

Cloudbusting

*The Music of
Kate Bush*



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Cloudbusting

The Music of
Kate Bush

Cloudbusting - The Music of Kate Bush

Formed back in 2012, well before any suggestion that Kate Bush was ever going to perform live again, Cloudbusting's mission has always been to bring Kate Bush's music to the stage and perform the songs as faithfully to the original recordings as possible. The aim, to create an authentic live experience with all of the hits, as well as some of the less well known of Kate's songs - some of which have never actually been heard played live before.

'Running Up That Hill', 'Wuthering Heights', 'Hounds of Love', 'Babooshka', 'This Woman's Work', 'Wow'... Cloudbusting perform all the chart hits you'd expect to hear - so those who missed out on her live shows in 1979 and indeed 2014, will love the UK's longest running and most universally applauded tribute act to Kate. Arguably, the band isn't a 'tribute' in conventional terms, as no one is pretending to be Kate or impersonate her, instead the focus is on the authenticity of the music.

Testament to this is that many of Kate's original collaborators from both stage and the studio have been inspired to join the band for performances. Notably it was these Cloudbusting shows that led to singer Mandy Watson being selected to represent Kate Bush on the BBC.

A Cloudbusting concert is an event no true Kate Bush fan will want to miss, so do visit the band's website for the latest tour dates and special announcements at www.cloudbusting.uk

'If you missed seeing Kate herself, Cloudbusting are the next best thing!' - Simon Mayo, BBC Radio 2

'I could have been listening to Kate herself!' - Preston Heyman

'Utterly, surreally brilliant' - Mick Wall, Classic Rock Magazine





Kate Bush - Worthy of a tribute

Kate has been an enduring and well loved icon within the music industry and broader media for over 40 years now - from her first TV appearances with her debut single in 1978 to her astonishing run of shows in London in 2014, her public appeal clearly remains.

Despite never embarking on an extensive regular touring schedule, she's never been that far from media attention. Witness just a small selection of the magazine covers she's appeared on - not only in the specialist music business press but also record collector, fan and fashion magazines. Indeed, since **first appearing in 1978** she continues to hold the public's interest with features on her enigmatic music continuing to appear right up to date in 2021 - that's certainly a career of note and many would say she ranks as one of the truly great artists that the UK has ever produced, alongside such luminaries as Elton John and David Bowie.

A catalogue of work

Her 1979 'Tour of Life' was a series of 28 dates across Europe with many TV appearances to help promote those early albums. With a catalogue of some **10 studio albums** as well as over **36 hit singles**, she has a significant and admirable back catalogue. All told, to date, she has sold over **20 million albums** worldwide and remarkably she set an historic record in 2014 by having **8 albums in the top 40** chart at once! She has sustained a huge impact on the music business for over four decades - and in that time, has directly influenced many other artists, such as Tori Amos, Adele and Billie Eilish.

2014 'Before the Dawn' shows

35 years after that first tour, Kate embarked on a **22 night concert residency** of the Hammersmith Apollo with all of the 100,000 tickets selling out quite incredibly within 15 minutes!

Later released as a **triple CD**, recordings of those 'Before the Dawn' shows went straight to the top of the album charts - clearly demonstrating that Kate Bush remains a significant draw with enormous appeal to audiences all around the world.

2021 The Hall of Fame

Despite having nominations in previous years, fans were delighted to see that even in 2021, Kate Bush secures her place in the Pantheon of Pop by being nominated once more for the renown Rock & Roll 'Hall of Fame'

Results are decided by a panel of more than 1,000 artists, key members of the music industry, as well as historians. Music fans also get to cast a vote too, no doubt hoping that this time, some four decades after her debut, the industry acknowledges what they have known all along!



Cloudbusting - five experienced musicians, from around the UK, dedicated to performing this incomparable music live and as faithful to the original recordings as physically possible - with no hint of pastiche or impersonation. There is after all, only one Kate - and true fans of Ms Bush certainly appreciate this revered approach.

Cloudbusting in Performance

Cloudbusting have established themselves as a leading light within the lucrative 'tribute' scene with their notable 'Album Anniversary' shows. These select performances certainly prove to be a highlight in the band's touring schedule with landmark shows based around a full performance of classic albums on significant anniversary dates. The show features the full album performance as the centre-piece: The band takes to the stage with a selection of popular tracks, and then after a video introduction they kick off side A of the album. This track sequence closes out the first set. After the intermission, the band launches into the album B side, culminating with a run of the big hits and building to the final encore with perhaps the best known of all of the chart singles. Cloudbusting are certainly the only tribute to Kate Bush that performs an entire album show like this - perhaps because this ambitious approach demands so much in terms of serious work and of course ability - it also requires the additional musicians needed to deliver the true authenticity that audiences demand.

