

*How about putting this on the website?*

**Anne Vetch**

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**From:** Sam Mackintosh [mailto:sam.mac@cowle-entertainment.com]  
**Sent:** 15 April 2009 17:05  
**To:** anne@vetch.co.uk  
**Subject:** In Search of England's Green & Pleasant Land

Dear Anne,

I work for Cowle Entertainments – the company owned by the well-known music industry figure, Simeon Cowle. Mr Cowle has asked me to write to you as he has seen the BBC TV programme “In Search of England’s Green & Pleasant Land” and was very impressed by the performance of your choir. Mr Cowle is currently looking for more contestants for the new series of “Britain Has Talent” and believes that Buckden Singers could do very well on the programme. The standard of contestants this year is not very high, so you should fit in well.

Mr Cowle has undertaken an analysis of Buckden Singers’ potential against a series of key criteria for a singing group. In terms of the singing itself, Mr Cowle believes that the Singers have a good sound, and he was particularly impressed by the clarity of diction, so no problems there. As regards appearance, Mr Cowle felt that there was nothing that could not be addressed by some minor cosmetic surgery and a good make-over. As regards the dance routine, Mr Cowle said that it was “static”, but that he thought it could be developed. Mr Moregan suggested that in “You Raise me Up”, some members of the choir could lift others into the air at the appropriate moments; Mr Cowle told Mr Moregan that he was an idiot who was sacked from the Daily Mirror, so what did he know about it.

The key challenge will be developing the key “personalities” required to bring in the votes. As regards female singers, Mr Cowle has a couple of twins from Sheffield (which we understand is just down the road from you) who didn’t quite make it on the Z-Factor and are already under contract to us. They should do the trick in terms of bringing in the male viewers. However, male viewers are less critical than female ones, as it is only the female viewers who actually vote.

Mr Cowle originally thought that your tenor might fit the bill – on further consideration, however he has concluded that while this would be a safe choice, in this case a more radical approach is called for. Mr Cowle feels that there are two potential candidates who could make a killer combination. Firstly the tall man, who curiously appeared to be singing the soprano line and who was also shown in the farming segment of the programme, has precisely the sort of rugged, dynamic approach that will appeal to a large section of our audience; approached in the right way, Mr Cowle feels he could come across as the George Clooney of Wharfedale; give him a hay bale and a quad bike and we think he could be worth half a million votes a week. Secondly, one of the basses is familiar to Mr Cowle who has seen him perform with Harrogate Choral Society. Mr Cowle believes that this gentleman has the potential to make an excellent

“human interest” story – this could work particularly well if there were a good back-story; for example, if he has had a really dead-end job such as a mobile phone salesman or an investment banker and has joined the choir to rebuild his self esteem. The combination of a magnificent voice and a powerful emotional story would allow us to position him as the “thinking woman’s Alfie Boe”. I’m sure you will agree that an approach using these two men will ensure we have the female demographic fully boxed off.

As you can see, Mr Cowle has approached this idea with his customary thoroughness. He believes there is a very real possibility that Buckden Singers could be a winning package on the show. He would therefore very much like to meet with you and your agent as soon as possible. Mr Cowle will be in our L.A. office for the next month, but can send the Gulfstream to your nearest airport to pick you both up and fly you out here for a working lunch.

Please let me know by Friday as I will need to organise a slot with Air Traffic Control

Kind regards

Sam

**Sam Mackintosh  
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