

GOT A CREATIVE IDEA FOR A RETAIL SPACE? TELL US ABOUT IT!

Your organisation name	Tread the Boards
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Tell us about the creative idea you have for animating retail spaces (max 200 words)	<p>Our idea is historical street theatre with two actors, a male and a female, who perform five historical sketches throughout the day.</p> <p>So as to keep the cost down, these two actors would learn all five sketches then perform them in various locations around the inside of the shopping centre. The five sketches would relate to the following:</p> <ol style="list-style-type: none"> 1. 1588 – The Spanish Armada – The Girona 2. 1912 – The Titanic 3. 1914 – The Ulster Suffragettes 4. 1941 – The Belfast Blitz 5. 2018 – Game of Thrones <p>A typical day would see the actors perform each sketch for one hour around the inside of the shopping centre then they would go to an empty store and change into their different costumes.</p> <p>Each sketch would be approximately seven minutes long, as any longer and people’s interest would begin to wane.</p> <p>Alternatively, the five sketches could have a particular historical</p>

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	<p>theme. For example, they could all relate to the Titanic. In this way, all the different aspects of the Titanic's story could be explored.</p> <ol style="list-style-type: none"> 1. 1st class 2. 2nd class 3. 3rd class 4. The Officers and workers 5. The dock workers who built the ship <p>Bring history to life!</p>
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What business challenges does your activity help address? Select all those which apply

- Animation of shopping malls
- Engaging existing customers
- Attracting new customers/driving footfall
- Utilising empty retail space in new and innovative ways
 - Supporting local arts sector
 - Engaging local communities

How many people could the activity accommodate/entertain?	One hundred people at a time could easily surround the two actors as they perform.
What age-group is the activity for?	The sketches would be family friendly so all ages could enjoy them.



How long would the activity last?	Each sketch would be seven minutes in duration.
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<p>Is this a single event or a series?</p>	<p>This depends entirely on the money available. It could run every day or once a week.</p>
<p>Where could activity be delivered? eg. in mall/empty retail unit/car park/in community/in schools</p>	<p>Street theatre can be delivered everywhere as it uses costumes and minimal props.</p>
<p>Can you deliver this to retail business across Northern Ireland?</p>	<p>Yes</p>
<p>What infrastructure is required to deliver this activity? eg. access to power, staging, high ceilings, floor space etc</p>	<p>The only things needed for street theatre are the costumes and minimal props that will be handheld and then space for them to perform. There is no need for access to power, staging or high ceilings.</p>
<p>Guide price for delivery anywhere in NI (this is understood to be variable depending on client's specific needs)</p>	<p>Actor 1 10 days to rehearse and learn the lines - £200 a day for the actor = £2000</p> <p>Actor 2 10 days to rehearse and learn the lines - £200 a day for the actor = £2000</p> <p>Writer Each seven minute sketch costs £1000. For five sketches = £5000</p> <p>Director 10 days to get the actors ready. £300 a day. Ten days = £3000</p> <p>Actor 1 Daily performance = £200</p> <p>Actor 2 Daily performance = £200</p> <p>Daily management cost for performances = £300</p>



This means that after the performances are up and running, it will cost £700 a day to run.

Please return your completed form to Sarah Mackey at s.mackey@artsandbusinessni.org.uk