

de|lin|e|ate

DESIGN & MARKETING

WES FIFE

Unit 33 Gainsborough Works  
St Patrick's Place, Stafford ST16 2PN

E. wes@delineatedesign.co.uk

M. 07799534242



Tender

# de|lin|e|ate

DESIGN & MARKETING

Client **Derby Theatre**

Address Derby Theatre, 15 Theatre Walk, Derby DE1 2NF

Project **Invitation to Tender**  
Derby Theatre are seeking to contract a designer to create original and innovative artwork to promote a range of productions.

Issue Date 24 April 2018

Attention to **Alex Lawrence**  
Procurement Apprentice  
Procurement Department,  
University of Derby,  
Kedleston Road,  
Derby DE22 1GB

## CONTENTS

About us	04
What we do	05
Clients	06
Why us?	07
Project management	08
Our promise to	10

Creative comps examples	12
Case study	24
Portfolio	27
Pricing model	41
References	32

# About us

Delineate is a Stafford based design and marketing company specialising in print, web and digital marketing.

Our small team is creative and committed and has a wealth of experience and host of skills that span branding, logo, graphic and web design right through to copywriting, strategic marketing and consultancy. Delineate was established in 2008 and we have built our team, clients and reputation since, however our experience dates back many years prior to this and includes working across the arts, theatre, retail and leisure sectors.

Whether your aim is to launch, grow, refresh or merely communicate your unique offer to your audience and clients, we tailor our services to you, to create bespoke, personable and close working relationship that allows us to deliver your message to your markets on brand and within your voice.

From initial planning through to delivery and in whatever the medium we'll communicate your message, share your story and engage your audience to create long-lasting and meaningful relationships.

## We love...

annual reports  
brand development  
brochures  
business cards  
corporate identity  
digital media/campaigns  
e-newsletters  
flyers/posters  
font design  
illustration  
invitations  
logo design  
marketing literature  
newsletters  
packaging  
photography  
programmes  
social media  
stationery  
typography  
web design  
web development

**“we help our clients celebrate what makes them stand out from the competition”**

# What we do

We work with producers, directors and marketers daily to ensure that the final product is a true reflection of their vision and that it communicates effectively with audiences and consumers. We have experience working to a brief from fully fledged scripts as well as new devised work and ensure our clients are happy with the final product by working closely with them to ensure the brand meets their vision and consumer need.

No matter how complex or simple the design brief we are passionate about working with our clients, talking, listening, researching, scribbling and creating an end-product that everyone is proud of and that delivers against its objectives. We'll work with existing designs, or create bespoke artwork from scratch, developing logos, tag lines, photography, stock imagery or illustrations.

We'll always offer our friendly support from the start to the end of the project, advising on format and finishing options, managing print production, should it be required and concluding with a debrief so that our knowledge can be built upon and our relationship grow from strength to strength.

## Skilled in all things creative

ADOBE CREATIVE SUITE  
*Photoshop/extended*  
*Adobe Illustrator*  
*Adobe Indesign*  
*Adobe Premiere*  
*Quark X Press*  
*Affinity Designer*

FONT DESIGN  
*Fontlab Studio*  
*Fontographer*

PHOTOGRAPHY\*  
*Eos Software*  
*Studio Setup*  
*Production*

WEB/DIGITAL  
*GitHub, Atom*  
*CMS systems, Wordpress,*  
*Shopify, Magento*  
*HTML 5*  
*Hootsuite*

EMAIL CAMPAIGNS:  
*Pure360, Mailchimp*

TEAM MANAGEMENT  
*Slack Communications*  
*Asana*

CLOUD STORAGE  
*Dropbox, Google Drive*  
*OneDrive, iCloud, Box*

\* We have access to studio in Stafford for photography, if this is not viable, we can look for something more local to oversee the shoot.

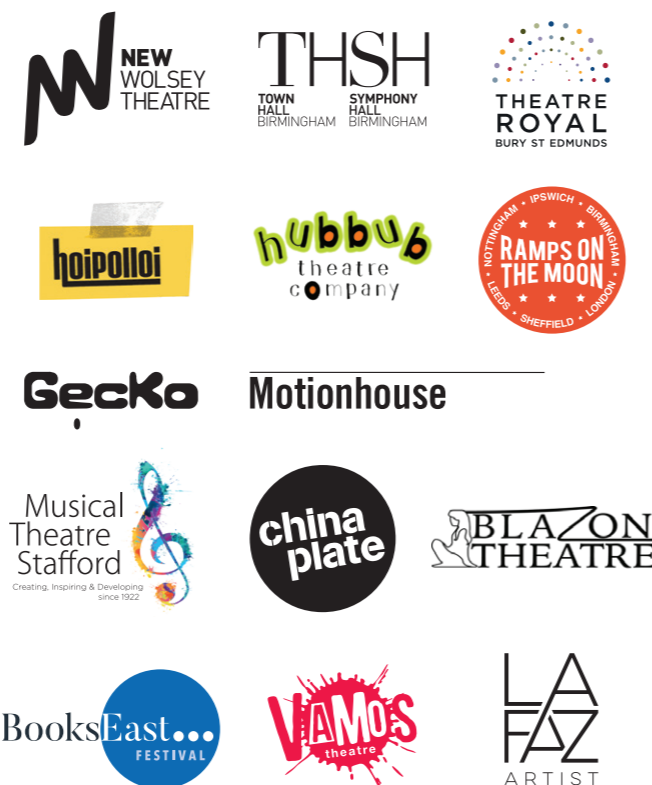
# Clients

We have many years' experience designing for the arts, clients include:

The New Wolsey Theatre  
Theatre Royal  
Town Hall Symphony Hall  
Blazon Theatre  
Hoipolloi  
Hubbub Theatre Company  
Norwell Lapley Productions  
Vamos  
Gecko  
Needless Allies  
Motionhouse  
The Drum Theatre  
Musical Theatre Stafford  
The Bone Ensemble  
Stafford Gatehouse Theatre  
Stafford Festival Shakespeare  
China Plate  
WinterWalker  
Ramps on the Moon  
Black History Month  
BooksEast Festival  
LAFAZ

Other clients include:

PSR  
Medals UK  
Stafford Town Centre Partnership  
Stafford Borough Council  
Leons Travel  
Energize UK  
Beta Tools UK  
Heritage Lottery Fund  
Barnfields Primary School  
Oakridge Primary School



**“inspired, a personal service, plenty of experience and a human approach.”**

# Why us?

Our clients are our reputation and are therefore of utmost importance to us. We have a host of experience working closely with theatres and festivals and understand the requirements and importance of working to deadline.

We are a small team but Derby Theatre's work would be priority and we would ensure that it is not compromised by other projects. We carefully manage any deadlines to make sure you have us at your disposal when you need anything, whether it be for a small advert or creating a larger design campaign.

Our marketing team and designers will be on hand to discuss anything throughout the process. We are available in person via email, video or telephone conferencing or we can add you to our Slack channel for our own instant messaging service. We are happy to work with any workflow system you prefer whether it be Microsoft Office 365 OneDrive accounts, or other file sharing platforms.

We find that a regular face to face meet always works best, especially at the initial briefing process. We feel that you get better results when we chat about a piece of design, we can gauge your passion and inspiration for the project and bounce ideas off each other, combining our initial thoughts to begin the visual journey of the project.

For larger projects such as season brochures etc., we appreciate that the final sign off process can be somewhat challenging and we pride ourselves on always being on hand. We offer an 'at desk' service and will join you in your offices to work alongside your team for a quick response to any last-minute changes, you'll get a one-to-one approach rather than email, or phone calls. We get things done faster and you see any changes live rather than waiting.

**We would highly recommend meeting on a regular basis to ensure that feedback and growth continues so that the relationship can thrive.**

# Project management

01

## Concept & Research

Interpret design brief  
Talk, listen and scribble  
Explore and develop design concept  
Generate ideas for design concept through research, exploration and experimentation

02

## Design & Development

Develop initial concepts consistent with design brief  
Present mood boards consisting of:  
*General theme options*  
*Colour palettes*  
*Backgrounds styles*  
*Style of photography to be used, options for stock imagery, if required\**  
*Consideration of typestyles for headers and straplines*

03

## Present Design Comps

Present concepts for work at appropriate stages during design process as required  
Present and explore different options and creative ideas with client when appropriate.  
This can be done face-to-face or via other means of communication.

04

## Revise Design Comps

Respond to client feedback  
Create a new set of ideas based on any feedback from the initial boards, this could be development of a type style, adding any new elements.  
We aim to work to three sets of authors amends, this can of course vary from project to project.  
We understand the importance of achieving the correct design to appeal to the target audience.

05

## Final Corrections

Respond to client feedback  
Adapt chosen design to finalise artwork to take to the final stages.

06

## Supply Final Artwork

Complete production of work  
Collect and/or organise required components for the work  
Create all artwork for the project based on the chosen design. Supply layered files in preferred file formats.  
We can produce guidelines for how to use the artwork, we find this helps if you are touring a show, or someone other than us is to adapt the artwork.  
Post production debrief and feedback.

