

why **dance?**





COWLEY ROAD CARNIVAL, OXFORD. PHOTOGRAPH © ROSARIO GLORIOSO

Between 2008 and 2009 audiences for dance in theatres, at outdoor events and on screen increased by 103% (Arts Council England annual survey 2008/09)

because...

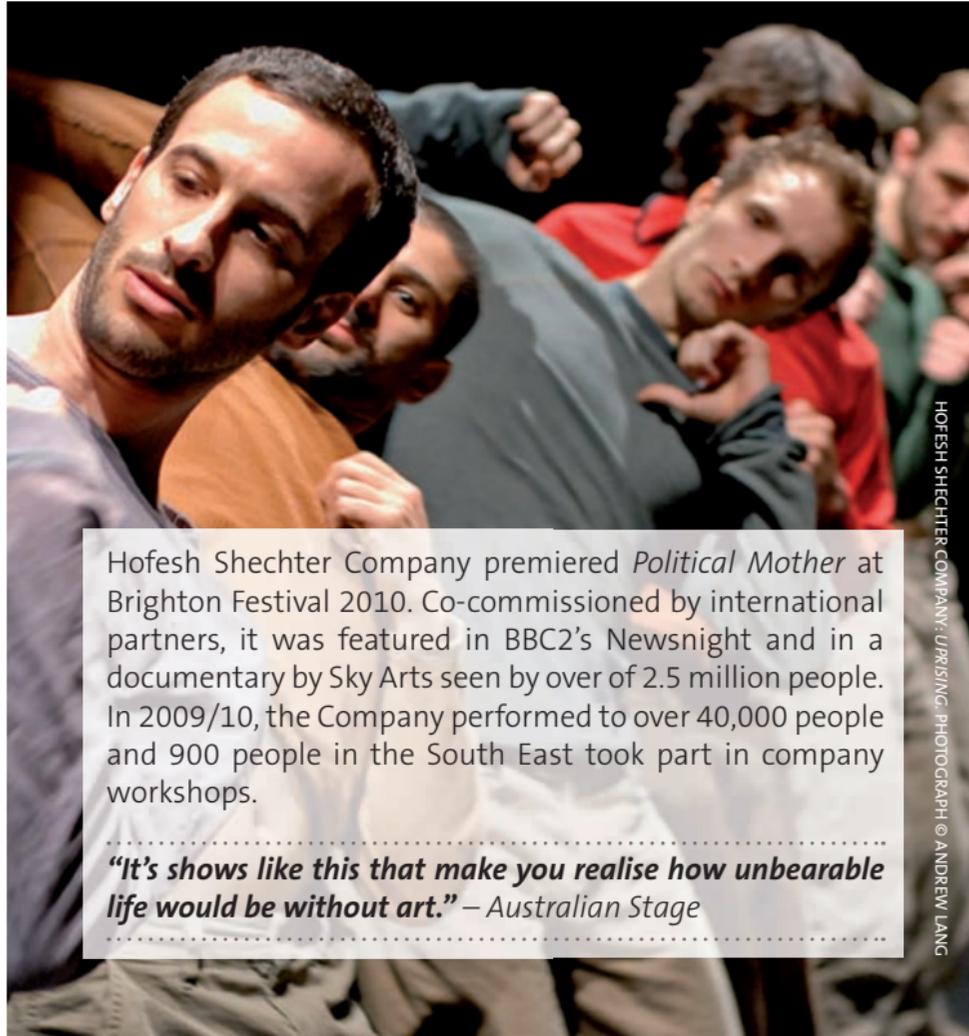
Dance is integral to contemporary culture. It unites the physical, emotional and intellectual to inspire and challenge. It brings together cultures and people of all ages, abilities and backgrounds.

Dance promotes learning, health, and economic vibrancy. It builds confidence, discipline and social skills. It is good for our physical, mental and emotional health. It animates places and spaces, and generates employment.

More people are watching dance on television, film and in theatres. More people of all ages are dancing. Dance is the most popular physical activity after football for young people. It is the fastest growing art form.

