



OVERHEAR

Creative Collaboration Offer



hello@theoverhear.app



www.theoverhear.app



[@OverhearPoetry](https://twitter.com/OverhearPoetry)



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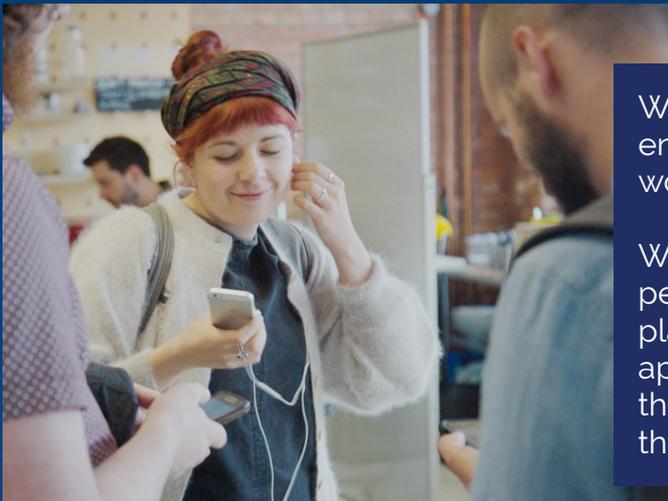
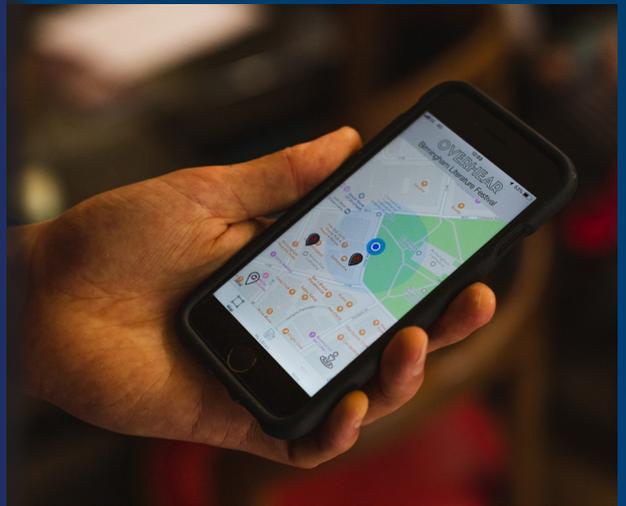
[Overhear Poetry](https://www.facebook.com/OverhearPoetry)

ABOUT OVERHEAR

THE APP

Overhear is the mobile app that puts audio on the map. We digitally pin poetry, short stories and oral histories to real-life locations, inviting users to explore their environments, collect the recordings and discover new ways to look at the world around them.

Whether they're in a park, a café, a housing estate, train station, beach or forest, we want to draw people's attention away from their screens and towards where they are right now.



With the help of engaging, localised content, we encourage our users to pause, listen, and see what would otherwise go unnoticed.

We believe in the power of audio to enrich people's experience of a place and the power of place to ground, and make accessible, audio. Our app moves people in all senses of the word, taking them to new places and bringing new voices to them through the symbiosis of poetry and space.

THE EVENTS

To make sure our work doesn't exist in a vacuum, we organize events alongside the content we put out on the map.

Our walking tours allow people to explore a place alongside a practitioner who can share a personal insight they won't get anywhere else.

