fantastic job, great atmosphere and excitement, they really wanted to put on a great performance.</i> |
| <i>Fantastic the disabled spectators went in once we started to move people ran ahead of us and stopped my little girl from seeing it</i> |
| <i>Felt it was very well attended and interesting and brought the community together.</i> |
| <i>Good experience for me</i> |
| <i>good experience, my daughter loved it.</i> |
| <i>Great and it was free</i> |
| <i>Great production but a bit crowded.</i> |
| <i>Had a look on the website and would have liked to see more of the ships</i> |
| <i>Has made me more curious about the legend.</i> |
| <i>Haven't been for years but this Saturday have arranged to take the kids down and tell them the stories Could have done with more posters being up</i> |
| <i>Heard about it on Radio Humberside. and from colleagues or I wouldn't have heard about it</i> |
| <i>How enjoyable it was it was really good</i> |
| <i>How well was it advertised? only found out three days before, I was walking my dog around there and I heard the music. Could have been more advertised and more dates available because people didn't know about it.</i> |
| <i>I am 8 months pregnant and leaning on a barrier and was told to stop leaning on the barrier it was more embarrassment than anything he was not wearing a volunteer id so I presume he was a steward.</i> |
| <i>I am glad it happened, because as a child I missed out on experiencing it first hand. I could not wait to go to the event, and I am glad I went.</i> |
| <i>I am so proud of Hull. I like how everything is going ahead, and it is all free. The smells and the light was fantastic, the children loved the fireworks. The horse & cart was lovely at the start. You did not know what to expect next.</i> |
| <i>I did feel that the viewing was very poor. They had us all stood to one side instead of being spread out. If they had done it in a circular manner it would have been a lot better for everyone.</i> |
| <i>I did not realise that the 7Alleys event was about the Holderness area until I got there due to the secretive nature of the event details. That did not spoil my enjoyment of the event. I felt it could have been very dangerous for children. I do not mean in respect of the performance or the fire aspect but the crowd surge during the performance. My ten and twelve year old children were very squashed against people and they were very worried about it.</i> |
| <i>I didn't personally see any promotion of the event. I couldn't hear the spoken word very well and perhaps they needed to amplify the sound.</i> |
| <i>I enjoyed how they were able to keep it mysterious.</i> |
| <i>I enjoyed it there was quite a long waiting time between the performances, but there could have been more to see during the waiting</i> |
| <i>I enjoyed it, and there was about 2000 people, and everyone came out happy.</i> |

| |
|---|
| <i>I enjoyed it. It was action packed, industrial, quite male.</i> |
| <i>I enjoyed it. The action could have been elevated higher.</i> |
| <i>I ENJOYED THE EXPERIENCE, AND THE MYSTERY OF THE EVENT, AND THE INTERACTION WAS GOOD.</i> |
| <i>I enjoyed the mystery of going to it and the enjoyment of the people who were going</i> |
| <i>I found it a bit too hectic and too busy. We ended up being at the back, and even though it was moving around, I felt my 10 year old couldn't see everything that was going on. And I felt we were putting on people by having my daughter on our shoulders, which was restricting the persons view behind us.</i> |
| <i>I found it very interesting, it could have been better publicised. They did not give much information on parking for example.</i> |
| <i>I just really enjoyed it. I thought it was really good and well planned.</i> |
| <i>I just really liked it and I think there should be a lot more events like that happening in the local area. It just makes you think about your history a lot more. I've lived here all my life and not been aware of it before.</i> |
| <i>I just think it was great, and very inspiring</i> |
| <i>I just thought it was a really good event and the effects were really good, and the actors were really good also.</i> |
| <i>I just thought it was all fantastic</i> |
| <i>I just thought it was very very good. It informed about something new about the place where I live. I thought it was an exceptional event, considering it was free.</i> |
| <i>I just thought it was well produced and it was a good night</i> |
| <i>I know it was aimed at people around East Hull but I have family who live in West Hull and they didn't know anything about it, so it advertised in the paper very late, there should have been more publicity in general around West Hull.</i> |
| <i>I like the horse as well.</i> |
| <i>I liked the idea that it was located in the park as opposed to a more traditional theatrical setting.</i> |
| <i>I liked the way it was in the park. It had a communal feel to it. It transformed the area.</i> |
| <i>I liked the whole set up and it worked really well.</i> |