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“Dancing is affirmative, optimistic and democratic. It embodies the idea that the world can be a better and happier place.” – *The Guardian*
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England is a world leader in dance. We are internationally renowned for the diversity, innovation and creativity embodied by dance.



HOFESH SHECHTER COMPANY: UPRISING. PHOTOGRAPH © ANDREW LANG

Hofesh Shechter Company premiered *Political Mother* at Brighton Festival 2010. Co-commissioned by international partners, it was featured in BBC2's Newsnight and in a documentary by Sky Arts seen by over of 2.5 million people. In 2009/10, the Company performed to over 40,000 people and 900 people in the South East took part in company workshops.

"It's shows like this that make you realise how unbearable life would be without art." – Australian Stage

The South East is a major player in dance. It boasts internationally celebrated dance companies and independent choreographers. It leads developments in dance with disabled people and dance for the screen.

"Where you choose to create your work is important. I make work that matters to me, from the guts, and a gutsy region is a perfect place for dance to shine." – Hofesh Shechter

In the South East over 43,000 people are dancing; there are over 550 amateur and 140 youth dance groups. Projects like *Big Dance* bring non-professionals and professionals together to surprise, excite and inspire each other and those passing-by.

Close to 12,000 people took part in *Big Dance South East England* 2010 – twice as many as in 2008.

Artists and young people from the South East perform on national and international stages. Dance connects the South East to the world. In 2009/10 StopGAP Dance Company gave 51 performances seen by 17,878 people. Through its project *Forward Motion*, South East Dance screened dance film in 40 cities across the globe.



JASMIN VARDIMONI COMPANY - JUSTITIA. PHOTO BY BEN HARRIES

23% of England's dance workforce live in the South East (Arts Council England *Dance Mapping*).

Dance contributes over £6 million towards Brighton and Hove's economy each year (South East Dance Economic Impact Study).

Dance in the South East attracts investment, creates employment and embodies the energy and entrepreneurialism of the region. In 2008/09 Arts Council England invested nearly £1 million in regularly funded dance organisations in the South East. This generated an additional £1.5 million matched funding for these organisations.

Woking Dance Festival engaged 14,000 people over 18 days in 2009/10. Every £1 invested levered £1.62 for the local economy. Hampshire County Council worked with Dance United on the *Destino* project, bringing together 14 young people, many of whom were young offenders. It was successful in reducing anticipated future offending rates of the participants. Every £1 invested created a social return of £11.93.

Innovative public-private partnerships are developing in the South East. BMW's MINI Plant Oxford joined with *Dancin' Oxford* to create new work for Oxford Youth Dance Company. The project was shortlisted in the Innovation category for an Arts & Business Award.

"I think this project demonstrates that manufacturing and machines can be great sources of creativity."
– Dr Jürgen Hedrich, Managing Director of MINI Plant Oxford



MOKING DANCE FESTIVAL, BIG DANCE 2008. PHOTO: ANON

“...I’ve learnt so much, it’s so varied and free and enables me to express everything through dance.” – Connor Harris, Hampshire Youth Dance Company

Dance engages young people. It enables them to express who they are, develop their creativity and equips them with life skills for the future.

“I never thought I would enjoy dance this much but I do, I love it.”
– Participant, The Point, Eastleigh

Since the establishment of the Youth Dance England Strategy Manager post at Hampshire Dance, the quality, diversity and reach of dance for young people has increased dramatically. Nearly 2,500 young people were involved in the first year of the programme.

Tim Bartlett, 23, started dancing with Hampshire Youth Dance Company. He gained a BA degree at Northern School of Contemporary Dance, returned to the South East as an apprentice with Hofesh Shechter Company and subsequently joined Matthew Bourne’s New Adventures.

South East Dance’s *moving Voices* programme delivered 1,700 volunteering opportunities over three years to 16–25 year olds.

“My time volunteering with moving Voices helped my job prospects remarkably.... I am now Company Administrator for Henri Oguike Dance Company.” – Jo Cornes, participant, *moving Voices*

The South East is at the forefront of new initiatives in dance and learning.

