

# Bristol Old Vic Theatre School

## 1. Background information

The Bristol Old Vic Theatre School is establishing a new Marketing and Recruitment Department with responsibility for all aspects of student recruitment marketing alongside marketing of the School's theatre productions and events.

With extensive changes within the higher education sector, the need to focus on the competitive student recruitment market is a key driver in the creation of this new Department. The School has recently joined the Universities and Colleges Admissions Service (UCAS) and operates under the auspices of the newly formed Office for Students (OfS).

### 1.1 Bristol Old Vic Theatre School

Founded by Lawrence Olivier in 1946, the Bristol Old Vic Theatre School is recognised as one of the country's leading Conservatoire Drama Schools, training students in a professional environment for careers in the arts and entertainment industry.

Operating on three specialist teaching sites and performing in the major producing theatre venues in Bristol, Bristol Old Vic Theatre School students are trained to the highest standards for direct entry into work in theatre, film and radio drama.

The School has a long history of producing nationally and globally recognised actors and production arts graduates. With strong links with all aspects of the arts and entertainment industry across the UK and beyond, Bristol Old Vic Theatre School graduates have an outstanding graduate employment record and the School has a strong reputation as a centre of excellence.

### 1.2 City of Bristol

The city of Bristol has a reputation as one of the most culturally diverse and vibrant cities in the UK. Named the best place to live in the UK by The Sunday Times in 2017, Bristol is the largest city in the South West with a population of approximately 449,300.

Bristol has a thriving arts scene, being home to the oldest continually-operational theatre in the English-speaking world, the Bristol Old Vic; the contemporary arts space The Arnolfini; the independent cinema and media centre, the Watershed; the innovative theatre spaces The Tobacco Factory Theatres and the concert venues Colston Hall and St George's amongst others. Bristol is also home to Aardman Animations, the world-leaders in animation and creators of multi-award winning productions such as Morph, Wallace and Gromit and Shaun the Sheep.

Famous for hot air balloons, Banksy, sustainability and its independent spirit, Bristol has a bustling and eclectic café and bar scene. The city has established itself an international reputation for music with musicians such as Portishead, Massive Attack, Tricky and Roni Size emerging from the diverse underground urban scene to create the '*Bristol sound*'.

As the gateway to the South West of England, Bristol is well placed for easy access to some of the most beautiful countryside, beaches and nearby cities in England and Wales. Located just 90 minutes by train from London and Birmingham, the city is well connected by the M4 and M5 motorways and has an international airport.