\* We have licences with the leading stock libraries including Adobe Stock and Shutterstock. Extra costs may be incurred on some images that have special licences, careful consideration of the image selection will help avoid this though.

# Our promise to you

---

We live, work and breath theatre and the arts, creating work for nationwide tours, regional productions and international festivals.

We are a small company with a big heart and a creative mind.

We love the diverse projects that theatres offer and we love going to work.

We can ensure you that with our team you will get a friendly, committed and quality service to help you sell your stories and vision.

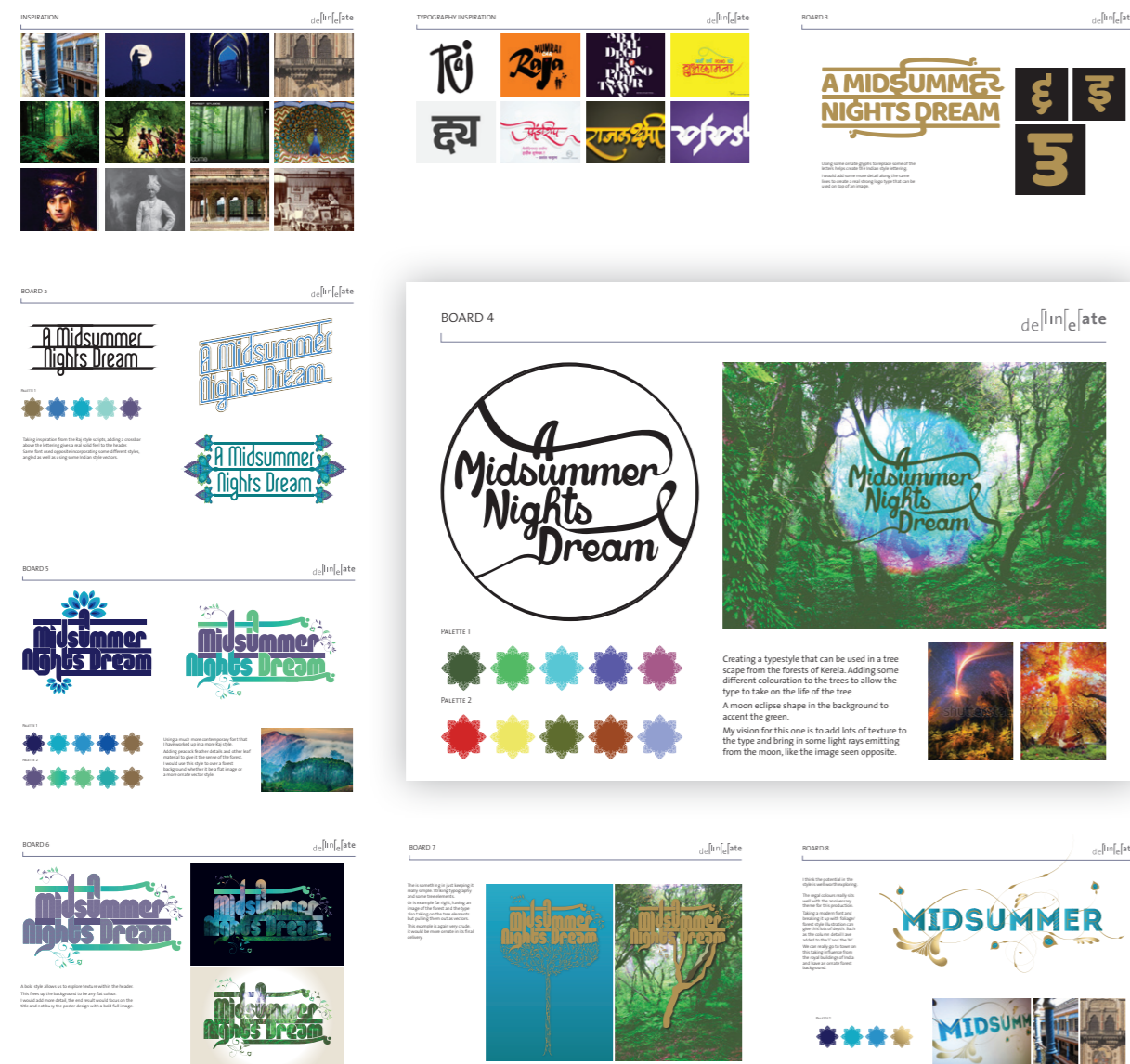
de|lin|e|ate  
DESIGN & MARKETING

# Creative concepts

# Finished designs

“Board 4 is very much the one for me. I love the print tangling into the branches of the trees. It's got a subtle but not extreme Indian feel - and the image is of the woods, which is where three quarters of the play happens. I think the blue circle is too strong, and should have a blurred edge ... more like a cloud. And we should remove the red, pink and yellow.”

Sir Trevor Nunn

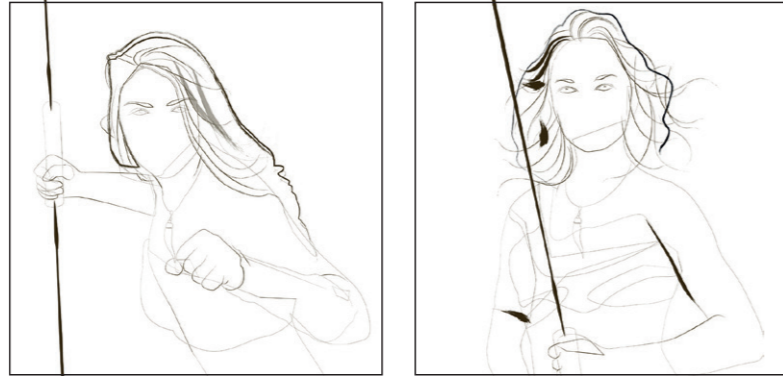


# Creative concepts

# Finished designs



Idea 1  
 Creating dynamic illustrations to play on the concept of icons.  
 The idea is to use the woman's body as a canvas for the word 'ICONS'.



delimelate



Idea 2  
 Making colour to bring out some of the features, and play with the idea of using a woman's features as icons.

delimelate



Idea 3  
 Creating a grid of icons, showing how a woman's body can be used as a canvas.

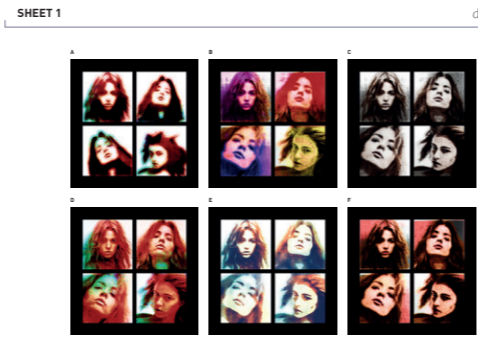
Idea 4  
 Using a grid of icons to show a woman's body as a canvas.

delimelate



Idea 5  
 Using the silhouette and adding texture to the artwork, using a grid to show a woman's body.