| <i>I loved every minute of it. They did some lovely balloons floating off to heaven, it was quite spiritual.</i> |
| <i>I really enjoyed it and so did my husband. However my eight year old daughter struggled to see what was going on. She liked what she could see.</i> |
| <i>I really enjoyed it and thought it was wonderful</i> |
| <i>I really enjoyed it, I would recommend it to a few people.</i> |
| <i>I really enjoyed it, it was well organised, the advertising could've been a bit better. The whole experience was good.</i> |
| <i>I really enjoyed it. It was great fun and I hope they do more events like it. I was glad it was free of charge.</i> |
| <i>I really enjoyed it. My husband thought it was just okay. It was very busy and sometimes it was difficult to see what was going on - particularly for me due to my smaller height. I thought the show itself was really atmospheric.</i> |
| <i>I really like the performance and they move around through the audience so everyone could see, and they had lanterns to show the way there</i> |
| <i>I think at the beginning, I was thinking it was going to be difficult to see things. I could only see smoke at the start. However as we went through the alleys, everything changed direction. I think everybody got to see quite a good view in the end. Most of it was elevated so everyone could see.</i> |
| <i>I think it was a fantastic and inspirational concept. I think that so many people could attend it was fantastic and it wasn't at all space restricting.</i> |
| <i>I think it was a great experience, it went down a storm.</i> |
| <i>I think it was good the level of secrecy, but I thought it was good and very clever.</i> |
| <i>I think it was quite an impressive outdoor show, quite unexpected, a nice surprise to see how good the event was.</i> |
| <i>I think it was really good, but it was overcrowded. If anyone was uneasy on their feet, it would have made it difficult for them.</i> |

| |
|---|
| <i>I think it was unique and interesting. I enjoyed it very much.</i> |
| <i>I think it was very well organised, it was well worth seeing, and taking part in. I felt part of the performance, more than a spectator.</i> |
| <i>I think the event, although was created for everyone, I feel elderly people or people in wheelchairs etc. may have struggled to see everything that was happening.</i> |
| <i>I think the overall event was positive and uplifting. I think the atmosphere that was created was nice.</i> |
| <i>I think the people could've been around the edge, and the acts could've moved around the centre, so that everyone could've seen. If your short like me, it was difficult to see.</i> |
| <i>I thought it was a bit like another event I have seen, the platforms and stage needed to be bigger considering the amount of people, it would have worked a bit better.</i> |
| <i>I thought it was a great event. It was free and with very accessible.</i> |
| <i>I thought it was a shame I could not see anything, as I am only 4ft 11. They could make it more accessible for shorter people. I understood it more on the web. I do feel the elderly who are not computer literate may struggle to find out about events.</i> |
| <i>I thought it was an amazing experience, and was well put together</i> |
| <i>I thought it was an amazing spectacle. It was extremely well done, and it was free.</i> |
| <i>I thought it was an interesting event which gave me a new insight into open air theatre. It was a free event, which was a pleasure to go to.</i> |
| <i>I thought it was done very well, the ambience of the production, and it was very atmospheric.</i> |
| <i>I thought it was fantastic., a great use of the park, I love the way it moved around, so if you were near to the back at one part, you'd be at the front at another part. I was with three teenagers they were really enthralled, it brought all ages together.</i> |
| <i>I thought it was magical experience, but it could have been better for children to see, like elevated seating perhaps</i> |
| <i>I thought it was really exciting. It was brilliant to watch. I liked it all, it was very different.</i> |
| <i>I thought it was really well put together, I do not think you needed to know about the story, to enjoy it as a spectacle.</i> |
| <i>I thought it was totally impressive. I did Google Land of Green Ginger since, so my interest is continuing to grow. It was wonderful.</i> |
| <i>I thought it was very good. The pyrotechnics and the stories were entertaining. It was clever the way they did it, there was a lot of audience participation.</i> |
| <i>I thought it was very interesting and well put together and it was very well organised. I thought it was fantastic and we'd love to see anything else of that sort of nature again.</i> |
| <i>I thought it was very unusual, it was very theatrical, and we thoroughly enjoyed it.</i> |
| <i>I thought it was very well conducted. I thought the pyrotechnics were great and the best bit, for me was when the white balloons went into the sky. I think a lot of people put a lot of effort into it. However, there were a lot of people smoking - I'm not sure if that was okay as it was an open space - but it meant there was a lot of smoke in the atmosphere and I didn't like that.</i> |
