

Look At What You Could Have Won

Presenter: James McMahon / Producer: Steve Urquhart

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R4 ANNOUNCER INTRO

Now on BBC Radio 4: the writer and journalist James McMahon reassesses a British TV classic, which began forty years ago. This is 'LOOK AT WHAT YOU COULD HAVE WON'.

0'00"

JAMES McMAHON: There was a time, a few years back, where I wasn't doing so good. I couldn't sleep. I couldn't sleep at all. All I did was think, and feel sad. I felt desperate, and very lonely. But then, on Challenge TV at 3am, I found solace. The welcome embrace of an old friend...

VIDEO: Bullseye theme + "it's the Bullseye!..."

JAMES: In the 1980s, twenty million of us watched this darts-themed quiz – it was like the antidote to glossy dramas such as Dallas and Dynasty.

Bullseye gave people I knew the chance to go on TV. Not that I *actually* knew any of the contestants... but I felt like I did. They looked like my parents, or my grandparents even. Those long nights, watching repeats of the show I'd loved as a kid... it felt familiar. The community. The empathy. The kindness. A portal into another place. A better world? A gentler, lighter world.

Bullseye is often ridiculed. But, what can it tell us about what we've lost, and who we've become?

VIDEO STOPS / TV SWITCHES OFF

JAMES: Hang on, though – what if you've never seen Bullseye? What if you've never even heard of Bullseye?!

1'15"

LANA: I am Lana, from the Isle of Skye, I am 24, and I have just watched Bullseye for the first time in my entire life today!

KAMIAH: My name's Kamiah Chae, I'm 22, I live in West London, and I've just watched Bullseye for the first time ever.

MUSIC: Bullseye theme – piano bed

JAMES: So I guess we just start with – what did you make of that?

KAMIAH: It was alright! (laughs) My first opinion was like – cos I don't know nothing about darts – I'm not sure at first. But then all these cool prizes happened! Like, I didn't know what a fizzy drink machine – like, that was a thing, like, we had that in this world, and why did it stop cos I really wanna purchase one!

LANA: There's so much about it all that I just thought was hilarious. Prize money – the cash, just – out of his pocket, counted, and handed over – a physical wad of cash in your hand, what could be better?! And the prizes – they were just so random! A SPEEDBOAT! That would be my star prize, I'd be delighted with that nowadays.

KAMIAH: Like, there was one guy, what he could have won was a speedboat. I was like – this guy lives in Edgware! Where is he going with a speedboat?! How are you taking it home, brethren?! (laughs) Like, doesn't make any sense!

JAMES: Did you empathise with the people who lost?

KAMIAH: Not at all! I thought – (laughs) – why would you risk it for a chocolate biscuit?! ... he said, yeah I'm gonna risk it, and... he lost... yeah – sad!

JAMES: Hmmm. Maybe it's *me* who's sad – maybe I'm romanticising this? The catchphrases. Jim Bowen's jokes. Contestants winning – or NOT winning – the Star Prize “hiding behind Bully”, the show's cartoon mascot.

FX: Bully “moo”

JAMES: What's so special about Bullseye?! I need to sense check my memories. I need to speak to *someone else* who grew up with Bullseye. And I know just the guy. I used to work with him...

MUSIC: Kdrew – Bullseye

3'00”

HARDEEP: I live in Los Angeles now, I was driving on the freeway the other day, and sure enough I saw someone pulling along a speedboat – and my mind instantly went to, “I wonder if they won that on Bullseye?!” That’s how deeply Bullseye has engrained itself into my psyche!

MUSIC fades

HARDEEP: I’m Hardeep Phull, I am a journalist and Bullseye superfan, raised in Coventry.

JAMES: Was Bullseye something that was on in the house when you were growing up, like, was it something that your family enjoyed?

HARDEEP: Oh, a hundred percent. Yeah, it absolutely was. It’s very important for me to say how completely dull it was on a Sunday in the late 80s. Like, there was nothing really to do. Cos, the Sunday trading laws hadn’t changed, so everything was shut. And I remember being continually frustrated by the lack of TV options – it was just Harry Secombe’s *Highway*, which, as a brown kid in Coventry, was just not something that I gave a fig about. And so it kind of filled a really great gap. And, although I wasn’t setting foot in pubs at the age of 8 or 9, I could understand why so many adults related to it. Because I think, in a working class culture – Saturday night, throwing your darts, having a bit of trivia with your mates down the pub – it’s probably a highlight of the week! So, I think it kind of helped extend the best part of the week from a Saturday into a Sunday afternoon for a lot of people.