delimelate



SHEET 1 delimelate



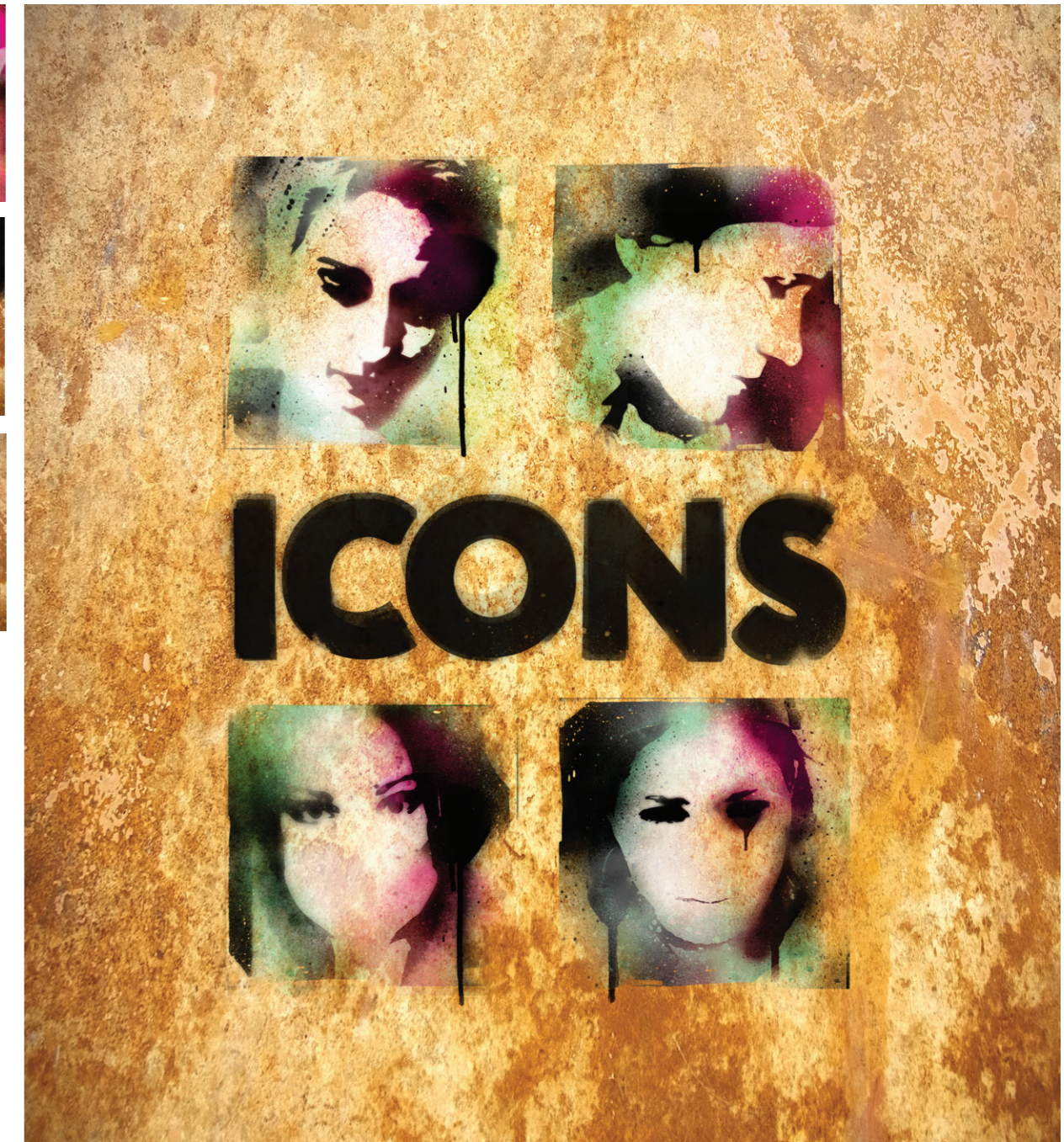
SHEET 2 delimelate



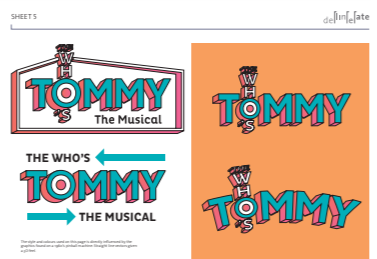
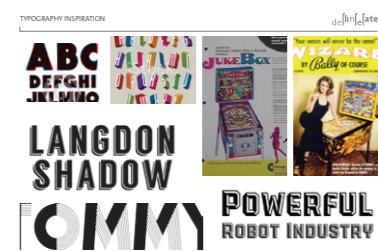
SHEET 3 delimelate



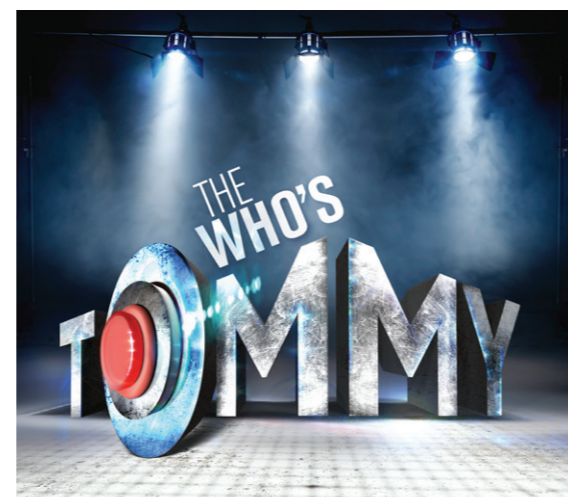
SHEET 4 delimelate



# Creative concepts



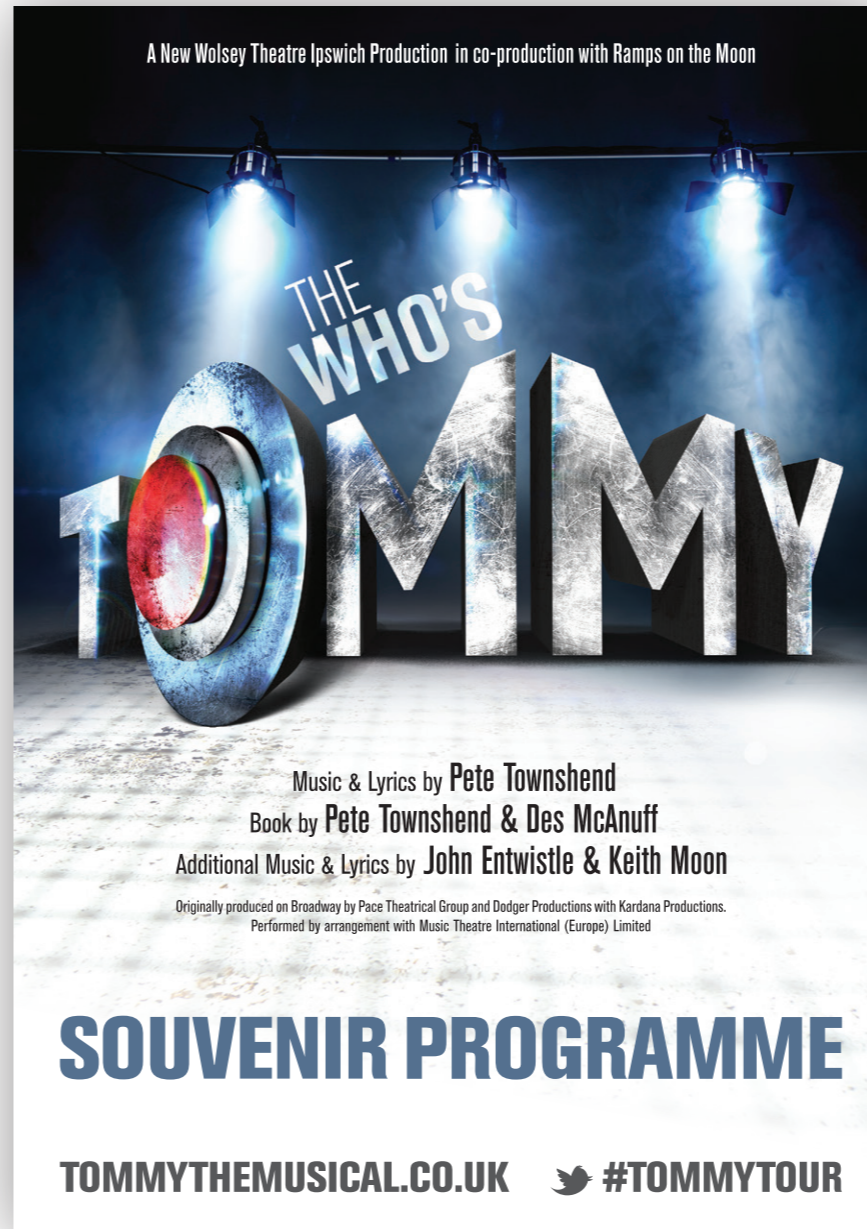
# Finished designs



After more thought, and several stages later, we provided more artwork based on a textured industrial feel.

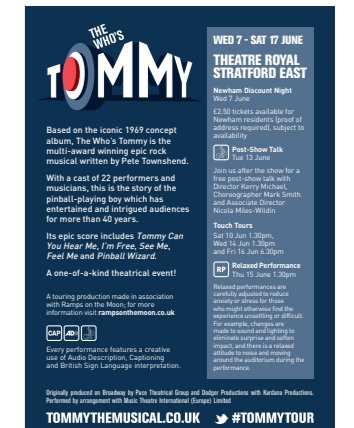
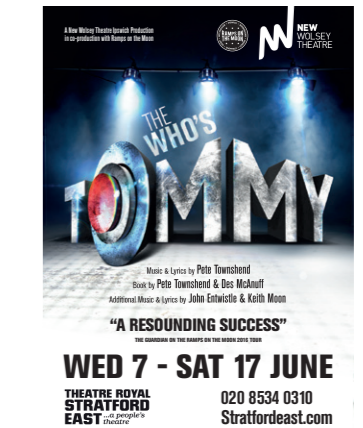
We used 3d type and lighting to help develop the finished piece.

To get the final ok from from Ramps on the Moon and Pete Townshend was a true honour.



We had the pleasure in producing all of the print for all touring venues, working closely with them to ensure brand guidelines were met.

