



# OVERHEAR

Creative Collaboration Offer



[hello@theoverhear.app](mailto:hello@theoverhear.app)



[www.theoverhear.app](http://www.theoverhear.app)



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



[@overhearpoetry](https://www.instagram.com/overhearpoetry)



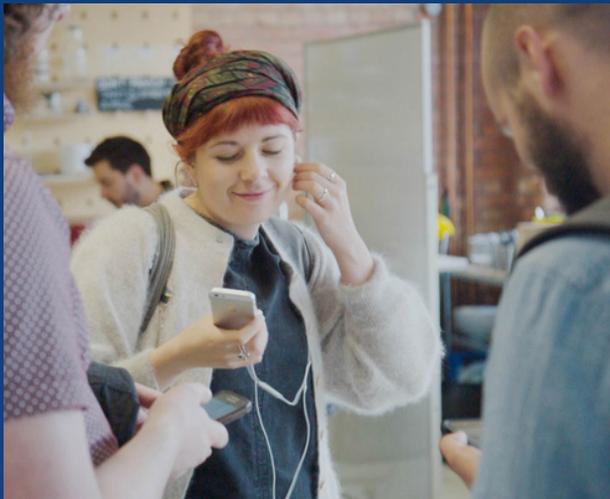
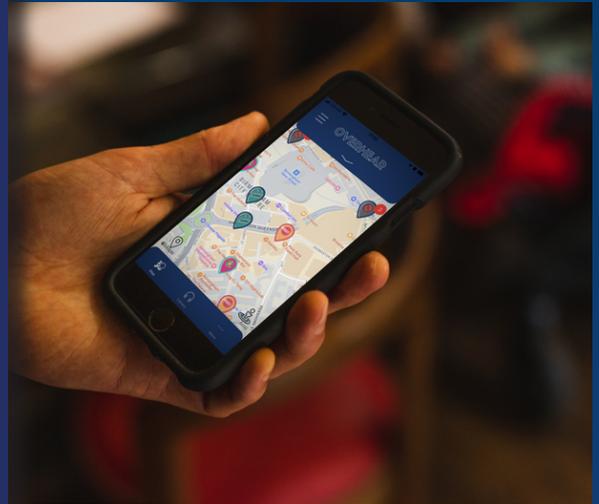
[Overhear Poetry](https://www.facebook.com/OverhearPoetry)

# 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 listeners 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.



## THE IMPORTANCE OF AUDIO

With the help of engaging, localised content, we encourage our listeners 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 sound and space.

Whether you want to keep your sound simple or have our in-house producers create a thoughtful and complementary backing track, each audio pin is informed by and speaks to the space in which it's discovered.

As the environment changes day by day so does each users' encounter with both the location and the audio, generating a unique and meaningful experience, every time.



## 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.

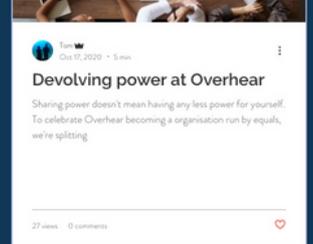
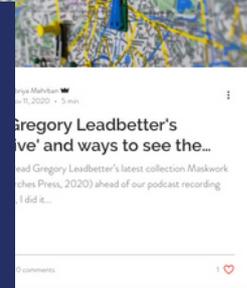
Our **workshops** create spaces where people are supported to pen their own creative responses to the spaces they explore. Our in-house facilitators guide attendees through exercises designed to generate work that can be recorded and pinned to the places they're inspired by.



## THE CONVERSATION

In the spirit of keeping the conversation about poetry, people and place going, Overhear has a whole plethora of ways to talk to our listeners, 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.



## LATEST FEATURES

### QR Code Collection:

This is useful for multi story spaces that require smaller distances between collection points than geolocation collection can afford.

### Sequential Pins:

Want to create a more guided experience? Lead listeners through a sequential series of audio experiences, setting Pins to appear in the order you decide. Perfect for directing listeners through a specific trail or delivering episodic content on location.



# PAST PROJECTS

Since its conception, Overhear has collaborated with local and 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 programs.



## BIRMINGHAM LITERATURE FESTIVAL

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.

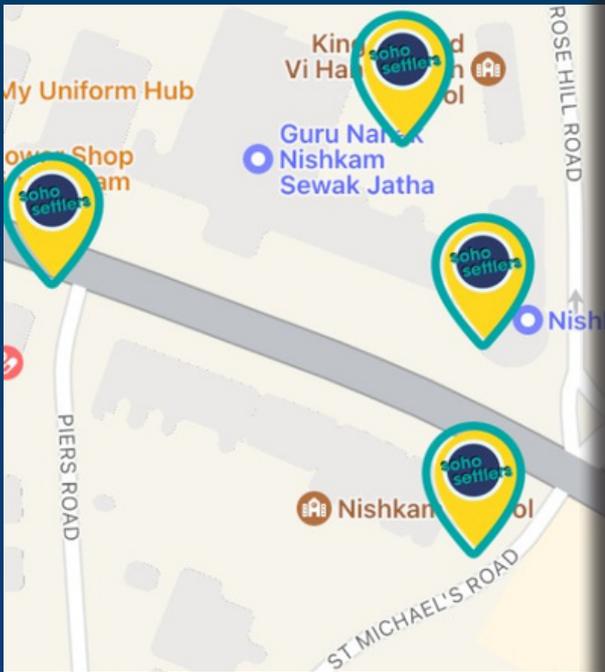


*"Working with Overhear has been a terrific experience, both for our Birmingham Literature Festival audiences and the many writers we have been able to involve. New work has been made and new audiences discovered and Tom and his team have been both creative and entrepreneurial in their approach. It has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

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

## SOHO SETTLERS

In collaboration with China Plate Theatre and as part of the B2022 Festival, Overhear was tasked with collecting migrant stories from the Handsworth area in Birmingham. This involved running listening workshops with residents, community groups and business owners, recording their stories and sound tracking them to reflect the spaces and times they recalled. We also invited local poets to sit in and distil the sentiments down into unique poems that captured the essence of their lives and histories. These recordings can be found up and down the Soho Road in Handsworth pinned to the places that those memories were born from.



*"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 listeners 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.

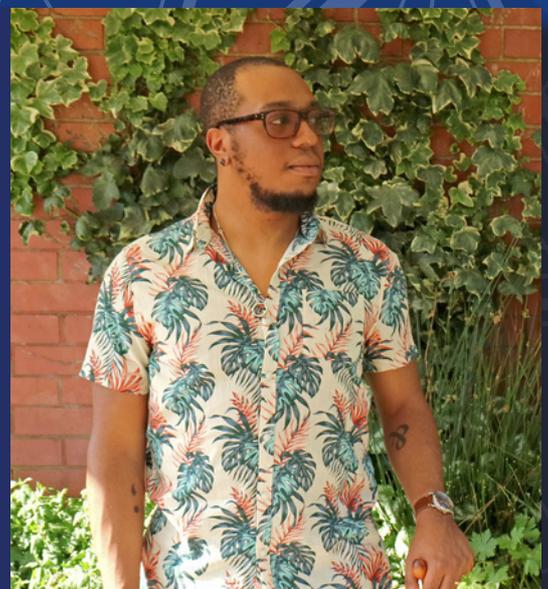


## ADRIAN

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

Producer, Media maker & sound designer Under the name THINKWRITEFLY, as well as a published poet and Facilitator, Adrian works to 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 £550pa then 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!

**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 with a bespoke pin for your Project.

£550

**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 listeners 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. Price provided is per hour.

£50ph

**Micro Commissions:** 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