

YMBBT : APRIL 2024

you me bum bum train
at 125 Shaftesbury Avenue



A JOURNEY WHERE EVERYTHING IS POSSIBLE

introduction

You Me Bum Bum Train is a not-for-profit interactive theatre experience, devised by artists Kate Bond and Morgan Lloyd, which has gained significant critical acclaim and multiple theatre awards.

Staged in different, notable central London locations each time, we find properties in transition and transform them into hubs of artistic creativity. There have been 5 YMBBT's since 2010 and a new production is planned for 2024, to take place in an empty office building at 125 Shaftesbury Avenue in Camden.

YMBBT is a volunteer-based community project which provides opportunities, workshops, and training in various fields such as set building, acting, prop-making, scenic arts and event production. It is a hugely ambitious project which creates a great sense of community for those taking part in it and leaves a legacy in the communities it bonds.

Showered in praise by attendees and critics, it is a highly sought after ticket. This will be the first production since 2016 when 122,170 people attempted to buy tickets within the first minute of sales. The experience is intentionally kept below the radar, with no online information, limited marketing and is spread by word of mouth.



overview

YMBBT is an interactive theatre show. Attendees, known as passengers, travel on a deeply personal journey through a series of highly detailed and realistic scenes, improvising parts without any preparation or prior knowledge. In these alternate realities, they have an opportunity to live out different lives.

Performances take place in empty London landmark buildings, with each production becoming more elaborate, inventive, and ambitious than the one before.

YMBBT is a creative, not-for-profit artistic enterprise. We sell patron nights to underwrite the public ticketed shows and we raise funds for our charity partners Raise Your Hands and WarChild via auctions of our highly in-demand tickets. The production is supported by an army of committed professionals, supporters and volunteers who together bring the show to life.

The show is firmly established as a place-making event with A-List guests flying in from as far as L.A. to experience it.

QUOTES

THE TIMES

"You leave with a life-changing experience that will stay with you forever in what has to be one of the most liberating things you'll ever do."

SIR IAN MACKELLEN, ACTOR

"I've scaled the planet going to different things and it doesn't get any better or any more original than You Me Bum Bum Train."

THE TELEGRAPH

"It feels like a wonderful dream where you might have to face your fears and live out your fantasies. It's guaranteed to make you feel silly, invincible and make you want to do it again and again."

GUARDIAN

"Literally unimaginable, entirely euphoric: a once-in-a-lifetime chance to break the rules and see what we are capable of."

THE EVENING STANDARD

"You Me Bum Bum Train looks set to become one of Great Britain's proudest moments."

TIME OUT

"My highlight of the year was YMBBT, if only real life were that interesting."

NEW YORK TIMES

"Emblems of a flourishing cultural movement, one that purports to redefine what it means to be part of an audience in the 21st century."

THE SUNDAY TELEGRAPH

"What started out as a group of strangers had become a community, something that's so often missing in a big city."

STEPHEN FRY, ACTOR & AUTHOR

You Me Bum Bum Train Is the theatrical experience of my life. Exhilarating, scary, brilliant, breathtaking and so original."

FINANCIAL TIMES

"This show responds quite deeply and thoughtfully to the mix of nerves, invention and empowerment that it induces in participants. but above all it is a unique, joyous and life affirming experience."

JUDE LAW, ACTOR

"I've had the most unbelievable time at You Me Bum Bum Train, it was truly brilliant."

DAZED & CONFUSED

What was one of London's more obtuse treasures is set to become one of Great Britain's proudest moments.

winner: Oxford Samuel Beckett Theatre Award

winner: The Evening Standard Theatre Award

nominee: The Olivier Award For Outstanding Achievement



The Times



The Stage



Daily Mail



What's on Stage



Time Out



Financial Times



Attitude Magazine



The Evening Standard



Daily Telegraph



Mall on Sunday



The Guardian



Metro

THE VENUE

125 Shaftesbury Avenue

- We are proposing a Meanwhile Use of this empty office building while it is awaiting development. It is entirely self contained and our show will take place inside on floors 1 to 4 and 9.
- We are applying for a temporary change of use for the run of our show from Autumn 2024 to Autumn 2025.
- YMBBT has staged several large productions across London since 2010 and we work closely with our venue partners and the local council to ensure a smooth and mutually beneficial experience.
- We will be sharing the building and planning the production with our partner charity Raise Your Hands and will auction tickets to fundraise for them and for WarChild.



the experience

- Shows take place on 3 to 4 nights per week from 6.00pm to 11.30pm
- There are only 70 attendees per night, (known as Passengers) who move through the experience one at a time, over the course of the evening.
- They arrive and leave in small groups at timed slots
- An after show bar is the final scenario where audiences are reunited and where they can debrief and share their experiences with the volunteer cast & crew.

HARRY TRAHIR, SOHO ESTATES

"To strike a deal for YMBBT to occupy one of our buildings was a real coup for us. Supporting creative Arts and industries within Soho is hugely important for us as a business, and to be able to do so whilst also putting a redundant building within our portfolio to good use was fantastic. Working with Kate, Morgan and the rest of the team at YMBBT was a great experience.

ROSIE SOLOMON, LOCATION HOUSE

"You Me Bum Bum Train's occupation of the Sorting Office, New Oxford Street was a positive experience. They provided good security to the building during their stay. They had a positive impact on the local community and created interest from future tenants because of the excitement surrounding their show. They were brilliant and we would have them back in any of our properties."

