



The Lost Picture Show  
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## **The Lost Picture Show**

### Consultancy Brief – UK Touring Advisor

#### **The Lost Picture Show's Manifesto**

From the earliest days of movie-going in the Victorian era, cinema was a romantic, otherworldly experience. The occasion and magic of “going to the movies” was in great part due to the cinemas themselves, the picture palaces of old with their elaborate decoration, organ preludes and usherettes. In the multiplex era, this world has all but vanished, replaced by buildings as gaudy and functional as many of the films that they show.

The Lost Picture Show brings this forgotten world back to life, using a combination of spectacular décor, immersive atmosphere, performance, film and music. We feel that cinema at its best is a shared communal experience. We invite the audience to experience some of the greatest film of all time – those which have made cinema one of the dominant art forms of modern times – and to dip their toe into a world of wild and wonderful film which they may not have known even existed.

#### **Future Plans for The Lost Picture Show**

The Lost Picture Show is currently undergoing a major organisational review and is looking to carry out a number of major projects over the next 2 years:

- Deliver the full Lost Picture Show travelling cinema at 5-6 major festivals per year across the UK
- Carry out rebuild works to the cinema's set to reduce set-up time and transport costs
- Create a new mobile cinema venue (The Double Decker Cinema) out of a converted bus to embark on a large-scale tour
- Develop a new online app to support audience data collection, mailing list sign-ups and playful interactivity around the venue
- Explore the potential for more independent Lost Picture Show events in London outside of the festival context
- Carry out a range of creative community engagement projects that celebrate innovative film programming and movie-going experiences
- Initiate more corporate partnerships for private events to support income generation
- Continue building our pop-up cinema network, enabling dissemination of knowledge, skills and resources amongst pop-up providers and advocate for pop-up film exhibition methodologies
- Diversify the Lost Picture Show offer with additional exhibition venues and services

In early 2013 The Lost Picture Show received support from Film London, BFI and Hackney Council to deliver its first community pilot project in Dalston in Spring-Summer 2013. It also received funding from Creative England to carry out a feasibility study for the development of the Double Decker Cinema, online app and organisational review in terms of legal structure and governance. We are currently investigating options to become a registered charity or CIC.

### **Organisational Review Project & Feasibility Study**

Thanks to support from Creative England, throughout 2013 The Lost Picture Show will be carrying out a feasibility study of our proposed Double Decker Cinema project, whilst also delivering activities which directly shape out organisational structure and operation. Specifically, this work is broken into 3 strands:

- *Feasibility study for the proposed Double Decker Cinema project:* including design plans, bus purchase, build and storage enquiries, creating a business model for catering/bar provision, investigating demand and pricing structure, creating a funding strategy and business plan

- *Audience development plan:* creation of an audience data gathering mobile phone app to be trialled at summer festivals, testing of audience questionnaires with game element, data processing and audience profiling analysis, use of data for development of marketing & promotional strategy

- *Organisational restructure:* draft a new constitution and register business with new legal structure, recruitment of advisory board, research feasibility of charity registration

### **Consultant's Responsibilities - UK Touring Advisor**

- To advise the Director Jim Dummett and Creative Producer Lydia Fraser-Ward on the UK touring circuit for outdoor festivals and events for the potential future life of the Double-Decker Cinema
- To compile a list of potential future touring partners and liaise with potential festival/venue bookers where necessary to carry out this research
- To create a pricing strategy / rate-card for the mobile cinema based on this research and the anticipated running costs of the bus in liaison with the team
- To advocate for The Lost Picture Show where necessary

### **Required Commitment**

- 3 full days in total, broken down into half day sessions spread throughout November-December 2013
- Email and phone contact between meetings

### **Remuneration**

There is a fee of £900 available for this consultancy post, which is recruited on a freelance basis.