

A ZEST THEATRE & HALF MOON  
CO-PRODUCTION



# WHAT ONCE WAS OURS

AN IMMERSIVE NEW SHOW  
ABOUT IDENTITY AND  
BELONGING

2017 NATIONAL TOUR  
MARKETING PACK

SUPPORTED BY PUBLIC FUNDING FROM THE NATIONAL LOTTERY THROUGH ARTS COUNCIL ENGLAND

[zesttheatre.com](http://zesttheatre.com)

f /zesttheatre    @zesttheatre  
@zesttheatre    zesttheatre

[halfmoon.org.uk](http://halfmoon.org.uk)

f /halfmoontheatre    @halfmoontheatre  
@halfmoon\_theatre    /halfmoontheatre



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The  
**CAW**  
Foundation

ZEST THEATRE COMPANY REG NO: 07747048. ZEST THEATRE REG CHARITY NO: 1144299

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## ABOUT ZEST THEATRE

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Established in 2007, Zest is a national touring theatre company creating eye-opening work for young people. We tour to theatres, outdoor spaces and schools with a variety of interactive, immersive, site specific or promenade productions. We place this target audience right at the centre of the performance and our creative process, with work described as “unpretentious” (The Stage) and “invigorating” (The British Theatre

Guide). Annually we deliver around 100 performances and reach around 12,000 people across the country. We have eclectic tastes and love creating bold new ideas – this means that there is no such thing as a ‘Zest Style’; each of our shows are very different. However; innovation, humour, empowerment and accessibility will always be threaded through every show we produce, creating a DNA that is unmistakably Zest’s.

## ABOUT HALF MOON THEATRE

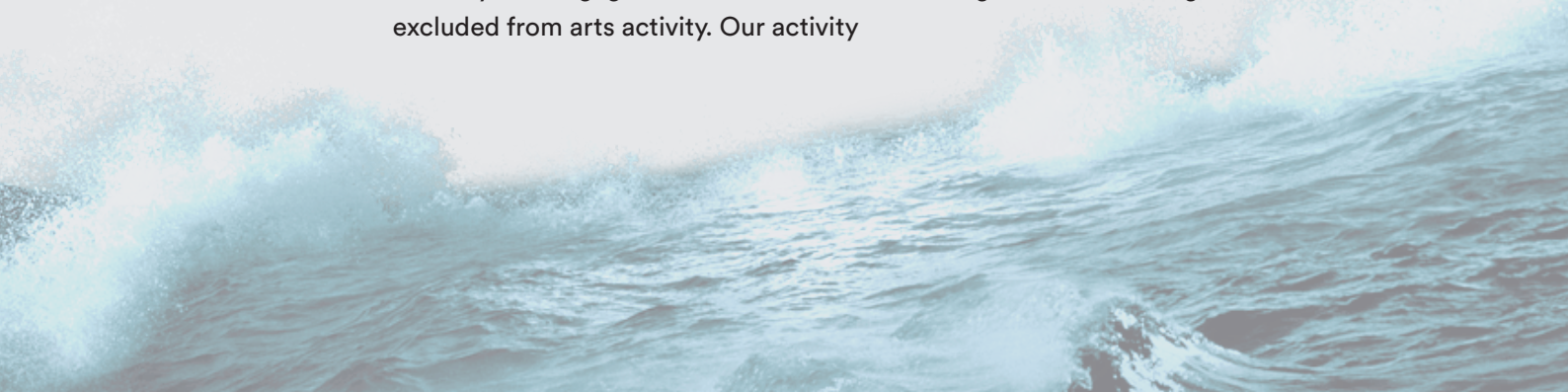
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Half Moon is the UK’s leading small-scale young people’s venue and touring company. We are a local organisation with a national remit, committed to supporting artists and young people at every stage of their creative development. Working from our base in East London, we specialise in new writing and artform development, acting as a gateway organisation that provides pathways for progression and experimentation. Our wide-ranging programme reaches 50,000 people annually and engages those who are often excluded from arts activity. Our activity

includes a season of professional plays for young audiences, national touring productions and an extensive creative learning programme, including seven youth theatres.

Half Moon is a National Portfolio Organisation of Arts Council England and receives regular funding from the London Borough of Tower Hamlets.

