

Hidden Track presents

THE COST OF EVERYTHING

Everything is broken.
Help us fix it.

Available for tour
Spring/Autumn 2025



EVERYTHING

Previous acclaim:

BEST NEW WRITING
Greater Manc. Fringe '16

★★★★★
Everything Theatre

★★★★★
The Spy in the Stalls

BEST NEWCOMER
Brighton Fringe '18

★★★★★
Broadway World

★★★★★
Voice Magazine



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ARTS COUNCIL ENGLAND



TOUR PACK 2025



Hiya. We're Hidden Track.

Hidden Track are a multi-award winning game theatre company creating playable political work which **fight for change**, challenges narratives, and rewrites the rules of theatre.

We pioneer adventures in theatre form that tell accessible political stories to **unite and empower unheard audiences**.

By experimenting with new forms of storytelling, live gaming and audience interaction, we aim to bypass the barriers that can exclude audiences from the arts, developing original theatre while delivering **real audience care**; strong, emotional narratives; and voices that aren't often heard on a traditional stage.

We endeavour to create work that is **accessible to anyone**, regardless of background or prior knowledge of theatre.

Whoever you are, we want you to feel welcome, comfortable, and entertained.



Shortlisted for the **Venues North Edinburgh Festival Fringe Award 2019**
Flagship Commission for The Albany's REBELS Season 2019

Other commissioning partners include:

The Lowry, HOME, Oxford Playhouse, Theatre Deli and Harrogate Theatres

THE COST OF

WHAT WOULD IT TAKE TO CHANGE EVERYTHING? WHAT WOULD IT COST TO STAY THE SAME?

Living is getting expensive. Everything is getting expensive. Food prices, fuel bills, housing costs, just... everything. What do we need to do to keep affording to live? Can we change how our city works, and who our city works for?



The Cost of Everything is an interactive performance/game show for **simultaneous live and online players** which interrogates the cost of living crisis by building a brand new model city, live on stage.

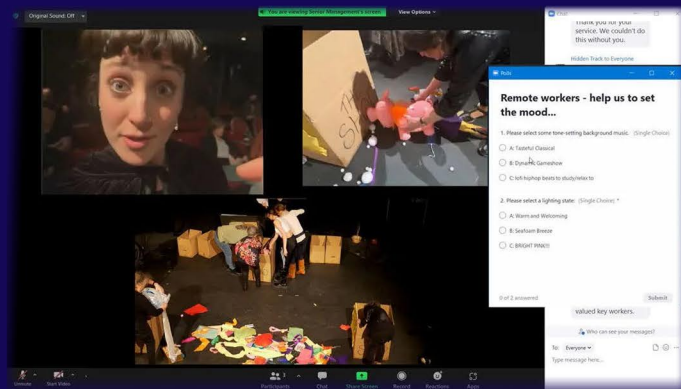
You can join us in person, or play from home via livestream.

Those with us in person will be our **key workers** – working directly within the model, helping us to build new houses, grow new food, develop new power stations – either playing from your seat or joining us on stage.

Those who join the livestream will be our **remote workers** – playing from home, you will decide how our city grows, and how we tackle upcoming crises. Do we need more houses? New food supply chains? Should we shift to nuclear power, or renewables?

However you decide to play, you will have the power to completely change where we go, what we build, and where our priorities lie.

Can we find a way out of the cost of living crisis?



WEST END BEST FRIEND

"A quirky, unique and highly entertaining show that will leave audiences in stitches and more informed on the challenges we face in our modern world."



NUMBER 9 REVIEWS

"It is something to satirise and make people laugh. However, it is quite rare to actually offer the audience, constructive and original ideas for solving a crisis in an extremely amusing and entertaining way."



AVAILABLE TO TOUR
AUTUMN/SPRING
2025

EVERYTHING

THE COST OF

We're currently looking for supporting partners to help us tour this innovative new show in Spring/Autumn 2025.

