

A person is silhouetted while standing on a wooden dock, fishing with a rod and reel. The scene is set at sunset, with the sun low on the horizon, creating a warm, golden glow. The sun's reflection is visible on the calm water of the lake. In the background, a dense line of evergreen trees stretches across the horizon. The overall atmosphere is peaceful and scenic.

WILD DAYS

A PITCH DECK FOR A FACTUAL DAY-TIME TV SHOW

SYNOPSIS:

Through fishing and wild cooking, host Toby Taylor spends time with celebrities and everyday people to discuss life and its ups and downs



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2 MILLION

anglers in the UK
alone

1 IN 4

People in the UK will
suffer from a mental
health issue in their
life



BEING IN NATURE AND BASIC SURVIVAL HELPS MENTAL AND PHYSICAL HEALTH, THE ENVIRONMENT AND GENERAL LIFESTYLE.





- Format: 6 x 25-30min episodes
- Hosted factual docu-series.

WILD DAYS



CONCEPT & TREATMENT

Wild Days is a 30min daytime factual TV show where, through fishing and wild cooking, host Toby Taylor spends time with celebrities and everyday people to discuss life and its ups and downs.

Celebrities expressing an interest in featuring on the show already include Tyson Fury, Dame Kelly Holmes, Franco Frazee....





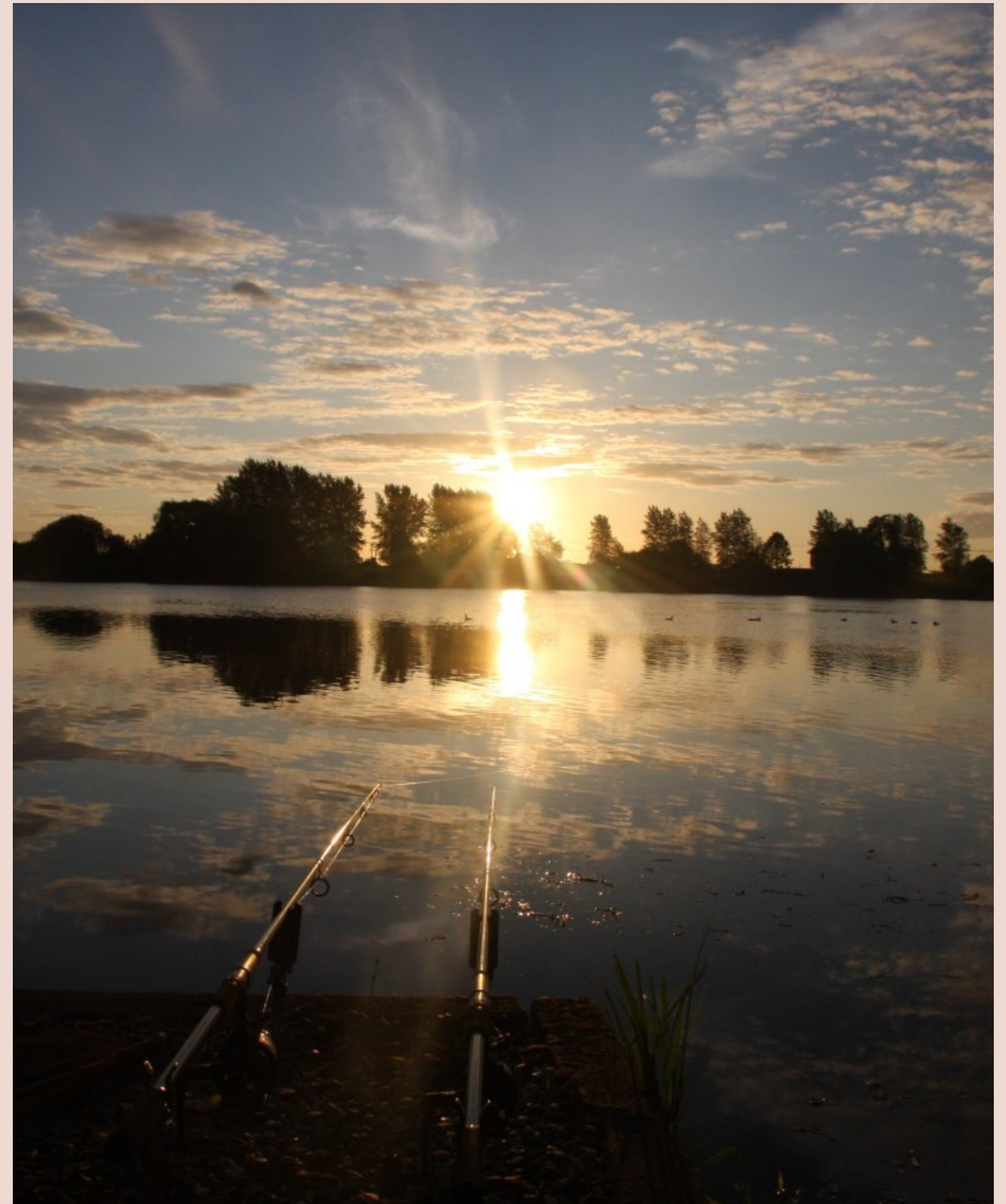
Each episode finds host Toby Taylor interweaving his story of success and mental health recovery through the entry of fishing, talking, laughing and cooking in the wild.