MUSIC: Kdrew – Bullseye

4’35”

LAURA: It’s funny, when people sort of hear that I’m associated with Bullseye, they always go – “oh, Bullseye! Sundays. It would be – a pie, a bath, Bullseye and then bed!” Or they’d say, “oh, we’d go to our Nan’s to watch it”. People can actually remember how Bullseye fitted in to their Sunday routines.

LAURA: My name is Laura Wood, I am the Bullseye brand manager, and I am also the daughter of the creator of Bullseye, Andrew Wood.

JAMES: Laura, did your Dad ever – did he ever let you in on what he was trying to achieve with the show, why he thought it was special?

LAURA: Dad wanted to create a game show that everyone could play, that everyone could take part in. Part of the show – anyone that came on Bullseye, there was the set time of

getting to know the contestants. There was that set five minutes at the start of the show – Bullseye at that time was only a half hour show. So, to dedicate set time where you would get to know the contestants was actually quite valuable time. Fast forward 15, 20 years, game shows are now on average an hour in length. And yet there's no time given to get to know the contestants. There's a brief, like “hello, we've got Peter and Jill from Nottingham”... that's it. You know? So, for Bullseye, it was always important to get to know the people. Um... Dad, he went to every recording. He's very hands-on, very passionate about the brand, and there's no way he would have missed a knees-up with the contestants after the show. It was a big part of the filming actually, I know lots of people say they enjoyed the post show drinks, getting to relax and, yeah I'm really pleased that Dad was a part of that for so long.

MUSIC: Bullseye piano bed

JAMES: What *about* those contestants? Watching the repeats in the middle of the night, in my misery pit – I almost *envied* them, vacuum packed and removed from the cruelty of the modern world. But I started thinking... where are they now? Where are their Bendy Bullies?

6'40"

ROY: Well, we got, got the bendy Bully, with that you were given the Bullseye darts...

JAMES: ...so were you using your darts after you got them?

ROY: Yeah. I still use Bullseye darts to this day, yeah!

JAMES: Oh wow, amazing. This is your tankard – which, there's Bully at the bottom of it?

ROY: That's it – glass bottom...

JAMES: I mean, it's quite amazing how...

CHRIS: ...it's good quality as well! There's nothing cheap about it...

JAMES: No, not at all... not at all!

TV SOUND – BULLSEYE THEME STARTS TO FADE IN

ROY: My name is Roy Wells, from a place called Skewen, originally, about eight miles from Swansea...

CHRIS: I'm Christine Wells, from Gowden in south Wales...

ROY: ...now living in Newcastle-under-Lyme, Staffordshire.

VIDEO: "It's the Bullseye! And here's your host – Jim Bowen..."

JAMES: It's quite a good quality recording, this!...

ROY: ...turn the volume up...

JAMES: I'm in Roy and Christine's front room, where we're sitting watching Roy and his mate Bill on the 100th edition of Bullseye, from 1986.

JAMES: Is that you on the left?

ROY: That's me there!

JAMES: That is a mighty moustache you're sporting there Roy!

ROY: We only put it on if people want to watch it, like, kids want to see it – don't believe I was on telly...

CHRIS: Last time was 18 months, two years ago?

ROY: Yeah...

VIDEO (JIM BOWEN chats to ROY): ...from South Wales, Roy. And you're in advertising? Free distribution newspaper... oh yes, cos they're all the thing now, the free paper – yes, super... what was your previous job? Which one?! (laughter)

ROY: I have been unemployed a few times in my life and hated every minute of it. But initially when my first child was born, Chris was working in the bank, put her notice in. And literally the week before, I lost my job. So she asked the bank, can she go back? So she went to work in the bank and I was a house husband for a few years, until I got another job. But yeah, I've always wanted to work. I can't just sit down and do nothing.

8'25"

VIDEO: "...this computer watch... and Bully's special prize – even if you're a novice, you'll soon get the drift on this splendid sailing skiff that's light enough to carry on a car..."

JAMES: Who pressed your trousers? They are incredibly sharp – sharply pressed trousers!

ROY: I honestly don't know...

CHRIS: What do you mean, you don't know? I wouldn't let you go there in rags...

