

The Historic Dockyard Chatham

Vision

We open on a close up of an old man's face. The man is aged about 80, and is real, but from another time - perhaps, but not necessarily, the early 19th century. He has a large white beard and his face is slightly weather-beaten and very 'lived-in'. His face is full of character and his eyes are packed with experiences and memories of an eventful life - the sort of eyes which could tell a thousand stories. The man represents someone who, along with his father, sons and grand children has worked at the Dockyard for its entire life - through the days of sail and steam, wood and steel, war and peace time.

The camera moves even closer, towards the man's eyes. The word '**Imagine**' fades in over his forehead and then the face slowly dissolves as the camera seems to enter the man's mind.

A series of stills appear in rapid succession changing throughout the commercial to accompany the voice over. The images are obviously old, atmospheric and evocative, appearing in mono or sepia. They are snapshots of the 400 year history of the Dockyard taken from the man's memory . Experiences, ships, battles, friends and on-site locations appear. They are deliberately personal - some, perhaps, even emotional.

Cut back to the close up of the man's eyes and the word '**Imagine**' over his forehead.

More cuts of stills from the man's memory.

30' Television Commercial Script

Sound

The Tom Baker voice throughout is accentless but emotional and expressive.

MVO **Imagine**

SFX A loud explosion like a shell hitting its target.

MVO **400 years of maritime history in one place**

Preserved as it was, through the centuries

SFX Quick cut sound bites featuring seagulls, shouting, banging, water

crashing, ropes creaking, sails billowing etc to accompany the series of still images.

MVO **Imagine**

**Generations of
shipwrights, sailmakers
and armourers building
the Navy's greatest
warships**

Super

Teletext page 944

SFX More quick cut sound bites
like those heard
previously and then sudden silence.

Cut back to close up full view of the man's face which changes from a real person into a photograph. The camera pulls away from the face and we see the complete photograph of the man standing in a large group of Dockyard workers.

The camera continues to pull out showing the photograph on a wall in one of the Dockyard galleries. The film is now in colour. We see bits of the gallery and then go on a whistle stop tour of some of the site's main attractions as they appear today.

MVO

**And believe you were
there**

**Experience the world's
most complete dockyard
from the Age of Sail, with
over 80 acres of stunning
period architecture,
ships, galleries and
attractions**

**And bring your
imagination to life**

Cut to 'The Historic Dockyard Chatham
Where legends were created' logo, and
hold.

**Visit The Historic
Dockyard Chatham**

**The place where legends
were created.**