| <i>I thought it was very well done, very informative and very well put together. It gave a great incite into those past legends. I came away with a wealth of knowledge and it was just an all round great evening - so I couldn't complain.</i> |
| <i>I thought it was well organised but - obviously it was a surprise - maybe they should have publicised it a bit more. However, it was evident that they couldn't have coped with a much larger capacity. I understand why they kept it secret but it would have been good, for example, if it had been targeted through schools with the premise of it being about local history.</i> |
| <i>I thought it was well produced, well executed, slight question on the safety and crowd control.</i> |
| <i>I thought the event was very well organised due to the volume of people that attended, the way that it was put on meant that you if you were at the back for some of it you would be at the front for another bit.</i> |

| |
|---|
| <i>I thought the way that they produced it - as a sound and light spectacular, in the dark- was wonderful. The way that it just trickled through the city was very clever because I don't think people missed out for that reason and they weren't turning people away. Perhaps they should do it again in the future for those that didn't experience it because it is something that should be shared. The whole thing was thrilling and the pyrotechnics were amazing. The best thing about it was that my friends didn't spoil the secret even though they went the day before.</i> |
| <i>I thought, of what I saw, it was perfectly well planned out. The experience that I have of the members of staff was great. The first aid was perfect. We had a lot of contact with volunteers and they were just perfect.</i> |
| <i>I was a bit disappointed on the first night, that there was no applause at the end. It sort of tapered away, they apparently meant that for that happen. On the Friday though they took a bow, and let the audience appreciate them. I think they should have done that on the first night. It was so good, and they worked so hard, they deserved that.</i> |
| <i>I was amazed that so many people knew about it, and was pleased to learn more.</i> |
| <i>I was blown away by the atmosphere and all the people attending. When I spoke to my son he told us how supportive the community had been. They had volunteers falling over themselves to help.</i> |
| <i>I was very impressed with the special effects.</i> |
| <i>I went with a visually impaired friend. The audio brought it to life. I could not see any of it, it was vital they offered the service. My friend went home buzzing, she was over the moon.</i> |
| <i>I would have benefitted from more research about the event and Seven Alleys. I thought it was visually stunning.</i> |
| <i>I would like to know if there are any books about it? I would like to know if there are.</i> |
| <i>I wouldn't say it was advertised as well as it could have been. It started on the Monday and was on every night that week and I went on the Friday and didn't actually find out about it until then.</i> |
| <i>If it was telling a story about the Seven Alleys I could not follow the story. It was very busy and I was stood towards the back. I could not hear what they were saying.</i> |
| <i>If someone hadn't of mentioned it to me I would never have known the event was on. It was really nice and atmospheric. It was really good.</i> |
| <i>If there any more events, they could advertise it more.</i> |
| <i>It could have been more advertised, my daughter doesn't like fireworks and it would have been good to have known that, but it was a good event.</i> |
| <i>It didn't for me but did for my husband who was with me.</i> |
| <i>It faded out a little bit towards the end, it became a bit unclear, there were supposed to be seven legends, but appeared to be only five. The movement between the crowd was difficult, it wasn't a problem but was difficult, I was worried about losing my children. We loved the acrobats, my children said that it wasn't high enough, my children couldn't see very well.</i> |
| <i>It leaves me feeling curious about the myths. I still do not know if they are true or not. It was very entertaining. It would have been helpful if there had been a better sound system. It was a very enjoyable experience.</i> |
| <i>It should have been done on an elevated stage for better visibility.</i> |
| <i>It was a bit different to what I thought it would be. I thought it was going to be more of an interactive sort of thing. It didn't however spoil my enjoyment of the event.</i> |
| <i>It was a fantastic and good quality production which was put on for free.</i> |
| <i>It was a good atmosphere. The special effects including the lighting and sound were great.</i> |
| <i>It was a good event but it was just too crowded which meant you couldn't see much. It could have been laid out a bit better.</i> |