We will be submitting a new **ACE Project Grants** bid in **Early 2024** to support the tour, plus a re-rehearsal process in **Late 2024/Early 2025**.

To support this bid, we are looking for **Spring/Autumn 2025 tour dates**, plus in-kind support in the form of **marketing & mentoring support**. We are also looking for introduction to **local community groups** to help with our **audience development**.

We will provide, set-up and manage our own livestream equipment, to present every performance simultaneously live and online.

As well as encouraging interaction and creating community between live and online audiences, this provides accessibility options for your audience who cannot attend in person, and opens up new revenue streams for non-local audiences.

We have no upper limit on our online audience capacity, and our experience so far in providing an additional online offering has shown that this approach has the potential to bring brand new audiences to engage with your venue's work.

We also have a number of **free online games and shows** to aid in audience outreach which can be offered as part of audience development.

We can offer post-show discussions and bespoke workshops to a wide range of audiences.

As well as discussing the themes and forms of the show, we have extensive experience in delivering workshops on our unique approach to interactive theatre.

We have been invited to deliver workshops ranging from masterclasses for MA students at **University of Greenwich and UEL**, to introductory sessions for youth participatory & drama groups such as **Royal Exchange Young Company**.



We can also offer BSL-interpreted shows, visual guides, touch tours and relaxed performances.

We have previously worked with BSL-performance specialists **Theatresign** as well as visually-impaired performance specialists **Extant** to create accessible shows that allow a wide range of audiences to watch and also play with us.

We would love to discuss with you what else we can offer.

Please get in touch.

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THE COST OF

REGIONAL ADAPTATIONS

This show asks its audience to engage with and remake their hometown, making a new model city that is unique to that place and time. This means that the show must truly reflect each place we are in.

We have been working on our 'hyper-local' touring model, where the content of each show uses specific local ONS/Census/Council data to highlight specific issues such as housing costs, poverty levels and wealth disparity, as well as encouraging audiences to choose, draw and decorate local areas and landmarks.

Here are some of the unique cities we've made with our audiences so far:

SALFORD



The Cost of Housing in SALFORD:

50 years ago, the average house in Greater Manchester was worth **£4000**, around twice the average salary of **£1900**.

Today, the average house is **£260,000**. Ten times the average salary of **£26,000**.

Source: ONS, Land Registry, Census data.



OXFORD



HARROGATE



EVERYTHING



AUDIENCE INTERACTION

As a company looking to break down the barriers to attending theatre, we are aware that interactive theatre brings with it its own extra set of concerns for new audiences.

We are as conscious as anyone of the 'oh god, please don't pick me' aspect of audience participation, and are always actively working to allay those worries both inside and out of the performance space.

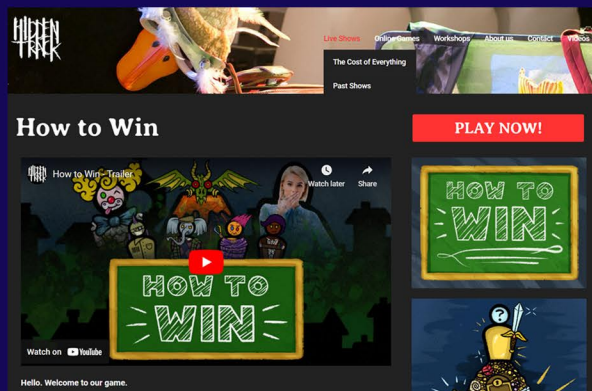
OUTSIDE THE THEATRE

This journey always begins when our audience first hear of our work, and before they commit to buying a ticket. We are able to first introduce new audiences to our work via our **free online games and videos**, available to play at any time on our website, hiddentrack.org.uk

Then, our **online livestreams** give audiences a chance to engage meaningfully with our work without having to enter a theatre venue, in an online space where playful interaction is safer and less intimidating.

