

STYLE TRIBES

TOURISM

PICTURE	COMMENTARY / DIALOGUE
10:00:05:00	Commentary Over 25 million visitors come to the UK every year, making tourism big business.
10:00:14:00	Commentary The images of Britain that these tourists take home with them are shaped by the thousands of visitor attractions across the country. But who manufactures these images? And what impression do they create. This film looks at how three very different venues stage Britain for the tourists.
10:00:43:00	Commentary For many tourists, the UK has been packaged as a picturesque backdrop filled with stately homes and castles. It is an image of Britain which lies at the heart of the multi-million pound heritage business.
10:01:03:00	Commentary 100 miles north of London, Warwick Castle, one of Britain's finest heritage sights, is now owned and managed by the attractions giant the Tussaud's Group. Edward Fuller, is responsible for how the castle presents itself to the public.
10:01:27:00 Caption: Edward Fuller,	Edward Fuller Interview "I am passionate about history. I get it from my father who's a big historian.

<p>Head of Interpretation</p>	<p>I've been at the castle now for 6 years and as head of interpretation I'm responsible for the house operation. In other words, if you're looking at the castle, it's the buildings and the insides of the buildings, the exhibitions and attractions and the external bits."</p>
	<p>Sync Dialogue</p> <p>"Morning Edward, morning, morning."</p>
<p>10:01:51:00</p>	<p>Edward Fuller Interview</p> <p>"I think it's absolutely superb. I mean how many people can go in in the morning and the walk to the office, you need to go through a 14th century gatehouse and barbican."</p>
	<p>Edward Fuller Interview</p> <p>"It's a living castle with a thousand years of history in it and we get this sort of the wow...when visitors for the first time, they turn up at the gates and then they suddenly see the castle and this is not what they're expecting at all. They're expecting sort of some ruins. You've the real thing here. I mean you've got towers, ramparts, portcullis, gatehouse, barbican. And you've got a wonderful house, you've got a state dining room, great hall, state drawing rooms, private apartments, you've got dungeons, torture chambers."</p>
	<p>Edward Fuller Interview</p> <p>"You can imagine how much cleaning and house-keeping needs to go on to maintain this castle for 364 days a year. We have 24 house keepers who work from, they kick in at 7 o'clock in the morning, work through 'till 10, they come back in the afternoon, they come back at night to clean again if we've got a function or</p>

	what have you.”
10:03:01:00 Caption: Jean Broadbent- Housekeeper	Jean Broadbent Interview “This whole castle grabs you wherever you are. It’s wonderful. The great hall has got so much history to it. That’s the beauty of it and it’s so old too. I mean we’ve got Maximillian armour at the bottom which is priceless. He was an Italian man who made that sort of armour and only he could do it. It’s hundreds of years old. You can’t replace it or do anything like that. Once it’s gone it’s gone so we have to be very very careful what we do because we are preserving it for 2 hundred years hence.”
	Jean Broadbent Voice Over “You do things with brushes which you at home would just give a brush and polish hard which we don’t. We have to go into everything very carefully with a special brush for this and a special brush for that.”
10:03:50:00	Commentary Detail is an obsession at Warwick. And part of Edward’s daily routine is to inspect the castle before it opens to the public.

<p>Edward Fuller and Marcus</p>	<p>Sync to Dialogue</p> <p>“Is there anything in here Marcus?”</p> <p>“I’ll get my gloves out first because I don’t want to get mucky fingers on them.”</p> <p>“Marcus by the way is putting on his gloves because if he gets his sweaty hands on any part of the furniture or especially on actual arms and armour...”</p> <p>“It’s not just me, I’m not particularly sweaty...”</p> <p>“Ah, look, there we go. I’ve got a Scottish I think it’s a back sword here from the 18th century. That can actually come out for today if need be. That can just rest on top of the buffet here. “</p> <p>“1760, actually, I think it is.”</p>
	<p>Jean Broadbent Interview</p> <p>“The Queen sat there when she came to visit us. She sat at the head of the table here and Prince Phillip as well and then we had all the dignitaries from Warwick come in and they had their lunch with her and she did a tour of the castle. I think she got a bit nosy really because we are so well advertised and shown everywhere I think she got a bit that she would like to have a look at it. Anything else you’d like to know?”</p>
<p>10:05:02:00</p>	<p>Commentary</p> <p>There are hundreds of castles and stately homes in Britain, and they’re in fierce competition for visitors. A key element of Warwick’s strategy has been the introduction of costumed guides.</p>