Nottingham Playhouse  
Sheffield Theatres  
Theatre Royal, Stratford  
Birmingham Rep



**NEW WOLSEY THEATRE**

Nottingham Playhouse

Executive Director: Peter Stone  
Chief Executive: Sarah Holmes  
Box Office: 0115 213 7000  
www.nottinghamplayhouse.co.uk

**PLAYHOUSE**

Executive Director: James Grant  
Executive Director: Robin Williams  
Box Office: 0115 213 7000  
www.playhouse.org.uk

**BIRMINGHAM REPERTORY THEATRE**

Executive Director: James Grant  
Executive Director: Robin Williams  
Box Office: 0115 213 7000  
www.birminghamrepertorytheatre.co.uk

**THEATRE ROYAL STRATFORD EAST**

Executive Director: James Grant  
Executive Director: Robin Williams  
Box Office: 0115 213 7000  
www.theatreroyalstratfordeast.co.uk

**sheffield theatres**  
crucible lyctum studio

Executive Director: James Grant  
Executive Director: Robin Williams  
Box Office: 0115 213 7000  
www.sheffieldtheatres.co.uk

**THE WHO'S TOMMY**

Music & Lyrics by Pete Townshend  
Book by Pete Townshend & Des McAnuff  
Additional Music & Lyrics by John Entwistle & Keith Moon

Originally produced on Broadway by Pace Theatrical Group and Dodger Productions with Kardana Productions.  
Performed by arrangement with Music Theatre International (Europe) Limited

**SOUVENIR PROGRAMME**

TOMMYTHEMUSICAL.CO.UK #TOMMYTOUR

For more information visit rampsonthemoon.co.uk

# Creative concepts

# Finished designs

Brand design  
Web design and development  
Flyers  
Posters  
Brochure



2017 COLOUR PALETTE

2017 FONTS  
Filson Soft Aa Bb Cc 123  
Atrament Aa Bb Cc 123

MYKAL WASSIFA BROWN CIC AND BLACKSTORY PARTNERSHIP PRESENTS

**BHM**  
BIRMINGHAM BLACK HISTORY MONTH  
FRI 29 SEP 2017  
SOUTH AND CITY COLLEGE BIRMINGHAM  
Dipheth Campus, High Street Deritend BS5 5SU

*"A people without knowledge of their history is like a tree without roots"*  
Marcus Mosiah Garvey

*"Where there is no vision, there is no hope."*  
George Washington Carver

*"When I dare to be powerful – to use my strength in the service of my vision, then it becomes less and less important whether I am afraid."*  
Audre Lorde

*"Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek."*  
President Barack Obama

*"For I am my mother's daughter and the drums of Africa still beat in my heart."*  
Mary McLeod Bethune

We express gratitude and appreciation to:  
South and City College Birmingham Media Department students  
South and City College Birmingham student volunteers

Partners: Birmingham City Council, Mykal Wassifa Brown CIC, PFG Consultancy, 98.2FM, News, Voice.

Email: [info@birminghamblackhistorymonth.co.uk](mailto:info@birminghamblackhistorymonth.co.uk)  
[birminghamblackhistorymonth.co.uk](http://birminghamblackhistorymonth.co.uk) #BrumBHM17



**WEEK ONE**  
SAT 30 SEP  
SUN 8 OCT

**WEEK TWO**  
MON 9 OCT  
SUN 15 OCT

**WEEK THREE**  
MON 16 OCT  
SUN 22 OCT

**BHM**  
BIRMINGHAM BLACK HISTORY MONTH  
FRI 29 SEP  
TUE 31 OCT

2017 EVENT PROGRAMME  
[birminghamblackhistorymonth.co.uk](http://birminghamblackhistorymonth.co.uk)

THE OFFICIAL LAUNCH OF **BHM** BIRMINGHAM BLACK HISTORY MONTH

**WEEK ONE**  
SAT 30 SEP  
SUN 8 OCT

**WEEK TWO**  
MON 9 OCT  
SUN 15 OCT

**WEEK THREE**  
MON 16 OCT  
SUN 22 OCT

**WEEK THREE**  
MON 16 OCT  
SUN 22 OCT

AN EVENING WITH JUNE SHIPPING  
TUE 17 OCT 8PM - 10PM

WED 18 - SAT 21 OCT 7.30PM / SAT 2.30PM  
ACOSTA DANZA

WHAT IS BLACK HISTORY MONTH?

BHM 2017 PROGRAMME

Peace, Love & Unity!

THE LAUNCH IN PICTURES

2017 HIGHLIGHTS

2017 EVENTS

DATE	EVENT	TIME	VENUE
29 SEP	Official Launch of Birmingham Black History Month	10:00 AM	South and City College Birmingham
30 SEP	Week One - Saturday	10:00 AM	South and City College Birmingham
1 OCT	Week One - Sunday	10:00 AM	South and City College Birmingham
9 OCT	Week Two - Monday	10:00 AM	South and City College Birmingham
15 OCT	Week Two - Sunday	10:00 AM	South and City College Birmingham
16 OCT	Week Three - Monday	10:00 AM	South and City College Birmingham
22 OCT	Week Three - Sunday	10:00 AM	South and City College Birmingham

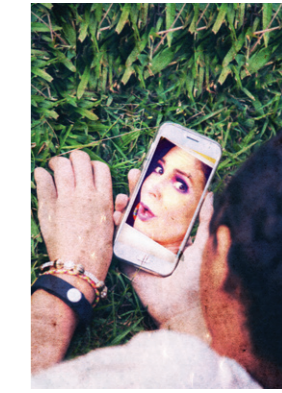
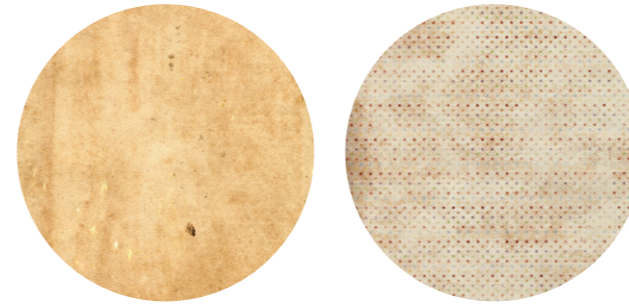
Partners: Birmingham City Council, Mykal Wassifa Brown CIC, PFG Consultancy, 98.2FM, News, Voice.

# ABI

## Case study

Creating a piece of print that shows Abi in a reflective mood, using assets from 'Abigil's Party' eg polaroids, could also have her against a wall in the room where the party was, having more elements from the party surrounding her, drink bottle pineapple sticks etc

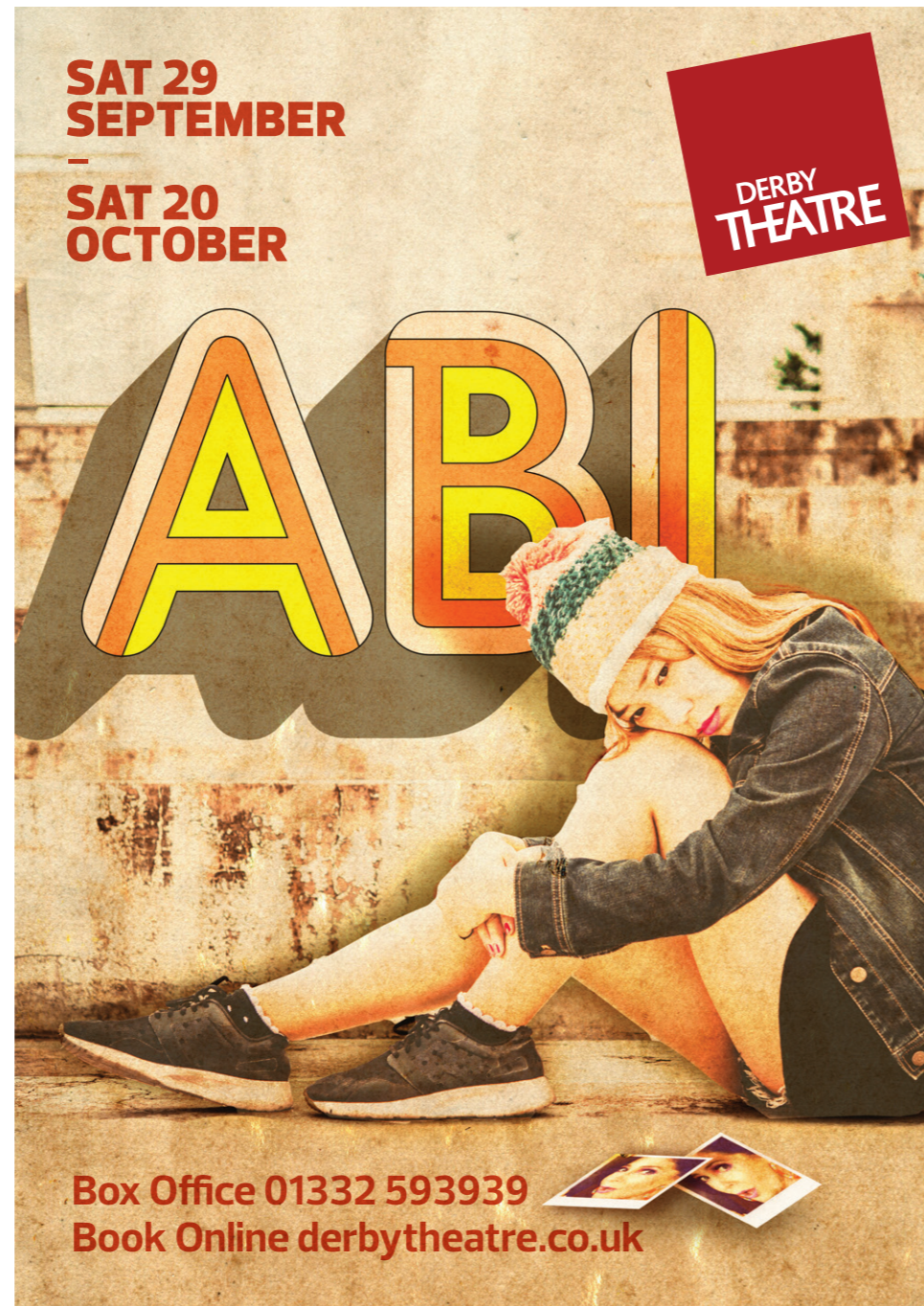
Using stock imagery and adapting to fit the layout.