Half Moon’s digital archive is available at [stagesofhalfmoon.org.uk](http://stagesofhalfmoon.org.uk)



# ABOUT WHAT ONCE WAS OURS

Company / Credit	Zest Theatre and Half Moon Supported by public funding from Arts Council England.
Show title	<i>What Once Was Ours</i>
Tag line	An immersive new show about identity and belonging.
Long copy (153 words)	<p>Katie and Callum couldn't be any more distant and disconnected: different heritage, different cities, different opportunities. Except there is one thing they'll always have in common: Dad. What happens when Callum suddenly turns up in desperate need of help?</p> <p>Created against the background of Brexit, <i>What Once Was Ours</i> has been developed in consultation with young people across the country and uses their direct words and opinions to explore how politics and national values impact on the complex lives of one family.</p> <p>Beautiful imagery, striking original music and immersive design combine to create this powerful new production for young people, which asks why we've become so fearful of anyone who is different from us.</p> <p><i>What Once Was Ours</i> is a Zest Theatre and Half Moon co-production: an exciting collaboration by two of the UK's leading companies creating work for young people.</p> <p>Supported by public funding from the National Lottery through Arts Council England.</p>
Medium copy (79 words)	<p>Katie and Callum couldn't be any more distant and disconnected: different heritage, different cities, different opportunities. Except there is one thing they'll always have in common: Dad. What happens when Callum suddenly turns up in desperate need of help?</p> <p>Created against the background of Brexit, <i>What Once Was Ours</i> explores how politics and national values impact on the complex lives of one family. Striking original music and immersive design combine to create this powerful new production for young people.</p>

# ABOUT WHAT ONCE WAS OURS

Short copy (27 words)	Created against the background of Brexit, this powerful new production for young people explores how politics and national values impact on the complex lives of one family.
Photography credit	TBC
Age suitability	12+ (Please see attached ratings table)
Running time	1 hour no interval
Online links	<p>zesttheatre.com/whatonce            Facebook: /zesttheatre            Twitter: @zesttheatre            Instagram: @zesttheatre            YouTube: /zesttheatre            Snapchat: Zesttheatre</p> <p>halfmoon.org.uk/whatonce            Facebook: /halfmoontheatre            Twitter: @halfmoontheatre            Instagram @halfmoon_theatre            Vimeo: /halfmoontheatre</p>
Reviews	<p><b>Zest Theatre</b></p> <p>“It is clear that Zest Theatre is doing valuable work with teenagers.” - Broadway Baby            “Zest relishes the opportunity to captivate those who may think theatre isn’t for them.” - A Younger Theatre            “Zest is one to watch.” - The British Theatre Guide</p> <p><b>Half Moon</b></p> <p>“Half Moon is a pillar of creativity, uniting young people regardless of race, gender and ability.” - Time Out, London            “[Half Moon is] the hottest place in London for young people.” - Evening Standard            “Half Moon lives up to its aim of celebrating differences and diversity and encouraging inclusion.” - The Stage</p>

# CAST AND CREATIVES

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## ***Callum***

Jaz Hutchins

## ***Katie***

TBC

## ***Director***

Toby Ealden

## ***Designer***

Verity Quinn

## ***Sound Design***

Guy Connelly

## ***Lighting Design***

Phil Clarke

## ***Writing Collaborator / Dramaturg***

Chris Elwell

## ***Movement***

Amy O'Sullivan

## ***Producer***

Fiona Moon

## ***R&D Creatives***

Jenny Daniels

Laura Hopwood

Luke Vernon



# SELLING THE SHOW

## RESOURCES

From July onwards you will receive the following resources for *What Once Was Ours*:

- Poster and Flyers
- Eshot
- Social Media Countdown Images
- Teaser video

By 6th October you will have:

- Full set of production images
- Set of Instagram ready photos

By 11th October you will also have:

- Audience Reaction video
- Live Action trailer

Zest are also able to provide:

- Post Show Q+A session
- FREE workshops for a local school/colleges

***(Please note this is dependant on the tour schedule – please chat to us if you would like either of these)***

## PRESS AND PR

PR for *What Once Was Ours* will be being managed by Mobius, a specialist marketing and PR company for the arts.

They will liaise with local and national press in London, Lincolnshire, Newcastle and Yorkshire to ensure the best possible coverage for the show. Zest will send any PR published by them to all venues for websites and social media.

Zest asked young people across the country the main reason why they don't access theatre. 43% of those asked said it was 'boring or irrelevant to them'. We want to change this. When programming for young people, putting the show on your website and brochure simply isn't enough. A strong social media campaign and meeting young people face to face are essential.



# SELLING THE SHOW

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## UNIQUE SELLING POINT

A bold piece of immersive theatre about belonging and cultural identity, capturing a generation of voices from all over the country.

### POINTS OF INTEREST

- A Zest Theatre and Half Moon co-production: An exciting collaboration by two of the UK's leading companies creating work for young people.
- Developed through direct contact with young people across the country, using their words and opinions to explore politics and national values.
- A bold piece of writing with a host of wraparound activities.
- A 360 degree immersive experience, developed with 200 young people from all over the country.
- Visually stunning set designed by Verity Quinn.
- Striking music and original sound design by Guy Connelly, featuring the voices of young people from across the country.
- A refreshing take on the meaning of British Values.





# SELLING THE SHOW

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## TARGET AUDIENCE

When selling the show to Programmers, Zest usually describe this as:

- GCSE/BTEC/DEGREE drama/performing arts students or young people aged 12+ with an interest in theatre/new work.
- Teachers/Educators looking for a fresh approach to theatre/drama
- PSHE tutors looking to explore with the British Values with their students.
- GCSE/ALEVEL/DEGREE Drama/Politics/Sociology students and their tutors.
- Members of local youth theatre groups.