Toby's bio is attached, but as a former soldier that saw action, and subsequently suffered from PTSD, he finally found solace in the wilds. Spending a year alone he fished, cooked talked his problems through with anyone who would listen and emerged a changed man.

His past includes time as a successful chef in haute cuisine in London as well as being in Her Majesty's Armed Forces. Toby went to Law School (Staffordshire University) in 2003 and gained a degree in Law. These career paths and his love of fishing merged to help him and have now produced this fantastic TV show concept.

With his experience of food, survival and mental health, Toby will share his skills and knowledge with two guests every week – one being a celebrity and the other being a referred individual (but could be more than one) who is need of such an experience to help them at this current moment. Whilst the show only works with people across one day, it is to help them understand they are not alone, to share stories of struggle and succession and to help instil a growth mindset through gained skills. Post-show care and referrals will be offered.

Throughout the show Toby will show his guests how to fish (or improve, if they already fish), tips for fending for yourself out in nature – be it for a day or more. Along with this will be conversations of mental health journeys – from struggles to recovery. Toby will be open about his experiences and allow the guests to share. At the end of each episode, they will cook a new dish each week – with Toby now turning into a ‘wild chef’ to show how to create a nutritious and delicious dinner on the lake side.





The show will be fun and full of smiles and laughter, but at key moments it will not shy away from the realities of mental health struggles. This dichotomy will allow for an emotive, involving and watchable show. The show is not designed to be heavy for viewers, but to shine a light on mental health in a way that is engaging – all whilst being respectful of the stories shared and those that struggle with mental health.

This will all be brought to the screens with a fantastic visual presence. Golden lakes at sunset, flourishing trees and nature. Animals large and small that are found in the different areas Toby and his guests visit each week. Shot with a classic TV reality documentary style, but with an eye towards the cinematic, the visuals will add to the emotive and engaging content of the show.

Possible locations can Scotland and Wales where the team can fish for river Salmon, Sea – Trout, Trout Pike or they can even go Sea Fishing on a Boat.

'THE POTENTIAL
AUDIENCE REACH FOR
THIS IS REALLY EXCITING.'
TOBY TAYLOR



COMPARABLE SHOWS



These shows are comparable in either style or subject matter:

- Mortimer & Whitehouse: Gone Fishing – both top-line subject and conversation style. (Similar in many ways but it concentrated on physical and not mental health).
- Bear Grylls: Survival School – Subject experienced host taking real people out of their day-to-day lives to experience something new/life-changing. (Ex SAS, so it's more testosterone driven than our show!).
- Wild Food with Ray Mears – cooking and surviving in UK wild with a light-hearted approach. (Has many similarities, especially the wild cooking).
- The Hairy Bikers Cookbook – Travel, cooking, British, entertaining. (Nice, mellow approach, similar to ours but they use Motor Bikes as an entry point.)

TYPICAL EPISODE BREAKDOWN

Each episode will feature a different set of guests and be at a different wild fishing location. We would like to concentrate on Carp fishing as it affords us the luxury of time, once the tackle is in we can sit and chat.

It's all about the vibe: relaxation in nature with stunning imagery and music.