<p>Caption: John Maine, the Red Knight</p>	<p>John Maine Interview</p> <p>“This is Henry and we’ve been together 21 years and we get ready to look like the red knight. I may not look like it now but neither does he but we look pretty good when we’re done. I hope you think so anyway.”</p>
<p>Caption: Kevin Hicks, Castle Bowman</p>	<p>Kevin Hicks Interview</p> <p>“It’s very interesting dealing with the public here because we’ve got to give them the...they Robin Hood, the romantic, but we’ve got to also marry it with the fact that the man who is getting dressed in front of your 4 or 4 hundred years ago was nothing more than a killer. “</p>
	<p>John Maine Interview</p> <p>“Now I’m going to change to 1370. A man closely connected with Warwick Castle called William De Beecham, second son of the eleventh earl of Warwick. That’s what they believe and I believe it too.”</p>
	<p>Kevin Hicks Interview</p> <p>“There you have a medieval bowman ready to go out and do his stuff.”</p>
	<p>John Maine Interview</p> <p>“And I suppose I put my armour on more times than any knight in history. When it’s all on it’s 72 pounds.”</p> <p>“What’s going through your head when your about to be the red knight?”</p> <p>“Terror. The old heart thumps.”</p>
<p>10:06:30:00</p>	<p>Commentary</p> <p>These guides are not only experts on their characters, but also on the</p>

	<p>period of history that they represent.</p>
	<p>John Maine Interview</p> <p>“All this in medieval times was to identify the knight on the battlefield. And this is the De Beecham’s, the De Beauchamp. I don’t think you messed about with a De Beecham. Just like me.”</p> <p>“What was John Maine 1900 and 99 I hope looks a little more like William De Beecham, second son of the eleventh earl of Warwick. “</p> <p>“We are complete *** of course. That’s the main part, the helmet. Where’s the enemy?”</p>
10:07:28:00	<p>Commentary</p> <p>The transformation of Warwick from castle to visitor attraction has paid off for the Tussaud’s Group. The castle now pulls in 800,000 visitors every year.</p>
<p>Caption: Janet Pinn, House Operations Manager</p>	<p>Janet Pinn Interview</p> <p>“One of the compliments that is paid about Warwick Castle and I’m sure you’ll hear it is that it’s a living castle. Guests say that, we don’t just say it, they actually say it themselves and the reason for that is because we do have a relaxed atmosphere here, people are extremely knowledgeable but they are prepared to share that knowledge with overseas visitors as well as UK visitors because it is a world visited castle.”</p>
	<p>Ratcatcher Sync Dialogue</p> <p>“Now they say that in 1471 there was a plague of rats here at Warwick Castle and that the ground moved beneath your feet. Rats away, I’ll catch your rats away, be they big, be</p>

	they small, I Roger the Rat catcher will catch them all!”
	<p>Kevin Hicks Sync Dialogue</p> <p>“Have you been in the wars, young man? Are you brave? Good, good. Is this your brother and sister? Would you like me to kill them for you? “</p>
	<p>Ratcatcher Sync Dialogue</p> <p>“I watches the rats very carefully and I watches ‘em scurry up and I watch ‘em scurry down. And then, I wait for the right moment and when that right moment comes, not before and not after but at the very right moment that’s when gotcha!”</p>
10:09:23:00	<p>Commentary</p> <p>The influence of theme parks, with their high levels of customer service, has had a major influence on historic sites like Warwick.</p>
	<p>Janet Pinn Interview</p> <p>“Things have changed so much in this country in the leisure industry. I mean 6 years ago here, I mean everyone was very sort of erm reserved I suppose the word is and they would sit there, the guides would sit there and they would sort of answer questions, very very knowledgeable but that was it. But now when you go round Warwick Castle you notice that in actual fact they’re very proactive.”</p>
	<p>Edward Fuller Interview</p> <p>“We’re quite lucky because I think there are certain words that are quite sexy. How can you have history, how can you have it sexy? But I believe that it is. Like jousting’s one of them. And we look at the exciting things.</p>

	<p>What's exciting about medieval life? Well armour is pretty exciting I would have thought. Good bit of armour, goes down very well. So we've got lots of armour here, we've got over a thousand pieces of arms and armour so let's shout about it so we'll tell people, yeah, we've got armour, come and look at the armour. But not only can you see it but we've got replica bits of armour that people can try on. You can never say it's boring, gosh, that's not a word I like, boring, oh dear, no."</p>
	<p>Kevin Hicks Sync Dialogue</p> <p>"I am the man in the castle that is most armed. I am the meanest, vicious killer of all. I am the bow man. I'm actually going to shoot a longbow for you. At this range what it means is that it will put an arrow straight through your skull. You simply push the bow and pull the string at the same time. Now the rest of you please count how many arrows are released. 1, 2, 3, 4, 5."</p>
	<p>Ruth Shorey Sync Dialogue</p> <p>"Anything you want to know about the castle?"</p> <p>"Are they real ghosts inside?"</p> <p>"Oh absolutely. There are lots of ghosts. I take it you've been in the ghost tower?"</p> <p>"Yeah."</p> <p>"And was it really scary?"</p> <p>"Yeah and we want to go in it again."</p> <p>"Is that a real knife?"</p> <p>"It is yes, it's my personal eating dagger. So you'd carry your own</p>