## KNOW YOUR PRODUCT

Support your box office staff so they know how best to sell the show.

- Show them the trailer so they know what it looks like
- Use this pack to discuss the best ways to sell to potential audiences.
- Show them the ratings table so they can advise parents and teachers on content

## DON'T FORGET

Zest are here to offer practical support to all of our tour venues, particularly those with small teams. We can take on a variety of tasks from your marketing plan on your behalf, chat through ideas or issues, and help build connections with local schools/groups.



# SUGGESTIONS FOR MARKETING

## GET PEOPLE TALKING

- Contact local schools, youth organisations and charities in the area to let them know about the show, workshop and the free education pack. Send them posters that they can put up in their buildings.
- Talk about the show at events/meetings to get in on people's radar.
- Hand out flyers at the end of other similar shows.
- Get in touch with a local radio station; they may make an announcement and encourage people to go. We are more than happy to do radio interview/phone ins about the show.

## GET YOUNG PEOPLE INVOLVED

Who better than to tell you the best means of reaching your target audience than the target audience themselves?

- Hold a planning session with local young people and see what ideas they come up with, or why not let them take over the social media and plan their own campaign?
- If you have a youth programme, link in some of *What Once Was Ours* themes and organize some five minute 'curtain raisers' which the young people can perform and tell their friends about.

## AMBASSADOR SCHEME

Run a *What Once Was Ours* Show Ambassador scheme, where you pick some young people in your youth group as 'recruiters;' if they bring a certain amount of people to the show, they receive their ticket for free.

## COMPETITIONS, OFFERS AND INCENTIVES

Giving away free tickets may seem like a waste of money, but a big barrier for young people is finance. It's better to fill the building with young people who may return as paying customers than to play to empty houses!

# SUGGESTIONS FOR MARKETING

## HARLOW CASE STUDY

During a previous Zest tour, Harlow Playhouse ran a 'Pay What You Think' scheme. Not only did they have 92% capacity for the performance, they saw a 50% increase in audience numbers. This is definitely something worth considering if you want to get young people into your venue.

Below are a few offers we have tried before.

- Running a youth theatre scheme this summer? If so, why not give 10% off to any of your participants who book to see *What Once Was Ours*.
- Schools competition. Set up an online poll with all the local schools and get people to vote. The school with the most votes gets a certain amount of free tickets to the show.
- Do a last minute BOGOF or an early bird booking special.
- Give away free copies of the *What Once Was Ours* soundtrack.

## ADULT CRÉCHE

Unless they are right in the city centre, getting transport can be difficult. Encourage adults to bring young people and enjoy a complimentary/discounted drink in the foyer whilst the show is happening?

# SUGGESTIONS FOR MARKETING

## THINK ABOUT YOUR VENUE

The more welcome young people feel in your venue, the more likely they are to return.

- What does your FOH look like? Would a young person want to hang out there? Could you invest in some cushions or artwork to brighten it up?
- Do your staff feel comfortable interacting with young people? What is your uniform like? If it's quite formal you may want to consider a 'dress down' day during *What Once Was Ours* to give a more relaxed feel.