| <i>It was a good experience.</i> |
| <i>It was a great event, and brought back lots of happy childhood memories</i> |

| |
|---|
| <i>It was a really enjoyable experience, for all age groups. It was very atmospheric, very well produced. I think they gaged it just right for the time of the evening to stage it, as well. I'd like to see more such events in the park which was a perfect venue to stage it. The fact that it was free was also very important as it meant it was accessible to anybody. Anybody could go - there was no issue about having to afford a ticket.</i> |
| <i>It was a really well organised event, the staff were friendly, I really enjoyed it.</i> |
| <i>It was a spooky adventure. It was brilliant, I really enjoyed it.</i> |
| <i>It was a very enjoyable experience, and was very well put together</i> |
| <i>It was a very good atmosphere and well organised.</i> |
| <i>It was a victim of its own success. I attended the last night. Word had got round and it was very crowded with people bumping into one another. It wasn't very well marshalled.</i> |
| <i>It was all good</i> |
| <i>It was all put together really well. The people who acted in them were brilliant.</i> |
| <i>It was an excellent performance and brought back all the memories.</i> |
| <i>It was an excellent performance and very inspiring</i> |
| <i>It was definitely a different but enjoyable experience</i> |
| <i>It was difficult to understand what the story was about from what was being said by the actors due to the acoustics and them speaking in rhyme. And there was no information about the backstory of what the 7 Alleys were. It would have helped if there had been some information on a sign before you go in i.e. a paragraph explaining about what happens in the 7 alleys. Additionally, I only found out about it because one of my Mum's work colleague's was a volunteer in the show. There wasn't information about it on the website and that lack of advertisement has been an issue with a lot of these events.</i> |
| <i>It was enjoyable and to repeat it with the same or something similar. It was a great family environment.</i> |
| <i>It was excellent, unexpected and a really clever way of putting a message across. The performers were all excellent. I have been to a few City Of Culture events but I think that was the best so far by a long way. It was nice to have something in the Holderness Road area in the east of the city when the arts seem to be predominately avenue centric.</i> |
| <i>It was extremely well organised. There was lots of people there, yet it did not feel overcrowded.</i> |
| <i>It was fantastic and it was free</i> |
| <i>It was fantastic. I was gobsmacked whilst I was watching it.</i> |
| <i>It was good but very busy. It was sometimes hard to see what was going on.</i> |
| <i>It was good that there were people supporting the event and volunteering and telling you where to go when it started. However, I would just say that when it finished - that was it. There was no one else to talk to you or to give instructions as to how to exit.</i> |
| <i>It was good to see a wide range of people of different ages and classes. It was very imaginative and I felt part of the City of Culture.</i> |
| <i>It was good, and I really enjoyed it</i> |
| <i>It was good. My daughter enjoyed the event.</i> |
| <i>It was great I can't complain about it, it was a really well done performance</i> |
| <i>It was great. The city of culture is mainly in west Hull, but this was in east Hull.</i> |
| <i>It was just a really good event and it was put together really well. However, the advertising of it could have been better as I only found out about it from a friend.</i> |
| <i>It was just a really good experience. It was completely different to what I was expecting and I was amazed at the amount of people there. It was just a really good event.</i> |
| <i>It was just really good - something really different. I didn't really know anything about it until we went. The mystery surrounding it was good because no one really knew anything about it before it happened. I also thought it was really well organised because there was somewhere you could park and wardens from the car park all the way up to the event.</i> |
| <i>It was lovely to have another live event in the city, nice to go along, executed very well.</i> |
| <i>It was magical and it brought the family together, and it was intriguing, the stewards were really polite and approachable.</i> |

| |
|---|
| <i>It was nice to take my children and for them to experience the event. My mother attended as well.</i> |
| <i>It was quite busy and if you were standing at the back you could not see. If I got the chance to go to something similar I would try to stand towards the front more.</i> |
| <i>It was really good and I hope they come back. The theatrical of it being in a park in the pitch black was amazing - it was a good twist on it. It was something different. I hadn't been to anything like it before.</i> |
| <i>It was really good, just something different</i> |