Taking a 1970's font style, rounded bowls in the typeface, open counters.

I then adapt the type to create a style that reflects the period.

I can create a font suite should this need to be used in other marketing materials, so you have a custom font.



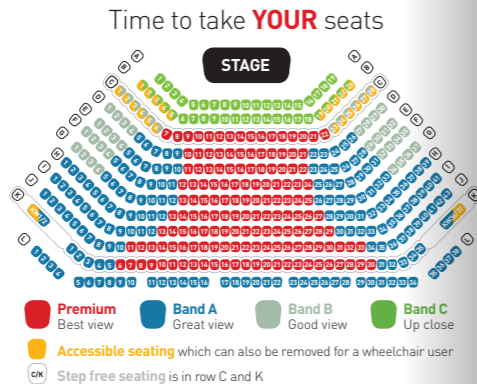
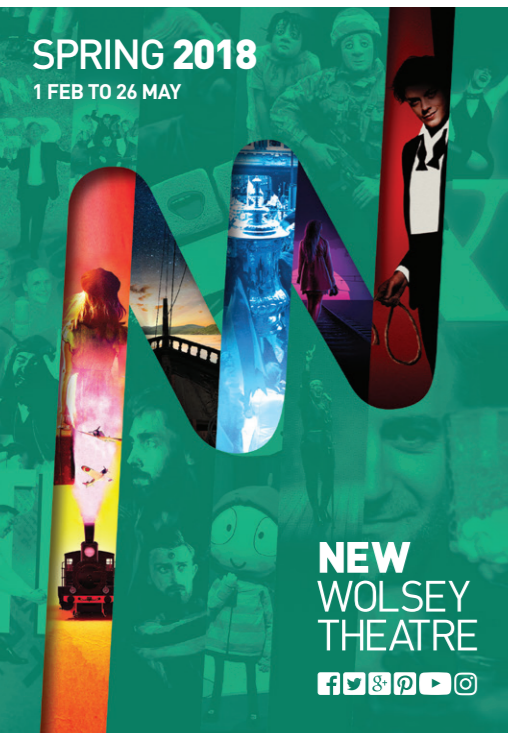
Adapting a 70's style font to have a more modern typography feel Offsetting this with the strong Derby branding.

Use of angles to mirror the Derby Theatre identity.

# Portfolio

We have been working for The New Wolsey for 10 years now. We undertake all of their design requirements for a wide range of projects.

- Rebrand
- Inhouse show production
- Touring show production
- Season Brochures
- Pulse Festival
- Pantomime Illustration



**Booking your tickets**  
Book online at [wolsseytheatre.co.uk](http://wolsseytheatre.co.uk)  
24 hours a day, 7 days a week  
Call our Ticket Sales Team on 01473 295900  
We're open from 10am Monday to Saturday. When there is no performance we close the phone lines at 4pm.  
Visit us in person We're open from 10am Monday to Saturday. When there is no performance we close at 3pm.

**The not-so-small print:** Ticket sales are subject to our current Terms and Conditions which can be viewed at [wolsseytheatre.co.uk/termsandconditions](http://wolsseytheatre.co.uk/termsandconditions). All details in this brochure were correct at the time of going to print but we reserve the right to make alterations where necessary. Please visit our website for the most up to date information.

New Wolsey Theatre Company Ltd Chief Executive: Sarah Holmes  
Reg in England: 03982202 Reg Charity No: 1082016

**Seating at the New Wolsey Studio**  
Seating is unreserved so just choose your seat on arrival. All five rows of seats offer a great view.

[Facebook](https://www.facebook.com/newwolsseytheatre) [Instagram](https://www.instagram.com/newwolsseytheatre) [Pinterest](https://www.pinterest.com/newwolsseytheatre) [YouTube](https://www.youtube.com/newwolsseytheatre)

24 | [wolsseytheatre.co.uk](http://wolsseytheatre.co.uk)

Also **SELLING FOR...**



**SAT 3 FEBRUARY**  
**CHINESE NEW YEAR: THE YEAR OF THE DOG**

Join us for the annual Chinese New Year celebration event incorporating an exciting line-up of Traditional and Western style performances of dance, singing, and musical instruments performed by local members of the community alongside professional acts.

**SAT 3 FEB 7PM | 15 SEAT, 15 CONCESSIONS | 17 CHILDREN UNDER 12**



**OUR COUNTRY'S GOOD**  
JOIN US FROM 4PM ON THU 5 APRIL  
For a free business networking event

With our guest HR consultant, offering advice and guidance on supporting D/deaf and disabled employees applying for the DWP's Access to Work grants.

Book your free place with your tickets today.

**ADDITIONAL ACTIVITIES** to take part in throughout the year...

**WOLSEY WRITERS**

"You can make anything by writing."  
Have you got a story to tell? A touch of the poet? Or do you struggle to find your voice?

Wolsey Writers is a creative writing group which meets backstage on Saturday mornings. Wolsey Writers is facilitated by award-winning author, Katie Ward. Her debut novel 'Girl Reading' was critically acclaimed on both sides of the Atlantic.

Find out more at [wolsseytheatre.co.uk/wolseywriters](http://wolsseytheatre.co.uk/wolseywriters) or contact the Ticket Sales team. [@katieawardwriter](https://www.instagram.com/katieawardwriter) [WolseyWriters](https://www.facebook.com/WolseyWriters)

**BACKSTAGE TOURS**

The New Wolsey Theatre is opening its stage door to offer a brilliant and rare opportunity for you to go behind the scenes.

Our engaging, knowledgeable tour guides will lead you through the theatre to the dressing rooms, the green room, the lighting box, the trap doors, onto the stage and beyond! All tours are linked with a show, find out more at [wolsseytheatre.co.uk/backstagetours](http://wolsseytheatre.co.uk/backstagetours) or contact the Ticket Sales team.

01473 295900 | 25



**Accessible Information**

The New Wolsey Theatre is a theatre for everyone and therefore strives to be as accessible as possible to all who come and enjoy our diverse programme of events, or just fancy coming in for a coffee. For further information, visit: [wolsseytheatre.co.uk/access](http://wolsseytheatre.co.uk/access) 01473 295900 tickets@wolsseytheatre.co.uk

**Accessible Services**

- AUDIO DESCRIBED PERFORMANCES**  
Audio Description captures the visual elements of a performance that a blind or partially sighted person might otherwise miss and describes them in clear, vivid language through a pair of headphones. Free touch tours take place an hour before the performance.
- BRITISH SIGN LANGUAGE INTERPRETED**  
BSL interpreted performances feature a professional interpreter that translates spoken English into British Sign Language.
- CAPTIONED PERFORMANCES**  
Theatre captions are similar to television subtitles and give deaf, deafened or hard of hearing audiences access to live performance.
- DEMENTIA FRIENDLY**  
All staff members are Dementia Friends and we are working towards being a Dementia Friendly Venue. Dementia Friendly performances include a reminiscence and familiarisation talk/tour with supporting visual aids. Reduced Performances may also be suitable for people living with Dementia.
- WHEELCHAIR USER ACCESS**  
There are 6 wheelchair user accessible spaces in the New Wolsey Auditorium, 4 in row C and 2 in row K. The studio auditorium has 2 wheelchair user accessible spaces with a small passenger lift to the auditorium. The HEQ is wheelchair user accessible also.
- RELATED PERFORMANCES**  
Related performances are carefully adjusted to deliver a more informed relaxed approach to theatre. For example, changes are made to sound and lighting to eliminate surprises and soften the impact. We have experienced their suitability for audiences with learning, physical or sensory disabilities and people living with mental health conditions, Dementia and their families. Our Brabury Platform can be installed, increasing our wheelchair user accessible spaces to 16!
- AVAILABLE TO BORROW ON REQUEST**  
• Manual wheelchairs  
• Junior ear defenders  
• Comfort cushions  
Please contact the Ticket Sales Desk regarding the above services

**LOOK OUT FOR OUR RAMPS ON THE MOON PRODUCTIONS**  
Ramps on the Moon was developed in recognition of the under representation and employment of Deaf and disabled people throughout our industry, particularly in mainstream theatre. For more information about the project visit: [rampsonthemoon.co.uk](http://rampsonthemoon.co.uk)

"We have had the pleasure of working with Wes at Delineate since our rebrand in 2008, and long may it continue! From beautiful illustrations for our iconic rock'n'roll pantos, to the epic artwork for our national tour of The Who's Tommy; from helping us to grow our customer loyalty through a new line of branded membership stationary, to learning along with us what makes certain marketing materials accessible to all. Their dedicated service and ideas are a complete match to the New Wolsey ethos."





# Portfolio

We have been working for Hoipolloi for nearly 3 years now. Shôn works tirelessly to help very special charities and its something we value and help where we can to deliver his important message.

