



# The Storytelling Bus

Creating a unique  
exhilarating and moving  
new view of your town



“Very unique, a great way to get to know a place!” Audience member





“The whole experience was absolutely fantastic. Seemed to make onlookers happy too. Thank you.” Audience member

## About The Storytelling Bus

The Storytelling Bus is a medium-scale engagement project for venues, festivals and partners, created with local people and communities.

Audiences take a 30-minute journey on an alternative sight-seeing tour, listening to a series of short stories. The words and voices are produced by people who live in the town or city and are set to specially composed music. This way

personal stories and memories are brought to life - giving voice and shared meaning to the everyday moments of our lives.

Travelling along on IOU’s uniquely converted rear-facing bus - the only one of its kind - audiences sit elevated and cocooned in noise-isolating headphones. The experience is powerful and cinematic.



“Very moving experience, brilliant way to see the town. Loved the stories and music” Audience member

## How It's Made

For The Storytelling Bus, IOU makes an alternative history unique to every place it visits with content created with local people and communities in a series of creative workshops.

IOU will assist the host venue in finding the best way to recruit for and engage people in the project and workshops, which take place ahead of the presentation of The Storytelling Bus. In these workshops led by IOU, participants are guided to

write and record their stories about something personal that has happened to them in the town. The aim of the workshop process is to bring to the surface stories that may have seemed ordinary and personal to the participant, but form part of a larger and powerful narrative that provides a moving experience for audiences.

“The students LOVED the session and the creativity flowing around the room was amazing. Thanks so much for providing such a brilliant session.” Teacher, Prior Pursglove College, Guisborough

## Workshops

IOU leads a series of guided creative writing workshops with your audiences to collect and record original, personal stories about the local area. IOU develops the stories to create an ‘alternative history’ of your town, city or other area.

Themes include identity and place, recollection and friendship. Participants use IOU’s sound booth to produce an audio recording of their writing. Stories from the workshop are used to create the soundtrack for The Storytelling Bus.

Art forms include location-specific storytelling, creative writing, contemporary music, and audio performance.

Each two to three hour workshop is led by writers & performers Cecilia Knapp or Jemima Foxtrot (Rear View writer performers)

We can host two or three workshops a day

Maximum 10 participants per session (or 15 participants for schools)

Accessible and appropriate for participants 8 years plus, any abilities





## Workshop Technical Requirements

Participants should be selected from a wide range of groups to ensure a balance of voices can be heard that will represent the diversity of your town or city.

### Host to provide

- 1 room suitable for a writing workshop for up to 15
- 1 room suitable to set up a recording booth (should be quiet, with no outside noise leaking through)
- Participants either by open call or personal invitation. IOU can support this process by providing templates of copy and images.

### IOU to provide

- IOU writer/performer as workshop leader
- IOU technician
- Audio Booth

### Get in

- 1.5 hours before the workshop start time.

### Get Out

- 1 hour after the workshop ends.

### Age Suitability

- 8 years and over





## Show Technical Requirements

### The Host to Provide

A prominent starting place (which is also the stopping place for the bus journey). This could be a car park, layby, or other area where the bus is visible. The Bus Stop will need to accommodate the weight and size of the bus.

The dimensions are:

- 2450mm wide
- 9700mm long
- 4400mm high
- with a “Kerb Weight” of 10,000kg (empty)
- and a “Laden Weight” of 17,000kg (with passengers)

### Box office and local marketing

Secure overnight parking for the bus with electricity. Preferably under cover, with security measures (either a security team, cameras, alarmed gates/doors, etc).

Relationships with traffic and highways representatives and council events teams. As the bus doesn't stop along the journey, no permissions are needed, however it is advisable to let councils know in case of planned road closures.

The bus itself is agile. It is smaller than a modern day double decker bus, and can therefore negotiate the lesser-seen back streets and more interesting parts of a city that are usually not included on public transport routes.

### IOU to Provide

- 1 x IOU front of house
- 1 x IOU technical operator
- 1 x IOU bus driver
- Proposed route options

### Running Times

- 20-30 minutes. Up to 6 shows a day

### Get in

No Get In required. We arrive the day before for a route rehearsal.

### Get Out

No Get Out Required. We just need secure overnight parking on the night of the last show.

### Child & Height Restrictions

- Age 8+, 125cm tall upwards.
- 125-135cm high children under 12 require a booster seat (provided by IOU).