| <i>It was really good. From start to finish it was mind-blowing.</i> |
| <i>It was really good. Really enjoyed. Children enjoyed it. At times children couldn't see very well. But definitely worth going.</i> |
| <i>It was really good. The only drawback was it was difficult to hear what was being said.</i> |
| <i>It was really popular, but I am on the short side, but it moved around, so I could see at different intervals. It was interactive as well, people walked through the crowds.</i> |
| <i>It was really well done, I thought it was well written and the story was told with imagination. It was a really good atmosphere.</i> |
| <i>It was really well organised. The artistic quality was exceptional. The fact that it was secret, added to the feel of it. I took a friend who had never been to something like that before and she thought 'wow'. And just a big thank you to everyone involved. More more more!!!!!!!</i> |
| <i>It was really well put together, and it was very well executed, it brought something to east Hull. It was nice that it is not just the city centre. This proves large scale events can take place outside of the city centre.</i> |
| <i>It was really well staged, and a really good event</i> |
| <i>It was restrictive to anyone small, disabled, or wheelchair users, foreign and non English speakers. Could have used social media to build up the story as people were waiting to enter the event. Could have solved some of those problems by using social media and interactive media like smart phones etc.</i> |
| <i>It was so popular that we couldn't see anything very well as we are both short</i> |
| <i>It was something different to do and i really enjoyed it</i> |
| <i>It was the complete opposite of what I was expecting, it was amazing, very clever, very good presentation. There were so many people there that sometimes it was difficult to hear.</i> |
| <i>It was the first time I had heard of it, and it was really good</i> |
| <i>It was very different and unusual and unexpected, really. It was well done - it was good.</i> |
| <i>It was very different, very well organised, thoroughly enjoyable</i> |
| <i>It was very difficult to see everything. It was great that there were so many people there, but I couldn't see everything.</i> |
| <i>It was very enjoyable. I liked the way that they did it - in keeping it quiet and the way that it was done by word of mouth and it was great to have something like that in East Hull.</i> |
| <i>It was very good and we took the parents to see it on the second night. When we were children we used to dare each other to go down there. It was fantastic. Guided you all the way through.</i> |
| <i>It was very good. From start to finish it was very well produced and enacted.</i> |
| <i>It was very over crowded. They advised you not to take young children however some were let in. It would have been good to have had the event in different locations throughout Hull and spread out over a longer period</i> |
| <i>It was very well done using simple techniques that produced a stunning display. The audience felt a part of what was going on. I felt involved.</i> |
| <i>It was very well done. There were no mistakes. Everyone was very nice to each other and felt very safe as well. It wasn't what people expected of it.</i> |
| <i>It was very well organised.</i> |
| <i>It was well done and enjoyable and reminded me of childhood.</i> |
| <i>It was well executed and a good use of our best park. It was so nice to see so many local people attending. It made the City of Culture more accessible to the whole population.</i> |
| <i>It was well organised and very informative.</i> |

| |
|---|
| <i>It was well organised, I particularly liked the social media aspect. It was not advertised strongly, it was more word of mouth. I went to the event when it was quieter.</i> |
| <i>It was well organised, it could of been directed a bit better, and you weren't quite sure what they were going to do next, we didn't know what to expect, and could have maybe been introduced a bit clearer.</i> |
| <i>It was well organised, lovely event, a lot of people, no trouble.</i> |
| <i>It was well organised. I was intrigued to what the event was about. Peaked my interest with the different things going on in Hull. For example the green smoking boxes.</i> |
| <i>It was well planned and there was a lot of people there. Being kept in the waiting area added to the atmosphere and the anticipation of the night.</i> |
| <i>It was wonderful and did bring the community together.</i> |
| <i>It would have been better if the event had taken place on a stage so everyone could see what was going on. It was very crowded and difficult to see what was going on. The audience could have been seated on a higher platform or in an auditorium.</i> |
| <i>Its not 100% - I checked and found out about the legends</i> |
| <i>Just thoroughly enjoyed it.</i> |
| <i>Lot of the littler kids were struggling to see,</i> |
| <i>Made us feel proud of our city and it was nice to see something put on which is well supported.</i> |