	<p>cutlery around with you. Can you imagine that? So wouldn't actually have, you wouldn't have forks although they are around at this time but they're very very expensive and only for those at court."</p>
	<p>Kevin Hicks Sync Dialogue</p> <p>"You see this sword. It's very special, it is. You listen to it. I stole this sword when I was but a lad. I stole it from a lady who lived in a lake. Do you want to hold the sword? You're holding a real sword."</p> <p>"So you'd walk into battle like this? No, you'd leave it on your horse actually because in battle you'd use this."</p> <p>"Really?"</p> <p>"Because you've got no room to swing your sword. This is for the edge of the battlefield or in a skirmish or in a you know a duel I suppose. Actually in battle you and I would be pressed so tight together, you know, that I'd be fighting to get underneath your armour to push a spike or a dagger under. Or I'd have a spike or a hammer above my head. The chances of using such a long sword in a mass battle are extremely rare."</p>
<p>10:13:00:00</p>	<p>Commentary</p> <p>The castle is divided into themed areas which reflect events from it's 1,000 year history. It is a carefully managed strategy designed to appeal to the widest possible audience.</p>
	<p>Guide Sync Dialogue</p> <p>"This is a Gainsborough hat because you've come in your blue velvet dress, have a look in the mirror.</p>

	<p>That's a great one for you sir. We've got one for everybody, right? All you need's a parrot on your shoulder."</p>
	<p>Kate Williams Sync Dialogue</p> <p>"Now you wouldn't spot it necessarily unless you saw the door handle here. That rather gives it away. So if I move this. This is where your servants would come from. See? It's much plainer in there, isn't it? And upstairs, that was where the more important servants used to live so the house keeper and your ladies' maids and valets, they used to live up there and the idea was when they'd gone. See if the door shuts, you wouldn't know it was there. It just came out from the wall because they weren't important enough to have their own doors."</p>
<p>10:14:11:00</p>	<p>Commentary</p> <p>The Tussaud's group grew out of the legendary Madame Tussaud's waxworks in London and they have now applied this experience to the drawing rooms of Warwick.</p>
<p>Caption: Kate Williams, Costumed Guide.</p>	<p>Kate Williams Interview</p> <p>"When a lot of people come round I think the thing that strikes them that's particularly different about Warwick Castle are the figures you've got in the rooms to really bring the rooms to life so people are really interested and the characters of the people. Daisy was a wonderful character, held brilliant parties, one of the richest ladies in the country when she married and you know, a great favourite with the gentlemen. But the fact that someone could behave like that a hundred years ago I think really fascinates people. She's quite a modern girl. All the characters here, they're all famous for various intrigues and scandal. All the people that you</p>

	<p>see here generally these wax figures have actually visited this particular party and he was the most important guest, that's the Prince of Wales, yeah."</p>
	<p>Kate Williams Sync Dialogue</p> <p>"Is it a special party? "</p> <p>"Oh yeah. Well it is because you've got royal guests here. It wasn't an unusual party because this group of people who were all very very rich didn't need to work and had an awful lot of time to socialise. So they'd spend a lot of their year either in London or in their country homes having parties."</p>
Folk singer montage	[SONG]
	<p>Edward Fuller Interview</p> <p>"I had a quick chat with the vulture this morning. Wasn't very happy actually with the way the vulture was turned out this morning. I mean how many times do I have to tell the vulture?"</p>
10:16:26:00	<p>Commentary</p> <p>As custodians of a key heritage site, Tussauds must tread a fine line between commercialism and historical authenticity. The costumed guides, jousting tournaments, and medieval banquets can enhance the castle for some, but they can also obscure the historical reality for others. Getting this balance right, in the face of an ever-demanding public is a challenge that the company must constantly address.</p>
	<p>Edward Fuller Interview</p> <p>"I think it's really exciting and our</p>

	<p>whole aim is to make it fun and educational and with those 2 things I think we do it and yes we're always building, we're always thinking of new ideas to make it even more fun. It's brilliant, I mean I can't just tell...it's just so exciting to do it and as long as we've made it those 2 things, educational and fun then we've done our job."</p>
CAPTION : LIVERPOOL	
	<p>Dave Jones Interview</p> <p>"The Beatles to Liverpool is what Shakespeare is to Stratford and what the Pope is to Rome and what Jesus is to Jerusalem. Probably bigger. Some people disagree with that perhaps but I don't think so."</p>
10:18:55:00	<p>Commentary</p> <p>Dave Jones organises Beatles themed holidays in Liverpool. This morning he's waiting for the arrival of a large party of Americans. They're coming for the international Beatles week that his company runs every August.</p>
<p>Caption: Dave Jones, Director, Cavern City Tours.</p>	<p>Dave Jones Interview</p> <p>"Just waiting for Charles Rosenay now from New York. He's got 39 people with him. These are the first to come over for the tour so they'll all be a bit tired I think."</p>
10:19:21:00	<p>Commentary</p> <p>Since the sixties a steady stream of tourists have made their own pilgrimage to the birthplace of the Beatles. Dave's company, Cavern City Tours were the first to recognise and package the dream.</p>
	<p>Dave Jones Interview</p>