This has already been proven to draw a great number of new audiences. For our online-only game 'How to Win' hosted by HOME, Manchester,

79% of players had NEVER engaged with that theatre's work before.



INSIDE THE THEATRE

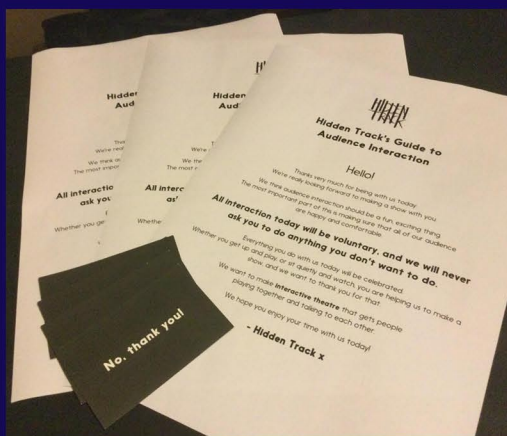
Before our show begins, we have **two main tools** for keeping our audience at ease.

'No, Thank You!' Cards

If at any point anyone wishes to opt out of interaction, they can simply raise their **'No, Thank You!'** card at any point, and our performers will look to someone else.

No-one in our performance is ever asked to do anything they do not want to do, and there is never a way of 'doing it wrong'.

Everything our audience do while in our care is welcomed and celebrated.



Guide to Audience Interaction

Hello!

Thanks very much for being with us today. We're really looking forward to making a show with you.

We think audience interaction should be a fun, exciting thing. The most important part of this is making sure that all of our audience are happy and comfortable.

All interaction today will be voluntary, and we will never ask you to do anything you don't want to do.

Everything you do with us today will be celebrated.

Whether you get up and play, or sit quietly and watch, you are helping us to make a show, and we want to thank you for that.

We want to make interactive theatre that gets people playing together and talking to each other. We hope you enjoy your time with us today!

- Hidden Track x



PRESS RESPONSES TO PREVIOUS SHOWS:



Everything Theatre



Broadway World



Spy in the Stalls



Shortlisted for the Venues North Edinburgh Fringe Award



Voice Magazine



The Wee Review



Fringebiscuit



Electric Angels



Broadway Baby



DV Weekender

"An ambitious and talented group of theatre makers, who explore narrative and audience in intriguing ways." **John McGrath, Artistic Director, Manchester International Festival**

"Funny, sharp... a whole load of fun. You won't regret rolling the dice." **Richard Stamp, The Wee Review**

"Nobody does political analysis in a light-hearted way quite like *Hidden Track*. Visually striking, utterly entertaining and ever so compelling." **Marianna Meloni, Everything Theatre**

"Brimming with creativity and heart. A wonderfully refreshing concoction of hilarity, captivation and incredible depth." **Claire Minnitt, The Spy in the Stalls**

"Social commentary at its finest - creative, thought-provoking, and masses of fun." **Georgia Grace, The Badger**

"Incredibly slick... well-managed, aesthetically pleasing, and just plain fun." **Theatre Box**

"Crowd-pleasing style... that dares to challenge the validity of political theatre." **David Cunningham, Manchester Theatre Awards**

"Breaks spine-bristling new ground." **Roger Foss, The Stage**



AUDIENCE FEEDBACK:

 **Daniel Chedgzoy**
@DanielChedgzoy

I had the joy of catching #StandardElite from @HiddenTrackTC yesterday, I can genuinely say it's been my favourite show of the fringe so far, so much so that I saw it again today and dragged along some friends. The entire team is amazing! Catch this while you can!

 **MR**
@04mr17

I've never experienced democratic theatre before @HiddenTrackTC 's standard:elite, though I've wanted to for a long time. It didn't disappoint. Never had a dodgeball game in a theatre experience before. Phenomenal.