## SOCIAL MEDIA AND ONLINE PROMOTION

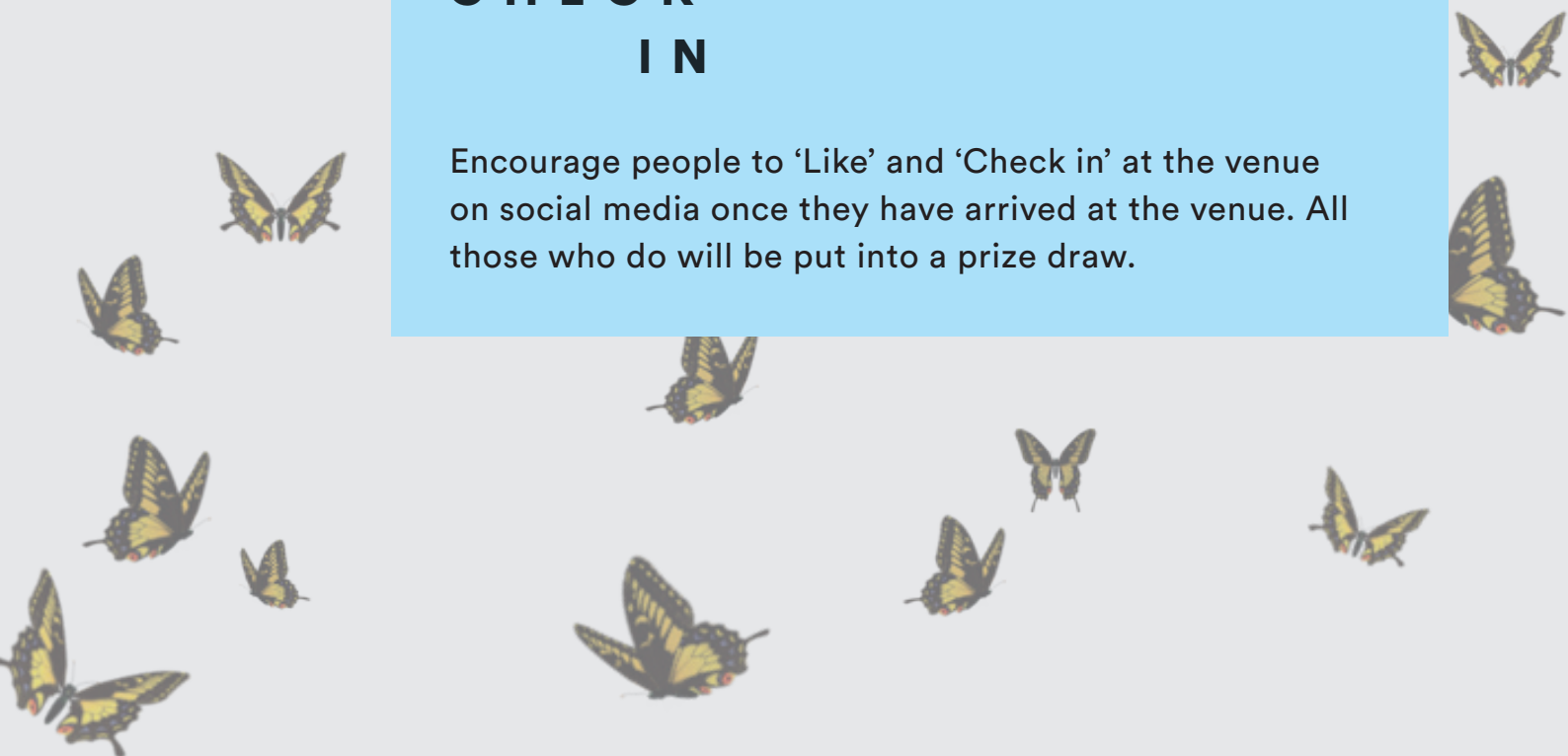
Zests marketing campaign will be kicking off on 4th September to coincide with the new academic year. We will also send through other sharable bits and pieces such as:

- A regular blog that highlights the themes in *What Once Was Ours*
- A series of 'behind the scenes' photos/videos
- 'Rehearsal diaries'
- Like and Share – Ask people to 'Like' and 'Share' the event on social media, then pick out a winner at random to receive 2 free tickets to the show.
- Promote the soundtrack online. This is written by Guy Connelly and will be available online and can be bought, streamed and shared from our website [www.zesttheatre.com/whatonce](http://www.zesttheatre.com/whatonce) from September.

And don't forget to tag us in all of your posts!

## CHECK IN

Encourage people to 'Like' and 'Check in' at the venue on social media once they have arrived at the venue. All those who do will be put into a prize draw.





# SOCIAL MEDIA HOW TO GUIDE

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Zest's research shows that a well planned social media presence is **essential** to reaching the *What Once Was Ours* demographic. Below are suggestions for getting your posts seen by the right people and optimising your reach.