	<p>“This is not what you would call a regular type of holiday. It’s 10 days of party with drinking, enjoying music, dancing and appreciating the music of the Beatles in all sorts of different forms. All in all I enjoy it and I’m working, you know, so what they must get out of it must be fantastic. “</p>
	<p>Charles Rosenay Sync Dialogue</p> <p>“How was the flight?”</p> <p>“Tremendous flight. We watched rock videos and movies all the way here.”</p>
	<p>Sync Dialogue Dave & Midge</p> <p>“Good morning.”</p> <p>“I’m Dave.”</p> <p>“And I’m Midge.”</p> <p>“I’m going to be looking after you for the next, eugh, 10 days. Don’t tell your husband.”</p> <p>“Well, if he sees it hey...”</p> <p>“Is he here with you?”</p> <p>“Na.”</p> <p>“Oh.”</p> <p>“He loves erm Elvis.”</p> <p>“Does he? Elvis...Elvis who? Elvis Costello?”</p> <p>“No, Presley.”</p> <p>“Oh, that Elvis. Yeah, he had a few hits in the fifties I think and..”</p>
	<p>Dave Jones Interview</p> <p>“Over half a million people a year visit</p>

	<p>Liverpool because of the Beatles because they know of Liverpool, they'll come here, they're curious and it's more likely to...the Beatles is more likely to attract Liverpool that perhaps any other single factor, except for maybe football."</p>
10:20:54:00	<p>Beatles Fan – female</p> <p>"Hello Liverpool. I've waited 39 years to get here."</p>
<p>Caption: Charles Rosenay, Liverpool Productions.</p>	<p>Charles Rosenay Interview</p> <p>"We have exactly one hundred. It's the largest group we've had up to date. Every year it grows. Next year we expect to have a hundred and fifty or 2 hundred. Non of these people would be here if it wasn't for the Beatles. That's the reason they're here, no doubt. "</p>
	<p>Beatles Fan – female</p> <p>"Having been a Beatles fan from the age of 4, of course you see it in a book, you see it on paper, you see it. It's 2 dimensional, you don't know. So you have this existence in your mind of what it's like. To actually see it in three dimensions, to walk, to look, to see, it's just blowing my mind right now. I don't think I've slept in 3 days."</p>
	<p>Beatles Fan – female</p> <p>"This is my fifth time and I keep coming back because I just love Liverpool. I love London, I love England. It's just...it keeps calling me back so..."</p>
	<p>Charles Rosenay Interview</p> <p>"She's the one who's been on 8 times, right there. It's her 8th trip.</p>

	<p>She's from Pittsberg Pennsylvania and he name is Botya."</p>
	<p>Beatles Fan – male</p> <p>"I made it Mom. Thanks for convincing me to come. He's deranged, don't listen to him. She told me to turn off the rubbish when I was a child and then she threw the brochure at me and said you've got to go. And it sat there on the coffee table for a week and she twisted my arm and I'm here. Hi Mom, hi Florida, I made it."</p>
	<p>Beatles Fan – couple</p> <p>"Are you a Beatles fan?"</p> <p>"No, she is."</p> <p>"But he likes to see me happy."</p> <p>"I'm only here to carry the baggage."</p>
	<p>Charles Rosenay Interview</p> <p>"We have one couple that met two years ago on a trip and they live together now and they're on the tour together. Last year we had a couple who celebrated their fifth anniversary being married who met on a tour five years prior so we're also match makers."</p> <p>"Am I a Beatles fan? Of course I'm a Beatles fan. We don't do trips to Graceland."</p>
10:22:50:00	<p>Commentary</p> <p>At first glance Liverpool with its industrial past may seem an unlikely venue for tourists. But Cavern City Tours have been able to exploit the growing demand amongst the Americans and Japanese for special interest holidays. These are a new</p>

	<p>breed of tourist with more adventurous tastes.</p>
	<p>Sync Dialogue- couple in hotel room</p> <p>“Very romantic! Very romantic!”</p> <p>“And we’re celebrating our anniversary. “</p> <p>“And the people down stairs know we’re celebrating our anniversary!”</p>
10:23:39:00	<p>Commentary</p> <p>Since former taxi driver Dave Jones, and teacher Bill Heckle started their company in 1983, it has come to dominate the local tourist industry.</p>
	<p>Dave Jones Interview</p> <p>“Until we got the office most of the work was done in either front rooms, people’s front rooms or bars. Or the foyers of hotels. It really was a paint by numbers situation for us and Bill was a great Beatle fan and huge fan and you know I felt as though you know I added the tourism ingredient.”</p>
<p>Caption: Bill Heckle Director, Cavern City Tours</p>	<p>Bill Heckle Interview</p> <p>“Well really there was that much business in Liverpool at the time. Sadly John’s death was the catalyst for Beatles’s tourism in massive numbers. We really had no choice but to form our company. Really it was the best decision at the time and now we employ 130 people so there’s a lot of pressure but it’s still immensely enjoyable and the big thing I think you get most the enjoyment and satisfaction is when you see what an impact we’ve actually made on our city, on our own city and that’s very very gratifying.”</p>