STEVE MURRAY, TOWER HAMLETS

"We had an agreement for a short term let of several months with YMBBT for a large empty office premises in Bethnal Green. The project involved a large internal build for a promenade theatre piece. We experienced no problems whatsoever and if anything the building was returned to us in better condition than before their occupation. They provided good security for the building and we had no complaints from neighbours or local businesses with regard to noise or disturbance."

volunteer community & training



- It's not an ordinary production, volunteer A-List celebrities perform alongside people who are unemployed, and people with learning difficulties have painted walls with partners of law firms. The unlikely dynamic between participants is rare and breaks down social barriers. Everyone on board feels a sense of togetherness and a sense of achievement by playing a part in such a hugely ambitious project.
- We provide training for volunteers who are supported by industry professionals to develop new skills.
- 13,000+ volunteers took part in our last production and many of them have used their work experience to build new careers.
- Participants learn across all areas of production: Stage Management, Sound, Lighting, Art Department, Scenic Art, Set Decoration, Carpentry, Office Management, Film and Performance.
- We work with local colleges, community groups, universities and employers to identify those who can most benefit from the experience
- Inclusivity is at the heart of You Me Bum Bum Train's ethos. Each production creates a welcoming community for thousands of people from different kinds of backgrounds from the local area and across London.

Camden council objectives that YMBBT fulfills

To help to make Camden a home of innovation and creativity, where we learn together and trial new ideas

- Make Camden a place where night-time innovators, entrepreneurs and creatives can find a platform to reach new markets, customers and audiences.
- Work with citizens and partners to build on the strengths of local people and grow the capability of communities to achieve their ambitions.
- Help to prepare young people to be successful in their working lives and to consider creative careers
- Work to build a borough where different communities have opportunities to come together and celebrate diversity, and where everyone has access to and can contribute to the borough's cultural life
- The venue is located in the heart of theatreland and therefore is suitable for this type of meanwhile use.

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licensing, health & safety & security

We work with **SafetyGeeks**, a globally recognised process safety company, that provides Health & Safety, Environmental Management and Licensing Consultancy for all of our shows.

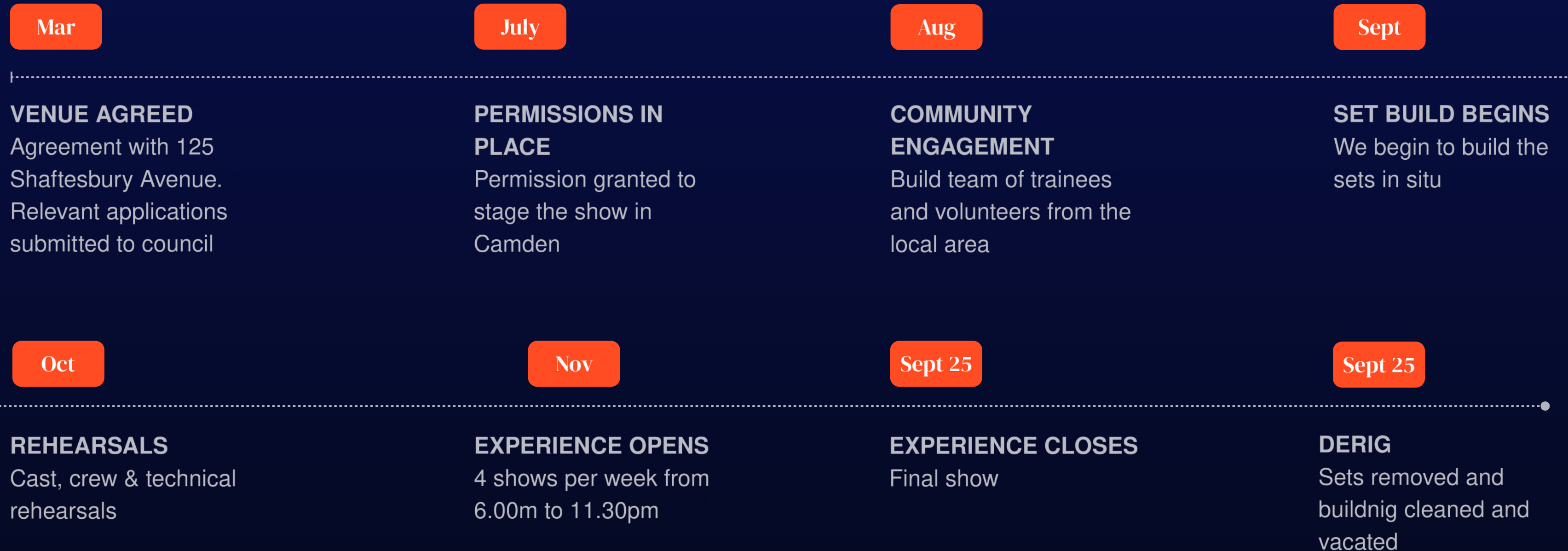
We ensure that the venue is secure at all times and is regularly patrolled. Our security guards are SIA certified and will ensure that the passengers are not drunk/under the influence on their arrival. Any bad behaviour will result in passengers being turned away from the premises.

We work closely with the council Planning and Licensing Departments to ensure that all required permissions are secured in a timely manner and are prepared for regular inspections.

We carry out detailed Risk Assessments, COSHH Assessments and Fire Safety Management Plans and provide training to staff members to ensure compliance with safety rules, guidelines and procedures.

We only allow 70 audience members per show, night, therefore the tickets are incredibly highly sought after. Audiences experience YMBBT in a controlled way from the moment they arrive at their allotted time, to how they are funnelled through each scenario with the show meticulously timed and stage managed throughout the experience.

PROPOSED TIMELINE 2024





<https://www.bumbumtrain.com/>

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Our registered office address is 56 Andrews Road, Hackney, London, E8 4RL, England.

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