

# Sheil Land Associates Ltd

LITERARY, THEATRE AND FILM AGENTS  
RM 9-25 LABS House, 15-19 Bloomsbury Way, London, WC1A 2TH  
Lucy Fawcett:  
020 7405 9351 | lfawcett@sheilland.co.uk

## Ashley Joseph

*Screenwriter/Playwright/Director*



### Current Projects:

**STAN AND GRAN** – Ashley has written two episodes of the new Jellyfish original series; his episodes: BEAT OF THE DRUM and THE LOST DUCKLING. EP Natalie Llewellyn. TX February 2026.

**SUPERTATO** – Ashley has written three episodes for Series 3 of the Cbeebies series. Series Producer Jo Jordan. Ashley's episode THREE PEAS IN A POD TX 18<sup>th</sup> March 2025.

**PLAYTIME TOWERS** – Ashley wrote a script for the series when in development and has completed DINOSAURS and HEDGEHOGS for the first season. Cbeebies. Producers Adam Toth and Angela Russell; Executive Producer Philip Cooper.

**RAP PACK** – co-created new mixed media preschool series idea with Ros Attille optioned to Big Little Fish Productions.

**RAFI THE WISHING WIZARD** – Wrote one script THE DO IT ALL WISH for the BBC Studios Kids & Family show. TX February 2026.

### TV and Theatre Credits include:

**DOG SQUAD (Series 3)** – Wrote episodes HORSERIDING, OPEN DAY and BUS RIDE. Hello Halo/Cbeebies.

**JOJO & GRAN GRAN (St Lucia Special)** – co-wrote 22-minute special with Gemma Weekes. BBC Studios/CBeebies.

**Winner of Best Pre-School Children's Programme at the RTS North West Awards 2023**

**SOUNDCLASH: DEATH IN THE ARENA** – adapted Alex Wheatle's play from an idea by Levi Roots for the Edinburgh Fringe 2023 production. Adrian Grant Productions. Co-Directors Jade Hackett and Ray Shell.

**SILLY SUNDAYS** – wrote two episodes for the new animated series. Cartoon Network.

**Get Up Stand Up: The Bob Marley Musical** – Playful Productions - The Lyric Theatre, West End. Co-Associate Director. Olivier Award Winning Production. Dir: Clint Dyer

**DOG SQUAD (Series 1)** – wrote episode CHEESE SANDWICHES. Hello Halo/Cbeebies.

**BOXED UP (in development)** – JLN Productions - Co-Writer and co-Director on a new series that explores the impacts of the second-generation children of the Windrush generation.

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**N9NE (in development)** – Sir Ashley J – Writer & **Director** of a new Hip-Hop theatre production exploring mental health, still birth and interfaith relationships. Choreographed by Award winning Kenrick Sandy MBE.

**BLACK ART MATTERS** – Arts Council - As **Associate Director** Ashley worked with 5 artists, developing three short films and two stage productions.

**JOJO & GRAN GRAN** – written eight episodes of this international award-winning series that centres on a St Lucian family living in London. Series Producer: Tom Cousins. BBC/Nick Jr.

**THE PRINCESS & THE PEA** – Eastbury Manor House - Writer for a family show adaptation. An interactive, promenade experience blending the fun elements of a Christmas pantomime production. Directed by Liza Vallance.

**13:60** – The Broadway Theatre – Writer. An autobiographical Hip-Hop theatre production about a Daughter and her Mothers journey battling Ataxia Cerebella.

**BLANK** – National Theatre – **Directed** BLANK by Alice Birch as part of the National Theatre Connections programme.

**THE DRAWING BOARD** – Y&T Theatre - Directed by Roy Alexander-Weise MBE  
A play about if Young People sat on the global boards making the decisions for the world.

**THE MERCHANT OF VENICE** – Creative Barking & Dagenham – Writer and **Co-Producer**. A site-specific promenade adaptation, which historically brought Shakespeare to Barking & Dagenham for the first time in the Boroughs history. Directed by Angela Michaels. Time Outs Critic choice 4 Stars. Everything Theatre 4 Stars.

**5'S A CROWD** – Hackney Empire & Dugdale Centre – Writer and performer. A play/farce where 5 actors play over 25 characters. Directed by Roger Griffiths

**DO NOT POP** – Studio 3 Arts & The Met Police - Commissioned by the Met Police and Studio 3 Arts to Write & **Direct** an immersive play about Joint Enterprise. Performed at Scotland Yard & Youth zones across Greater London.

**COME AND DINE WITH MAN** – A.C.T - Co-Creator and **Director** of a comedy spoof 4 part series based on Channel 4s Come Dine With Me. Collaborated with Kiell Smith-Bynoe.

**ACTing UP!** – Ashely J & Tee-J - Co-Creator/Writer/**Director**/Host. A comedy show that has spanned more than a decade, touring venues across the UK with a residency at The Rich Mix theatre. Arts council awarded.

## **Performance credits include:**

Doctors (**BBC**), Amazon **Prime**, Al Cowlings in **Nicole and OJ**, All About the McKenzies (**ITV2**), Lenny Henry's Funny Black Singles (**Leopard Films, BBC Comedy**) and EastEnders

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**(BBC)**. Ashley voices the role of Jared in the first Black British BBC animated series **JoJo & Gran Gran** which can currently be seen on CBeebies and the BBC iPlayer streaming service. Ashley played Clank in CBeebies Robin Hood and stars as regular Gary in the new series of the Award-winning **Justin's House** .

## **Presenting credits include:**

Love Music Hate Racism Festival, Lovers and Friends, The Sir Ashley J & DJ B-Radz Live Nation takeover show, Saudi Arabia Formula E Concerts, (**Live Nation**), The World Hip-Hop Championships (**SSE Arena**), Latitude Festival, Dubai Music Week (**Live Nation**), **MTV Base**, BBC's Radio1 Hackney Weekend Festival, The 2012 Olympics and Paralympics, torch relays (**BBC & CH4**), Serious About StreetDance Championships (**Indigo o2**). The international Hip-Hop show **BLAZE** (Holland, Bahrain, Belgium, Berlin and Dubai). He is also the presenter and co-creator of the UK hit improvised comedy show, **ACTing Up!**