| <i>my daughter [15] and her friend enjoyed it but didn't understand it</i> |
| <i>My grandad used to take me to my grandmas grave and showed me where the "Bubbleboy's" grave was. Where</i> |
| <i>My granddaughter came with me and it was really crowded, and we couldn't really see anything.</i> |
| <i>My only issue is, there was an elderly lady which got knocked over by an actor, but it was the public which attended to her and she was on the ground for a fair amount of time.</i> |
| <i>My partner and I wanted to find out about the grave of Bubblegum boy.</i> |
| <i>Nice if better advertised and be better if it was a part of a series of local events perhaps in a different part of the city each time.</i> |
| <i>Nice to see so many people out and enjoying it</i> |
| <i>No but brought more memories of childhood</i> |
| <i>No it was good, and well organised</i> |
| <i>Not for me but my parents were telling me about it at the event</i> |
| <i>Not really just enjoyed it.</i> |
| <i>On the Friday they had missed a lot of the stories and the man with the violin wasn't in and they had appeared to let too many people in and people were rammed.</i> |
| <i>On the night-time you had to listen to the story carefully, it was a bit difficult with little ones. Other people had a better experience. It was ok</i> |
| <i>One concern, a put on Facebook that I had been, I have a disabled friend that could not attend, the event was not disabled friendly. Can further events be wheelchair friendly please.</i> |
| <i>one of them I had never heard very overpowering noise that you couldn't understand the poems</i> |
| <i>Only found out on the first night because of the noise and I live in the area it needed a bit more grounding with a brief introduction before it starts.</i> |
| <i>Originally my mum was going to come however she decided otherwise because she was not feeling very well. She is also disabled. I am glad she didn't go in the end because she would have struggled on the grass with her wheelchair.</i> |
| <i>Overall it was an inspired piece of interesting acting.</i> |
| <i>Quite mind-blowing completely different to anything we had seen before.</i> |
| <i>Really different which made it exciting and not the normal type of entertainment It was inclusive of everyone and not aimed at a particular part of the community.</i> |
| <i>Really enjoyable and completely different to anything that I have seen before</i> |
| <i>Really enjoyable experience</i> |
| <i>Really enjoyable experience, really well organised and brilliant to see so many people there.</i> |

| |
|--|
| <i>Really enjoyed it and appreciated it was a different medium of theatre. I enjoyed it. I wished that it had linked to the more horror aspect of the stories.</i> |
| <i>Really enjoyed it and highly recommend it.</i> |
| <i>Really good</i> |
| <i>Really good and really enjoyed it.</i> |
| <i>Really good apart from the first bit with the horses there were no lines to go down.</i> |
| <i>Really good but my son [10] couldn't see as much and we got pushed and shoved a little bit.</i> |
| <i>Really good for the community. Each night more and more people attended as word got round. I got the impression that there was very little publicity about this particular event.</i> |
| <i>Really good my mum knew about it and therefore got more out of it</i> |
| <i>Really good spectacle + the fireworks</i> |
| <i>Really good way what Hull has to offer.</i> |
| <i>Really impressed Never seen anything like it before . A bit spooky.</i> |
| <i>really nice</i> |
| <i>Really really Good and the atmosphere was good should do more of these events in East Park.</i> |
| <i>Really well organised considering the amount of people who were there brilliant display.</i> |
| <i>Really well put together I thoroughly enjoyed it. It was great.</i> |
| <i>Recommended to other people</i> |
| <i>Seven Alleys was a good night, they tried hard. I expected some stories.</i> |
| <i>Shame it wasn't advertised more.</i> |
| <i>Slightly disappointed that we couldn't see because it was on the level as us my grandchildren couldn't see</i> |
| <i>Something exciting.</i> |
| <i>Something to be proud of. You get a lot of negativity in the city. It was nice to celebrate together.</i> |
| <i>Spoke to people at work, and 1 of the girl lived in the area. And the legend was if you went down the 7th alley you vanished.</i> |
| <i>Superbly produced and exciting. The only negative aspect I felt was the audience should have been located further back to give a better view of what was going on. The arena was too small for the size of the event.</i> |
| <i>The actors were fantastic. The only thing I did not like about the event was that we were all crowded in one place.</i> |
| <i>The children thought it was really nice and bizarre</i> |
| <i>The event could have been organised slightly better</i> |
| <i>The event I went to didn't come across in the flyer as it did at the event, there was too many people there and it was difficult to keep up with/confusing.</i> |