 **RWTheatre**
@rwtheatre

Yesterday we saw #standardelite by @HiddenTrackTC @bedlamfringe Thoroughly deserving of its 🌟🌟🌟🌟 reviews it's funny, interactive (but only if you want to) and massively thought provoking. Go and get a ticket and support this great show.

 **lagahoo productions**
@lagahootheatre

#StandardElite by @HiddenTrackTC was just PHENOMENAL. This is what theatre should look like: ever-changing, hilarious, poignant, touching, engaging, everything, all of the above. this show is PERFECTION. PLS GO SEE IT

 **Dr. Marchella Ward**
@LuxMea

Managed to squeeze in @HiddenTrackTC's #StandardElite just before we left and was SO glad I did. It's playful and funny but takes a seriously intelligent look at the narratives we spin around class and meritocracy. Let's have more audience-participation class wars on stage pls!

 **Fine Mess Theatre**
@FineMessTheatre

Well #StandardElite by @HiddenTrackTC is just lovely. Fun, silly, heart-warming & wears it's heart on it's sleeve. Plus a healthy does of meta-stuff and a strong political undertone. That's #InteracticeTheatre done perfectly

 **Amy Fisher**
@FlameyFisher

#StandardElite @HiddenTrackTC is fun ,interactive, tricks you into enjoying yourself and then pulls the rug from under you. The audience interaction is 🌟 so even audiences who ' hate that kind of thing' are safe to revel in watching their friends from a safe vantage point

 **The Roaring Girls**
@theroaringgirls

Just seen the blooming awesome #StandardElite by @HiddenTrackTC. Never has class war been so much fun. Really charming and funny - we absolutely recommend it.
#MakeYourFringe

18:49 · 16/08/2019 · Twitter for Android

 **Eleanor Crowe**
@EleanorCrowe

(4) Standard:Elite by @HiddenTrackTC at @bedlamfringe - adored this piece of interactive story-telling, where there was a clear split between 'elites' and the 'standards', cleverly portraying the nature of the class system and involving everyone in the action

15:04 · 18/08/2019 · Twitter for iPhone

 **Gardyloo**
@gardyllotheatre

Another Gardyloo recommendation: 'Standard:Elite' by @HiddenTrackTC , bonkers, bizarre, immersive, choose-your-own-adventure style storytelling. So hard to describe, as you just have to experience it. Going to stick with us for a long time.

 **§175: THE HERESY MACHINE @ Ed...**
@section175

The Heresy Machine team recommends @HiddenTrackTC's Standard:Elite, a sharp treatment of narratives of upward mobility that's also a game that's also a ridiculously charming fantasy story that's also about how stories even work and what it means (to us) to make them
#edfringe

20:55 · 17/08/2019 · Twitter Web App

 **Thomas Jancis**
@ThomasJancis

SHOW 51: STANDARD: ELITE (@HiddenTrackTC)
A rather touching interactive fairy tale. I managed to gain success through my skills at being a loud lawyer. I also lay on top of one of the actors. TO PROTECT MY HOME. You know. Like a hero.

We surveyed 78.5% of our Standard:Elite audience in 2017-8. Of these:

- 94% felt that the interaction was 'easy' or 'very easy' to engage with.
- 74% said that the piece explored the topics raised either 'effectively' or 'very effectively'.
- 96% told us that the piece had just the right balance of games and storytelling.
- 55% stated that they only went to the theatre 2-3 times a year or less.
- 9.5% went to the theatre once a year or 'rarely'.

We surveyed 85+ of our Drawing the Line audience in 2019. Of these:

- 90% felt that the interaction was 'easy' or 'very easy' to engage with.
- 87% said that the piece explored the topics raised either 'effectively' or 'very effectively'.
- 25% stated that they only went to the theatre 2-3 times a year or less.
- 8% went to the theatre once a year or 'rarely'.