To date the band has performed a number of these select shows at larger 1000+ capacity theatres such as the Wolverhampton Grand and The Islington Assembly Hall, London.

Hounds of Love

Cloudbusting performed the much acclaimed 1985 album '**Hounds of Love**' at a 'hot-ticket' show in **London in 2015**. Over 800 ticket holders enjoyed the full production performance that also featured additional musicians as well as an appearance by one of Kate Bush's key collaborators: drummer Preston Heyman who has played on a number of the best known hits and who also appeared with Kate on her famous 1979 tour.

This audacious show proved such a success with audiences that the upcoming 40th anniversary of Kate's debut album was an opportunity not to be missed.



Clodbusting performing the album 'The Kick Inside' - joined on stage by the amazing string-quartet 'Brilliant Strings'



Del Palmer, Preston Heyman and Stewart Avon-Arnold together again for the first time in 38 years!



The Kick Inside

2018 saw the band selling through a number of the major ticketing platforms for a full performance of 'The Kick Inside'. After a sell-out show in London another follow-up performance was booked in Wolverhampton to cater for fans in the Midlands. These shows featured the bands famous back-projection images and, as previously, additional backing singers. For this album a saxophone player and string quartet also joined the band to really deliver the detail and full impact of these much loved songs.

Notably these shows also featured special guests who have also been significant collaborators with Kate Bush and whom performed with her on her legendary 1979 'Tour of Life' shows - bass player and engineer Del Palmer, drummer Preston Heyman and choreographer Stewart Avon-Arnold who performed a specially rehearsed routine which was originally planned for Kate's shows but actually was sadly never seen.

'Never for Ever'- the 40th Anniversary tour that never was!

With the 40th anniversary of the classic album 'Never for Ever' falling in September 2020, the band had planned a series of 8 shows across the UK. With the Covid-19 pandemic these shows, like so many others, had to be rescheduled. In the meantime the band has continued to work to develop the show ahead of rehearsals with additional backing musicians and vocalists in mid-2021. Clodbusting plan to bring this remarkable album performance to audiences one year on in September 2021 - audiences will no doubt appreciate these '41st' anniversary shows despite the delay. Never say never!



International tours

The band continues to work with venues and theatres across the UK - and beyond. Having already completed a successful tour of the Netherlands and Belgium, Clodbusting are looking forward to working with the same European promoter, as well as others, to further explore opportunities in Europe - as well as the rest of the world.

With Kate's album sales being truly international, there's certainly a demand from audiences for the band to work further afield - an initiative that's very much vindicated by the fans who often contact the band via social media, begging Clodbusting to consider touring in places such as Brazil, Australia, the USA and even the Far East!



Live Stream events

The 2020 Covid pandemic posed many problems for touring bands - primarily the issue was how to maintain a presence and keep in touch with established audiences. Clodbusting also wanted to continue to reach out to fans of Kate who hadn't yet had an opportunity to see the band. Many performers were quick to use social media with 'lock-down' performances to camera - both live and as recorded videos including a few 'cheats' with bands pretending to play live!

Clodbusting decided that if the band was to appear online, it would be a mistake to approach this like a 'normal' gig. Being very aware that without any audience reaction and the huge amount of energy that people experience in a live venue, the band would have to address this with their approach. They settled on an 'in-the-round' TV studio style approach with cameras positioned on each band member - as well as additional roaming cameras. With the interaction between musicians and the cameras it would give the audience the sense of literally joining the band on stage. There was also direct interaction with the audience via the online chat and text messages which were acknowledged live by the band.

The bands initial Live Stream performance in September 2020 sold over 780 access passes and attracted an audience from all over the world - messages were received from the USA, South Africa, India, Japan as well as all over Europe. With that success and the following demand from people via social media, they decided to do a second live stream show in November 2020. With so much material to choose from, it was easy to put together a second show with a very different set list and they were happy to also include a few tracks that fans had requested. Working once again with the Live Stream partners at Native.FM and using their ticketing platform, Clodbusting were able to sell hundreds of tickets to households all over the world.

Both these shows were promoted extensively with direct mail campaigns as well as through social media with video advertisements and paid promotions on Facebook and Instagram etc. Currently the mailing list has over 1000 verified contacts.