| <i>The event itself was fantastic, I would say they wildly underestimated the last nights attendance. There were far more people attending that anticipated. The legend itself, was a mystery to me, I thoroughly enjoyed learning about it.</i> |
| <i>The event was a history lesson wrapped in an urban legend. I really enjoyed it.</i> |
| <i>The event was brilliant and if there is any more I will be going.</i> |
| <i>The event was brilliant and thought provoking.</i> |
| <i>The event was not advertised very much. It was well organised and very entertaining.</i> |
| <i>The event was not very well organised, nobody knew what was going on, missed things because weren't sure where you needed to be.</i> |
| <i>The event was very well organised. I couldn't hear it properly, difficult to follow what was going on. I enjoyed watching despite not being able to hear. Just a good atmosphere with everyone out.</i> |
| <i>The experience made me look into the legend of the Seven Alleys.</i> |
| <i>The music was excellent. The event was staged very well. The only problem, no alcohol was on sale.</i> |
| <i>The only downside to the event - children were unable to see all the action. I had to put my child on my shoulders and move to higher ground further at the back. There were a lot of wheelchair users that left halfway through because they could not see. It would have been better if the performers were on raised platforms so everybody could see.</i> |

| |
|---|
| <i>The only negative was that my 10yr old son could not see anything. Other than that it was really good.</i> |
| <i>The only thing I would comment, we only live 3 mins away and didn't realise it was happening. Perhaps better promotion will create a better audience.</i> |
| <i>The only thing I would say is, my 9 year old daughter could not see most of it. Weren't told where we were going, minutes before it started a lady came and told us we were standing in the wrong place and would not see anything, we tried to go around the other side so my daughter could see something.</i> |
| <i>The only thing that I was disappointed with was that they used the crates to advertise it but never revealed what was in them.</i> |
| <i>The only thing that was notable is there were no refreshment areas on site.</i> |
| <i>The size of the crowd spoiled it for me, because each time we had to move, everyone was moving forward trying to get to the front, it was hard to get a good position. Difficult to hear the narration, didn't necessarily follow what was happening.</i> |
| <i>The staff were really rude. I was walking, and I was pushed out the way, saying mind the wires. I was in a large group of people. It was not very well organised.</i> |
| <i>The story that they published and the publicity build up was good. Sadly on the night I went which was the last night it was not what I was expecting. We were herded into one small enclosure. It was overcrowded and the children could hardly see anything. I felt very squashed and I was more concerned about losing the children than watching the performance. We felt herded like cattle. The crowd was surging from one side to the other. We were stuck in the middle. We felt we had to keep moving with them. It was a very good idea. I think it was the staging that was the problem and the confinement of the crowd.</i> |
| <i>The suspense of it all, they way they kept it secret was enjoyable</i> |
| <i>There was a lot of people there. The event would benefit from having an adult and a separate children's performance. With the children's performance starting earlier on just as it was going dark with an adult one later.</i> |
| <i>There was a lot of people, very popular event, from what I saw it was an amazing night, acrobatics, a lot of people turned up, shoved along in the crowd, what we saw was great but missed bits.</i> |
| <i>There were a lot of people at the event as a result I was unable to see everything. What we did see was really good. It was good that there was a lot of people there.</i> |
| <i>There were a lot of people there. I am only 5ft3" so I struggled to see what was going on. I thought that it would have been better if at each end the performances were on raised stages. Apart from that I thoroughly enjoyed it.</i> |
| <i>They need more security for events, and alcohol was prevalent at the event. There were many drunk people.</i> |
| <i>They should do this event more event more often.</i> |
| <i>They were fortunate with the weather. It was well put together.</i> |
| <i>They were organised. It left some nice intrigue.</i> |
| <i>Thoroughly enjoyable evening.</i> |
| <i>Thoroughly enjoyed it</i> |
| <i>thought IT WAS GOOD</i> |
| <i>Thought it was really good and moved around so we weren't always at the back</i> |
| <i>Thought it was the best</i> |
| <i>Thought was absolutely superb</i> |
| <i>To be honest it should be done earlier in the year with more publicity, and advertise to people from out of the area</i> |
| <i>Totally brilliant granddaughter loved it</i> |
| <i>Unexpected, really enjoyed it,</i> |
| <i>Very atmospheric and your imagination ran away with you. Very enjoyable experience.</i> |
