

Kids and Caregivers Rider

- a recommendation for action

Our concern is to think of dance and theatre venues as lively, open and permeable spaces. Places where caregivers, families and children as potential audiences are considered and valued.

What can you implement immediately or in the near future? What resources do you already have to establish a sustainable and forward-looking, family-friendly concept for events and/or for your venue? What is still missing and requires further financial resources?

Broken down into individual categories, the Caregiver Rider is a practical guide to action for the dance and the performing arts fields to engage parents, caregivers and families as audiences.

Conceived by Ag Tanz und Elternschaft as part of the evaluation lab *Artist Lab / Get labelled: Parents in Theaters!* Berlin, 2023

Formats

What circumstances make it easier to attend a performance with children?

Which formats are particularly suitable for families and caregivers?

- * Formats that take place during the day, allow for planning ahead and late entry, as punctuality with children can be difficult to achieve
- * Site-specific and outdoor formats, participatory and interactive formats, installations, open rehearsals, small audiences, performances with an intergenerational and diverse cast
- * Hybrid or digital formats due to time flexibility
- * Plays and formats adapted to family-friendly criteria with regard to sensory stimuli and other trigger factors, among other things

Communication

How do you transparently communicate about programmes, performance spaces and the general conditions of events while taking parents, caregivers and children as audiences into account? What kind of welcoming culture are you living in? This is expressed, for example, as follows:

Public and press relations

Transparent communication regarding:

- * Performance space/venue, facilities, pricing
- * Start time and duration of the show, breaks
- * Age recommendations, performance theme (text and/or trailer)
- * Trigger warning for sensory stimuli (e.g. strobe lights, high volume levels), sexualised or violent content
- * Accompanying programmes, mediation or additional offers

With the audience

How do you address your audience at the venue to promote understanding and acceptance of all present? For example, consider:

- * Indications and visualisations on site, for example via signage
- * An opening or welcome speech that explicitly welcomes children, parents and caregivers

Internal / Team

Do your (guest) artists know about your family-friendly conditions? Do you inform your employees in all departments about family-friendly offers and your venue's resources? For example, you can inform them on:

- * The location of changing tables, a breastfeeding corner, a pram storage room
- * Family-friendly admission prices
- * The responsibilities of the staff in relation to family-friendly offers and to awareness concepts
- * Further training and awareness-raising opportunities for staff, also by external experts

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Scheduling

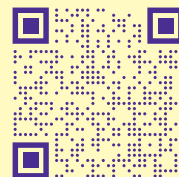
How do you take into account families and caregivers in the scheduling of events? You can consider:

- * Different weekdays and times of day, e.g. morning or afternoon
- * Establish regularly recurring family-friendly events in the programme
- * Short (performance) durations or pauses facilitate access and reception
- * Digital formats enable access through temporal flexibility
- * Time to arrive and wind down before and after the performance
- * Thinking along with families and caregivers in the need to plan in advance

Pricing

How do you implement family-friendly pricing? This is important:

- * Free or discounted children's tickets
- * Family tickets or free or reduced tickets for accompanying persons at children's performances



Networks / Initiatives

Who else can you ask? Experts:

- * Ag Tanz und Elternschaft <https://tanz-und-elternschaft.de>
- * Tanznetz Dresden e.V. <https://tanznetzdresden.de>
- * beyond reproduction <https://motheringinthepperformingarts.wordpress.com/about-beyond-reproduction/>
- * Bühnenmütter e.V. <https://www.buehnenmuetter.com>
- * Mokis – <https://www.mokis.berlin>
- * Other Writers Need to Concentrate e.V. <https://other-writers.de>
- * RE-DANCE – <https://re-dance.work/about/>
- * kunst+kind berlin <https://kunstundkind.berlin/>
- * Balancing Act <https://balancingactcanada.com/en/about/>
- * Dance Mama – <https://www.dancemama.org>
- * PiPA – <https://pipacampaign.org/>

Rooms

Are your spaces (indoors and outdoors) designed and equipped to meet the needs of families and caregivers? Is it spatially visible that the place is family friendly? This may include:

- * In the event room: whispering corners, family reserved seating along the aisle, open doors (making it possible to leave and re-enter the room during the event)
- * Extra rooms: a foyer, an exercise room, a lounge, a retreat or quiet room, a breast-feeding corner, a play corner, a courtyard, a secure storage space for prams and push-chairs
- * Additional offers for children: signposted workshops or childcare in the direct vicinity of the event
- * Sanitary rooms with changing tables, children's toilets, low washbasins and waste bins
- * Alternative seating options such as beanbags, cushions, booster seats in the audience
- * Child-friendly furniture, e.g. smaller chairs and tables in extra rooms
- * Childproof spaces that have been checked for doorstops and sources of danger such as sockets and loose objects

Staff

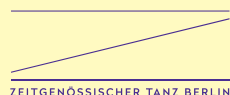
Who takes care of family-friendly services? What resources are already available to members of staff? Where is external support needed? There are the following options:

- * Responsible employees and external experts for family-friendly offers and the accompanying programme
- * A contact person during the event
- * Parenting expertise in the team

Additional offers and accompanying programme

What offers can you implement to make events attractive for audiences of families and caregivers? Some ideas for this:

- * Mediation formats, e.g. workshops, introductions, tactile tours
- * Awareness-raising formats for audiences at family-friendly events
- * Childcare
- * Culinary offers ;)



Die Beauftragte der Bundesregierung für Kultur und Medien