The Band Members

Lead Vocals: Mandy Watson

Mandy has been selected by BBC One as the world's most authentic homage to Kate Bush. She has performed live with the 50-piece symphony orchestra of Opera North and renown British electronic-dance-music group 'Utah Saints', and has also worked with top producer Steve Anderson (Kylie Minogue, Paul McCartney, Take That) as well as the leading arranger and composer Steve Sidwell (Moulin Rouge, We Will Rock You, 2012 London Olympics).

She has been interviewed by Kate's photographer Guido Harari and was asked to perform at the book launch of 'The Kate Inside' - Guido's retrospective collection of promo photos commissioned by Kate over the years. Special guests included Lindsay Kemp, of whom Kate was a great admirer and subsequent student, also appeared. Mandy was also invited to perform at a Q&A media event where Abbey Road's former chief engineer Haydn Bendall was the guest interviewee.

Significantly, Mandy has had the pleasure to tour the UK and Ireland with Kate's recording engineer and former bassist Del Palmer - making her the only female singer that he has ever performed with other than Kate Bush!



Keyboards: Michael Mayell

"My obsession with Kate's music started back in 1978 when I worked out the chords to 'Wuthering Heights'. I was training to be a classical pianist, so my piano tutor wanted me to focus on my Grade 8 pieces but I still wanted to play Kate! Having helped set up a Fleetwood Mac tribute, I was learning how to replicate the subtle arrangements of a studio-produced album in a live setting. My interests were in synths and music technology, so later, as a founder of 'Cloudbusting,' I was also instrumental in setting the band's ethos - 100% authenticity! This has meant working with emulations of technologies Kate had pioneered such as the use of the Fairlight CMI and Yamaha CS80 synths.

It's beyond my expectations that the success of Cloudbusting has led to me working so closely with many of Kate's original collaborators including her right-hand man, Del Palmer. He has spent many hours helping me unlock the secrets to her studio recordings. And to have performed those songs with him on stage with 'The Kate Bush Song Book' over two major tours has to be one of the highlights of my professional career."



Bass: Dave Roberts

Dave first started playing as a 16 year old and like many bass players he initially picked up a 6 string guitar. However, in the first band he joined he actually took on the role of singer/frontman - this has clearly served him well, as with Cloudbusting there are tracks where he takes on the lead male vocal to such great effect. He first picked up the bass out of necessity as it was what the band needed - a 5 string bass, no less (although he says it was easy as it was one less string than he was already used to!) He soon realised that actually the bass was really his instrument and there followed many gigs with punk bands across the Midlands.

Joining Cloudbusting has led him to take on the fretless bass - essential for so many iconic tracks and it was a natural but ambitious next-step to then tackle the upright bass. Recreating those delicate and musical bass lines that feature so much in Kate's songs is a challenge that Dave relishes - after all Kate had such an impressive roster of talented players like John Giblin, Eberhard Weber and of course Del Palmer, all working on the albums.



Dave certainly found picking over those bass lines with the man who first played and engineered the recordings, an interesting process - one that not too many people have the benefit of - and even better to discover that he was playing them correctly was a real boost. He's now really looking forward to going out with 'The Kate Bush Song Book' too, as this really gives him a platform to showcase the amazingly complex and nuanced playing that the songs demand.

Drums: Adam Aggiss

It takes a very special kind of drummer to reproduce Kate's sound live and Adam's fusion of acoustic drums and digital technology forms the powerhouse at the heart of Cloudbusting, from the thunderous gated toms of 'Sat In Your Lap' to the nuanced brush-work of 'Sunset'.

Adam's professional career has seen him performing with original artistes in addition to countless tribute and cover bands. He has toured extensively across Europe and the Middle East and performed at festivals such as Glastonbury, The Isle of Wight and DauwPop along with other prestigious events including the Monaco Grand Prix. He's also appeared live on Channel 4 and BBC Radio 2 and was featured in a BBC TV 'Arena' documentary focussed on tribute acts.

"The prestige of being a member of Cloudbusting has allowed me the opportunity to learn from and work alongside Kate's original drummers Preston Heyman, Stuart Elliot & Charlie Morgan, and my experience working on the world renowned 'TapDogs' show enabled me to help facilitate Stewart Avon-Arnold's dance performance with the band"



Guitar: Chris Voysey

Chris embarked on his professional music career back in the 1980s when he travelled to the USA and auditioned for bands in Los Angeles. Having teamed up with singer & writer David Reece he was invited to join a well established act which was touring full-time all over the Mid-West area - doing the bar-circuit as well as stadium gigs and TV appearances. Since then he has gigged all over the world - including working on a number of Cruise-Ship tours, festival gigs in Barbados, Tenerife, Holland and Qatar and touring Europe and India - of course with Cloudbusting he's also played to audiences in all corners of the UK as well as tour the Netherlands and Belgium.