Projects include:  
Tour Print  
Web Maintenance  
Marketing support

**LET'S CHANGE THE STORY OF MONEY**

**#IAMROBINHOOD**

@hellohoipolloi

Thanks for coming to see  
**ME & ROBIN HOOD**  
PLEASE PARTICIPATE IN MY PEACEFUL COLLECTIVE ONLINE ART DEMO

We want to share images from our online demo with as many people as possible to help Change the Story of Money.  
If you object to us sharing your images on our website please add DONT SHARE at the end of your tweet.

ALL YOU NEED TO DO IS:  
1. Hold this postcard up in front of you outside a bank (or another location that represents money to you)  
2. Take a **SELFIE** 📷  
3. Post the image to @HELLOHOIPOLLOI  
4. Using the **HASHTAG #IAMROBINHOOD**

REMEMBER: Money is not real. It's a story that we can re-imagine. Thank you for participating.  
Shôn x

hoipolloi ARTS COUNCIL ENGLAND

A HOIPOLLOI & ROYAL COURT CO-PRODUCTION IN ASSOCIATION WITH PLEASANCE, P&J MANAGEMENT AND THEATRE ROYAL PLYMOUTH. SUPPORTING STREET CHILD UNITED WORLD CUP 2018

**BBC AUDIO DRAMA AWARD WINNER – BEST SCRIPTED COMEDY**

★★★★  
The List  
★★★★  
Fest  
★★★★  
Edfest  
★★★★  
Broadway Baby  
★★★★  
Theatre Bubble  
★★★★  
British Theatre Guide  
★★★★  
The Scotsman

*"You won't find a show with a bigger, better heart"*  
What's On Stage

**The Duke**

Produced by Hoipolloi, P&J Management, Theatre Royal Plymouth in association with The Pleasance Theatre Trust in aid of Save the Children's Emergency Fund

Funny, poignant and playful, THE DUKE weaves together the tragic-comic fate of the family heirloom – a porcelain figure of The Duke of Wellington, the quarry of the script writer stretching his integrity, and an unfolding disaster as thousands of children flee their homes. THE DUKE was presented with The Scotsman's Fringe First Award following its premiere at the Edinburgh Fringe in 2016 and was commissioned in to a radio play by the BBC, featuring recently as the 'Play of the Week' for BBC Radio 4.

Blending fantasy and reality, its charming show gently challenges our priorities in the world of full crisis.

Shôn Dale-Jones is the creator of Hugh Hughes and award-winning shows, Floating, 360 and Stories from an Inevitable Town.

**FRI 30 MAR 8.00PM**  
JANUARY STUDIO - PERTH THEATRE  
01738 472 700

**TUE 03 - THU 05 APR 8.00PM**  
TRAMWAY  
trawera.co.uk  
0123 228 4454

**THU 10 MAY 8.00PM**  
THE LYRIC THEATRE, BRIGHTON  
brigo@brigotheatre.co.uk/01273 524261

**WED 06 - THU 07 JUN 7.45PM**  
HOME  
homecoz.org  
0161 200 1500

**SAT 07 JULY 6.30PM**  
INTERNATIONAL YOUTH WEBS FESTIVAL, KINGSTON  
internationalyouthwebs.co.uk

**FRI 21 SEP 7.45PM**  
SALISBURY PLAYHOUSE  
salisburytheatre.co.uk  
01722 320 333

**FRI 05 OCT 7.30PM**  
FOLKSTONE QUARTERHOUSE  
quarterhouse.co.uk  
01523 762 700

**TUE 30 OCT - SAT 03 NOV 8.15PM**  
TRAFALGAR FACTORY THEATRES  
trifactorystheatre.com  
0117 902 0344

THE DUKE supports  
**Save the Children EMERGENCY FUND**

For full tour details please visit  
[hoipolloi.org.uk](http://hoipolloi.org.uk)  
@hoipolloievents  
@hellohoipolloi

TRP THEATRE ROYAL PLYMOUTH  
ARTS COUNCIL ENGLAND

Hugh Hughes presents Shôn Dale-Jones in a Hoipolloi Production

**Me & Robin Hood**

**WED 7 - SAT 10 & TUE 13 - WED 14 DEC 2016**  
Sally Ann's Salvation Army Charity Shop, Cambridge, CB1 2AS

**MON 19 DEC 2016**  
The Geldart, Cambridge, CB1 2PF

**WED 21 DEC 2016**  
Hot Numbers, Cambridge, CB1 2LJ

ALL PERFORMANCES 7.00PM  
BOOK TICKETS [WWW.HOIPOLLOI.ORG.UK](http://WWW.HOIPOLLOI.ORG.UK)

Supported using public funding by  
ARTS COUNCIL ENGLAND

hoipolloi

@hellohoipolloi HoipolloiEvents  
Unit 17E, The Courtyard, Station Street, Cambridge, CB1 2SN, UK | admin@hoipolloi.org.uk

Hugh Hughes presents Shôn Dale-Jones in a Hoipolloi Production

**Me & Robin Hood**

hoipolloi

@hellohoipolloi HoipolloiEvents

**Me & Robin Hood**

**HELLO PEOPLE**

I am putting an evening together to share my on-going relationship with Mr Robin Hood.

I first met Robin as a seven-year-old boy in November, 1975. Since then he has been my best-ever fictional friend. I wish, as we begin to see the dangerous effects of living in a world that separates the wealthy from those living in poverty, I have spoken to him more often.

In fact, I have begun to feel the force of fantasy push me towards him, to do something wrong in order to do something right and dare to upset the status quo.

I hope that, while the world faces a serious challenge to humankind's ability to share, you will want to join me.

The evening is priced modestly because there is a large degree of uncertainty around what the event might be. Bring a picnic please. Shôn x

**WED 7 - SAT 10 & TUE 13 - WED 14 DEC 2016**  
Sally Ann's Salvation Army Charity Shop  
44A Mill Rd, Cambridge, CB1 2AS

**MON 19 DEC 2016**  
The Geldart 1 Angleshill Street, Cambridge, CB1 2PF

**WED 21 DEC 2016**  
Hot Numbers, Gayer Street, Cambridge, CB1 2LJ  
Festive returns price and subject to availability.

ALL PERFORMANCES 7.00PM  
ALL TICKETS £7.00  
BOOK TICKETS [HOIPOLLOI.ORG.UK](http://HOIPOLLOI.ORG.UK)

hoipolloi ARTS COUNCIL ENGLAND

@hellohoipolloi HoipolloiEvents  
Unit 17E, The Courtyard, Station Street, Cambridge, CB1 2SN, UK | admin@hoipolloi.org.uk

2 TIMES THE SCOTSMAN FRINGE FIRST WINNER

**ME & ROBIN HOOD**  
By Shôn Dale-Jones

A Hoipolloi & Royal Court Theatre co-production  
in association with Pleasance, P&J Management and Theatre Royal Plymouth, supporting Street Child United

**Tue 26 Sep - Sat 07 Oct 2017**

TRP THEATRE ROYAL PLYMOUTH

Box Office: 01752 267222  
[theatreroyal.com](http://theatreroyal.com)

**ME & ROBIN HOOD**

#IAMROBINHOOD

is Hoipolloi's brand new show about Shôn Dale-Jones's longstanding relationship with his favourite fictional friend, Shôn first met Robin Hood in the autumn of 1975, as a seven year old boy and they have been good mates ever since. Robin has been going crazy recently about the direction our world is heading. This show is his idea.

He's convinced we need to change the story of money and share the opportunity we've been given if we really want to do something about the growing gap between rich and poor. Weaving his personal story with the bigger political picture, Shôn's show is a touching and funny tale about wanting to do something about the mess we're in.

Tickets are cheaped at the bargain price of £5 or £10. You know what you can afford, so you decide what to pay. Robin says both tickets are a steal, so it's up to you how much you think and please bring cash to the show, we have more work to do to change the story...

7.45pm All perfs  
£5 or £10 pay whichever price you can afford  
Post Show Q&A  
Wed 27 Sep & Wed 04 Oct

Box Office: 01752 267222  
[theatreroyal.com](http://theatreroyal.com)

An 80 postcard fee may apply. Details correct at time of printing.

