

# GLOBE THEATRE ON TOUR

## JULIUS CAESAR IN BOSCOMBE SOVEREIGN CENTRE CAR PARK

2 - 3 JULY 2022



*“Epic  
performance ...  
on the rooftop”  
Tanita*

**3  
performances  
2 days**

*“This was theatre  
at it’s finest.  
Sometimes witty,  
often penetrating  
and always well  
executed. Thoroughly  
enjoyable!” Nic*

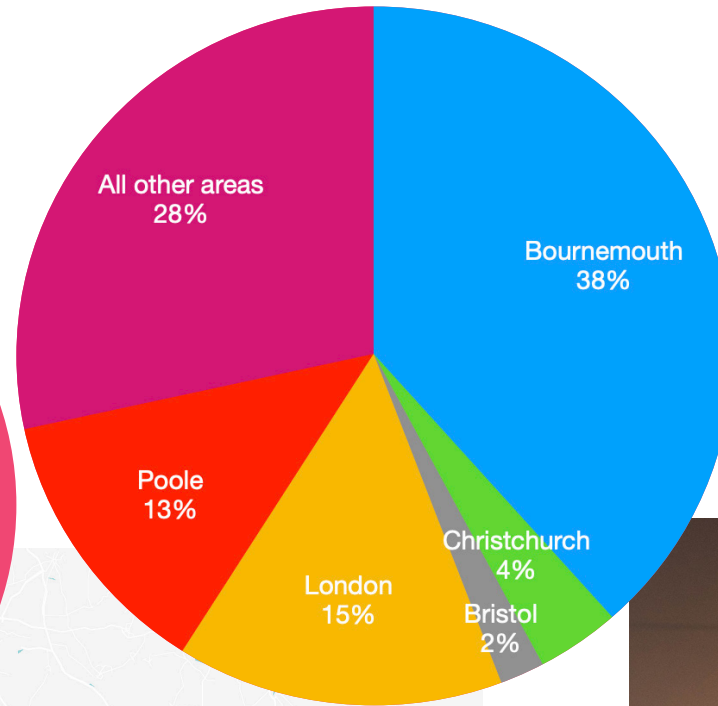
**Sell out  
performances  
with over 800  
people  
attending**



# AFFORDABLE THEATRE

Three tiered ticket prices  
“Pay what you can”

*“Fabulous opportunity to see such a high quality production here in Boscombe, there is no way I could have attended this event in London.” Lesley*



*“BEAF have a really special thing going on. Thank you.”  
Jack Myers (played Casca/ Octavius in Julius Caesar)*

People came from ...



People from  
BH1-BH21, BH23,  
BH24 & BH31



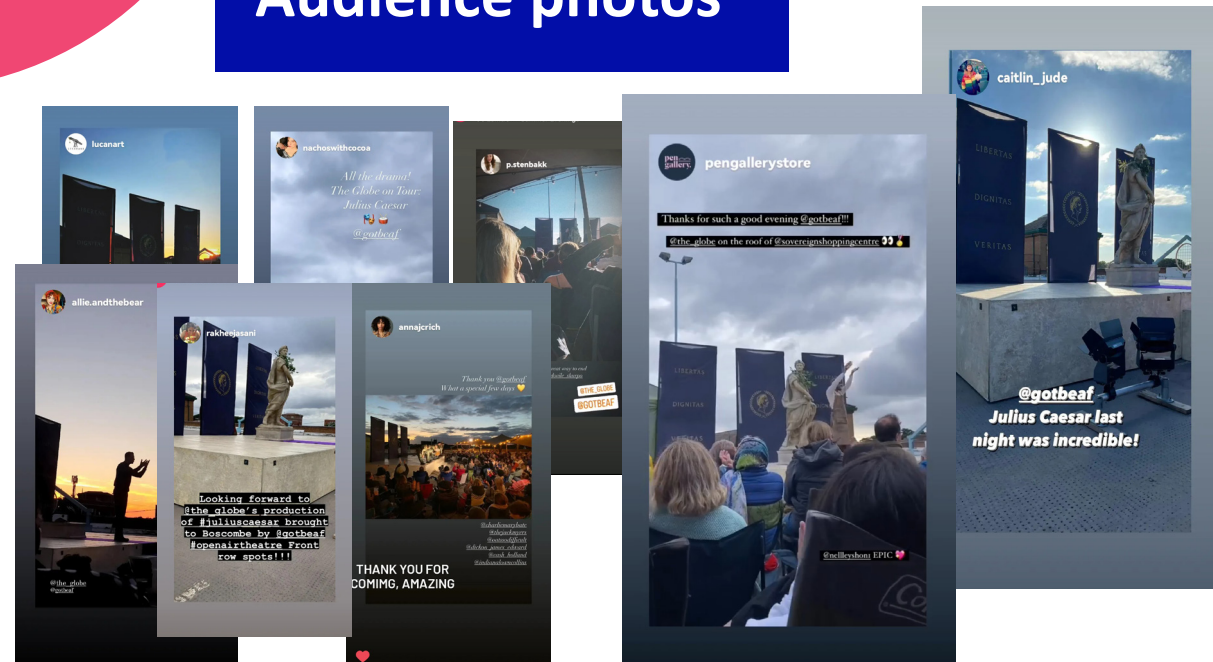
*“Fantastic event, great performances... people want more of this.” Anna*