### Accessibility

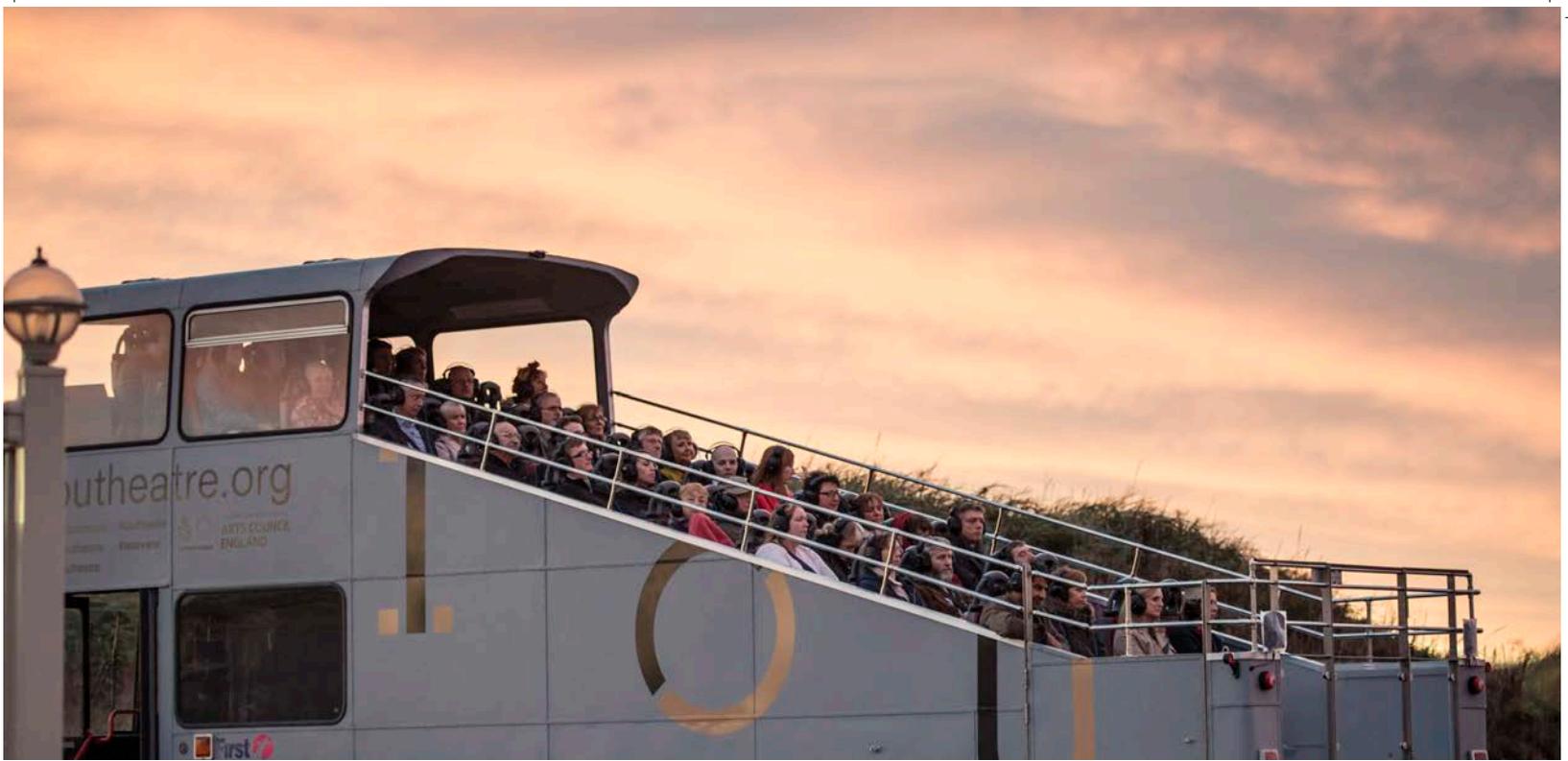
The Storytelling Bus accommodates one wheelchair and is fitted with a Dholandia platform lift operated by the crew. The bus also accommodates up to four assistance dogs. Captions or audio description provided upon request.

### Ticketing

Advised Ticket Price is £5-£10 per seat (determined by the host venue/festival). Average daily income, £1,680 inc VAT rising to an average of £5,040 inc VAT for three days (based on a £7 ticket).

### Capacity & Audiences

- The Capacity of the bus is 40 and 1 crew. A person in a wheelchair takes up two standard seats, reducing the capacity to 39 and 1 crew
- 720 ticketed audiences over 3 days. (Based on 6 shows a day, 40 tickets per show)
- 6-12,000 incidental audiences per day as the bus travels around a 2-3 mile route



## Pricing

Indicative fee (not including travel, accommodation and per diems).

- For one day – 240 capacity @ six shows per day, £6,200 + VAT.
- For two days – 480 capacity @ six shows per day, £6,900 + VAT.
- For three days – 720 capacity @ six shows per day, £7,300 + VAT.

The booking fee includes: the bus, kit, workshops, technology, music, shipping, fuel and 3 staff on the road.

## Availability

The Storytelling Bus is available to tour in the UK from 2020 onwards.

## Contact Details

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(Technical Specification, Risk Assessment and Event Management Plan available upon request.)

## The Storytelling Bus Credits

David Wheeler, Artistic Director  
Joanne Wain, Senior Producer  
Katie English, Composer  
Cecilia Knapp/Jemima Foxtrot, Workshop Leader  
Dan Powers, Technical Manager  
Loui Binns, Technician  
Emily Brown, Project Manager  
General Public, Storytellers

## About IOU

IOU has over 40 years' experience making original, cross-disciplinary art. From large-scale outdoor performances to small-scale sculptural installations, IOU explores the shifting ground between real, imagined and virtual worlds.

IOU's unique style combines many art forms with engineering skills and developing technologies, seeking new and innovative

ways to engage with a diverse range of audiences.

IOU works with many different presenting organisations and recent collaborations include Brighton Festival, GDIF, SIRF, Gravity Fields Festival, LeftCoast, Out There Festival to present IOU's show, Rear View.



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