JAMES: (laughs) I wouldn't let you set off wearing rags, I love that!

VIDEO: Tony Green: "Off you go Roy... best of luck..." ROY HITS THE BULLSEYE!

JAMES: Whoa! So is that what you're going for there?

ROY: Yep. I just wanted the Bullseye, cos that was the biggest prize. But what I really wanted – see me trying hard – was that video recorder, we didn't have one at the time! I really went for that!...

VIDEO: That's red, number 6 – that's the Tower hi-fi system...

ROY: ...still missed!

VIDEO: Jim: oh, you were really going for that video recorder as well... never mind...

ROY: When I moved up here, I was managing an off licence. Um, but I developed tennis elbow, I literally couldn't do the job. I couldn't pick up four cans and put it in carrier bag. So unfortunately had to give that up. Um, then eventually got a job as a Christmas temp in a garlic bread factory. And 20 years later, I retired from there!

JAMES: Do you like garlic bread?

ROY: I do actually, yeah!

9'51"

VIDEO: (gamble music) What would you do, audience?...

JAMES: We've reached the bit where Roy and Bill have to decide whether to risk what they've won so far, for a chance at 'Bully's Star Prize' ...

VIDEO: ..."We're gonna go for it!" – CHEERS...

JAMES: ...and yes – they're gonna gamble!

VIDEO: 101 challenge... DRUMROLL... Best of luck... that's 5, and a 20... Roy, 76 or more...

JAMES: I don't know why I'm sat here feeling nervous for you – it's happened!

VIDEO: they lose...oh, no!... "come and look at what you could have won" – set of furniture, look at that!...

JAMES: "Look at what you would have won! ... A set of furniture!"

JAMES: I'll be honest with you, I don't even like this table, you didn't want this table...

CHRIS: No!

ROY: No! You had the option at the time of taking I think £1750 in cash, or the star prize... and then, we have 'Fawlty Towers'!

VIDEO: Bullseye theme tune – Fawlty Towers – Neighbours...

JAMES: And a bit of 'Neighbours'! (laughs) Why are you taping Neighbours off the telly?!

ROY: That's what was originally on the VHS.

JAMES: Erm... how did you feel at the end of it?

ROY: At the time, it didn't really matter. The following morning when we woke up – gutted, then. But yeah, at the time, it's just a brilliant day.

JAMES: Would that money have made a difference in your life?

ROY: At that time, yeah, definitely. Because I was working, as I said, for the free distribution newspaper, not huge wages. Chris was working...

CHRIS: ...wasn't working...

ROY: ...that's right, she'd finished in the bank then. Um, so yeah. 1750 pounds cash, yeah – it would've made a difference.

BULLSEYE GAMBLE MUSIC

JAMES: So, Roy gambled and lost – but he did get a video recorder, and his long-term job, and Roy and Christine have just celebrated 40 years of marriage... so, who's the real winner here? Meanwhile, on the other side of the Peak District... in my old stomping ground of South Yorkshire...

12'05"

ROGER: I'm Roger Stevenson, better known as Rog, was on the Bullseye TV programme back in 1984. My partner on the show was...

KEV: ...Kev, Kev Windle. I'm his brother-in-law and I was on the show as well, but I didn't get many questions right.

VIDEO: JIM: Who become the world's first woman Prime Minister in 1960, on the assassination of her husband? Not an easy one. (PAUSE) BUZZER... KEV: Mrs Gandhi? JIM: You were right to have a stab, it was too late anyway, and you were wrong, so we can offer it across to Shaun... it was Mrs Bandaranaike...

JAMES: I guess what strikes me – there's no malice on those shows. Jim is almost, he's encouraging you for having a stab at it. How disappointed were you when you got knocked out in the second round?

ROGER: Honestly? For about thirty seconds. Yeah. We'd had a great time. And at that stage then we'd won £180. So, £90 each – which were two weeks wages for me, a week for Kev... so, 90 quid... not disappointed. No, not at all. Not at all. Not at all.

TV SOUND – APPLAUSE

JAMES: But then – the genius Bullseye twist! Their opponents decide not to gamble, so Roger and Kev get to come back...

VIDEO: JIM: Roger Stevenson and Kev Windle from Yorkshire, make them nice and welcome... APPLAUSE – BULLSEYE MUSIC STING... What do I say?! You've decided to give it a go, the lads from Sheffield... Non-dart player first, so it's Kev first isn't it... over to Tony for tonight's Star Prize Gamble... TONY: And this is it – the Star Prize, six darts, it's Kev to start.