*“Such an accessible location and making great use of space.” Susie*

*The students really enjoyed themselves and it was an extremely positive experience for them as many of them have never seen a live performance before.” Kate, Magna Academy*



## Audience photos



# Reviews

## Local

*'BEAF has demonstrated that there is an audience for good theatre in the town'* Theatre Review Podcast

## National

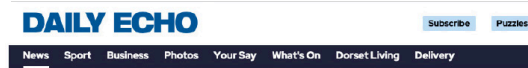
★ ★ ★ ★ *'A truly captivating experience'* Reviews Hub

*'A powerful performance'* The Guardian

*'Smart, compact take... entertains from the off'* Time Out



# Local coverage



## Shakespeare's Julius Caesar play at Sovereign Centre carpark



By Andrew Goldman  
Digital reporter  
@AndrewDailyEcho

**AN ICONIC Shakespeare tragedy will be performed live in Boscombe next month – on top of a multi-storey car park.**

As part of a nationwide tour, Shakespeare's Globe is bringing its Julius Caesar production to the top floor of Boscombe's Sovereign Centre car park for three outdoor performances in July.

In collaboration with Bournemouth's emerging arts company BEAF, the renowned touring ensemble will take to the multi-storey's roof to tell the classic but brutal tale of ambition, incursion and revolution to life.

Residents may want to bring a chair and blanket for the performances taking place on Saturday, July 2 and Sunday 3 at 7.30pm each evening. There will also be a matinee performance at 2.30pm on the Sunday.

children's services after the department was rated inadequate by Ofsted.

Mr Hanna wrote to BCP Council leader Drew Mellor, and shared his letter with all councillors, calling for action.

This included following the advice of Mr Conaghan in full, the council taking all additional steps necessary, such as extra funding, to address the "serious shortcomings" and "reinvigorated" political leadership with a new cabinet member for children's services.

"The inadequacies set out in the Ofsted reports leave open the real risk that this could happen here."

In response to Mr Hanna's letter, a BCP Council spokesperson told the Daily Echo: "The DfE advisor has started working with us and chaired the first Improvement Board on the 22 April which was attended by DfE representatives, BCP Council leader, chief executive, and multi-agency partners. BCP Children's Services is also being supported by Hampshire and making sure that children in our care have a secure base in long-term care."

Mr Hanna was emailed by Cllr Mellor with the same response sent to the Daily Echo.

The councillor said this response was "stuff a press office puts out, not a caring councillor".

"No personal touch," he said. "No acknowledgement of failure in the past. It might as well have been about the council's highways department, not children who are suffering neglect, abuse, or worse."

## Shakespeare on car park

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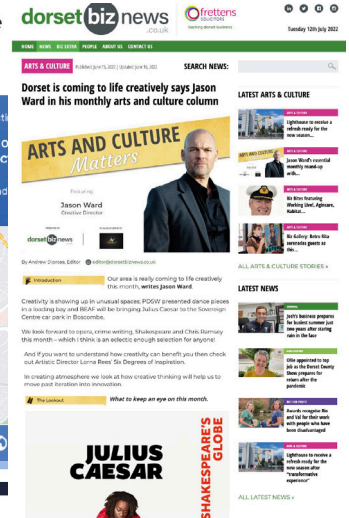
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To keep performances as accessible and affordable as possible, prices are set at a "pay what you can" level of either £7.50, £12.50 or £20 from BEAF's EventBrite page. Lifts and accessible toilets will also be nearby.

Visit [shakespearesglobe.com/seasons/globe-on-tour-for-more-information](https://shakespearesglobe.com/seasons/globe-on-tour-for-more-information).

Here's you enter you be  
Each week a published in Th





# Newsletter

## Audience

1,789 subscribed contacts

**BEAF STEW**

We gained **140 new subscribers** between June and July 2022.

58% of them view the newsletter on a desktop browser  
41.3% of them view the newsletter on a mobile device

## BEAF Stew – Friday 24 June

Open rate: **41.3%** / Clicks **2.7%**

Above average performance of BEAF's campaigns and those of our peers.