	<p>Dave Jones Interview</p> <p>“We decided that the best think to do would be offer people something of the time, of the sixties and the perfect solution was a magical mystery tour bus, one identical to the one used in the film. And the bus has become a real symbol of Liverpool.”</p>
10:25:02:00	<p>Sync Dialogue Charles Rosenay</p> <p>“Hello, hi howya doing?”</p> <p>“Alright, you guys are in for the ultimate Beatles Liverpool tour of your lives. A real magically mystery tour with Eddie the Walrus Porter who’s going to be hosting your stay in Liverpool..”</p> <p>“There’s non better than *** the bus driver, it’s like the dynamic duo. We’re going to have a great time.”</p>
	<p>“How long have we been together?”</p> <p>“We’ve been together now for 40 years...”</p> <p>“It’s not quite 40 Dave, it’s 39 actually.”</p>
10:25:34:00	<p>Sync Dialogue Eddie Porter</p> <p>“Good morning ladies and gentlemen and welcome to the magical mystery tour of Liverpool, birthplace of the Beatles. In the next seven hours we’ll be going to birthplaces, homes, schools, work places and many other places connected with the Beatles including Penny Lane and Strawberry Fields children’s home. But first we’re going somewhere else and that I can’t tell you. It’s all a mystery, isn’t it Les?”</p>
<p>Caption: Eddie Porter Tour Guide</p>	

	<p>“We’re leaving the bus now. We’re going to see where Ringo Starr was born at Matherin Street on your right hand side now.”</p>
	<p>Voice Over Dave Jones</p> <p>“I think the local people get a real enjoyment out of it. A real sense of pride. You look at the houses. All the houses in the vicinity of Beatles homes, they’re always nice and tidy and painted nicely and people really do take a sense of pride in their environment.”</p>
	<p>Sync Dialogue Eddie Porter</p> <p>“Ringo’s earliest memory in life, at four years old was leaving the house where he was born.”</p>
	<p>Voice Over Dave Jones</p> <p>“It’s a bit of a delight and again a bonus for them when they’ll meet a local person who’ll tell them a little bit more or tell them a story about the Beatles that never been written.”</p>
10:27:06:00	<p>Interview Local Resident</p> <p>“The house has been done up recently but some guy bought it some months ago. It was a wreck. The roof was falling in. I got in there and I got some rock. It’s in my car. I was in his bedroom. My cousin lives in Melwood Avenue which is John Lennon’s house.”</p>
	<p>Sync Dialogue Eddie Porter</p> <p>“When you see the people’s anthology on video, you see Ringo leave this house and he joins George Harrison in an open top American style car.”</p>
	<p>Interview Local Resident</p>

	<p>“I’m a musician myself, I’m in a band and, you know it’s kind of like cool because you’ll be doing this house soon. You know what I mean, you’ll be filming this house soon because I’m gonna be a rock star, serious. There’s my dog, Oscar. Check him out. He’s a rock star dog.”</p>
	<p>Dave Jones Interview</p> <p>“Being able to let loose Eddie Porter on to visitors or even media people, it’s opening an Aladdin’s cave of tales and beautiful stories that perhaps you’ll never see in print and it’s coming from the heart with Eddie, it’s er, it really is genuine and the people that come across Eddie during their times in Liverpool must go back thinking that they’ve met the oracle really, you know.”</p>
	<p>Sync Dialogue Eddie Porter</p> <p>“We leave the bus shortly and we go and see where George Harrison was born all those years ago. All those years ago...”</p>
	<p>Sync Dialogue Midge</p> <p>“Are you going to George’s?”</p> <p>“Yeah.”</p> <p>“He’s my favourite Beatle!”</p>
10:28:46:00	<p>Midge’s Sister Interview</p> <p>“My sister is a fanatic and she had worked very hard and had a nest egg which afforded her the opportunity to take this very very special trip which in essence is the whole dream of her life.”</p>
	<p>Sync Dialogue Midge and Eddie</p>

	<p>“Which one is it?”</p> <p>“Number 12, Arnold Grove, where George Harrison was born on the 25th of February 1943. He lived here until he was 6 years old when the family went to live near Liverpool airport.”</p>
	<p>Midge’s Sister Interview</p> <p>“I’m just grateful that we were able to do this because she has earned this trip more than anybody I know. She’s the best.”</p>
	<p>Sync Dialogue Midge and Eddie</p> <p>“If you ever talk to him, give him my love, OK?”</p> <p>“Yeah, will do, yeah. With love from me to you.”</p> <p>“Yeah.”</p>
	<p>Eddie Porter Interview</p> <p>“All Beatle people are one family. We always start as strangers on the tour bus but I always hope when they leave the bus we part as friends.”</p>
10:29:56:00	<p>Eddie Porter Voice Over</p> <p>“A lady last week got off the bus at Strawberry Field children’s home and this lady walked towards the gates and held the gates and started to cry and then she was sobbing and shaking and I put my arms around her. I said are you OK. I thought she was a big John Lennon fan and she said I was a child here I lived at Strawberry Field.”</p>
	<p>Sync Dialogue Eddie Porter</p> <p>“At Christmas time they often phone</p>