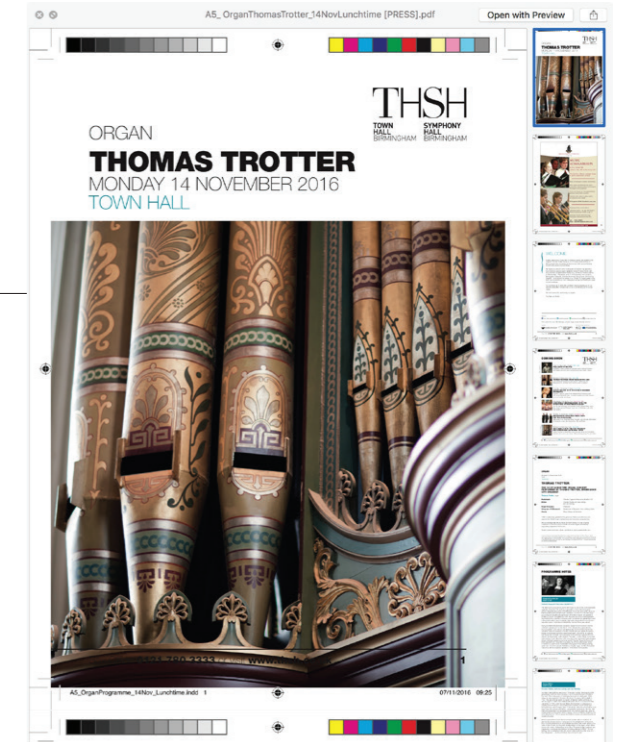
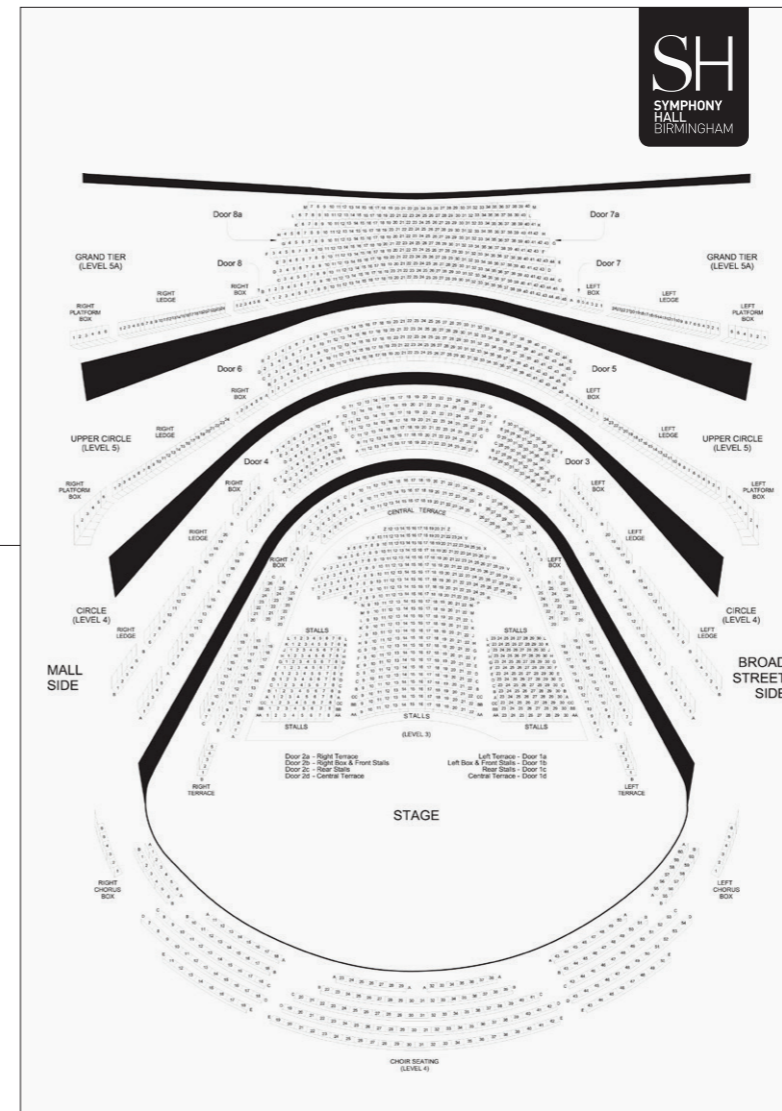
THE DRAM | THEATRE ROYAL PLYMOUTH  
ROYAL PARADE 1 PLYMOUTH PLAZA CITY  
The Theatre Royal Plymouth, LTD is a Registered Charity number 264545

hoipolloievents  
@hellohoipolloi

"We have worked with Wes and Delineate Design & Marketing for a number of years and would highly recommend their services. The team are a joy to work with, nothing is too much trouble, they are responsive and committed and they deliver high quality designs and campaigns, to brief and on time. We have worked with them across print and digital platforms and they offer creative, cost-effective and impactful designs appropriate to target markets that are stunning and deliver against ROI. They are an asset to our team and we would definitely recommend them to others."

# Portfolio

- Projects include:
- Inhouse show production
  - Touring show production
  - Season Brochures
  - Plans
  - Signage



## Welcome

to Town Hall Symphony Hall's programme of **JAZZ, FOLK, ROOTS, ROCK, POP, ENTERTAINMENT & FAMILIES**  
**AUGUST - OCTOBER 2016**

### HOW TO BOOK

Box office  
**0121 780 3333**  
[www.thsh.co.uk](http://www.thsh.co.uk)



### HOW TO REACH US

Town Hall is located in Victoria Square, Birmingham, B3 3SQ. Symphony Hall is located within the International Convention Centre on Great Street, Birmingham, B1 2EA. For further information visit [www.thsh.co.uk/your-visit](http://www.thsh.co.uk/your-visit)



### DISCOUNTS

Discounts are available for some concert performances, please check online or on **0121 780 3333** or in person at the Town Hall or Symphony Hall Box office.

### PUBLIC TOURS

Take a tour of our stunning auditoriums and glimpse inside the inner workings of these world-famous venues. The THSH Tours are generally sponsored by History West Midlands. For more information, dates and to make a booking on a public tour visit [www.thsh.co.uk/join-in-venue-tours](http://www.thsh.co.uk/join-in-venue-tours). For information about private tour bookings email [education@thsh.co.uk](mailto:education@thsh.co.uk)

Box Office **0121 780 3333** or visit [www.thsh.co.uk](http://www.thsh.co.uk)

### PROJECT SOUND LOUNGE

SAT 6 AUGUST 2PM  
TOWN HALL

The Festival, curated by a team of determined and talented 16-25 year-olds celebrates Birmingham's diverse and under the radar talent. Experience the freshest female talent, then as the night progresses the volume gets turned up for three exciting genre-bending bands, featuring:

*Affe Jam* - Guitar-led, mellow soulful tones  
*Barbella* - Neo-soul, progressive R&B with electro nuances  
*Tramontana* - Startling and fiery infused Rap  
*Muskie* - Electronic, R&B and Soul fusion  
*Kemi Sabia* - Singer-songwriter mixing British Soul and R&B  
*Dorcha* - Five-piece alternative, electronic goth pop group  
*Butterfly* - Neo-soul band with electro and Hip-Hop  
*Karl Monroe* - Four-piece indie Psychedelic band

### THE REALLY BIG CHORUS MENDELSSOHN'S ELIJAH

SAT 13 AUGUST 7PM  
TOWN HALL

The Really Big Chorus is the UK's largest choral society, with over 12,000 active members. Its most famous event is the annual Messiah from Scotland at the Royal Albert Hall, which recently celebrated its 40th anniversary. For the last three years, they have been organising a week-long Choral Summer School at Warwick University, which will culminate in a performance of Mendelssohn's Elijah, 170 years, almost to the day, after its first performance in Birmingham's Town Hall.

### MIRANDA SINGS LIVE

SAT 13 AUGUST 8PM  
SYMPHONY HALL



International YouTube sensation Miranda Sings brings you a hilarious night filled with comedy, hit songs, magic tricks, dramatic readings of hate mail, and never-before-seen videos!

You will not want to miss seeing this lipstick-wearing, epileptic eyed-towered, crooked-smiling beauty live and in person!

### NATIONAL CHILDREN'S ORCHESTRAS OF GREAT BRITAIN: UNDER 12 ORCHESTRA

SAT 20 AUGUST 6PM  
TOWN HALL



Featuring the best young musical talent the UK has to offer, the National Children's Orchestras of Great Britain cannot wait to perform at Birmingham's Town Hall this summer.

"A magnificent concert" - Classic FM

**WHAT'S ON**  
AUG TO OCT 2016

Box Office **0121 780 3333** Visit [www.thsh.co.uk](http://www.thsh.co.uk)

#53 ELGAR'S NIMROD  
ENIGMA VARIATIONS

#53 ELGAR'S NIMROD  
ENIGMA VARIATIONS

BIRMINGHAM CLASSICAL  
**HORACIO FERREIRA IN RECITAL**  
MONDAY 14 NOVEMBER 2016  
TOWN HALL

THSH  
MESSIAEN'S TURANGALILA-SYMPHONIE  
FRI 26 MAY 2017  
7:00PM  
SYMPHONY HALL

ANOUSHKA  
LAND OF GOLD  
THU 10 NOV 8PM  
SYMPHONY HALL

SH  
TCHAIKOVSKY SYMPHONY ORCHESTRA OF MOSCOW RADIO  
SATURDAY 22 FEBRUARY 2014  
7.30pm  
Symphony Hall, Birmingham

THSH  
ANYTHING BUT A SILENT NIGHT  
CHRISTMAS 2015  
Box Office **0121 345 0600** Visit [www.thsh.co.uk](http://www.thsh.co.uk)

"Wes is a fantastic designer and generate lots of amazing ideas. He has worked with us on a number of different projects, from brochures, programmes to flyers and digital assets for website and outdoor media. All have been delivered to a very high standard and on time. I would highly recommend working with him and his creative team."



