

RESTORATION & UPCYCLING FORMAT



FIND IT

FLOG IT

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UNCOVERING THE NATION'S TREASURE
THAT'S DEAD IN A SHED!



YETI



FIND IT **FIX IT** FLOG IT

DETAILS:

Commissioning Broadcaster: **Channel 4**

Producers:
HCA Entertainment and **Yeti Media**

Number Of Episodes: **70 X 60'**

• Series 1: **20 X 60'**

• Series 2: **25 X 60'**

• Series 3: **25 X 60'**

Scheduling: **Daytime**

Genres: **Lifestyle, Factual Entertainment**



Barns and sheds hold a valuable and neglected treasure trove just waiting to be discovered. Their owners may or may not even remember they have these possessions but one thing is for sure – they have no idea of their true value today.

SERIES OVERVIEW:

In *Find It, Fix It, Flog It*, presenters Henry Cole and Simon O'Brien travel around Britain in search of unwanted possessions they can transform into desirable and valuable new items, raising money for their owners.

For Henry and his mechanic, Guy, it's all about restoring retro relics and vintage classics, whilst upcycling genius Simon and his restorer, Gemma, love turning everyday objects into fantastic furniture.

In this RTS Daytime Programme Award-winning show, the team is joined by British designer and upcycler Max McMurdo and his right-hand man, Chris Hanlon, who bring their own brand of creative thinking and elbow grease to upcycle and transform some fascinating unloved treasures.

From converting a fire extinguisher into a steampunk lamp to transforming old theatre lights into stunning table lamps and converting tank parts into garden furniture, our experts are back to turn yesterday's junk into tomorrow's hard cash.

THE BARNSTORMING EXPERTS:

HENRY COLE

TV presenter and movie maker Henry is the entrepreneurial brains behind two very successful companies; television Production Company HCA Entertainment Ltd and Gladstone Motorcycles, a bespoke hand built custom motorbike manufacturing business.

Charismatic and a fount of all mechanical knowledge, he can riffle an outbuilding in seconds and identify any car, bike, mower, tractor or trailer of restorable value. If it's in a "man cave" he'll know its provenance, value and the pitfalls of restoration.

SIMON O'BRIEN

Actor and presenter as well as a successful property developer, Simon splits his time between developing and shooting independent films and scouring Europe seeking out derelict properties to renovate. When he's not on the road, he's usually found busy at work in his very own 'man cave' on his latest upcycling project.

Artistic with a business brain, he will spot any opportunity to restore and upcycle an item.

FORMAT OVERVIEW:

The aim of this unique property and lifestyle format is for a couple of experts to turn barn owner's unloved, unwanted or forgotten old possessions into the collectibles of the future to get them the highest profit they can.

FIRST HALF OF THE EPISODE:

- Every episode starts with our two presenters being invited into the first of two barn owner's properties where the first of today's hunt will be held.
- Each of the properties will be the suggestion of one of the two presenters.
- The audience learns a little about each of the village's local history and background before the presenters meet local property owner who throw open their barn or out building's doors.
- The two barnstorming experts lavishly and indulgently explore the trove.
- Each expert picks several items – explaining their history, and potential value before rejecting them because of the expense of restoration.
- Ultimately the two experts choose a major item and one minor, each from the outbuilding before finding a second villager willing to let our experts in.
- Once they have visited the first village they move on to the second village (chosen by the other expert). The journey between includes competitive banter between the two experts.
- The second village search will run similarly to the first village.
- Next the experts take their selected "picks" away to their respective restoration experts to see what can be done to restore and upcycle.

SECOND HALF OF THE EPISODE:

- This second part of the show is all about viewer take away, for example a classic car might not need a full and expensive restoration, and a more profitable route might be to get a light restoration of the vehicle.
- Throughout the restorations other hints and tips are revealed.
- This restoration section of the show runs as in intercut of the items from both the first and second village.
- When both experts have restored their chosen items the barn owner is brought in to see what they have done. The restored items are shown to the owners before they price the experts got or a value puts on them is revealed.
- The episode ends with happy contributors and an ongoing competitive banter between the two rival experts – who has succeeded to raise the most cash today?