Analysis between different art festivals and local art organisations across social media. IBT, Fierce Festival and B-side Festival were currently delivering or in the lead up to thier work so we expect them to have higher figures. Some of these festivals have also been running much longer than BEAF.

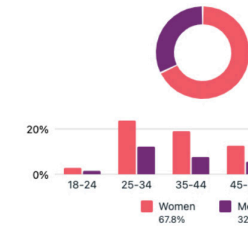
Page	Page likes ↓	Page likes change ↑↓	Published content
Bournemouth Arts by the Sea Festival Like the Bournemouth Arts by the Sea Facebook page to keep up-to-date...	12.9K	↑ 84	2
In Between Time IBT21 THE RUPTURE An Expanded Arts Festival for the Future	5.9K	↑ 72	9
Fierce Festival Fierce is Birmingham's cultivator of artists, audiences and contexts for ne...	5.5K	↑ 144	56
BEAF ARTS CO Bournemouth Emerging Arts is Bournemouth's largest independent arts f...	3.7K	↑ 36	43
b-side b-side arts organisation based on the Isle of Portland, Dorset. 'Like' us to...	2.4K	↑ 45	16
GIANT GIANT is a brand new independently funded arts center right in the heart ...	498	↑ 18	8

# Social media

Facebook Page followers ●

4,218

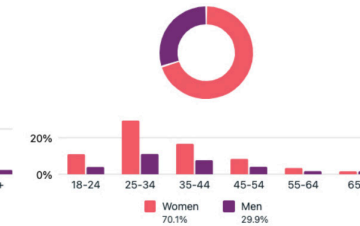
Age & gender ●



Instagram followers ●

3,071

Age & gender ●



## Audience

4,218 Facebook followers

3,071 Instagram followers

Reach increased **121.9%** on Facebook from June - July.  
Organic engagement (post likes, commenst and shares) increased by **83.4%** over both platforms.

Account	Followers (lifetime) ↓	Instagram follower... ↑↓	Published content
artsbythesea Arts by the Sea Festival	5.6K	—	2
fiercefestival Fierce	5.1K	—	63
giantartgallery GIANT	3.4K	—	5
gotbeaf BEAF Arts Company	3.1K	↑ 51	40
bsidefestival b-side	2.2K	—	4
inbetweentime In Between Time	2.1K	—	6

# Interviews

## Interview with Omar Bynon from Shakespeare's Globe on Tour

*Omar Bynon is a London-based writer, poet, actor and workshop facilitator. His latest role is performing as Decius / Soothsayer in Shakespeare's Globe on Tour performance of Julius Caesar. He talks to Sarah Gane at BEAF about Benjamin Zephaniah, the importance of community projects and how to carve out a career in the arts.*

### Can you tell me about the first time you were aware of poetry, theatre or the arts?

That's a good question. The first thing my mind went to was my Mum reading me Benjamin Zephaniah's Talking Turkeys when I was a kid.

I was also the biggest Postman Pat fan as a child. My Mum took me to see Postman Pat live at the theatre – I don't remember this, by the way – and I screamed the house down because he was too big. She had to pick me up and take me right to the back of the theatre so he was the right size again [laughs].

### Was it always a dream that you would make a career of the arts?

Not at all. These were just things I did as a hobby. I was lucky enough to grow up around some really cool arts organisations, I had friends that went to the youth theatre at Stratford East, near where I live and grew up, and my parents encouraged me to go too. I applied for drama school because it was the form of university that I could most stomach [laughs].

### I read somewhere that at aged 16 you were selling bread on a market stall in the day and performing spoken word at events in the evenings. Is that true? What did you learn then that still serves you well today?

Yes, it is true. Well, you'll see in the show [Shakespeare's Globe's Julius Caesar] that I have a really nice little role where I open the play with some direct address to the audience. Working on markets means that I have met so many different people and characters that it's just... I feel I can talk with anyone. I can communicate with anyone.

### What would you say to someone who is currently in that position? How might they carve a career out of the arts or follow a similar path?

Stay open to opportunities, get involved in things. I'd also say that they are already [carving a career out of the arts]. Don't see it as a negative. These are the skills that

are going to allow you to survive as an artist. The other members of my cast, the vast majority of them, do other jobs when they need to and have other jobs that they are good at. They know how to hustle and that's a positive. The negative is that you can feel tired. Just do what you can. Don't burn yourself out. There's a theory it takes 10,000 hours to master something. I think your 10,000 hours doesn't need to be 10,000 hours of acting classes, it can also include the conversation you had with a customer that day who really inspired you or the poem you scribbled down on the bus on the way home. The 10,000 hours includes that too. Just do what you can and don't feel like you're not doing enough because you're not able to go to an acting class every night of the week.

