

Richard Heeley

Director / Series Producer

Curriculum Vitae

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Profile

I am a very experienced series director and producer, with an extensive track record in Factual Entertainment programming. I directed 7 series of 'Top Gear' from its re-launch show in 2002. I was responsible for developing the highly stylized photography that has since been so often copied. After 'Top Gear' I worked on a host of British and American television shows including 'Holiday', 'What Not to Wear', 'Jo Frost', 'Biggest Loser' and 'Fifth Gear'. Between 2012 and 2015 I worked on multiple series of 'Wheeler Dealers' both in the UK and the US.

In parallel I have had an extensive career in the corporate sector, and have created content for clients including, Aston Martin, Aviva, Barclays, Butlins, Lockheed Martin, Red Bull Racing, Rolls-Royce, SAB Miller and Shell. I have also shot numerous TV commercials.

In 2017 I directed an award winning feature length documentary, 'One More Win', which tells the story of off-road racing legend, Rod Hall, the only man to have raced every Baja 1000 since the race began in 1967.

Between 2019-2022 I series produced and directed 'Vintage Voltage', a trail blazing series for Discovery featuring classic cars being converted to run on electric power. Filmed entirely on location in mid-Wales, I developed the format of the show and then oversaw the whole production, including directing all key scenes and self shooting second camera.

Most recently I series directed Fifth Gear Recharged for North One / Discovery. This included shooting all over the UK, as well as France, Italy and a travelogue driving 1000 miles up into the Arctic Circle in Norway.

Career Highlights

Series Director – Fifth Gear Recharged / North One / Discovery 2022

Lead director for the series and member of the senior production team. Directed shoots across the UK and abroad for the series, including a 1000 mile road trip through Norway.

Series Producer / Director – Vintage Voltage I & II / Attaboy TV / Discovery 2019-2022

Responsible for overall editorial and creative logistics, as well as personally directing many key scenes for trail blazing 10 ep series about classic cars being converted to electric power.

Director – One More Win / Blue Passport Productions 2017-2019

Award winning feature length documentary about off-road racing legend Rod Hall. Co-directed with first time director Amy Lerner.

Creative Director - Kaptcha 2015-2018

Acted as the main creative force at corporate film agency, Kaptcha. Masterminded internal and external films for numerous clients including Barclays, Rolls-Royce, Aviva, Legal & General, BAE Systems.

Director – Fifth Gear / North One / Discovery 2018

Directed car tests, head to heads and modification films for the latest series of Fifth Gear on location in Anglesey, Rockingham and South Wales.

Series Director – Wheeler Dealers / Attaboy TV / Discovery 2012-2015

Responsible for editorially producing and visually directing three seasons of the car restoration show Wheeler Dealers in the UK and in California.

Series Director – The Biggest Loser / Shine / ITV 2011

Creative lead for the entire series, responsible for the overall look and direction on the show.

Series Director - Jo Frost: Extreme Parental Guidance / Outline / Ch4 2011

Responsible for the creative direction across the whole series, directing key scenes and acting as creative lead to others.

Producer/Director – What Not to Wear / BBC 2007

Responsible for directing and producing entire 60 minute episode of long running BBC formatted show.

Producer/Director – Holiday / BBC 2006-2007

Directed films all over the world, from Rajasthan to Tokyo, mainly with lead presenter, Lawrence Llewelyn-Bowen.

Producer/Director – Top Gear series 1-7 / BBC 2002-2006

Responsible for developing the highly stylised look of the re-launched format, which subsequently won numerous awards, was much imitated and became one of the most watched TV shows in the world.

Creative Lead – BBC ONE On-Air Promotions / BBC 1998-2002

Responsible for creatively leading a team making on air promotions for BBC ONE, and at the same time, writing and directing my own promotions which won four PROMAX gold awards and a silver.

Skills

I am a passionate creative, with a flair for visuals and a deep-seated understanding of how to tell an effective story, but I also know how to produce award-winning results within the constraints of real world budgets and client requirements.

I have a proven track record as a very experienced director who is used to handling large, complex shoots, and who isn't afraid to work with talent at the highest level. I am used to directing large crews, but when required I am also a skilled camera operator.

As a series producer I have been responsible for running a large team spread over multiple locations, acting as creative editorial lead, while managing overall logistics.

I work in a highly collaborative manner, to make sure that I get the best out of every opportunity and to help my teams achieve the best results.

I am also a skilled photographer able to provide professional stills to support production.