	<p>Strawberry Fields. All the children line up and talk to Yoko and Sean. And on Christmas Day a few years ago after three hours one of the ladies in the children's home took the phone from a child and said I'm sorry about the long phone call. Yoko said don't worry about my phone bill and give you give the phone back to the child. I'll tell you about it later. Let's go."</p>
	<p>Sync Dialogue Eddie Porter</p> <p>"John lived here at 251 Melove Avenue on your left hand side. It was in this house where 2 weeks after John Lennon met Paul McCartney Paul arrived here riding his bike because John wanted to ask Paul would you like to join the band. Paul said I'll always remember that day, the first time I went to John's house. When he arrived her Paul said he knocked on the door but Pete Shelton rang the bell. Someone's knocking on the door, somebody's ringing the bell. John Lennon opened the door and asked Paul would you like to join the band? It was here the Lennon and McCartney partnership was born."</p>
<p>10:31:55:00</p>	<p>Interview Beatles Fan – male</p> <p>"John music meant so much to me in times of depression because there was always hope, there was always a chance, an opportunity for a rebirth, if you will and I just can't believe I'm here and the Strawberry Fields experience is...I want to go back. I want to go back and just sit there for hours and just think, contemplate life. I don't expect anyone to understand. It's very personal but I'm glad I came. Thanks Mom."</p>
	<p>Sync Dialogue Eddie Porter</p>

	<p>“The small bedroom window over the doorway is John’s bedroom where John learnt to play the guitar. When John married Cynthia they both lived here until Julian was born.”</p>
<p>10:32:35:00</p>	<p>Bill Heckle Interview</p> <p>“The Beatles market is such a significant market in tourism now in Liverpool yet we’ve always believed there was an opportunity for a stand-alone Beatles themed hotel. We took the lease out on our office. It looked like in it’s previous life it had been a hotel so we purchased the building. We came up with the idea of a Hard Days Night Hotel. We’ve got the trade marks for the hotel, we’ve now got the partner in which to develop the hotel and we would hope to start work in about 4, 5 months and be open for December 2000 which would be a dream come true for everybody because geographically it’s at the mouth of Matthew Street where it all began. It’s next door to the Cavern so it’s got geographical and historical links and it’s really the only building in the city that would make such a fantastic Beatles hotel. So we’re all very very excited by it.”</p>
<p>10:33:30:00</p>	<p>Commentary</p> <p>“In 1995 20 Forthlin Road was bought by the National Trust. This was one of Paul McCartney’s childhood homes and has been perfectly restored with help from his brother Mike. It is the only Beatle house which is open to the public.”</p>
	<p>Sync Dialogue Beatles Fans</p> <p>“Oh, it was wonderful. It was amazing.”</p> <p>“I’ve got some brick from the front of it. From the ground. Yeah, I take</p>

	<p>anything.”</p> <p>“It was wonderful. It was really a great experience. Really. I can’t describe it.”</p> <p>“The most amazing things was to sit on Paul’s bed and know I was seeing the same view he sees every morning.”</p>
	<p>Interview Beatles Fan – female</p> <p>“When I get back to my house and my books and my videos and all the stuff I’ve got and to open the books and to see the pictures that are in there and to realise...it’s going to hit my like right between the eyes, I have actually sat in the chairs, looked in the house, went to the back garden...OK I’m done.”</p>
	<p>Sync Dialogue - couple</p> <p>“Take a picture.“</p> <p>“You made it here. You made it here. We waited 30 years.”</p>
	<p>Bill Heckle Interview</p> <p>“They think after 30 years or so after being a Beatles fan they’re going to come to the trip of a lifetime and come to Liverpool this once but when they come here and they feel so much closer to the story that was the Beatles, they come back a year later, and the year after and then next year. You know, we have people coming 5,6,7,8 times so even though they think they’re coming to Liverpool once, it doesn’t always work out that way.“</p>
10:35:06:00	<p>Sync Dialogue Eddie Porter</p> <p>“On behalf of Cavern City Tours in Liverpool, Les and I would like to</p>