### You've facilitated drama and creative writing workshops in a number of settings, including SEND, community centres and refugee groups. What drew you to this work and what did you learn from the people you worked with?

Both my parents work for charities and always have done, my big sister is a social worker, so it's very much my background. I grew up in community centres. If I had a day off school, that's where I'd be. My Dad worked at a Refugee community centre in Kings Cross. I remember being a kid playing and the guys there teaching me how to play table tennis. That's what I know. I feel at home in community environments. My route to the arts was through Stratford East and other outreach projects. Working in the community... it's just so much fun. It's very important personally. It's how I got into the arts and I know how valuable the work is.

### Let's talk about Shakespeare's Globe. You play a couple of different roles within Julius Caesar, can you talk a little more about this experience?

It's been amazing. I felt nervous... a little out of my depth, for sure, but nowhere near as much as I was expecting. I've really enjoyed getting to go to different places. I've felt really supported on tour by the director and also by the cast, people of all ages. But one of the best things has been getting to perform at the actual Globe. It's like Disneyland. It's like a dream. A magical, magical place.

### You once said you want to create work that is important, that changes lives, that changes the world. Is that still the plan? What's next on the horizon?

Of course, that's always the aim. Otherwise, what's the point? What's next, it's hard to say. I'll be working with Shakespeare's Globe until 25th September 2022. My goals in general are to write more, write more plays, maybe do some TV and film work that is cool and good and important and always, always keep doing community work and outreach work. I love it.

# Interviews

Lou Hannan from BBC Radio Solent interviewing Nell Leyshon, Deputy Chair of the Shakespeare's Globe.

**Lou Hannan: Looking ahead to the weekend and on Saturday, Shakespeare's Globe is coming to Boscombe. The touring show is performing Julius Caesar in the open air, on the roof of a multi-storey car park. An interesting idea. Let's talk to Nell Leyshon now... welcome to the show, good to talk to you. Tell me more about Bournemouth's Emerging Arts [BEAF], who you are and what you do.**

"We're an organisation based in Boscombe and we work with people in the community. We work with developing artists, creating brilliant work locally. But we also work with partnership organisations, bringing quality work into Boscombe and into Bournemouth to share with the public."

**LH: Why is it so important to bring this kind of work to this area?**

"I think culture is so important, especially at the moment. It's a way of giving life and vitality to an area, of giving opportunities. It's the second biggest industry in our country, which is an extraordinary thing... it's a way of vitalising a neighbourhood and bringing joy to people."

**LH: Tell me more about this idea of getting Shakespeare's Globe touring company to Boscombe. How did it all come about?**

It's lovely how it all came about. Someone from the Globe came down... we had a theatre show with some artists from The Outsiders Project, so they're all outsider artists working in Boscombe. They are people who are living here and [producing] amazing quality work. They saw the work and said 'this is really exciting, how would you feel if we came down and visited, so if we brought our touring show down?' and of course we were absolutely thrilled.

It just shows that if you create quality work, that other organisations that are good quality are attracted to you. Then the idea came about through Carol Maund, who is the director of BEAF, to put it on the car park roof, which I just think is brilliant. So it's right up on the multi-storey car park! They are building a temporary theatre there and it's going to be amazing. There's going to be ice creams and a bar... so there's going to be joy and fun and it's what we all need.

**LH: I love this idea of bringing something very classical, very cultural to somewhere totally unexpected and actually when you think about it, the space on the top of a multi-storey car park is perfectly placed for a big audience, isn't it? And a great backdrop.**

I agree. It's a wonderful backdrop, it's really exciting actually. I think it's going to be brilliant. And we've had some, we're doing a sharing of work with the Globe actors, with some of the Outsider artists that BEAF works with. We've already delivered a workshop this week to some of the people that live around here on Julius Caesar, and that was run by one of the Outsider artists, so we're very much an organisation that gives power to people. We really bring people on as artists and we give them pride and we give them confidence.

**LH: What about your plans for the rest of the summer? More lined up?**

Well, watch this space because we've got quite a lot of ambitious ideas... leading up to the summer next year. Really bringing some joy post-Covid and celebrating the Boscombe that we all know and love and the amazing people who live here and make up the community of Boscombe.

**How can people get tickets for this weekend? What are the performance times?**

It's really easy, there are performance times Saturday evening at 7.30pm and Sunday evening at 7.30pm, but we've also got a Sunday afternoon matinee at 2.30pm and we have a 'pay what you can' policy, so the tickets begin at £7.50 so it's a really affordable, quality work. Check out [gotbeaf.co.uk](http://gotbeaf.co.uk) or GotBeaf on social media for more information