Chris has performed with, among others, ex-Rainbow vocalist Doogie White, Deep Purple founder member Nick Simper as well as the wonderful Kiki Dee. He's also worked on a number of recording sessions with producer Stuart Epps (Elton John, Oasis, Jimmy Page, George Harrison)



The Kate Bush Song Book

The Song Book performances are the acoustic offshoot from the band where the musicians explore the genius of Kate, her imagination and her piano.

The show features three Cloudbusting band members: Michael Mayell on piano, Dave Roberts on electric bass and the vocals of Mandy Watson.

The performances includes two full sets from right across Kate's career, interspersed with personal reflections and background insights to the songs from Mandy, Michael and Dave.



Social media

Cloudbusting have always been very aware of the power of social media and have been great exponents of using paid advertising on platforms such as Facebook as an effective channel to reach broader audiences.

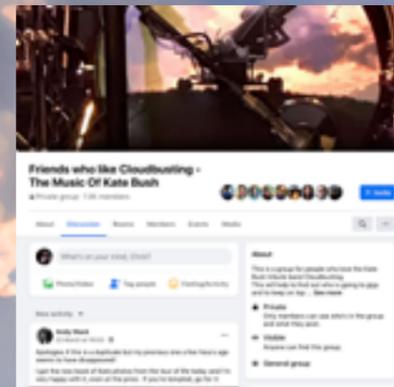
Using the analytical and data insights these platforms offer is an incredibly powerful tool to reach potential audiences and they know that some of the posts have been reaching in excess of 70,000 people. Facebook campaigns do seem to be particularly effective with their audience demographic and other related platforms such as Instagram have been remarkably successful proactive tools for social media outreach and in driving traffic to the band's website at www.cloudbusting.uk

Audience demographic via Facebook is reported as being 52% male and 48% female - age group is predominantly 45-65 although there is significant engagement across all ages from 13 years plus.

The band's **Facebook page** is kept active and up to date with video content, advertising of upcoming performances etc. as well as messages from the band - they even ran a series of one-to-one interviews with band members during the pandemic lock-down. These proved to be very popular with subscribed followers - as of March 2021 there are over 23,000 subscriptions to the band's Facebook page which is growing with every performance.

Fan group

In addition to the above, Cloudbusting is perhaps in a fairly unique position of having a complementary and fully independent fan group that engages with the band and fans of Kate Bush. This **'Friends who like Cloudbusting'** Facebook group currently has over 1000 members. It's a great social hub for fans of Kate Bush and reinforces the view that even if you attend a Cloudbusting performance on your own, you are amongst friends!



I can absolutely say that Cloudbusting deliver the most heartfelt, genuine and accomplished live interpretation of Kate Bush's work that there has ever been, apart from Kate herself, of course!

Sean Twomey - Publisher of katebushnews.com and Homeground Magazine

All told, these figures prove there to be a well established and engaged audience for the band and the numbers clearly indicate that Cloudbusting is reaching fans of Kate Bush and successfully selling tickets to performances via their social media platforms.

Marketing support

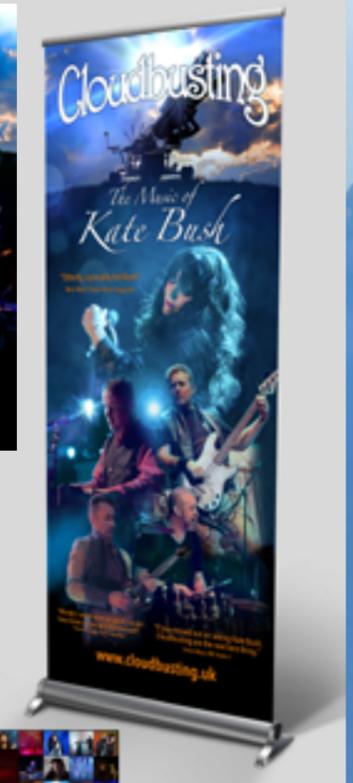
The band has a well established and experienced marketing team to fully support the advertising and promotion of the shows - every show is also promoted extensively via their social media outreach. Working with key photographers, videographers and other associated contractors, they are able to produce all of the promotional materials and video content required 'in-house' and through their working partnership with **Forge Branding Limited**. Recent projects have been videos produced to connect with the band's fan-base while they have been unable to attend performances during the pandemic.