- Opening Credits** – beautiful shots of nature and moments from the series.
- Intro from host Toby Taylor – where they are and why this location. Intro to the celebrity guest.
- Celebrity Guest interview** – more in-depth intro to celebrity with a light-hearted chat about their fishing and wild countryside experiences.
- Intro to non-celebrity guest** – Toby chats 1-on1 with the guest about their background and what they can expect from the experience today.
- Exploring the area** – Toby tours them around where they'll be based, taking in nature and wildlife.
- Fishing Spot set up** – The team pick a spot and start to set up. As they do Toby introduces a regular spot on the show:
- Mental Health Charity Focus** – Each week a different mental health charity has a 2-3-minute highlight segment with Toby visiting them to talk and learn about their services.
- Main section** - Now set up, the guests fish as the conversation flows. Toby instigates various conversations from the jovial, to the on-topic (fishing) and mental health. The free-flowing nature of the show will mean any humor or dramatic moments that arrive from being in the wild will be captured and used to the best effect.
- Cooking** – The end of the day is drawing in, the team has got to know each other well. Toby now gets the other two to help him create a fantastic meal out of what they've caught and few other minor essentials. All cooked on a portable gas stove or, if safe, a campfire.
- Wrap Up** - The show ends with them enjoying it and the completion of key conversations.
- Show always ends on a high note.**
- End credits.**



We're really excited by what this Wild Days offers. It's entertaining but also touches on issues that are relevant in the UK currently, most notably Mental Health. It offers the opportunity for diversity, not just in potential guests, but also with the host, Toby Taylor.

It is Toby Taylor who came up with this idea, inspired from his own journey as mentioned above. Such is his passion for the subjects within and his natural charisma on camera, we feel Toby is truly the only host for the project. It is also through his contacts that he is able to gain this initial celebrity support.

We're looking for a TV production company to turn this into a reality and make a successful and meaningful television show.

Below this, you'll find a bio of Toby Taylor. A screen test of Toby as a presenter can also be arranged.

LOOKING FORWARD



Toby Taylor - Executive Producer - 07580 634449

Contact



TOBY TAYLOR

MINI BIO / THE BACKGROUND



ONCE UPON A TIME. I HIT THE
BOTTOM & ESCAPED. MORE BY LUCK
THAN DESIGN. BY THE GRACE OF GOD
& HELP FROM MOTHER NATURE.
I WAS SLOWLY REBORN.

TOBY TAYLOR



I spent most of my young life from the age of 17 years old fighting on Battle Fields around the world on behalf of the British Government.

After the smoke of battle had cleared we were sent home to wait for the next conflict. This was always where the fun ended. In my day, we were left alone to traverse the guilt & pain without any professional help. None of us spoke about the PTSD, for fear of having the piss taken out of us.

The majority us sat in Regimental Bars, strip clubs or in our darkened living rooms at home at night screaming into the darkness, self-medicating with extra marital sex, alcohol & drugs in an effort to stop the noises inside our heads.

Many Ex Forces remain sleepless today, still struggling to make sense of the noise. Many of us decide that it's not worth the effort, and they become another suicide statistic.

Personally, I hit the bottom on several occasions, but escaped in one piece. By the grace of God and Mother Nature.