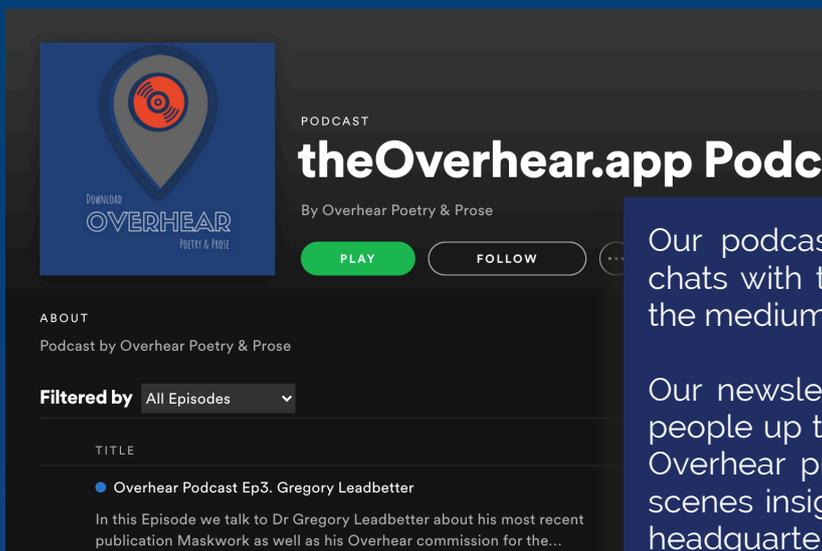
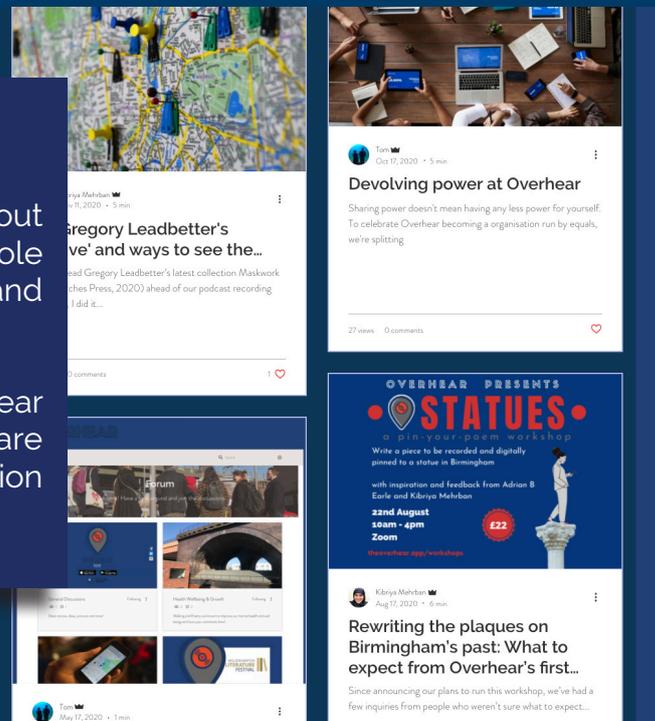
Our workshops create spaces where people are supported to pen their own creative responses to the spaces they explore. Our in-house facilitators guide attendees through exercises designed to generate work that can be recorded and pinned to the places they're inspired by.



THE CONVERSATION

In the spirit of keeping the conversation about poetry and place going, Overhear has a whole plethora of ways to talk to our users, partners and poets, and to hear what they have to say.

Our blog adds wider context to the work Overhear does as we interview poets, discuss ideas that are important to us and talk about how our organisation operates.

