

BOWLES GREEN AUDIO PRODUCTION

Bowles Green Ltd offers a cost-effective way of producing **engaging, high-quality audio** for a very **reasonable price**. We are able to produce a number of different sound interpretation services that can be tailored to suit the needs of any project or attraction.

HOW CAN SOUND WORK FOR YOU?

There are a number of opportunities for incorporating audio into your project or attraction. Examples of sound projects that you can use include:

- Sound exhibitions and displays
- Audio commentary
- Podcasts
- Audio guides
- Oral histories
- Promotional Audio CDs for your business
- Audio for blogs and websites
- Radio advertising
- Audio for mobile phone applications

INTERPRETATION

We have experience in planning and delivering interpretation; our planning for audio includes:

- Setting interpretation objectives (aims, objectives and targets for the project)
- Identifying audiences (who are the sound messages aimed at?)
- Devising themes and topics for the project (the main messages and how they are told)
- Advising on what stories to tell, where
- Advising on hardware, promotion and monitoring

AUDIO PRODUCTION

Our audio related services include:

- Recording content for sound clips - voice, sound effects or music - using a high quality microphone
- Cleaning up pre-existing sound recordings to remove unwanted sounds
- Editing sound recordings to remove any unwanted or unnecessary elements and to fit within a specified time range
- Adding elements to a sound recording to create a sonic soundscape. This may include background music, sound effects, atmospheric noise or voice-overs

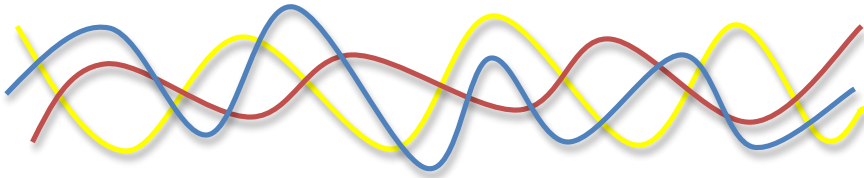
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MARCH 2011

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- Creating a final mix of the sound product and delivering the mix either as a high quality .wav or a compressed mp3 file
- Assist with uploading sounds to the required platforms - blogs, websites or soundboxes

SOUND SPECIALIST

We have a talented in-house sound designer, Tristan Bowles, who recently graduated with distinction with an MSc in Postproduction (with Specialization in Sound Design) from the University of York. Tristan has experience on working on a number of sound projects, including:

- Acting as a sound recordist/postproduction editor on a number of short-film productions made by fellow postgraduates from the University's new Theatre, Film and Television department, including an action sequence and a title sequence
- Recording and mixing a radio drama in stereo and 5.1 Surround Sound
- Assisting with the sound postproduction on an award-winning short film, "Lines of Flight", produced by The York Management School (part of the University of York)
- Working as a boom microphone operator on a short independent film "What are You Waiting for" by Geoffrey Gedroyc
- Recording and editing the content for a series of outdoor sound boxes for a display within the Breamish Valley for Northumbria National Park
- Assembling a series of 8 five-minute podcasts to interpret the Colourful Coast of West Cumbria for The National Trust. We edited recordings of local people (supplied by the client) and added background sound to create enjoyable and informative clips

Positive feedback Tristan has received:

"Finally got a chance to go through the podcast with my colleagues – we REALLY like it! In terms of the use of background and atmospheric sounds, it's the best example I've ever received from someone – you have a real flair for this stuff" – Jessie Binns, The National Trust

"I want to express my thanks to Paul Ryan and former TFTV students Tristan Bowles and Grant Studart who very kindly assisted a colleague and me with some sound recording and post-production work last year...I think it is important to register both their professional and effective help as well as my thanks to TFTV for allowing this to happen." – Dr Martin Wood, The York Management School

FUNDRAISING

We can also help to prepare funding applications for audio and other interpretive projects. We have wide experience of preparing funding applications to a variety of sources, including:

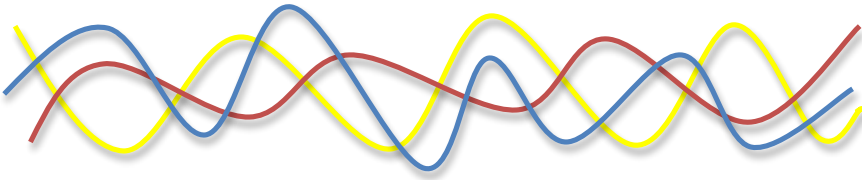
- Heritage Lottery Fund
- Local Authorities and RDAs

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- ERDF, LIFE and other European Funds
- Foundations and Trusts
- Businesses

PREVIOUS EXAMPLES OF OUR WORK

Breamish Valley Sound Trail

Bowles Green LTD recently produced the sound content for six U-Turn (<http://www.blackboxav.co.uk/u-turn/>) sound boxes that had been bought by the Northumberland National Park Authority or an outdoor sound trail in the Breamish Valley. Each of the self-powered, U-Turn sound boxes holds 8 two-minute tracks of sound. We produced an interpretation framework for the project and then recorded the voices of local people, including National Park rangers, ecologists, historians and local farmers, to talk about their experiences of what the Valley is like, and how it has changed over time. The raw footage was edited, and arranged with music and atmospheric sounds into concise, two-minute sections. To listen to samples from this project, click on the links below:

Sample 1: <http://soundcloud.com/bowlesgreenltd/sample-1>

Sample 2: <http://soundcloud.com/bowlesgreenltd/sample-2>

Sample 3: <http://soundcloud.com/bowlesgreenltd/sample-3>

Sample 4: <http://soundcloud.com/bowlesgreenltd/sample-4>

Finally we produced copy for promotional materials and recommended a system for evaluating the project.

National Trust Podcasts

We are currently developing a series of podcasts for The National Trust, based upon the oral recollections of local people from the North West. We have edited and cleaned up the recordings (which were made by a local journalist), and transformed them into 8 five-minute podcast episodes. This includes adding background music, sourced from local choirs and bands, atmosphere sounds and sound effects. We have also recorded a voice-over to introduce and conclude each instalment. The theme of each of episode relates to a specific place along the North West coast and provides visitors with a new way of understanding 'sense of place'.

HOW MUCH DOES IT COST?

Clearly costs vary from project to project and we would be happy to provide a quotation for your specific needs. However, as a guide, here are some sample prices.

Package 1: Interpretation, recording, editing and producing

Production of 48 two-minute tracks (96 mins of audio):

Briefing and work planning: £375 x 0.5 day

Interpretation planning: £375 x 1.5 days

Preparing the scripts: £375 x 2 days

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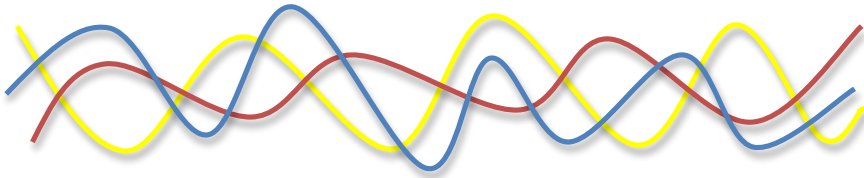
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Recording the sounds: £250 per day (travel cost inclusive)¹ x 3 days

Editing: £200 per day x 4 days

Arranging and mixing: £200 per day x 4 days

Installation: £200 per days x 1 day

Total price: £4,050

Package 2: Editing and producing pre-existing recordings.

If you have recordings that you have made previously, we can assist with the editing and production of those tracks into fully functional sound clips to correspond with your needs.

Production of 6, five-minute podcasts (30 mins of audio):

Editing: £200 per day x 5 days

Arranging and Mixing: £200 per day for 5 days

Total price: £2,000

9th March 2011

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¹ Additional costs for studio hire may be required (if high quality recordings are desired)

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