

Happy Prince appoints Alexander Lamb as Executive Producer

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5th May, 2021 – Happy Prince, the ITV Studios drama label headed up by Dominic Treadwell-Collins, today announces that Alexander Lamb has joined as Executive Producer.

Lamb, who joins from BBC Studios Drama, previously worked with Treadwell-Collins during two stints at EastEnders, which included storylining together the award-winning, record-breaking *Who Killed Lucy Beale?* for the show's 30th anniversary live week in February 2015, when Lamb worked with Treadwell-Collins as Story Producer.

As Creative Director at BBC Studios Drama, Lamb executive produced series two of *Alibi's We Hunt Together*, and was responsible for developing new drama

content for the BBC to take to market, overseeing a range of projects for various networks as well as a team of Development Executives and Script Editors across the country.

Prior to this, he produced series two of Tall Story Pictures' The Bay for ITV, completing delivery through lockdown, and was Executive Producer on series three of Channel 4's award-winning Ackley Bridge, having set up and produced the first two series.

Other credits include producing and series editing BBC One's Waterloo Road and Senior Storyliner on Emmerdale.

Lamb joins Development Producer Pia Masters (The Crown, Us) at Happy Prince, who has been developing with Treadwell-Collins over the first year of the label's business.

Treadwell-Collins said: "I've worked with Alex on and off since 2006, during which time we created some of EastEnders' and UK television's most-loved characters and stories while sitting at a computer together - Ronnie and Roxy, Heather and Shirley, The Masoods, The Carters, The Foxes; Christian and Syed's love story, Archie Mitchell's manipulation, Max and Stacey's affair, the abuse of Whitney Dean, Carol Jackson's cancer, Johnny Carter coming out to his dad and Peggy and Pat high in an ice cream van..."

"Alex has the best story head in the business and is a brilliant creative who empowers and inspires everyone he works with. We've always said we would work together again one day and I'm so happy that Alex has joined me and Pia at Happy Prince and we'll be storytelling together once more."

Lamb said: "Some things feel right together; bacon and eggs, fish and chips, Peggy and Pat. Dom and I met on the iconic EastEnders set and have worked together on and off for the past fifteen years so it just feels right to be joining him now to develop the fabulous Happy Prince slate. I'm hugely excited to get stuck in with Dom, Pia and brilliant writers and creatives to bring stories that make viewers laugh and cry to the screen."

Lamb's appointment follows the announcements earlier this year of the first commission for Happy Prince, You & Me, a captivating relationship drama for ITV - written and created by newcomer Jamie Davis, with Treadwell-Collins and Russell T Davies executive producing - and the label teaming up with Miramax TV on a series adaptation of Jim Cartwrights's award-winning play The Rise and Fall of Little Voice, the inspiration behind the 1998 Miramax film, Little Voice.

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