## EXTEND YOUR NETWORK

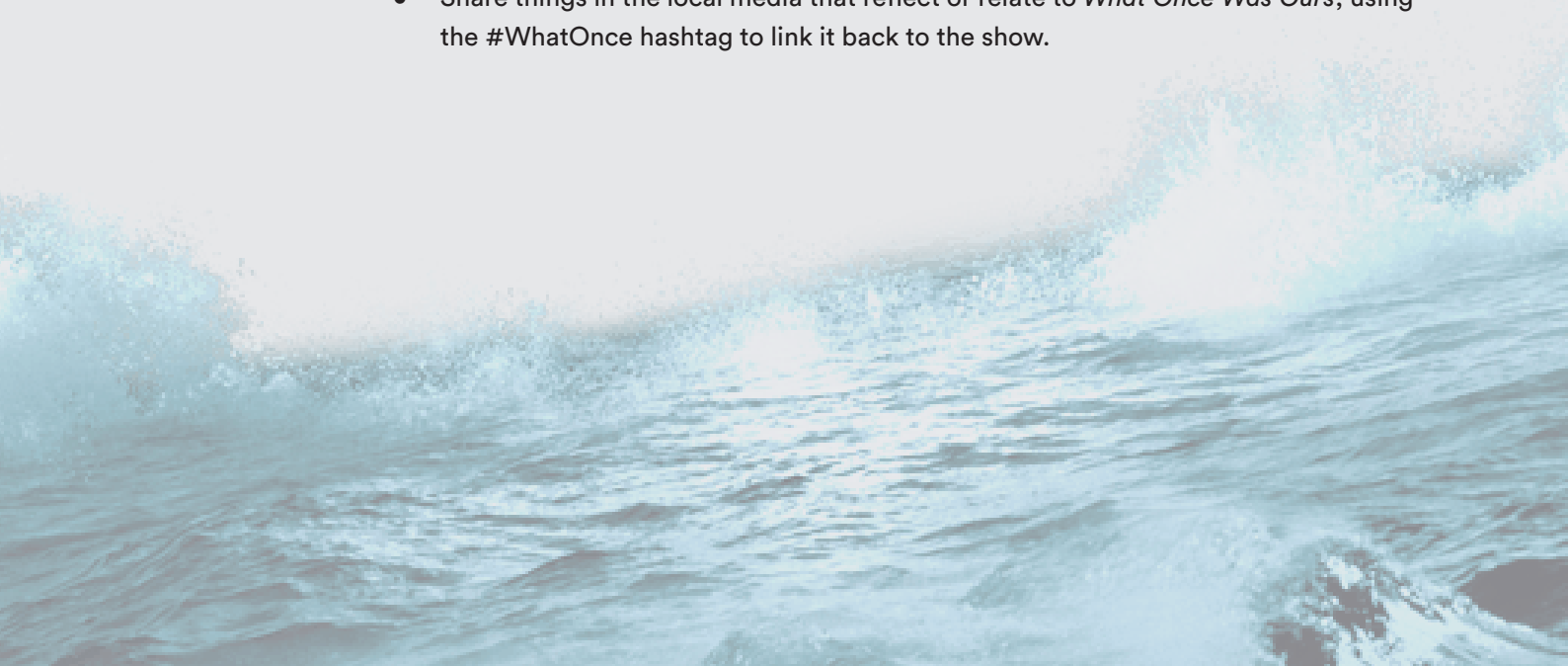
- If young people don't already follow your social media accounts, they won't actually see anything you share.
- Build up a network of followers that have access to young people. This could be local schools, youth groups, community groups etc. or even a local celebrity/public figure that might have a big youth following.
- On Facebook you can pay to boost your followers by age, location ect.

## UNDERSTAND YOUR SOCIAL MEDIA ACCOUNTS

- Use tools like Facebook Insights or Twitter Analytics , you can get a better idea of who engages with you most on social media, when they engage, where they are based etc.
- Use a software such as Hootsuite, to schedule posts for future publication. This is great if you are part of a small team, or aren't always desk based, as you can set these up at the start of your campaign and then not have to worry about them.
- Facebook also offers the option to boost your post for as little as £3. You can choose who sees your post by age range, location radius, gender and interests.

## VARY YOUR CONTENT

- This will help keep people interested in the project. If you are constantly posting the same few stock images, people will eventually get bored and stop engaging with your posts.
- Share things in the local media that reflect or relate to *What Once Was Ours*, using the #WhatOnce hashtag to link it back to the show.








# SOCIAL MEDIA HOW TO GUIDE

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## USE MULTIPLE PLATFORMS

55.6% of young people recently agreed that the best way to promote events to them was via digital/social media. The more platforms you can consistently run, the better.

-  Facebook
-  Instagram
-  Twitter
-  YouTube
-  SnapChat

## And many more!

Facebook Live lets you do live broadcasts that stream to your followers. Every person that follows you then gets a notification to say you are broadcasting live at that time. It also allows you to talk directly with your audience in real time. For example, they could submit a question during your broadcast which you then answer in the video.

## SOCIAL MEDIA TAKEOVERS

We are more than happy to do social media takeovers/ behind the scenes videos when we are in the building. This can be a great way to boost interest last minute, particularly if sales are low.

# SOCIAL MEDIA HOW TO GUIDE

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## BE CONSISTENT

A few hurried tweets in the days prior to the show is too little too late to make a difference to sales. Plan for at least 2 or 3 posts a week at the beginning of your campaign, and ramp these up in the run up to the production.

## KEEP IT PERSONAL

- Theatre is all about people, so keep a sense of fun and personality in your campaign. People will feel more of a connection to you and don't just see you as a faceless place trying to improve your sales. Some of these posts could include:
- Picture of someone hanging a *What Once Was Ours* poster in the foyer
- Selfies with the cast
- Box of promo material being opened by an excited worker
- A post from your programmer about why they programmed *What Once Was Ours*

## HASHTAGS AND TAGGING

Use a website like <https://ritetag.com> to see live updates of most popular hashtags, also, there might be hashtags and accounts specific to your town.

Here are some hashtags that we have used previously and that we think fit well with *What Once Was Ours*:

#WhatOnce

#CultureMatters

#Diversity

#BritishValues

#Brexit

#StopTheHate

#Theatre

#ImmersiveTheatre

#SpokenWord

Essentially, the tags and hashtags you use will be dependent on what's popular in your area, so these are just some suggestions. For best results, use a combination of tags and ask them to Retweet for you.