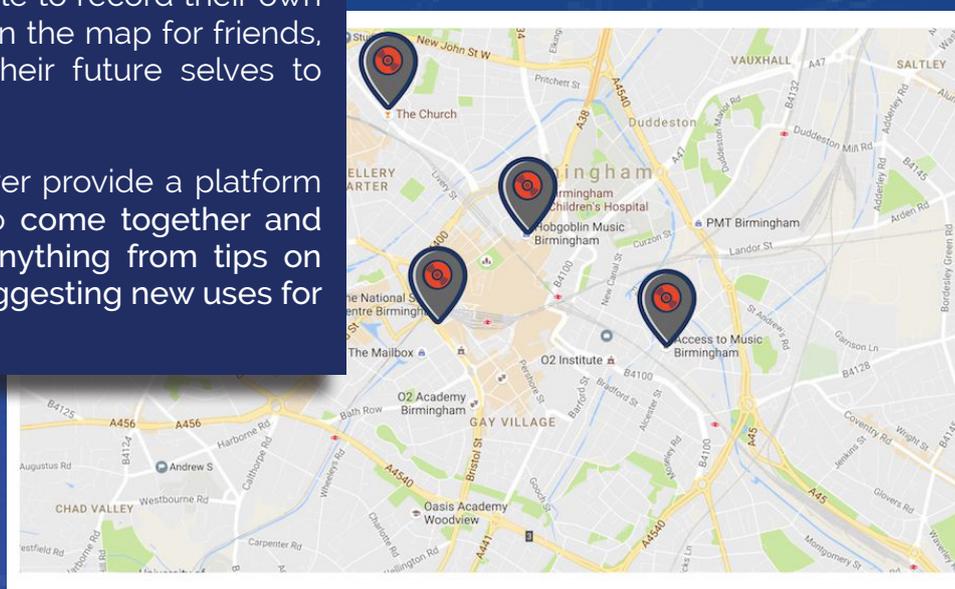


Our podcast is where we have more in-depth chats with the people involved in our projects in the medium we're most interested in.

Our newsletter and social media accounts keep people up to date on all the latest goings on with Overhear projects, along with some behind-the-scenes insight into what's happening at Overhear headquarters.

Our public map invites people to record their own audio and pin it anywhere on the map for friends, family, strangers or even their future selves to collect.

Our forum and Discord server provide a platform for our wider community to come together and bounce around ideas on anything from tips on writing about location to suggesting new uses for the app's technology.



PAST PROJECTS

Since its conception, Overhear has collaborated with three local and one international literature festivals as part of ACE-funded projects, hosted various partners' original content and conceived and facilitated workshops both independently and as part of larger projects.



BIRMINGHAM LITERATURE FESTIVAL 2018

In Autumn 2018, we worked in collaboration with Birmingham Literature Festival to add a little something extra to their programme. We commissioned 12 writers to create bespoke poems (and one short story!) inspired by venues around the city centre, where BLF were hosting events.

Pieces ranged from Susan Stokes Chapman's deeply researched history-of poem for Syrian restaurant Damascena to Jacqui Rowe's scavenger hunt, which gave voices to figures in paintings hung in Birmingham Museum and Art Gallery's Round Room to Romalyn Ante's poem for Tiger Bites Pig, which pondered on the importance of food for overseas workers looking for comfort and community.

With the help of Ben Waddington, director at Still Walking, we helped selected poets curate walking tours as part of the BLF programme. Poets guided groups around the city and shared their view of the world, collecting recordings, performing their work in situ **and** encouraging participants to write their own responses to the experience.



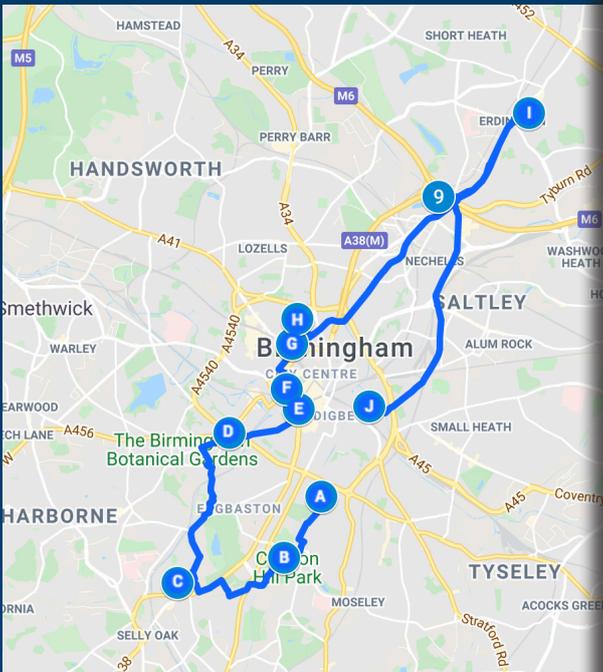
"Working with Overhear has been a terrific experience, both for our Birmingham Literature Festival audiences and the many writers we have been able to involve. New work has been made and new audiences discovered and Tom and his team have been both creative and entrepreneurial in their approach. It has been a pleasure to work with them."