DRUMROLL

KEV: I was not nervous at all, because I thought – well, Roger's dart thrower, there were no pressure on me, so anything I can score is going to help him.

VIDEO: TONY: That's a good start – treble 19 – 57.

KEV: When I threw those two treble nineteens, I were calm as ever!

VIDEO: CHEERS / APPLAUSE / MUSIC – TONY: That's enough! That's the star prize!... JIM: Come on, look at thui! Look at what you've won... oh! Dear dear dear... have a good look at it...

KEV: The prize was an Eccles 2-berth caravan, worth approximately £3,200 in old money.

JAMES: What do two men in their relative youth do with a caravan?

KEV: With a caravan – I was an 18-year old lad, couldn't drive at the time, so, it took some convincing to Kev, cos he's got a car at that stage and I hadn't. So we sold the caravan, split the money, I got 1200, he got 1300. So I'm not sure where the maths comes in as evenly!

KEV: But, do you know what, in effect it changed my life! It really did, because I was renting a house at the time, and because we got this caravan and sold it and got a lump sum, I said, I can afford to buy an house now! And I got in, first time I got into buying an house. And that's enabled me to RETIRE AT 60! Because I haven't got to pay a mortgage! I've got an house paid off...

JAMES: Oh, cheers Bully!

KEV: That's all you've got to do, is win a game show!

14'55"

LAURA: People would go on to Bullseye and it genuinely would make a difference to their lives. People may look back at the shows now and say – oh, they only won 600 pounds. 600 pounds in the eighties, at the time, when a lot of people were hard up, many were unemployed, it did make a difference.

MUSIC: Aly & AJ – Bullseye “you hit the Bullseye!”...

JAMES: Bullseye ran on ITV for 14 years. The original series ended in 1995 – it didn’t really get less popular, it just started to make less sense. With the demise of pub culture, and the onset of a more complicated world, the Britain with which Bullseye had chimed so perfectly at the time of its creation, was changing. You can see it in those late-night repeats. Here’s Hardeep Phull again:

HARDEEP: The re-runs on Challenge TV helped me kind of reassess Bullseye as a cultural document of the time, and just kind of hardened my love for it really. I mean you have to understand, in the 2000s we were advancing towards a very much more globalised world. And it struck me that it was only 20 years ago – not even, actually – that this entirely different world of working-class communities existed. The things the contestants would say... just the jobs they would do. I remember, Jim came on and said “what do you do for a living?” And the guy said “I’m a deep hole borer”. So his job was literally just to bore really deep holes. Like, that was a job. And, at that point the internet was everywhere, we were racing towards the IT world that we have now – and I was like, that was only 15 years ago! And then, I also remember as a flip side, a guy who came on, and I think his job was a magazine designer, or layout designer. And that was... wild! It was like he’d been beamed in from one of Saturn’s moons. That contrast really struck me. And it was definitely in sync with a lot of conversations that were happening at the time about working-class communities ultimately being left behind by globalisation.

17’04”

MUSIC: BULLSEYE MAIN THEME

RICHARD: Iiiiiit's “Look At What You Could Have Won”, on BBC Radio 4! And here's your host, James McMahon! (laughs)

JAMES: That’s amazing! That’s a dream come true, that!

RICHARD: Hello. I am Richard Ashdown, better known in the darting world as Little Richard. I'm a professional darts MC, referee, spotter and statistician, and proud to say the scorer on Alan Carr’s Epic Gameshow’s version of Bullseye!

MUSIC: BULLSEYE MAIN THEME ends

JAMES: Will you do me 180?

RICHARD: Oh no... you see, we're always asked this – I will do it, but it's not the same without a mic and an audience. It always feels a bit shallow when you do it in your front room, but it's – ONE HUNDRED AND EIGHTY! (laughs)

JAMES: That's some talent, man...! (laughs)

RICHARD: A lot of people use the term – don't they, for Bullseye – “working class”. Now, some people might view that almost as a derogatory term, but I look, I pay the biggest compliment to Bullseye for that. Because I do feel that people could relate to the presenter – they could relate to Jim Bowen and Tony Green, and they could relate to the contestants. They could also relate to that pressure of throwing a dart. And, let's not forget, I think one of the successes of the early shows, the shows in the eighties, is how good the contestant dart players were. Those contestants are standing around sometimes 15, 20 minutes without throwing a dart. They have to walk up and land one dart, and they're hitting the bullseye. It is not easy! And we have seen players that have actually progressed, they've gone on Bullseye and have gone on to become professional players.