## DON'T FORGET

Put up signs FOH to remind people to Tweet/Facebook etc. their thoughts and tag the venue in it.

## SAMPLE TWEETS

The following posts are all within the word count for Twitter, with room for you to add a link to the show on your website.



What would you do if a brother you hardly knew turned up at your door needing help? Catch #WhatOnce on DATE



#WhatOnce is a brave new piece of immersive theatre about identity and belonging



Two siblings, two different upbringings, two sets of opinions. See what happens when Katie and Callums' worlds collide



How is the state of the country reflected in one estranged family? Catch #WhatOnce on DATE



Katie doesn't know Callum, not really. But when her step brother arrives needing help, she is faced with a choice



Created with young people all over the country, #WhatOnce uses theatre and spoken word to explore culture and identity.



#WhatOnce is a 360 degree immersive experience, exploring how we react when faced with someone 'other



Callum needs help and doesn't know where else to turn, but how will Katie react to him after 10 years apart?



Get your tickets for #WhatOnce - A bold new immersive production made with and for young people.



#WhatOnce is a realistic and sensitive exploration of discrimination in our society.

## FOR FACEBOOK

To adapt these tweets for Facebook, use the full show title *What Once Was Ours*. Don't forget to tag Zest Theatre and Half Moon Young Peoples Theatre!



## TOUR DATES

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### 5th – 11th Oct

Half Moon Theatre, London  
Halfmoon.org.uk | @halfmoontheatre

### 13th Oct

Pegasus Theatre, Oxford  
Pegasus theatre.org.uk | @pegatweet

### 14th Oct

Bournemouth Arts by the Sea Festival @  
Pavillion Dance South West  
Artsbythesea.co.uk | @artsbythesea

### 16th Oct

Durham Johnston School  
Durhamjohnston.org.uk |  
@DurhamJohnston

### 17th Oct

Hartlepool Town Hall  
Hartlepool.gov.uk | @HpoolTownHall

### 18th Oct

Sunderland Stages @ Sunderland College  
Artscentrewashington.co.uk | @sunstages

### 19th Oct

The Mill, Banbury  
Themillartscentre.co.uk | @TheMillBanbury

### 25th – 27th Oct

Juice Festival @ Northern Stage  
Northernstage.co.uk | @JuiceFestival |  
@northernstage

### 30th Oct

Greenwich and Lewisham Young People's  
Theatre  
Glypt.co.uk | @GLYPTatTramshed

### 31st Oct

artsdepot, London  
artsdepot.co.uk | @artsdepot

### 1st Nov

Stratford Circus, London  
Stratford-circus.com | @StratfordCircus

### 2nd Nov

Farnham Maltings  
Farnhammaltings.com | @farnhammaltings

### 3rd Nov

Quarry Theatre, Bedford  
Quarrytheatre.org.uk | @quarryatstlukes

### 6th Nov

Waterside Arts Centre, Sale  
Watersideartscentre.co.uk |  
@WatersideArts

### 7th Nov

Burnley Youth Theatre  
Burnleyyouththeatre.org | @BurnleyYT

### 8th Nov

The Civic, Barnsley  
Barnsleycivic.co.uk | @BarnsleyCivic

## TOUR DATES

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### 9th Nov

Louth Playgoers Riverhead Theatre  
Louthplaygoers.com | @louthplaygoers

### 17th Nov

Cast, Doncaster  
Castindoncaster.com | @castindoncaster

### 10th Nov

The Garage, Norwich  
Thegarage.org.uk | @\_TheGarage

### 18th Nov

Bridge House Theatre, Warwick  
Bridgehousetheatre.com | @BHTWarwick

### 13th Nov

Guildhall Arts Centre, Grantham  
Guildhallartscentre.com | @Guildhall\_Arts

### 20-21st Nov

The Egg, Bath  
Theatreroyal.org.uk | @theeggbath

### 14th Nov

Stamford Arts Centre  
Stamfordartscentre.com | @stamfordarts

### 22nd Nov

Brewhouse Arts Centre, Burton Upon Trent  
Brewhouse.co.uk | @BrewhouseCentre

### 15th Nov

South Holland Centre, Spalding  
Southhollandcentre.co.uk | @SHCentre

### 23rd Nov

The Marlowe, Canterbury  
Marlowetheatre.com | @marlowetheatre

### 16th Nov

Terry O'Toole, Lincoln  
Terryotooletheatre.org.uk |  
@Terry OTooleThtr

### 24th Nov

Cornerstone Arts, Didcot  
Cornerstone-arts.org |  
@CORNERSTONEfun



## MEET THE DIRECTOR

Director Toby Ealden has been making theatre for young audiences for over ten years including youth theatres, school tours and national touring. His past work includes working as the youth theatre director for Nacro, the national crime reduction charity. During his time there, Nacro toured with young people across the country, including to the National Theatre.