	thank you all for being with us on the magical mystery tour of Liverpool, birthplace of the Beatles. We hope we passed the audition.”
	<p>Dave Jones Interview</p> <p>“What’s happening over the years is that the industry’s developed along with the Beatles and Liverpool can offer tourist an awful lot when they get and offer them an awful lot that they’re not really expecting. I find that sort of you know been a very lucky person to be an ambassador to such a great city.”</p>
10:35:58:00	<p>Commentary</p> <p>The highlight of Beatles week is the Matthew Street festival which features cover bands from all over the world.</p>
	<p>Sync PA system</p> <p>“Ladies and Gentlemen...the Beats!”</p>
	<p>Sync Dialogue Beatles Fans</p> <p>“Cheers. “</p> <p>“Friends, Liverpool, a great trip.”</p>
10:36:51:00	<p>Commentary</p> <p>Cavern City tours are a success story, and one that is sure to be repeated in other equally unusual places around the world. Anywhere in fact where tour operators can capture the imagination of the tourist, and create a market.</p>
	<p>Sync Dialogue Beatles Fan – male</p> <p>“Very sad to leave. I live on the Gulf of Mexico where the water is azure blue, turquoise and I don’t care. I look around me and all the nice people, all the new friends I’ve made</p>

	and I just wish...all I want to do is ship my guitar here, I could stay here months and months and it wouldn't tire me at all."
	<p>Sync Dialogue Beatles Fans – couple</p> <p>"Didn't we have a lovely time here?"</p> <p>"Yes, it was fun."</p> <p>"You saw Paul McCartney. No you didn't."</p> <p>"No I didn't. No, he's getting a letter for not showing last night."</p>
	<p>Sync Dialogue Midge and Sister</p> <p>"Have you enjoyed yourself Midge? "</p> <p>"I don't want to go home, I told you that. I love it here, I love it here."</p> <p>"Yeah, I had a very nice time, yes."</p>
	<p>Dave Jones Voice Over</p> <p>"There's been a great debate for many many years of who was the fifth Beatle. What else, what was the other ingredient apart from John, Paul, George and Ringo? The fifth Beatle was and always will be the city of Liverpool."</p>
CAPTION: EDINBURGH	
10:38:37:00	<p>Commentary</p> <p>Two hundred miles further north from Liverpool, Edinburgh, Scotland's capital, attracts more than 1 million visitors every year. Most are drawn by heritage sites like Edinburgh Castle and the Old Town. But in the midst of this traditional environment, a completely new venture in tourism has been launched – focussing on the</p>

	violent forces that shaped the Scottish landscape.”
Caption: Dr Stuart Monro Scientific Director, Our Dynamic Earth	Dr Stuart Monro Interview “Here we are at the foot of a volcano that last erupted 350 million years ago. In what better place could you put an exhibition that’s trying to tell the story of how the surface of the earth was actually formed?”
10:38:56:00	Commentary Built at a cost of £34 million, Edinburgh’s most recent attraction, Our Dynamic Earth, presents the story of the Earth’s formation using an impressive array of interactive technology. It’s a high-risk venture, trying to sell science to the heritage hunters.
10:39:18:00 Caption: Frances Sutton Sponsorship Manager	Francis Sutton Interview “We believe at Dynamic Earth that we do not want to compete with other tourist attractions in Edinburgh. What we want to do is encourage more people to come to Edinburgh. We are a different attraction. We do attract a different market. We’re much more family based than many of the traditional heritage attractions in the city but we do believe that on wet days we can entertain particularly overseas visitors so we can provide something that works complimentary to the other attractions and not in competition to them.”
10:39:44:00	Commentary The exhibition consists of a series of themed galleries, in which visitors are immersed in different environments created by elaborate sound, video and lighting displays.
10:39:55:00	This whole system is controlled from

	a central computer which means that Our Dynamic Earth can operate with a relatively small staff.
10:40:01:00	<p>Sync Dialogue Mark Wall</p> <p>Just go around to check this is working. It working, it's working, it's working, it's working...</p>
10:40:08:00	<p>Commentary</p> <p>Visitors walking through these galleries are encouraged to interact with the exhibits unlike traditional sites where children can look but not touch.</p>
	<p>Frances Sutton Interview</p> <p>"It's a different type of visitor attraction. We're very interactive, we're very involved, we appeal to all ages and all walks of life but we are essentially an educational, science-based attraction."</p>
10:40:32:00	<p>Commentary</p> <p>Technical Manager Mark has to deal with problems that most tourist venues never encounter. Such as how to repair an iceberg.</p>
10:40:40:00	<p>Mark Wall Interview</p> <p>"It's a freezer turned inside out is the way that I explain it to most people so any moisture in the atmosphere freezes onto the pipe work and it grows and grows and grows. It's just really unusual. Nobody really believes it's ice as well. Everyone comes in and that's why everyone touches it and that's why everyone continues to touch it*** oh it's ice. As soon as they see one hand print, they'll try and get another hand print in there then they'll all sort of stand here and you'll find kids standing like this...freezing their hand off."</p>
<p>Caption: Mark Wall Technical Manager</p>	