Designs for posters, flyers and banners are all readily available for venues to use and custom images and graphics can also be provided as required. In addition the band can also support venues by supplying customised video advertisements with listing and ticketing details featured so managers can run supplementary social media initiatives and also have engaging content for the venue's website.

Merchandise

Cloudbusting are also proud to offer a collection of merchandise items to ticket holders at theatres - as well as through their website and social media contacts.

Alongside the obligatory T-shirts and pin badges, they also offer Programmes, branded tote bags and ceramic mugs which have proved to be incredibly popular with audiences. The band also have a bespoke engraved pewter finish pin-badge to offer which has proved to be another very worthwhile investment.



The Show

Cloudbusting are recognised for the quality of their show presentation - this centres around bespoke video projection imagery complemented by mood driven lighting scenes, along with high quality and detailed audio reproduction.

The band strives to maintain these production values wherever possible. In order to consistently achieve this, the band has made rigging the show as trouble free and straight forward as possible for the benefit of venue technical crew.

Staging

- Where available, risers for drums and keyboards should be used for a balanced and dynamic set design
- Other than instruments and mic stands, the staging is kept clear

Projection

- The show features extensive back projection imagery - both as video and still images to accompany songs
- The band travels with projectors and screens but where available, will use existing venue equipment including cycloramas
- Cloudbusting's dedicated projections operator can assist with setting lighting states/cues and with guidance on audio cues throughout the show

Sound

- Cloudbusting adopt a 'silent stage' format (apart from acoustic drums) so some venues should use centre fills to avoid a middle front row 'dead spot'
- A FOH Sound engineer/operator is required unless otherwise specified
- Suitable FOH PA system with mixing desk is required with vocal FX/compressors/gates etc. to meet the specifications on the supplied channel list & stage plan
- The band supplies vocal mics (with stands & cables) as noted on the channel list
- Cloudbusting mix with their own in-ear monitor system - no stage monitoring is required other than fold-back of acoustic drums into this system
- A set list will be supplied to the engineer with appropriate notes, cues and suggestions

Lighting

- A dedicated lighting engineer/operator is required unless otherwise specified
- Lighting to be sympathetic to the projected/visual element of the show with at least four different colour washes e.g. Blue, Red, Yellow and Green.
- Five open white spots required to spotlight each member of the band
- Haze machine capable of full stage cover is required - also if available, a mirror ball

Cloudbusting is very happy to work with in-house teams who know how to get the best from the venue - For full show details please see our full Technical Specification and Rider.

- Full Tech Spec & Rider

Box Office

Cloudbusting have been established for nearly 10 years now and in that time have built a solid reputation with venue and theatre managers as being a very viable and profitable act to book on their roster. As a highlight on your programme calendar the band can fully support your booking with promotional activities on social media - and they are very happy to assist with any similar initiatives that you may consider through printed media. The band are always available for Press and Media appearances and have been involved with a number of Radio interviews and TV appearances such as the performance they did on Dutch TV in support of the 2019 European tour.

Briefing notes for Box Office staff customer enquiries:

- The show title is 'Cloudbusting - The Music of Kate Bush'
- Cloudbusting are a fully live band with 5 musicians - album performances feature additional musicians and backing vocalists
- There are NO backing tracks
- The band have worked with many members of Kate Bush's original band
- No one is impersonating or pretending to be Kate
- The show features back projections for many of the songs
- There are NO strobe-light or similar effects used during the performance
- The show is suitable for all ages

Press Release

Here are links for various press release statements:

- Expanded full statement

- Standard press release

- Abbreviated short form

Agent: All-Electric Productions

Electrifying Entertainment

All-Electric Productions is one of the UK's leading independent production companies with a wealth of experience in the theatre industry. With our sister company, talent agents 'David Foster Management', we are able to offer our clients top-class talent for speaking engagements along with a truly sensational roster of performers suitable for any programme of entertainment.

Innovative Theatre Shows

All-Electric Productions has devised shows from small scale productions right up to large outdoor concerts with audiences in excess of 11,000 people. Founded in the mid 1980s by David Foster and centred on David's belief in only producing and promoting the highest quality performing arts, All-Electric Productions now has an enviable nationwide reputation in the entertainment industry.

Known for producing and promoting innovative productions with exceptional artists and performers, we also understand the needs of the venues we work with - the importance of strategic marketing and supporting our client's with extensive PR and promotional packages.

Contact us now to discuss your next production.

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