| <i>Very cleverly done</i> |
| <i>Very Enjoyed it</i> |
| <i>Very good</i> |

| |
|--|
| <i>Very good and well put together</i> |
| <i>Very good with the security</i> |
| <i>Very interesting</i> |
| <i>Very interesting.</i> |
| <i>Very much enjoyed it to start before the performance it was difficult to find out what it was about</i> |
| <i>Very very enjoyable, well put together, well thought out. A bit crowded, anyone with children would struggle because of the crowd.</i> |
| <i>Very well organised and the volunteers were great</i> |
| <i>Very well organised, arranged and very entertaining. The staff were brilliant.</i> |
| <i>Very well organised, enthusiastic positive atmosphere considering the large number of people that were there, lots of smiling faces, a very enjoyable event.</i> |
| <i>Very well organised, very well planned, assuming the time of year was significant, possibly could have been better when it got darker earlier possibly in Spring or Winter. It was inclusive of younger audiences.</i> |
| <i>Very well organized and quite a spectacle without any exposure to literature the story didn't come over too clearly.</i> |
| <i>very well performed</i> |
| <i>Very well-done and organized A good spectacle</i> |
| <i>Wasn't advertised as performing arts</i> |
| <i>We all had to wait quite a while for everything to start.</i> |
| <i>We both thought it was fantastic however we thought it was hard to hear the stories above the music. So it was hard to understand if you weren't familiar with the stories.</i> |
| <i>We came from further outside the area, very nice to learn about other urban legends within Hull. Quite spectacular watching the special effects, acrobatics and the poetry was good too.</i> |
| <i>We could not understand what was being said because we could not hear what was going on. It needed to be louder. It seemed very crowded and we felt very squashed in. We also felt it could have been dangerous. It was dark and there were a lot of pushchairs about. Worried about falling over them. The performers needed to be on a higher level so the children could see better. We did enjoy what we saw.</i> |
| <i>We did enjoy it however it was very busy. We did not take small children. There were some small children there and they almost got trampled by the people moving around.</i> |
| <i>We enjoyed and found out about different areas and thoroughly enjoyed the evening</i> |
| <i>We had a really really good night. It was well organised and everybody that we spoke to knew what was going on and were very helpful. Something so simple came across very effectively.</i> |
| <i>We only live 2 minutes from the park. I could not work out where we were in the park. It was fabulous.</i> |
| <i>We really enjoyed it and we don't usually go to anything like that.</i> |
| <i>We really enjoyed it. We were a bit unsure at the end. We did know whether it had finished or not. I recommended the event to other people.</i> |
| <i>We thought it was really done. It was a very unusual way to tell the story, we have not seen anything like it before.</i> |
| <i>We were a little disappointed that we couldn't see a lot of it due to the route of performance. We expected it to go round in a circle but it just went left and right and back again. We tried to follow it but just ended up in the centre and my sons couldn't see it at all.</i> |
| <i>Well organised and I wished I had gone earlier in the week when it was less busy. We could not get close enough to see some of the stories.</i> |
| <i>Well organised and the atmosphere was brilliant. It had a big effect. It was a community event that drew people in.</i> |
| <i>Well organised and the crowd control was good and so were the safety aspects. It was very enjoyable.</i> |
| <i>Well organised and well put together. It was a really good experience</i> |
| <i>Well organised fantastic interactive event</i> |
| <i>Well organised, excellent.</i> |

| |
|---|
| <i>Well put together and produced. I liked the way the audience moved around so everybody got to see everything. The extras added to the atmosphere of the event.</i> |
| <i>Well put together, spectacular, storytelling was great and the general experience was great took me out of my comfort zone.</i> |
| <i>Well run and organised. The City of Culture did a very good job. It will make me go to other events.</i> |
| <i>Well staged, varied, entertaining, I like the way it moved around, if you were at the back at one bit, you would be at the front on the next bit. Presented itself well.</i> |
| <i>When they were changing positions it felt a little unsafe as people were pushing back.</i> |
| <i>When we first got there it felt a bit unorganised. We did not know where to go or what to do. There was nobody there to advise us.</i> |
| <i>Where we had to move from section to another, I found that not very satisfactory and we didn't really know where to go.</i> |
| <i>Wonderful a little slow to start until it got going.</i> |
| <i>Wonderful Experience</i> |
| <i>Wonderfully produced and done</i> |