Dance can change the culture of schools to improve behaviour, attendance and attainment with examples of dance contributing to literacy, numeracy, science and whole school improvement.

“Dance students form excellent ambassadors. They are confident, self assured and articulate. Once a performing arts culture permeates a school there is a switch that focuses on celebration, sharing, teamwork and attainment. Whole school change begins, and this has impact on all areas of the curriculum.”

– Jackie Mortimer, Vice Principal, Brockhill Park Performing Arts College – July 2010

Bounce united the University of Southampton’s Institute of Sound and Vibration Research and Hampshire Dance in a dance and science project, resulting in a documentary film and new dance work that toured across the South East.

Higher Education Institutions offer pioneering developments and routes into employment. The University of Surrey was the first in the UK to offer a single honours dance degree. Dance graduates at the University of Winchester have the second highest graduate employment record. Canterbury Christ Church University has introduced a BA (Hons) Dance Education creating the next generation of dance educators. 230 students are currently studying dance at the University of Chichester.



UDIFDANCE COMPANY PHOTOGRAPH © JAMES ROWBOTHAM

“I found it surprisingly much easier to understand the science and get my head round it using dance.”

– Participant in a Bounce workshop



BIG DANCE SOUTH EAST ENGLAND 2010. BRICHTON. PHOTOGRAPH © ELAINE MAVSON

The number of people taking part in dance to improve fitness doubled between 2005 and 2010 (Department for Culture Media and Sport *Taking Part Survey* – England).

The South East is improving physical, mental and emotional health through dance, in doing so engaging with an increasing range of partners.

Oxford City Council's *Get Moving!* project engaged older people on socially deprived housing estates in partnership with the Primary Care Trust, Age UK, Oxfordshire County Council Social Care, GO Active, and Fusion.

Hampshire Dance and Trinity Laban demonstrated the health benefits of dance for 350 young people through their innovative *NRG* project. Launched with the Ministers for Culture and for Public Health, it found that girls improved their aerobic capacity and flexibility. A follow-up study *NRG2* received a certificate of commendation from the Royal Society of Public Health.

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"... I feel confident that this will inspire them to be physically active in dance throughout their lives." – Simon Hardy, Vice Chair, West Sussex Arts Partnership

Woking Dance Festival brought together young and older people to perform in *City Maquette*. Partners were Surrey Primary Care Trust, Surrey County Council, Guildford, Woking and Waverley Borough Councils.

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"I think about City Maquette every day, and with such a warm feeling. We had fun, didn't we?" – Older participant in City Maquette



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Dance is a success story in the South East. Our reputation for dance excellence is growing – locally, nationally and internationally. Dance matters to thousands of people across the region. Together those working in and with dance are creating an excellent dance offer for the South East and beyond.

Dance in the region is innovative, great value for money and delivers a myriad of benefits through strong partnerships, exciting projects and world class performances. It changes lives. It makes a positive difference to learning, health, the economy and the lives of young people.

The achievements of dance and its capacity to contribute to the vibrancy of the region is a recent phenomenon resulting from years of financial and personal investment by numerous partners and artists. Continued commitment, support and courage are needed to maintain momentum and protect success.

Dance organisations and individuals across the South East are working together towards a shared vision that will see:

- More and improved spaces for dance creation, production, participation and presentation
- Excellent and diverse dance reaching more people, in more settings, in more ways, so that everyone across the region has the chance to engage with dance

There is much to celebrate, much to protect and much to build on.

why **dance?**

Do you have a story about the success of dance, or would you like to know more about the impact of dance in the South East?

Go to **www.southeastdance.org.uk** to share your story and find out more.

To request this publication in another format, please email **info@southeastdance.org.uk**

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FRONT COVER IMAGE: *WHERE THE LAND MEETS THE SEA*. DIRECTED BY CHARLIE MORRISSEY. PHOTOGRAPH © MATTHEW ANDREWS • GRAPHIC DESIGN: TAMSIN MOORE (TAMSIINMOOREDESIGN@GMAIL.COM)