

BARN MEDIA – COTSWOLD DISTRICT COUNCIL PROPOSAL

BACKGROUND

The Barn is an award winning, state-of-the-art, professional theatre, producing house, live-streaming and media facilitator in the heart of the Cotswolds with a reputation for delivering high quality stage productions.

Due to the COVID-19 crisis the Barn like all other theatres has had to close, creating a huge financial crisis for the organisation and the Arts industry as a whole. To survive organisations have had to find innovative ways to cope with the current predicament.

Harnessing the unique skillsets available to the Barn, we have set up a live streaming studio BEHIND THE BARN DOOR creating, developing and producing a range of online content including general entertainment, children's shows, current affairs programmes, news and interest stories, along with some critically acclaimed Arts content which has received national accolades.

RATIONALE

Since opening in March 2018, the Barn Theatre has built a reputation for being one of the most innovative theatres in the country.

What the current situation has taught us is that the Barn has to evolve as an organisation to develop multiple streams of income to insulate against future challenges. The Barn has a distinct advantage over other similar companies because it already has the technical skills available to implement this strategy successfully.

Our aspiration is to take those creative skillsets and build the country's most forward-thinking digital studio in a similar timescale.

SERVICES TO BE PROVIDED FOR COTSWOLD DISTRICT COUNCIL

From the 1st July onwards, Barn Media will provide an on-going paid for digital service platform for CDC to communicate and demonstrate the great work being carried out in the community.

This will include:

- Cotswold District Council to continue with their CDC Live shows but on a once a month basis.
 - Studio based address to audience. Live-stream production value including pre-rehearsal where required and recordings
 - Full staffing and production values associated with the creation of the monthly programme.
 - Regular updating of graphics branding and online artwork as required.

£1,250 per programme – this is a discounted rate and based on the assumption that the contract will run for a minimum of 12 months. = **£15,000**

- The production of 6 videos focusing on a particular topic or issues e.g. the Council's budget, mental health campaign etc – all prices are assuming locations are within 10-mile radius of the theatre. Any additional travel costs would be invoice separately, and pre agreed with CDC.
 - Location video/site visits/studio etc - content to illustrate how CDC operates and the great work they do.
 - Allowing for 1 day shoot, 1 day edit per project @£500 per day = £1,000 x 6 videos = **£6,000**

- Working with the CDC team to advise on new ideas and creative campaigns.
 - While we would normally charge for this type of consultation as you have indicated that this work will be ongoing for the next few years or so we would be happy to provide this as part of our agreement FOC.

Knowing that your maximum budget is £20K, and that we are both looking to build lasting relationships and other collaborations, as a show of good faith, Barn Media would be happy to deliver the above work within your budgetary constraints.

Payments to be made monthly – first payment of £2,400 to be followed by 11 payments of £1,600 = £20K

Start month - TBC

OUTCOMES OF THE CAMPAIGN

- Significantly improve CDC's profile.
- Convey the true personality of a hard-working District Council and not the stereotypical profile held by many in the general public.
- To provide a wealth of content to be utilised later.
- Underscore the difficulties faced by CDC and how they go about solving them.
- Building a solid understanding of the hard work that is being carried out day to day for the Cotswold population to keep all the services working smoothly.
- To greatly increase your "footprint" of connectivity with Cotswold's population via your various social media platforms.

Please let me know if there is anything else you need from us to confirm this agreement.

I look forward to your reply.

Best regards

Richard

Richard Jones
Barn Media