



Factsheet 2019 - Festival The Enchantment

“Creativity is contagious. Pass it on!”

- Albert Einstein -

Facts & figures 2019

Because we love to share our results and plans. Because childrens' participation in the arts is not only important for the children themselves but also for society in general. And because we're all doing a great job of it!

2019 was the year...

- During which a sustainability scan of our festival was made and we only distributed the left over gadgets of previous years;
- During which we wrote our multi-year policy plan for the period '21 -'24;
- During which we expanded our office space to host more work spaces to freelancers;
- During which we continued boosting the festival's online-marketing as initiated in 2018;
- During which we programmed, for the second year in a row, three successful, low-stimuli relax-performances. Again we also placed the low-stimuli areas in the foyers of the three theatres and the photobooks of the theatres (which can be used to prepare a theatre visit at home) on our website. This way De Betovering makes part of the festival more accessible to some children on the autism, ad(h)d or high sensitivity spectrum;
- During which, after we started a pilot in 2018, the **Cultural Games** (comparable to the sportive King's Games in April) were further developed at schools in The Hague in the context of the Rembrandt year. We collaborated with CultuurSchakel. Part of the Games in 2019 was a light show which the children gave during the opening of The Enchantment 2019.

The figures of 2019

24.785	visitors for the indoor programme
8,6	the public scored the festival (out of 10)
8,5	the public scored the shows (out of 10)
8,5	the public scored the festivalcentres (out of 10)
54	participating venues and musea
81%	overall seat occupation
5%	of our visitors ordinarily never go to the theatre
47%	of our visitors go to the theatre 0-2 times a year
7%	of our visitors ordinarily never go to a museum
40%	of our visitors go to a museum 0-2 times a year
39%	of visitors associate themselves with a different nationality or background than Dutch
17%	of the 39% associate themselves with a non-Western non-Dutch background
22%	of the 39% associate themselves with a Western non-Dutch background
40%	of our visitors live outside The Hague
26%	from outside The Hague are from Haaglanden area
14%	from outside The Hague are from further afield
9	festival days during the autumn school holiday
553	different programme elements took place *
279	performances
71	of the 295 performances are performances from 18 companies from abroad
247	workshops
27	other activities: (see specifications on the next page) *

Some history figures

An overview	2011	2013	2015	2017	2019	growth in 4 years
Visitors for the indoor programme	14800	20723	22852	20777	24785	8%
Visitors for the outdoor programme		PM**	PM**	PM**	PM**	
Of whom children	9867	13552	15053	13613	16523	10%
Of whom adults	4933	7171	7799	7164	8262	6%
Average number of activities per visitor	2	2,7	2,8	3	2,8	0%
Number of participating venues and musea	40	36	50	53	54	8%
Total shows and workshops*	218	296	423	548	553	31%
Shows	122	xxx	214	295	279	30%
International productions	10	12	14	18	20	43%
International performances	34	49	59	93	71	20%
Workshops and other activities	96	xxx	209	253	272	30%
Occupation of available capacities	81%	80%	80%	71%	81%	1%
Non-Dutch background	2516	3316	4518	6649	9666	114%
Non-Dutch background (non-western)	1628	1865	2811	2909	4213	50%
Non-Dutch background (western)	888	1451	1707	3740	5453	219%
Resident outside The Hague	5032	8082	7313	8726	9914	36%
Never visits a theatre with children (apart from The Enchantment)			3553	2078	1239	-65%
Visits a theatre with children 0-2 times per year (apart from The Enchantment)			11821	11220	11649	-1%
Never visits a museum with children (apart from The Enchantment)			3940	2078	1735	-56%
Visits a museum with children 0-2 times per year (apart from The Enchantment)			10165	9557	9914	-2%

* The 553 programme components consisted of 279 performances, 247 workshops and 27 other activities. The 27 other activities are: 1x All-Aliens-(welcome)Afterparty; 1x the Kick-off of the Children's Jury; 1x Nansi in Space; 2x installation "Takkekikkerbaan"; 22 days festival centres at 5 different locations with continuous fun and workshops. Participating venues: Theater aan het Spui (8 days), Theater Dakota (5 days), Korzo theater (5 days), De Nieuwe Regentes (3 days) and Muzee Scheveningen (1 day).

** It is difficult to measure the amount of visitors who saw the street theatre. The number of people who are present by coincidence in the street theatre area and are confronted with theatre is of course very big. The number of people who then stay to look at the theatre is smaller, but still big. The number of people who actively go out and look for the street theatre is smaller. We know that some people during The Enchantment only visit the street theatre for free, and we know that a lot of visitors of The Enchantment combine their paid visit to the festival with a visit to the street theatre.





The future

Our purpose continues to be to reach as many (different) children as possible, particularly those with limited access to culture outside of school, to contribute to their enjoyment of the arts, and thus to their development in general. We achieve this by bringing high quality, accessible work from both local and international artists into the festival, and taking the festival to the children's own neighbourhoods, to the commercial worlds and out onto the streets.

The Enchantment's core values will be maintained throughout:

- Quality of the programme;
- The public (as many as possible children in their free time) as our core focus;
- International and cultural diversity;
- Cooperation and spread throughout The Hague.

We are maintaining a focus on quality, accessibility and internationalization – continuously reaching out towards children who otherwise enjoy little exposure to the arts, those of non-Dutch origin, those living in less affluent areas and with the relax performances also those who have difficulty processing stimuli. We also continue finding and keeping partners who enable the development of the festival with us, and are willing to join us in our cultural entrepreneurship.

The following points will be prioritized in our strategy for the coming edition:

- Pro-actively set out to start working after the outcome of the **sustainability** scan we had in 2019. We will search for venues outside the city, who are willing to also programme our companies from abroad so that they can play more performances in the region.
- Together with our cultural partners we will look for ways to further develop the content of our festival centres through which we can make them stronger and more culturally diverse.
- From 16-19 October 2020 the Dutch Showcase - curated by Festival The Enchantment (De Betovering) & The Krakeling Amsterdam - will take place in Amsterdam and The Hague. With the help from Dutch performing Arts and Assitej NL the showcase will be presenting a wide variety of internationally touring companies, from all parts of The Netherlands.
- After we have put extra focus on our online marketing over the last two years, we plan to look for ways to strengthen our **offline-pr** and include the marketing of the **Cultural Games** in the Enchantment marketing.
- We would love to continue hearing about **your ideas, wishes, ideals and suggestions!**

We are looking forward to the next edition:

Friday the 16th to Saturday 24th of October 2020!