**Question 1 Civic Theatre**

The Civic will continue to offer the people of South Dublin and its environs a uniquely local and vibrant mix of curated arts, cultural and entertainment offerings. We will shortly be announcing a timely and exciting programme of events, engagements, collaborations and artist support programmes across a wide selection of art forms – from drama to dance, from opera to live bands, from comedy to socially relevant and inclusive initiatives – that will cover the period January to April 2019.

The Civic is committed to growing our audiences especially through Early Years and family programming, artist support and specific marketing campaigns to drive awareness across the county.

We are currently building our insights in this area and engaging in dialogue (exit surveys) with the very young with a view to encouraging long term relationships with these families. One such example is our open call for Baby Theatre via targeted social media ads inviting families to apply and join our database. We then tag these customers on our ticketing system and engage in contact with these families progressing them from 01-12, 13-10 months, preschool etc. Listening carefully to feedback on show times, pricing and facilities ensures we meet the needs of this critical audience group.

We continue to build relationships with pre-school, primary and post primary groups.

We have this year attempted to build experiences for pre-school by working with partners such as SDCC Library Service, Rua Red and Tallaght Community Arts to extend the cultural engagement for groups. Initiatives include ‘Moon Woke me Up’ as a precursor to Science week where children were invited to interact with a space-themed installation in the Library, attend the Civic to build a rocket and fly to the Moon and then head over to Rua Red to design a space craft of their own. We engaged directly with community crèches in Clondalkin and Tallaght to ensure we target groups of previous non-attenders. For more information see: [www.https://www.civictheatre.ie/whats-on/moon-woke-me-up-2018/](http://www.https://www.civictheatre.ie/whats-on/moon-woke-me-up-2018/).

For primary school children we are seeking more added value experiences, as feedback from teachers is very positive for pre-show workshops, post-show discussions. We use our inspire scheme to invite audiences if cost is a barrier, one of the major factors being transport for such a young group.

We are also working through our reimagined vision, values and brand identity to speak to a new audience of non-attenders and also to attract a more diverse multicultural audience.

With brave and exciting work in progress, showings, post-show discussions and workshops, we are successfully inviting more and more people to ‘come on in’ and see what we do at [www.https://www.civictheatre.ie/blog/reimagined-vision-new-look/](http://www.https://www.civictheatre.ie/blog/reimagined-vision-new-look/).