**Jonathan Davidson, Chief Executive,
Writing West Midlands.**

FLATPACK FESTIVAL

As part of Flatpack Film Festival's Heritage Week project exploring the city's colourful past, we worked together to create an engaging and accessible solution to bring the amazing research they'd done to life. We listened through several hours of archive material researched for Flatpack's book *This Way to the Revolution* to curate a map of oral memories for people to explore.

The end result was a 15-mile bike ride passing through key locations in the story of 'New Birmingham' coming to be: The Great Hall at the University of Birmingham which was occupied by over 1000 students for 8 days in late '68, the Digbeth Church that became a biker coffee bar and the spot where anti-racist protesters marched against Enoch Powell among others.



"The level of effort and work put into the workshop by its organisers was clearly evident and profoundly felt. Writing exercises were useful and relevant to the nature of the subject matter. Any subsequent discussions were well-guided and facilitated with some very interesting discussion prompts throughout"

Workshop Participant

STATUES WORKSHOP

When protestors in Bristol brought down a monument to slave trader Edward Colston in their city, it sparked a national conversation about the value and purpose of public art in our lives. Given that Overhear is all about giving people the power to write their own narratives onto their spaces, we thought it was the perfect subject for a workshop.

In-house facilitators Adrian B. Earle and Kibriya Mehrban guided participants through a day of discussion and writing exercises over Zoom, supporting people through group talks as well as one-to-one feedback sessions. After a week to edit and record, the result was a cluster of amazing, thoughtful poems pinned to statues and sculptures all over Birmingham and the Black Country.

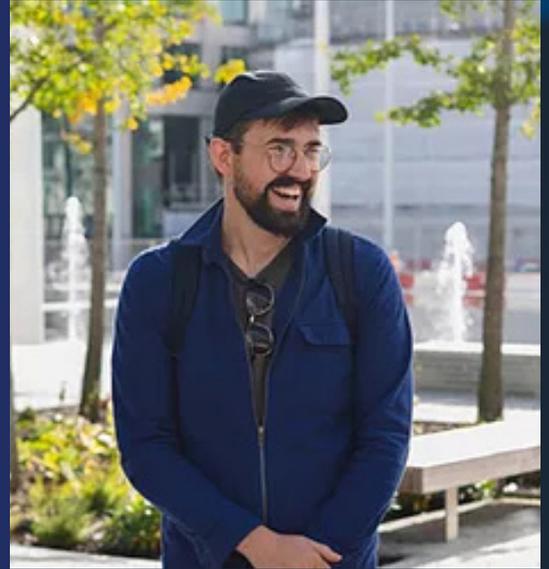


ABOUT THE TEAM

TOM

Tom founded Overhear after an urge to anchor digital content back in some sort of locality and found a home for it among the poetry community. As Business Development Lead he works to develop the best technical applications for the creative endeavours Overhear takes part in.

As well the liaison between Overhear and collaboration partners across europe, He is also a Songwriter & facilitator with a passion for audio production and media content. Tom has been successful in applying for several Arts Council England bids to help Overhear grow.



KIBRIYA

Kibriya joined Overhear as a freelance blog writer and marketer in 2018 and has since become a co-director & Marketing Lead. They are responsible for capturing and communicating the Overhear ethos to partners and users alike as well as helping to develop our workshops and structure funding applications.

The voice behind many of Overhear's blogs, Kibriya is endlessly interested in writers and the communities and contexts in which they work and is excited about finding new ways to collaborate with people.

