

# Foundation for Community Dance



## Dance Takes the Lead: Big Dance National Programme

### Briefing Note, April 2010

The information below is intended to provide a flavour of current plans and a window into our current thinking. It is not a definitive source of all information about Dance Takes the Lead or the partners involved, and will be subject to rapid change. However, with those caveats in mind, we hope that you find this briefing note useful and informative.

#### 1. Overview

- Began in September 2009 as a partnership between Big Dance London and Foundation for Community Dance – working together to develop Big Dance as a project across England. Joined forces with the Dance Champions in January 2010.
- Developed a large-scale and ambitious programme of commissions, capacity building and campaigns across England in linked to Big Dance in 2010 and the UK in 2012.
- Proposal reflects the ambitions of the Olympic and Paralympic games, and Cultural Olympiad. Will leave a legacy that positions dance in the national consciousness, stimulate increased participation and audiences, and build the capacity, appetite and ambition of the sector. It echoes the Big Dance vision to be the ultimate dance experience the world had ever known.
- Proposal presented to the Dance Takes the Lead (Dance and London 2012) group in January 2010, adopted as a major project by that group as a cross-sector ‘offer’. Brings together key organisations with the shared aim of increasing participation in dance, in all its forms and by all sections of society, in support of both creative and wider health agendas.
- For **Big Dance 2010** activities focus on the commissioning of four **Dance Champions Big Dance Celebrations** (Midlands, South West, North East, North West) led by the Dance Champions; together with the rollout of the Big Dance brand nationally and some limited marketing activities. The work programme for **Big Dance 2012** will begin in April 2011, following set-up and further resource and network development between September 2010 and March 2011.
- GFtA application will be submitted by Foundation for Community Dance in 2010 –to support set up, capacity, network development, capacity-building and marketing activity from September 2010 onwards. **Funds are not requested for our involvement in Big Dance July 2010.**
- Total estimated budget c. £1.1 million over 2 ½ years. Includes appointment of Project Manager, with marketing support. Potential for additional secondments from strategic partners.
- In 2012 will work with ‘regional hubs’ where they already exist (eg, in the South East region). Where they don’t exist, we will stimulate their development. The principle here is to work with the existing infrastructure where possible.

## 2. Planned activities

### *Engagement and Marketing:*

**Dance Champions Big Dance Celebrations 2010:** Four large-scale mass participation events linked with Big Dance week 2010 in England plus support for the Big World Dance as a Dance Champions Big Dance Celebrations in London. Aim to attract 100,000 new participants to dance, encourage new partners and supporters, and stimulate increased interest.

**Dance Hubs 2012:** work through existing and emerging regional hubs, and establishing new ones where they do not already exist in the English regions, Northern Ireland, Scotland and Wales. The purpose is to reach across the dance sector – subsidised to commercial – as a uniting force for launching participation in dance in the UK on the world stage. We will support activities that add value to individual projects and develop partnerships with health, recreation and local government.

**Volunteering programme:** Establish increased volunteering opportunities, with a particular focus on young people 16 –25 in collaboration with Youth Dance England. A separate project proposal to Vinspired, the volunteering charity, will support this.

**Web presence:** The Big Dance website in 2010 and 2012 will be enhanced to deliver information about Big Dance nationally. We will ensure that we link with the Dance Champions web portal (delivered by Exercise, Movement and Dance Partnership). Big Dance Partners will provide splash-page signposts to online resources about Big Dance and opportunities to participate.

**Campaigns:** Two major public marketing campaigns. The first, in 2010, will focus on the Dance Champions Big Dance Celebrations, working with the Department of Health. A major campaign will take place in 2012, in collaboration with regional / country hubs. Will work with Diabetes UK on their UK-wide promotional campaign of 50 Roadshows in 2011, using dance as a focus for healthy physical activity.

**Big Up Dance pack:** Modelled on the kind of 'event pack' (similar to those used by eg. Comic Relief). It will be distributed to all participation projects across the dance sector, and provide information about setting up events, raising funds, dealing with licensing issues, marketing and press –plus templates for publicity, banners, badges etc. Major part of our sponsorship strategy for 2012.

**Big Screen Dancers:** Create two short films of Big Dance in 2010 and 2012, using commissioned footage and third party materials and developed with Big Dance in London, potentially to collaborate on a major documentary focussed on 2012. The BD Project Manager will work with Regional Hubs to develop additional materials for the Big Screen network in 2012.

**Small Screen Dancers:** Online video and image channels where people can share their memories, images etc (a bit like sending a postcard) before, during and after Big Dance. The site will be modest in 2010, building in scale and size to become a serious archive of materials during 2012.

### *Legacy, capacity and quality:*

**Photography and touring exhibition:** Commission a small number of experienced photographers to document Big Dance, focussing on Dance Champions Big Dance Celebrations in 2010 and on a wider range of projects in 2012. From this we intend to create a small but high-quality touring exhibition of

images suitable for display in different locations and distribute this through a tour to locations taking part in Big Dance.

**Conference:** 2012 marks the culmination of much activity and energy in the dance sector, and in the cultural life of the UK more broadly. But what next? In partnership with Dance UK and based on previous discussions, we propose a major dance conference at this turning point, that will look forward for the future of dance in the UK for the next decade.

**Continuing Professional Development:** Will commission four Information Sheets and Seminars targeted at smaller organisations, especially those with little or no experience of running public events, inc. topics like licensing, developing a marketing campaign, raising funds for your project etc.

**Big Dance National Coordination:** Taking our lead from the human resources dedicated to Big Dance in previous years by ACE, in 2010 we will source freelance project management in 2010. We will appoint a full-time Project Manager at FCD from April 2011- October 2012.

### 3. The Partnership

**Managing Partners** will be responsible for leadership, coordination and resource development:

- Central Council for Physical Recreation (CCPR)
- Big Dance London
- Dance Champions group
- Foundation for Community Dance (Lead Partner)
- Youth Dance England

**Strategic Partners** will provide access to and for their respective constituencies, acting as advocates and promoting the projects, and providing a cross-sector steer:

- Akademi, for the South Asian Dance Alliance (SADA)
- Association of Dance of the African Diaspora (ADAD)
- College of Chinese Physical Culture
- Council for Dance Education and Training (CDET)
- Community Dance Wales
- Dance UK
- English Folk Dance and Song Society
- Exercise, Movement and Dance Partnership
- Imperial Society of Teachers of Dancing (ISTD)
- National Association of Local Government Officers (NALGAO)
- National Dance Network
- PopUpTaiChi
- Royal Academy of Dance (RAD)
- Voluntary Arts Network
- Welsh Independent Dance
- Y Dance (Scotland)

We are in the process of confirming an extensive network of **Delivery Partners** across each of the English regions, Northern Ireland, Scotland and Wales – and hope these will include all the major regional and local dance agencies.

#### **4. Timescale**

Development and fundraising: January – September 2010

Set-up for 2012 programme: September 2010 – March 2011

2012 programme begins: April 2012

Major cross-sector dance conference: Autumn 2012

#### **4. Key People**

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If you have further questions or comments please contact either Chris Stenton or Ken Bartlett at the Foundation for Community Dance (details above).

**[www.communitydance.org.uk/london2012](http://www.communitydance.org.uk/london2012)**