18'42"

MUSIC: Bullseye bed

LANA: There's the darts person and the questions person. I thought it was funny if the poor darts person was having a rotten time, and the person never got to answer any questions! Because they kept throwing it into the wrong category, and they didn't get a chance to show off their knowledge! (laughs)

HARDEEP: It's a real tribute to Bullseye that I would recreate moments from the show on my own, as an only child, with my dart board, as a ten-year old. Cos I used to pretend – to simulate the NON-dart player – I would throw with my left hand! So I'd throw three really crappy darts, and then try and make it up as the “dart player” with my right-hand! So like, Bully's Prize Challenge, but with one person!

JAMES: Mate, I feel a bit like that anecdote makes me like you more... but also feel sorry for you in a way that I haven't felt sorry for anyone in a long time! (laughter)

MUSIC: Bullseye bed ends

19'34"

JAMES: Richard, did you feel like when you were growing up, that darts really was part of the fabric of a working-class life?

RICHARD: Well, it was part of my life. And you could say I came from a working class family. So, darts was very much part of that. As I've said – you can take darts out of the pub, but you can't take the pub out of darts. And I still think that's true to this day.

JAMES: Laura – did your Dad play darts himself?

LAURA: He did, but only on a, at home, sort of with friends. He definitely isn't a professional.

JAMES: Do you play darts?

LAURA: I should say yes. I know I should! (laughs)...

JAMES: Oh, fair dos!

LAURA: ...if we're out, and people want to have a game, I will always stand up and play, but I'm not the best!

20'18"

LANA: Darts to me does seem like a predominantly male activity. So it was nice to see some women taking part on Bullseye. But, what got me was when they did the little “showing” of all the prizes you could win – how sexist it was. The microwave – “for the busy housewife”! And I was like – or anyone else who might want to heat something up in the kitchen! (laughs)

MUSIC: Seasick Steve – ‘Bullseye’

KAMIAH: It was very, like, Boys Club. Me and my friends talk about this a lot – there's some parts of TV that we realise was just for middle England. Like, it was all white people, and it was all, mostly white males. I felt it was really like, boys' clubby vibe. Which is fine – I'm just not a boy. So, it's not for me.

MUSIC: Seasick Steve – ‘Bullseye’ LYRICS: “...hey, don't you think it's time you take your bull bull bull bullseye off of me...”

JAMES: Watching for the first time, it's taken Kamiah and Lana maybe all of *five seconds* to notice that this show... didn't speak to everyone. Bullseye wasn't perfect. And for all his relatability and camaraderie, neither was Jim Bowen. After Bullseye, Jim worked

briefly for BBC local radio, and he left there after using a racist slur for which there's really no excusing him. You might say Bullseye was a document of another time. I'm not sure I agree. I think it was an incomplete document.

21'37"

JAMES: Hardeep – if we're being blunt, there weren't many people of colour on that show... how did that make you feel, were you aware that you weren't seeing people on the screen with the same experience as you?

HARDEEP: I was very aware of there not being a lot of people of colour on Bullseye – but at the same time, I was also aware of that in TV in general. So it didn't feel massively anomalous. However, there's no question that this is a white working --- a document of white working-class life. And... I don't wanna over-romanticise it at all, because I'm old enough to remember that the 80s wasn't so great, in a lot of ways! But, I look back on Bullseye in the same way that I look back sometimes on... kitchen sink films, in a way! And I think maybe there is a certain similarity – sort of, lost forgotten communities... um, it's kinda similar in a way to, Albert Finney. Or, old Ken Loach films, or Kes, or something like that. And it's a similar kind of snapshot – not in execution, but certainly in what it documents, whether intentionally or unintentionally.

22'49"

PUB ATMOS

CHE: I've got a letter there that gave you an indication of what you needed to wear... "What to wear on television: Although it's important that you should wear clothes in which you feel happy and comfortable, please bear the following in mind. Avoid colours which have large areas of white, bright red, or very pastel shades..."

JAMES: I'm in a pub in Crewe, getting a bit more "behind the scenes" insight from Che Kerin. When he was a student, Che and his friend Theresa went on Bullseye in the early nineties. They won more than five hundred quid.