# Portfolio

**Momentum**  
Gym, Swim and Classes

**OLYMPIC GIVE AWAY**

EVERY GOLD MEDAL for Great Britain someone will win a **FREE MONTH'S MEMBERSHIP!**

OPEN TO ALL NEW MEMBERS WHO SIGN UP FROM 25 JULY 2016 UNTIL THE END OF THE OLYMPICS. This can also refer to registering a member account on the cards machines at Stafford Leisure Centre, or having a programme review at either Stafford Leisure Centre or Worsley Park gym - speak to one of the fitness team today! Draws will be made and posted to the momentum facebook page to give it a follow!

01785 619500 Momentum Gyms  
www.staffordbc.gov.uk/momentum

Musical Theatre Stafford formerly Stafford & District Operatic Society proudly presents

A DIVINE MUSICAL COMEDY

# Sister Act

TUE 17<sup>TH</sup> TO SAT 21<sup>ST</sup> OCTOBER

Musical Theatre Stafford  
Creating, Inspiring & Developing since 1922

STAFFORD GATEHOUSE THEATRE  
BOX OFFICE 01785 619080  
@mtsshows

Momentum Gym, Swim and Classes

# STEP MILL CHALLENGE

CLIMB THE BUILDING COMPLETE ALL 102 FLOORS WIN ONE MONTHS FREE MEMBERSHIP

THE CHALLENGE IS TO COMPLETE ALL 102 FLOORS USING THE STEP MILL! STEP UP!

01785 619500 Momentum Gyms  
www.staffordbc.gov.uk/momentum

NEW WOLSEY THEATRE

# BEAUTY AND THE BEAST

THE ROCK 'N' ROLL PANTO

BY PETER ROWE

27 NOV '14 to 31 JAN '15

TICKETS 01473 295900  
ONLINE WOLSEYTHEATRE.CO.UK

STAFFORD & DISTRICT OPERATIC SOCIETY PRESENTS

# Fiddler on the Roof

Tue 18<sup>th</sup> to Sat 22<sup>nd</sup> Oct 2016

STAFFORD GATEHOUSE THEATRE  
BOX OFFICE 01785 619 080

Funded by Birmingham City Council

THSH THE HOME OF LIVE MUSIC

# CHRISTY MOORE

with Declan Sinnott & Jim Higgins

THU 13 OCT 7.30PM  
SYMPHONY HALL

Box Office 0121 780 3333  
www.thsh.co.uk

ALTERED SKIN 12-24 AUG / 6.45PM (no performance 18 Aug)

200.140 THE PLEASANCE ZOO

# POWER GAMES

Directed & Choreographed by SHANE SHAMBUH  
Written by SHANE SHAMBUH with JONATHAN GIBBE  
Produced by DEP ARTS

Think you're in control of your life? **THINK AGAIN.**

Tickets: £12 / £10 concs  
Recommended for ages 14+

alteredskin.net  
alteredskin

# Making Waves

A free-to-enter radio / audio writing competition

ESSEX BOOK FESTIVAL

www.essexbookfestival.org.uk/extra

BLACK HISTORY MONTH 2015  
SUN 27 SEP - SAT 1 NOV

# MALCOLM VISITS BIRMINGHAM & Race Relations Act 50 years On

Birmingham City Council the drum

TUE 17 TO SAT 21 MAY

NEW WOLSEY THEATRE

# JAMES and the GIANT PEACH

FOR ALL THE FAMILY

New Wolsley Theatre  
7pm (except Sat 21st May)  
1pm on Wed 18 & Thu 19  
11.30am & 4pm on Sat 21 May

# Portfolio

WORLD PREMIERE OF A **BRAND NEW THRILLER**

**AND THEN THE DARK**

A GRIPPING PSYCHOLOGICAL THRILLER LACED WITH TERROR. GUARANTEED TO SEND CHILLS CREEPING DOWN YOUR SPINE.

BY MICHAEL LESSLIE  
DIRECTOR PETER ROWE DESIGNER FOXTON  
COMPOSER MATTHEW BUGG  
LIGHTING DESIGNER MALCOLM RIPPETH  
VIDEO DESIGNER DICK STRAKER

**8 FEB to 2 MAR 2013**

TICKETS | 01473 295 900 GROUPS 10+ 01473 295 902  
ONLINE | [www.wolseytheatre.co.uk](http://www.wolseytheatre.co.uk)

£10 TICKETS UNDER 26  
ES TICKETS

A New Wolsey Theatre Ipswich Production in co-production with Ramps on the Moon

**THE WHO'S TOMMY**

Music & Lyrics by Pete Townshend  
Book by Pete Townshend & Des McAnuff  
Additional Music & Lyrics by John Entwistle & Keith Moon

Originally produced on Broadway by Pace Theatrical Group and Dodger Productions with Kardana Productions. Performed by arrangement with Music Theatre International (Europe) Limited

**"A RESOUNDING SUCCESS"**  
THE GUARDIAN ON THE RAMPS ON THE MOON 2016 TOUR

**THU 30 MARCH - SAT 15 APRIL**

01473 295900  
[wolseytheatre.co.uk](http://wolseytheatre.co.uk)

#TOMMYTOUR TOMMYTHEMUSICAL.CO.UK

**MIDSUMMER NIGHT'S DREAM**

Directed by Trevor Nunn

Thu 16 June to Sat 9 July 2016

Ashtons LEGAL

SOUVENIR PROGRAMME

A NEW WOLSEY THEATRE PRODUCTION  
THU 12 TO SAT 21 OCTOBER

**OXY AND THE MORONS**

THE BRAND NEW MUSICAL

BY PAUL SIBBLE  
MUSIC PETER  
LYRICS STEVE ALLAN JONES

01473 295900  
[wolseytheatre.co.uk](http://wolseytheatre.co.uk)

#punksaveslives

A New Wolsey Theatre Ipswich and Queen's Theatre Hornchurch production

**MADE IN Dagenham THE MUSICAL**

21 SEPT TO 15 OCT

"IT'S A GREAT NIGHT'S ENTERTAINMENT"  
Evening Standard

BOOKED BY RICHARD BEAN  
DIRECTED BY DAVID ARNOLD  
MUSIC BY RICHARD THOMAS

01473 295900  
[wolseytheatre.co.uk](http://wolseytheatre.co.uk)

A NEW WOLSEY THEATRE Ipswich production

**OUR HOUSE**

IT MUST BE LOVE

BY TIM FIRTH  
MUSIC AND LYRICS BY MADNESS  
DIRECTED BY PETER ROWE

WINNER OF THE LAURENCE OLIVIER AWARD FOR BEST NEW MUSICAL

**Don't be MAD. BOOK TODAY!**

[WWW.OURHOUSEUKTOUR.CO.UK](http://WWW.OURHOUSEUKTOUR.CO.UK)  
/OURHOUSEUKTOUR OURHOUSEUKTOUR

FESTIVAL THEATRE EDINBURGH  
13/29 Nicolson Street, EH8 9FT

TUE 15 TO SAT 19 OCT 2013

Online: [EDTHEATRES.COM](http://EDTHEATRES.COM)  
Box Office: 0131 529 6000\*  
Groups (8+): 0131 529 6005  
Text Relay: 18001 0131 529 600

\*Booking fee. Ticket prices include a contribution to the Theatres Development Fund Registered Charity SC018605.



# Pricing model

Requirement / Description	Cost per day (£)	Overall Cost (£)
<b>Creative Concepts x 3 following first design brief</b>	<b>£350.00</b>	<b>£1,750.00</b>
<b>Photoshoot costs (if photoshoot is required)</b>	<b>£500.00</b>	<b>£500.00</b>
<b>Title Treatment Creation</b>	<b>£350.00</b>	<b>£475.00</b>
<b>Enhancement of Stock Imagery</b> Please identify any other costs that have not been provided and that we should be aware of	<b>£350.00</b>	<b>£350.00</b>
<b>Extra costs are incurred for additional design stages of chosen creative concept through to finished artwork</b>	<b>£350.00</b>	<b>£350.00</b>

Additional costs for production assets, websites and other advertising such as 48 sheet sites and digital screens etc will be charged at £50ph

**Totals Excluding VAT** **£3,425.00**

Derby Theatre will own rights to all signed off artwork. Any designs/logos not chosen from the comps stage remain property ©delineatedesign&marketing.

# References

## Jeni Raw

Marketing Manager (March 2018)  
New Wolsey Theatre, Civic Drive, Ipswich, IP1 2AS

+44 (0) 7734 442797



## Michelle Emmerson-Grey

Head of Communications  
New Wolsey Theatre, Civic Drive, Ipswich, IP1 2AS

+44 (0) 1473 295903 | +44 (0) 7717 006786 | MEmmerson-Grey@wolseytheatre.co.uk



## Danny Watkins

Marketing Manager  
Town Hall Symphony Hall

+44 (0)121 644 6159 | Danny.watkins@thsh.co.uk



de|lin|e|ate

DESIGN & MARKETING

WES FIFE

Unit 33 Gainsborough Works  
St Patrick's Place, Stafford ST16 2PN

E. [wes@delineatedesign.co.uk](mailto:wes@delineatedesign.co.uk)

M. 07799534242