### **What inspired you to make *What Once Was Ours*?**

The impetus for this new production came the day of the EU referendum result. Like many people, we'd felt concerned about the divisive nature of the campaign and the divisions it had created in communities. But on the day of the result we just felt frustrated. Not because our side didn't win, but because we spent the day hearing



so many of the towns we tour to portrayed in the media as somehow less intelligent, racist and small-minded. Whilst there was undoubtedly a nationalistic element to that vote, this portrayal didn't do these communities justice. These are places that, as a company, we really care about; towns where we know the community and love the people. Places that have faced challenge and hadn't been heard. For many that's what the Referendum was about: a chance to get themselves listened to. So against the backdrop of Brexit, we set out to unearth the voices and give them a platform to be heard.

## MEET THE DIRECTOR

### APPENDIX ONE

#### **How do you develop your ideas into a fully formed show?**

The process of making a Zest show is a really collaborative one. I usually have an idea or premise to explore, then we set out to find the right cast and creatives. All our shows are also developed alongside young people, so that their voices and experiences are at the forefront of our work. We then start to develop material, experiment and play and see what comes up. There's usually a lot of talking at first whilst we work out what our focus is and strip away anything unnecessary, always making sure we are staying true to the heart of the piece.

After about four weeks, we will have a rough script in place, that will be honed and edited during rehearsals. Lots of things will influence which direction a show takes, including input from cast, set design, young people and what is relevant in the news/society at that time. For more information on the process of making this show, check out our blog <https://zesttheatre.com/blog/?tag=Us>

#### **Why did you decide to make theatre for young people?**

Having always worked with young people, we've seen first hand the struggles, passions and issues facing them every day. What's more, access to the arts is increasingly becoming something that is for a privileged few. We want to change that. We want to use the Arts to help facilitate important conversations, to provoke action and to help young people realise that theatre can be exciting, innovative and relevant to them.

#### **What do you hope people will get from *What Once Was Ours*?**

When we were making the show, we wanted to give young people a voice, regardless of which way their beliefs lie. We aren't trying to demonise or say that one opinion is more valid, but are trying to shed light on current politics and how it can sometimes leave young people behind. We hope that the show can help audiences break down barriers and realise that it's ok to have different beliefs, as long as those beliefs don't make us prejudiced, and that, at the heart of things, there is not that much difference between us at all.





# SCHOOL MAILOUT TEMPLATE

## APPENDIX TWO

Dear SCHOOL NAME,

We are excited to announce that Zest Theatre and Half Moon's fantastic new production, *What Once Was Ours*, will be coming to VENUE NAME between DATES 2017.

Katie and Callum couldn't be any more distant and disconnected: different heritage, different cities, different opportunities. Except there is one thing they'll always have in common: Dad. What happens when Callum suddenly turns up in desperate need of help?

*What Once Was Ours* is a Zest Theatre and Half Moon co-production: an exciting collaboration by two of the UK's leading companies creating work for young people.

Created against the background of Brexit, *What Once Was Ours* has been developed in consultation with young people across the country and uses their direct words and opinions to explore how politics and national values impact on the complex lives of one family.

Beautiful imagery, striking original music and immersive design combine to create this powerful new production for young people, which explores British Values and asks why we've become so fearful of anyone who is different from us.

With a host of wraparound activities such as workshops, an extensive Education Pack including several lesson plans and post show Q+As, *What Once Was Ours* is perfect for students in KS3 and older studying Drama, Citizenship or PSHE.

To discuss the show package that VENUE NAME can offer your school, please contact NAME on CONTACT DETAILS.

Many Thanks



**SIGN OFF**

# PRESS RELEASE TEMPLATE

## APPENDIX THREE

### New show exploring youth attitudes to Brexit comes to VENUE NAME on DATE

Zest and Half Moon Theatre, two of the UK's leading companies creating work for young people, come to [VENUE] on [DATE] in a new show that uses interviews from over 200 teenagers, from two Remain and two Leave areas of Britain, to highlight the opinions of those too young to vote in the referendum.

*What Once Was Ours* has been made in reaction to the extreme polarity of opinions and the readiness to attack those with alternate ones, and is aimed at increasing understanding and conversation between those of differing views. The show focuses on a half-brother and sister from very different backgrounds and the struggling relationship when one asks for help.

Katie and Callum couldn't be any more distant and disconnected: different heritage, different cities, different opportunities. Except there is one thing they'll always have in common: Dad. What happens when Callum suddenly turns up in desperate need of help? Beautiful imagery, striking original music and immersive design combine to create this powerful new production for young people, which asks why we've become so fearful of anyone who is different from us.

Between November 2016 and January 2017, Zest Theatre held extensive workshops in Barnsley, Newcastle/Gateshead, the company's home county Lincolnshire, and in Tower Hamlets where the Half Moon is located. In each area the company talked to and listened to young people from across the divide to find out their feelings on Brexit, Britishness, politics and society. *What Once Was Ours* was created based on these conversations, and verbatim quotes from the workshops are used throughout the show.