Kibriya is one of Overhear's experienced workshop facilitators, a published poet & 2019-20 member of Hippodrome Young Poets.

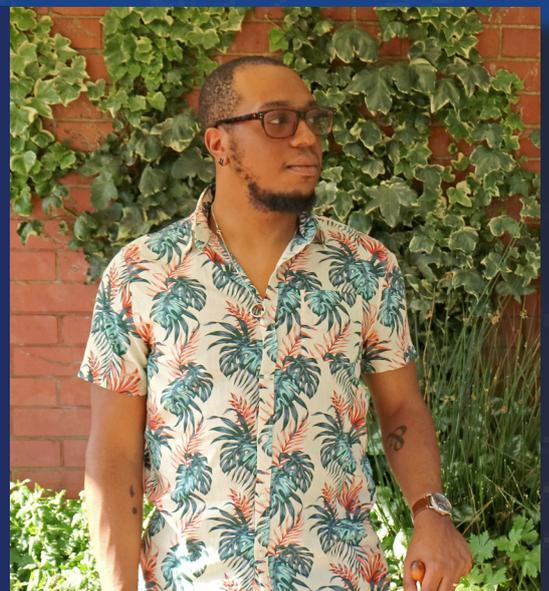


ADRIAN

Adrian is our Creative Development Lead and joined Overhear as a co-director in 2020.

Producer and sound designer at poetry media project VerseFirst and a published poet, Facilitator and Media Maker, he is interested in innovative ways to tell stories, capture narratives and shape language with innovative tech.

Adrian brings a clear UX head to the team. developing future functionality and features as well as leading on our workshops.



WHAT WE OFFER

With an initial flat fee **starting at £450 + monthly payments of £20 per month after the first year**, Overhear will work with you to infuse your project with location-specific creative audio. We have the resources to deliver our projects over a flexible 2-month timeframe, and host the creative outcome on the app for as long as you'd like.

Our most popular contracts are a combination of micro commissions & Pin-a-Poem Workshops in partnership with the organisations we work with, alongside a marketing campaign to drive engagement and interest.

However, each package is tailorable to your creative project's requirements; you only pay for the services you need.

So, come and collaborate with us—let Overhear put you on the Map!

SERVICES AND PRICES

Base Cost for Hosting and Uploading audio: if your project or organisation has creative audio assets already collected that you would like us to pin to the map as they are this is your option. We can host up to 1 hr of creative audio pinned to as many as 20 locations. ith a bespoke pin for your Project.

£450

Development and Delivery of Pin a poem workshop: Our practitioners will work with you and your group to devise a creative writing based workshop to support your group, organisation or creative project. Inviting our users and the general public to engage with your space and ideas and create audio. **Includes 1 years Free Hosting & Uploading.**

£650

Repeat Workshops:

Every workshop after the first in a programme is priced at this lower rate. Since we've already built a cool experience to engage people with your project this is the cost of delivering it again with a new group to reach a wider audience.

£350

Creative Audio Production: We develop, edit and sound design either the creative content your organisation already has access to or the creative audio generated by our workshops and micro commissions. We can edit and design up to 1hr of audio.

£600

Micro Comissions: We collaborate with local poets or our growing roster of creatives to generate commissioned works, via either open calls or direct commissions 75% of this portion goes to the creative commissioned. Price per commission is:

£250

Design and Marketing: We can develop and deploy a marketing campaign in partnership with your organisation using our existing social channels and signposting the new creative content to our user base. We run 2 weeks of marketing before any given workshop or event and 2 weeks of promotion of the content afterwards.

£600

Hosting Fee after year 1 - If you want to keep the audio wonders created for your project Live on the Overhear app after the 1st year of hosting we charge a monthly fee. (Users that have already collected any of your pins can keep them, this fee allows your pins to stay on our ever growing map!)

£20pcm