WILD DAYS

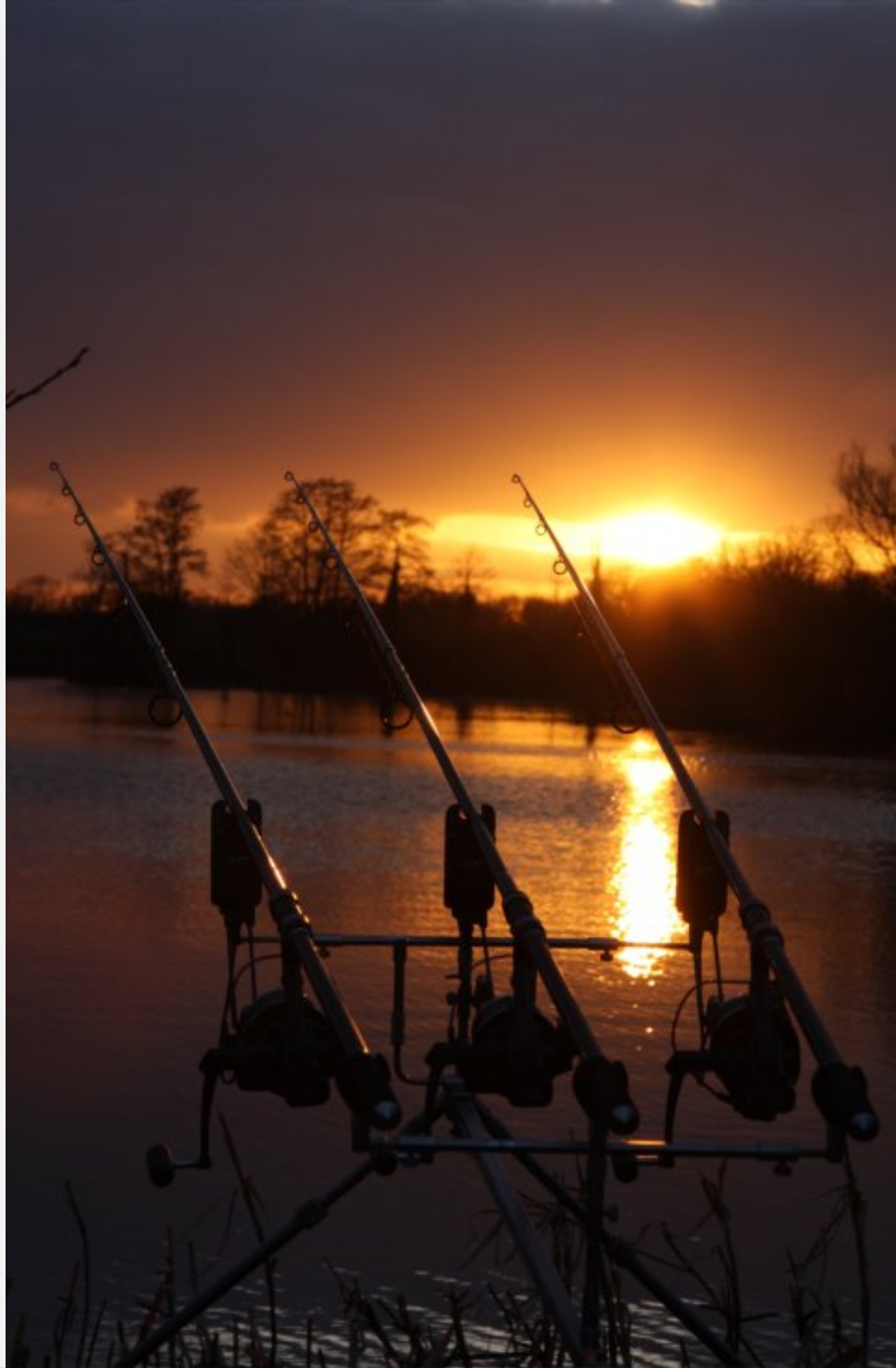


I had noticed that every time I went fishing and lived in nature, I started feeling better. I did not know how it worked, all I knew was this. It worked.

So I started reading everything that I could lay my hands on the matter of water, fishing, mental health and recovery.

Wondering how long it would take for me to shake the PTSD & associated alcohol & drug use completely, I formulated a crazy idea. I was dropping out of society and I was going to live on a 90-acre Carp Lake, alone. I sold my Porsche 911, moved out of my lovely rented house. I rented a cheap little caravan in Horton Village near Windsor. A month later I moved on to Burghfield Main Lake, set my Carp tackle & bivvy up, and lived on that water alone, only returning home to re-supply and have the odd warm shower.

WILD DAYS



As the days and weeks ticked by, the noise inside my head slowly got quieter and quieter. Mother Nature was working her magic on me. It felt as if I was slowly being reborn. This is all I know, I know only this. Mother Nature heals & she does it quickly.

I want to share my experience & help.

I would like the opportunity to introduce this phenomenon to others. I would like to demonstrate just how quickly being in nature can have a healing effect on a troubled mind & how calm we can become by sitting next to the water concentrating on something other than our everyday lives.

Sitting doing nothing, next to water, learning a new skill with only the sounds of Nature to bother us, helps. Chatting with friends old and new, breaking bread, cooking, laughing & crying on occasion, helps. It helps stop the noises inside our heads for a while. We need to give our minds the time and space to heal as often as we can.

WILD DAYS



“So today I teach Mental Wellness through Carp Fishing. I am totally untrained in the field of Cognitive Therapy. I do not pretend to be trained. My findings are observational. I fish 3 days a week. I make food, I feed the ducks and have a swim in good weather. Catching Carp is now secondary to the experience of being in nature, losing the sense of time and being Mentally Well.

All I know it that Carp Fishing & being in Nature provides me & my friends with time to think, and reasons not to think at all if we choose to be still.

A day on the water is plenty of time to review all we have learned about the grand themes of life. It's time enough for us to realize that most of what we believe about material happiness, is a lie and that the biggest truths are very few indeed. We may decide to have a glass of wine and talk stuff through with each other over a Steak & Mustard Sandwich.

Mother Nature helped make the scared all right for me.

TT.

WILD DAYS



Contact

Toby Taylor - Executive Producer - 07580 634449