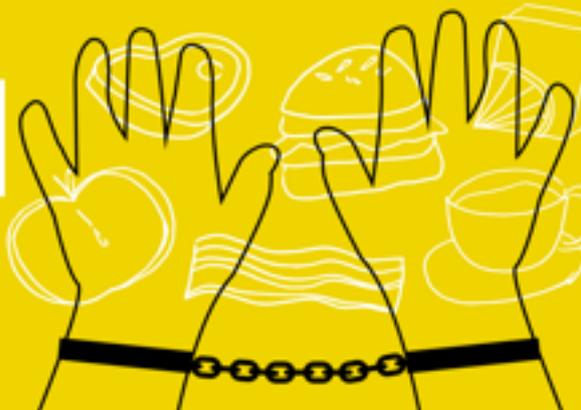


The New Optimists present  
a Narrativium project

# THE HAND THAT FEEDS

a musical about FOOD CRIME



## VOLUNTEER CALL OUT

### What's the project?

'The Hand That Feeds' is a theatrical song cycle about food crime, a widespread and growing problem that affects us all. The project was conceived of by Kate Cooper, founder of The New Optimists: a forum for regional scientists. It is composed by Sara Colman and written by Mez Packer. It follows the story of Robbie, "a hardworking family man" raised in Birmingham who comes to realise the impact of his role in the food supply chain and the difference he can make.

The project aims to raise public awareness of the issues and the widespread implications of food crime — both locally and nationally — and to create a platform for discussion. The New Optimists' conviction is that a fun arts-based events can have a big impact in enabling a wider audience to engage in social matters, such as food crime, where the role of science, here the forensics of food fraud, play a big part in making our world a better place.

As well as a core of professional actor-musicians, The New Optimists are working with Castle Vale Community Choir, who are the ensemble for the piece. The free, outdoor performances are taking place on Saturday 14th May at 12pm and 2.30pm outside St. Martin in the Bull Ring Church.

### What will I be doing?

#### **Social Media/Marketing:**

- Each volunteer would need a smart phone and specify their preferred social media platform i.e. Facebook, Twitter, Instagram or SnapChat
- Volunteers should be comfortable with social media at a day to day level e.g. for personal messaging to their friends.
- Volunteers who blog or are vloggers would be welcome too.
- Our Social Media Producer will also offer training in an additional platform for those who are interested: Vyclone. You will be asked to download and create an account for yourself before the day.
- For the first performance volunteers would watch the performance while posting to their social media telling their own story of the day using the #StopFoodCrime hashtag
- The second performance the volunteers would experiment, play and capture the performance using Vyclone.
- Those opting to blog or vlog would be free to tell the story they wanted of the day and post a link to me once the media piece had been edited and published.
- In the days following the event we'd like each volunteer to document their activity in a short 1 page A4 report.

#### **Stewards/Runners:**

- As the performance is taking place right in the centre of Birmingham on a Saturday afternoon the site could potentially get very busy.
- We need volunteers to support us in helping facilitate the movement of our audience where necessary e.g. asking people politely to move around to allow others to pass by.
- In addition we will need general support in handing out flyers, answering the audience's questions, helping hand out refreshments, supporting our Technician and generally being available to lend a hand.

### How do I get involved?

Contact Producer Charlotte Gregory: [charlottegregory1@hotmail.com](mailto:charlottegregory1@hotmail.com) / 07950151024. You will be needed for a volunteers' briefing session on Thursday 12th May from 3 - 3.30pm at mac birmingham, where you will meet the creative team. On the day of the performance you will be needed between 11am and 4pm at St Martin in the Bull Ring Church. Ideally we'd want you to attend the briefing session, but if you can only make the main performance day then that's fine too.

**Website:** <http://narrativium.org> & <http://newoptimists.com> / **Facebook:** <https://www.facebook/newoptimists> / **Twitter:** @newoptimists #StopFoodCrime