Barnsley voted by 68% to leave the EU, and Boston, Lincolnshire voted to leave by 76%, the strongest leave vote in the country. Tower Hamlets voted to remain in the EU by 68%, and Newcastle by 51%. Zest Theatre also visited Gateshead, across the river from Newcastle, where the vote was 57% leave.

Toby Ealden, Artistic Director of Zest Theatre and director of *What Once Was Ours*, said, "The impetus for this new production came the day of the EU referendum result. When the result came in, we spent the day hearing so many of the towns we tour to portrayed in the media as somehow less intelligent, racist and small minded. This portrayal didn't do these communities justice.

"Zest is based in Lincolnshire and the town of Boston is part of our 'home turf'. Some parts of the media have labelled Boston as the Brexit capital of Britain due to the complex issues it faces with its Eastern European population. There is unease at the increase in Polish shops, the many languages heard on the street, the feeling that their public services are struggling to meet demand. Here is a rurally isolated town that feels ignored and unheard; a community who's been left to deal with these changes with very little help or investment. We have to understand that for these young people, diversity is a relatively new thing; change feels scary. Their fears were very real; fears that hadn't previously been heard with empathy."

# PRESS RELEASE TEMPLATE

## APPENDIX THREE

Chris Elwell, Director of the Half Moon and dramaturg of *What Once Was Ours* said, “We’re excited to be working with Zest Theatre on this exciting new piece of writing for young people that, importantly, has been driven by the voices, words and attitudes of young people across the UK to Brexit. While their views might not have been united, we hope that *What Once Was Ours* will allow audiences to witness a whole range of different opinions that will allow them to come together and start a more open dialogue.

“What we found with the young people we worked with in our local Tower Hamlets schools was that they are so used to living in a tolerant and multicultural society that they hadn’t considered what it might feel like to live somewhere more divided. As we delved into those opinions further with them, they talked about how they do sometimes group together with people with whom they feel a racial or cultural affinity, but that equally they are blind to those things more often than not.”

ENDS  
LISTINGS DETAILS

Zest Theatre and Half Moon co-production  
*What Once Was Ours*  
An immersive new show about identity and belonging.

### [DATES]

Age suitability: 12+  
Running time: 60 minutes  
Contains occasional strong language and emotional themes

### [VENUE ADDRESS]

Tickets: [PRICING INFORMATION]  
Box Office: [BOX OFFICE NUMBER] or online at [WEBSITE]  
ON SALE NOW  
#WhatOnce

### NOTES TO EDITORS

#### COMPANY INFORMATION

Director	Toby Ealden
Creative Producer	Fiona Moon
Devised by	Zest Theatre and Half Moon
Writing Collaborator/Dramaturg	Chris Elwell
Designer	Verity Quinn
Lighting Designer	Phil Clarke
Sound Designer	Guy Connelly
R&D Creatives	Jenny Daniels, Laura Hopwood and Luke Vernon

#### FURTHER DETAILS

The main production’s promotional / brochure image can be downloaded here:  
<https://www.dropbox.com/s/x74e0lk9qbivvl6/What%20Once%20Was%20Ours%20-%20Image.jpg?dl=0>

# PRESS RELEASE TEMPLATE

## APPENDIX THREE

### ABOUT ZEST THEATRE

Lincoln based Zest Theatre, established in 2007 by Toby Ealden, creates theatre for, by and with young people. They aim to make theatre accessible through dynamic productions and participation projects inspired by the needs, lives and imaginations of those aged under 25. Zest's previous productions include immersive house party Gatecrash, which toured in 2014 and again in 2016, and Thrive about Post Traumatic Growth, which toured from 2016 to 2017. Director Toby Ealden has been making theatre for young audiences for over ten years including youth theatres, school tours and national touring. His past work includes working as the youth theatre director for Nacro, the national crime reduction charity. During his time there, Nacro toured with young people across the country, including to the National Theatre.  
@zesttheatre | zesttheatre.com

### ABOUT HALF MOON

Half Moon is the UK's leading small-scale young people's venue and touring company. It is a local organisation with a national remit, committed to supporting artists and young people at every stage of their creative development. Working from their base in East London, Half Moon specialises in new writing and artform development, acting as a gateway organisation that provides pathways for progression and experimentation. Half Moon's wide-ranging programme reaches 50,000 people annually and engages those who are often excluded from arts activity. Half Moon's activity includes a season of professional plays for young audiences, national touring productions and an extensive creative learning programme, including seven youth theatres.

Half Moon is a National Portfolio Organisation of Arts Council England and receives regular funding from the London Borough of Tower Hamlets.

Half Moon's digital archive is available at [www.stagesofhalfmoon.org.uk](http://www.stagesofhalfmoon.org.uk).  
@halfmoontheatre | halfmoon.org.uk





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