CHE: "...bold and floral patterns and bright, cheerful colours look better than the very pale pastels" – hence the hideous shirt I was wearing! (laughs) "Smart day wear is more suitable for the show..."

JAMES: Che's parents named him after Che Guevara – he's now a pallet controller for a big distribution company.

JAMES: Would you say that you grew up working class?

CHE: Yes. Yes. My dad was a proud worker, big Union man, but he taught me the fact that if you're well enough to work, how important it is. One of my biggest achievements at work, other than an accident I had years ago, I've not had a day off sick. He taught me it was a privilege to be well enough to go to work. I think that's a really important attribute to have.

JAMES: Just going back to Bullseye then – I think that, if you're younger, it's hard to really get an idea of just how popular Bullseye was. Like, how popular was it in the circles of people you mixed with?

CHE: Well, the ones that I mixed with that played darts, it was the only chance to see darts at that time on the telly. So yeah, it was very popular to watch. I get a lot of stick cos my taste in TV is very similar to my taste in music – cheese! Um, 60s, 70s, 80s. But, some of the TV programmes from the early 80s – Minder, Auf Wiedersehen Pet – I think it reflected the trends of the country at the time. They were really cleverly, well written. I don't think you've got that quality now. And, you look at game shows now... I'll give an exception to that – I think Pointless is something that's completely different and very, very good, but the vast majority of them, I mean...

JAMES: Do you like The Chase? People love The Chase...

CHE: Yes, it's... yeah. Fair enough, I think that Bradley Walsh is the exception. Cos, it's not about him. Without the people taking part, you wouldn't have a show would you? And, Jim Bowen made a gag – it wasn't about him. It was about you, and he made you feel involved and part of it. And I think that's the difference. Consummate pros such as Bob Monkhouse were the same. It was the craft, and they were very good at it. I think Bradley Walsh has got that, but I don't think many others have in this day and age.

25'37"

MUSIC: Steve Rosenberg – The Bullseye Sonata (piano solo)

JAMES: You know, I'm not sure I would have made it through those wretched times on the couch if it hadn't been for Bullseye. Every night the show doused me in familiarity, and it helped me retreat to somewhere I felt safer and more in control. But like so many of our nocturnal habits, when the morning comes around, things can make less sense when illuminated.

I can see the brilliance of Bullseye still – and it’s been an absolute joy meeting people for whom the show meant so much – but it feels like poking around the Natural History Museum. I like dinosaurs, but I wouldn’t want to bump into one in the supermarket.

That said, I do still think we’ve lost something that Bullseye represents. A calmness, a sense of solidarity – a gentle touch that I struggle to find on TV nowadays. Could Bullseye exist in the modern age? I don’t know. But I’d love to see it try.

MUSIC: Blankety Blank theme music

JAMES: Bradley Walsh has just brought back *Blankety Blank*... so, what about *Bully*?! Jim Bowen’s no longer with us... but who could be his relevant, relatable replacement? I’m priming a CV, just in case.

26’38”

BULLSEYE GAMBLE MUSIC

JAMES: And here’s the big question: is there a TV commissioning editor who’s prepared to GAMBLE?!

VIDEO: (audience) “Gamble! Gamble!”...

LAURA: I can definitely see Bullseye coming back in a new series, as it originally was. And a lot of people are keen for it to happen.

MUSIC: Bullseye drumroll

LAURA: But because Bullseye did so well, for such a long time, there’s maybe within television executives, possibly nerves about bringing it back...

VIDEO: *dart – audience gasps*

LAURA: ...but – yes. We want that new series. It’s not us holding back, we’re – we really want that to happen.

VIDEO: “Yes! You’ve done it!” Cheers, celebrations... MUSIC... JIM: “come and have a look at this, have a look at it...”

MUSIC: Bullseye MAIN THEME

JAMES: Laura, when it gets back on TV, can I come and watch it, please?

LAURA: Most definitely. And you'll have to join us for a drink afterwards! (laughs)

JAMES: Yes! Yes! (laughs)

MUSIC: Bullseye MAIN THEME – ENDS

27'35" ENDS

R4 ANNOUNCER OUTRO

'LOOK AT WHAT YOU COULD HAVE WON' was presented by James McMahon, produced by Steve Urquhart, and it was a Far Shoreline production for BBC Radio 4.