

ALL WE EVER WANTED WAS EVERYTHING

Written by Luke Barnes
Music by James Frewer

Presented by Hull UK City
of Culture 2017 and
Middle Child





Here's to FUN/LOUD theatre for ppl who don't go because the last time they went was year9 Hamlet and they didn't get it.

Stephanie, audience member

Reviews



Broadway Baby
Broadway World
North West End
730 Review
Theatre Bubble
Three Weeks



The Telegraph
WhatsOnStage
The Stage
Miro Magazine
British Theatre Guide
Wee Review
Bruce Adams
Edinburgh Guide

**"Outrageously
entertaining...
dynamite gig theatre"**

Lyn Gardner

"Stunning"

A Younger Theatre

**"An absolute belter of
a show, I bloody
loved it"**

Andrew Haydon

Awards



The show won three awards in total, including a **Stage Excellence Award** for Marc Graham, for his individual performance.

We also won a **Bobby** from Broadway Baby. This is the second Bobby in a row and, to our knowledge, we are the first company to have won an award twice.

Finally, we were named **Best of the Best** by 730 Review.

Audience feedback

Had an existential crisis mid-way through the show so it must be good. A must see for sure. —

Phoebe Frances Brown

AllWeEverWanted stirred up my soul something rotten. We must absolutely LIVE! Beautiful writing! Great direction by @paulsmith1986 SEE IT! — **Tanya Dee**

Loved @middlechildhull tonight. Epic. Brave. Brilliantly executed. Would love to see it again, when it's bedded in even more. — **Gecko Theatre**

The last line of All We Ever Wanted Was Everything by @Middlechildhull at @summerhallery will stay with me forever. An @edfringe highlight. — **Kelly Apter**

Loved everything about @middlechildhull #AllWeeverwanted @northernluke got goosebumps in theatre for first time in years-fucking mint! — **Martyn Dempsey**

Blown away with what @middlechildhull have done. #AllWeEverWanted is impeccable. @marc_graham87. So real. So truthful. Mind blowing. — **Charlie Quirke**

When you leave a show and you can't even speak. I URGE you to see this URGENT piece of theatre. — **Sally Collett**

Huge well done to @middlechildhull for a truly incredible show tonight - I'm still in emotional turmoil #AllWeEverWanted #liveyourlife — **Heather Milsted**

Photos by Wullie Marr



Box Office

Sold

2,941

Comps

246

Total Audience

3,187

Capacity

96.1%

Twitter

Selected analytics for comparison

Twitter	Aug 2017	Aug 2016	Average Sep 16-Jul 17
Impressions	454,000	103,100	117,745
Profile Visits	15,300	15,100	4,819
Mentions	1,520	355	190
New Followers	408	184	82
Retweets	638	156	190
Likes	2000	419	346

Facebook

As momentum built around the show we focused on raising our profile for making great theatre among our fans, sharing reviews and awards, rather than trying to sell tickets.

Posting only when we have something to say worked best and none of our regular posts needed boosting to reach a wide audience.

Two adverts targeting Edinburgh audiences, highlighting good reviews, achieved 97 ticket link clicks for £49.64.



Facebook

Top 5 performing posts

Marc's Stage Award

Reach - 27,591
Reactions - 638
Clicks - n/a

Telegraph Review

Reach - 5277
Reactions - 184
Clicks - 123

Bobby Award

Reach - 3140
Reactions - 118
Clicks - 72

Guardian List

Reach - 14570
Reactions - 121
Clicks - 182

British Council List

Reach - 4505
Reactions - 230
Clicks - 108