	<p>“Somebody took their trousers down and tried to make a bum print on it so....if that’s funny, suppose it is really. We tried various things to fill up the holes on the iceberg from ice but what happens if you use any other ice apart from the ice that’s on it it shows up and so what we do now is use the ice from the bottom. This is a clue that people are starting to come in when the guides start to come in you know that there’s going to be people arriving any minute so I’m going to just mop this up quickly and then go.”</p>
10:41:53:00	<p>Commentary</p> <p>Our Dynamic Earth was part funded by the Millennium Commission, a government body set up to redistribute money from the National Lottery to socially significant projects. Their £15 million pound investment reflects a commitment to a new type of tourism, one which draws upon our technological future rather than harking back to our past.</p>
10:42:11:00	<p>Sync Dialogue Ticket Office</p> <p>“OK, so you’re on the 10 o’clock tour. You need to make your way to the far side of the dome there, to the top of the stairs. That’s where your journey begins. Aurevoir.”</p> <p>“Merci.”</p> <p>“Who’s next please?”</p>
10:42:23:00	<p>Commentary</p> <p>On arrival visitors are invited to board a time machine, which takes them back millions of years into the earth’s remote past.</p>
	<p>Sync Dialogue Guide</p>

	<p>“Hello time travellers, welcome to how it all started. If you’d like to come through to the space ship and find a place to watch the show.”</p>
	<p>Dynamic Earth Sound Track</p> <p><i>“The earth is a planet of oceans and continents though 180 million years ago totally unrecognisable to us. The surface is still changing and the continents are slowly moving.”</i></p>
	<p>Dr Stuart Monro Interview</p> <p>“There’s nothing boring about rocks. We consider them as just grey things that just sit there and don’t do anything but when you start looking at them over a geological time frame then they’ve been on the move. Scotland itself as an island has moved all the way from the southern hemisphere right up to the position that we’re in just now. Now that’s real dynamism and there’s a really exciting story and it’s that story we’re trying to tell. We can take you into a glacier, allow you to see the processes that happen as glaciers move across the surface of the earth. We can take you into a volcano and look at the processes that are present within a volcano as that thing erupts. We can look at the environments that are formed by these processes. We can take you into the polar regions, look at the ice, touch the ice, feel the ice. We can take you through the journey from the polar regions right through to the tropics.”</p>
<p>10:44:27:00</p>	<p>Commentary</p> <p>The most intricate part of the exhibition is an artificial rainforest, complete with tropical weather conditions. Here visitors can experience the power of a violent</p>

	<p>electrical storm, reach out and touch the rain, and at the same time learn something of the teeming wildlife of the forest. This concerted effort combine entertainment with education lies at the heart of the Dynamic Earth philosophy.</p>
	<p>Frances Sutton Interview</p> <p>“This project does mark a new era of tourism in the UK, particularly in Edinburgh. It’s new in the sense that it’s interactive. We very much encourage people to get involved, to get hands on, to take place in what’s going on around them and this I think is the way forward for most of the tourist attractions in the UK.”</p>
10:45:59:00	<p>Dynamic Earth Sound Track</p> <p><i>“The Arctic and the Antarctic are at either end of the Earth. They receive only a small amount of the sun’s energy, making them cold and inhospitable. The heart of the Arctic is a frozen ocean of thin ice moving with the wind and ocean currents.”</i></p>
	<p>Dr Stuart Monroe Interview</p> <p>“People come to a new country like Scotland and are keen to look at the landscape. I want to change their lives. I want them never to be able to look at that landscape in the same way again. I want them to look at that landscape and say oh I wonder how that was formed. Was it an old volcano? Was this where a glacier passed?”</p>
	<p>Dynamic Earth Sound Track</p> <p><i>“Around the Antarctic is an ocean covered in winter by drifting sea ice and vast icebergs. What happens here at the ends of the earth influences all out lives.”</i></p>

END CREDITS	
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Style Tribes - Tourism

Time Code	Title	Performer	Publisher Details	Usage	Length
Warwick					
10 00 00	Title Music		BDH Jonathan Gunton	Foreground	0.25
10 00 25	This Time		BLV Music Klein/Schreer	Background	0.41
10 01 08	Stately Home		De Wolfe Music F Shaw	Background	1.03
10 02 44	Blue Room		De Wolfe Music S Park	Background	0.44
10 05 24		Actuality	TRAD	Background	1.59
10 14 34	Royal Party		De Wolfe Music Paul Lewis	Background	0.45

Time Code	Title	Performer	Publisher Details	Usage	Length
Liverpool					
10 18 59	Shakin' All Over		EMI Mills Music Heath/Kidd	Background	0.41
10 26 29	Magical Mystery Tour	Tony Skeggs & The Overtures	Sony/ATV Music Lennon/McCartne y	Background	0.26
10 30 49	Strawberry Fields	Tony Skeggs & The Overtures	Sony/ATV Music Lennon/McCartne	Background	0.30

Style Tribes - Tourism

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10 36 41	From Me to You	Tony Skeggs & The Overtures	Sony/ATV Music Lennon/McCartne y	Background	0.24