HOW TO WIN

A **HOME**makers commission by **HOME & Harrogate Theatres**

Over 150 original audience suggestions

Over 70 audience ideas within the game

Over 200 votes on what should happen next

1 monster created by a 5-year-old

Over 5000 unique downloads

79% of our players through HOME's website had NEVER engaged with that theatre's work before.

Available to play for free at any time at hiddentrack.org.uk/howtowin

Ask us about audience development opportunities using **How to Win** and other online games to draw new audiences into live and online theatre.



"A cleverly subversive exercise in building community... training the audience to think of themselves not just as observers, but as a mass of players with agency and some skin in the game." **Exeunt Magazine**

"An ambitious, very well-written, highly original experience."
Indie Hive

Recommended by Lyn Gardner on Stagedoor

THE COST OF

KEY DETAILS

Minimum playing area: 5m x 4.5m

Running time: 2 hours including interval

Maximum capacity: 100 in-person, 100+ online

Available to tour: Autumn 2024/Spring 2025

Age advisory: 14+

Full video of the show, as well as trailers, reviews, images and audience feedback, can be found at hiddentrack.org.uk/supportingmaterial



Our team can provide and set up all equipment necessary for livestreaming.

While this is a technically complicated show, it is designed to be adaptable to a range of spaces both big and small, and to fit within your venue's existing tech set-up.

As long as you can provide us with an internet connection, we will be able to livestream inside your space.

Our set and staging are modular in design, and can shrink or expand to fit your space.

Our set also contains a number of local lights which we will control within our existing set-up, and our wider lighting plan can be very simple or more elaborate based on the needs and capabilities of the venue.

This show features projection throughout. We will provide our own projection screen as part of our set, and can either work with your existing projector, or can hire our own with prior arrangement.

We will tour with three performers, plus two of our own operators who will manage livestream and show tech.

For further technical details, please get in touch.

Lead contacts:

Elliot Hughes, Artistic Director, elliott@hiddentrack.org.uk

Veronika Diamond, Producer, veronika@hiddentrack.org.uk

EVERYTHING

THE COST OF

FEE STRUCTURES

Our all-inclusive fee for this show, part-covering three actors and two technical operators, travel, accomodation and full livestream setup, is **£800 per performance.**

We understand the pressures of venues to programme quality work within strict budgets. Because of this, alongside a traditional venue buy-in, we also have a **co-programming offering**, wherein **two venues can share this buy-in fee.**



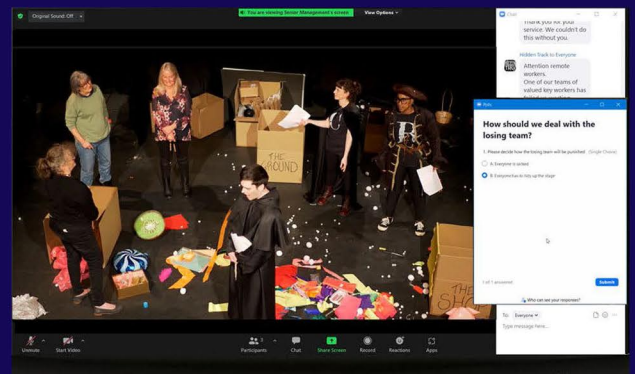
Within this structure, **'Venue One'** hosts the live interactive show and generates revenue from traditional ticketing activity, bar sales, and all the other benefits of a live audience.

'Venue Two' hosts the interactive live stream as part of their programming, taking all revenue generated from online ticketing.

This allows a more traditional programming relationship with Venue One, while Venue Two is able to focus on the wider audience available from an online offering, with the stream able to be easily incorporated into access or digital programming.

We will host the stream on our own website, with a simple password-protected link that can be sent out by your venue's box office to manage online ticket sales.

We imagine these venues being geographically close, and the relationships between the two regions, their differences and similarities will be **incorporated into the piece.**



If you would be interested in a co-programming arrangement, please get in touch with **Veronika Diamond, Producer,** veronika@hiddentrack.org.uk

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