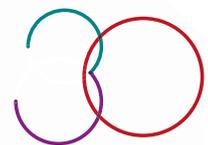


ANNUAL REPORT



**People
Dancing**

the foundation for
community dance

Since 1986

2014 - 2015



VALUING QUALITY, DIVERSITY AND INCLUSION

In November 2014, it was my pleasure to welcome a large number of dance artists and arts professionals from all over the world to People Dancing's event in Cardiff. That event sums up People Dancing's year for me. It was the event that launched our new name, People Dancing – designed to say clearly and boldly who is important to us and what we are about.

It was also the event that publicly laid down a marker in terms of the quality of work happening in community and participatory dance internationally. It showed the vital importance of that work and the profound effect that it has on participants. It demonstrated how important People Dancing's role is in galvanising and supporting dance artists to make that difference and I am excited by this year's initiatives to nurture and develop a vibrant, quality-driven workforce.

Quality is at the heart of People Dancing's mission, but always alongside diversity and inclusion. It was tremendously exciting to see the work produced by People Dancing to showcase disabled dancers, to embed inclusion within Big Dance and to support the new Dance for Parkinson's Network UK.

Also, our ArtWorks alliance with other leading UK participatory arts organisations is vitally important to nurturing a sector that understands its values as they are imprinted upon diverse artistic practices and diverse participants. Within this rich climate of practice I am encouraged and inspired by the lead role People Dancing plays in forging the development of values-driven work.

Dr Sara Houston
Chair

Without doubt, 2014-2015 set the scene in terms of scale and ambition for the newly named People Dancing. Our outward-looking programmes with international pulling power connected with participants and audiences of more than 95,000 people from 24 countries. Our membership and professional development services reached more than 4,500 dance professionals over the year, together with information services that served 35,000 people each week through a whopping 2.1 million webpage views.

All this represented a crystallisation of our creative response to diversity – and the opportunities this brings, all underpinned by a three-decade-long commitment to equality of opportunity, access and inclusion. This is the bedrock upon which participatory dance is built – with people always at the centre, alongside skilled artists, teachers and leaders, engaging with and participating in dance in the way that's right for them.

We are grateful to our funders and supporters whose trust and belief enabled our ambitious programmes to happen. We were especially pleased to secure National Portfolio Organisation funding from Arts Council England for a further three years. Additional funding from its Catalyst Arts programme, to increase our fundraising skills and capacity, began to pay off in all kinds of ways, including relationships with new funders and improved resilience through increased earned income.

Some programme highlights are featured in this annual report but there's a whole lot more besides, which you can check out on our website, and keep up to date with through our social media channels, at: communitydance.org.uk

To celebrate our 30th anniversary in 2016 we are thrilled to launch a new campaign to develop a living archive for community and participatory dance. We hope you can support us in this endeavour.

Chris Stenton
Executive Director



Front cover image: Laura Dajao and Mickael Marso Riviere, People Dancing film Adaption. Photo: Mike Sewell, Leicester Mercury.

Inside front cover image: Chloé Corkett and Welly O'Brien, The Red Shoes, 11 Million Reasons to Dance. Commissioned by People Dancing, photography Sean Goldthorpe.

SPEECH BUBBLES

"I have been inspired and supported by People Dancing. It connects me to the wider sector and work of other community practitioners. This has made what can sometimes be a lone practice into more of a shared profession, supported by being able to draw on legal information and professional advice."

Lois Taylor
*Dance lecturer and
freelance dance practitioner*

"Being a member of People Dancing makes me feel connected, both to the sector and to my practice. Membership provides a platform on which I question and challenge my development... it is extremely valuable and reaffirms practitioners' work as highly valued."

Jo Rhodes
Dance practitioner

"Thank you to the People Dancing team for running such an inspiring, enjoyable and useful course – An Introduction to Dance for Parkinson's...I'm sure what we've learnt will continue to filter into our work for a very long time. The course was life/work affirming and it was a privilege to be both in the company of such wonderful, experienced and generous dance leaders, as well as with so many like-minded and interesting co-participants."

Marie Oldaker
Dance practitioner

"My thanks to People Dancing for your support and all that you do to put together the Summer School. It is always a pleasure to work with such a brilliant team – you make us all (artists and delegates) feel so welcome and energised."

Danielle Teale
Independent dance artist

"People Dancing has been like a faithful friend to me all through my dance career. From my student days to now, a solid presence, a friendly listening ear, a sounding board, great for advice, for knowing the sector inside out and also for having a really good time. You couldn't wish for a better friend, could you?"

Liz Clark
Dance artist

"Heartfelt thanks to People Dancing for such a thought provoking and important discussion. It's really helped challenge my thinking about my own practice as an artist, my own teaching and teacher training work... and also inform some writing I'm pulling together at the moment... I go to lots of talks and lectures which are always useful... but some stay with you more than others. This was one of those."

Lizz Fort
*Community dance artist and
dance education lecturer*

"I just want to thank People Dancing for the prompt, efficient service I received when I posted information about the training event I am running. I think it's great that, as a member, I can have this listed on the website. Thanks."

Diane Amans
*Community dance practitioner,
author and teacher*



YEAR HIGHLIGHTS

DANCE FOR PARKINSON'S

There's a body of evidence to suggest that if you have Parkinson's, dancing can be good for you. In light of this growing research, People Dancing has clearly identified the importance of training dance practitioners to develop the specialist skills they'll need to teach dance to those with Parkinson's.

So, teaming up with the New York-based and internationally acclaimed Mark Morris Dance Group and its dedicated dance for Parkinson's programme, Dance for PD®, we launched an online learning programme to support dance teachers the world over to get more people with Parkinson's enjoying the benefits of dance.

The eight-unit package, which includes video clips and research reports, as well as text and audio resources, delivers fun, interactive sessions that the learner can access at their convenience. It gives dance practitioners core knowledge on the safe, effective and creative delivery of dance sessions for those with Parkinson's and covers aspects of the medical condition, including the effects of symptoms and medication on dance participants.

The online learning programme was designed in association with the Dance for Parkinson's Network UK, a national network of dance practitioners and dance companies who work with people with Parkinson's and their friends and family. People Dancing is delighted to host the Network and, through sharing capacity and resources, with support from The Mercers' Company, aims to continue to support it to develop and grow through an £84,000 grant from The Baring Foundation over the next three years.

"I've identified about eight or ten words to describe what we're doing: imagination, creativity, language, colour, music, rhythm. And I've not come across anything, anything in my diverse life, which combines all those things. The breadth and depth of what is going on downstairs (in the dance studio) is significant."

Quote from a person living with Parkinson's

communitydance.org.uk/parkinsons

WE DANCED THE WORLD... IN WALES

To so many of our members and colleagues from across the UK and around the world, it was their dance heaven.

This was 'People Dancing,' a three-day international gathering that brought around 400 artists, teachers and leaders from 22 countries to the Wales Millennium Centre, Cardiff, in November 2014. In fact, the event was so good we renamed ourselves after it! We used this, our first international event, to announce to the world that we would now be known as People Dancing: the foundation for community dance.

Participants embraced four People Dancing Wales Commissions – TAN Dance's Sorrowful Sun, Lisa Spuall's Aquarium, Dawns Powys Dance/Joanna Young's Under Dark Skies and Cai Tomos's CAIN – all made possible with funding from the Arts Council of Wales. You can see these at: communitydance.org.uk/wales-commissions

People Dancing presented a rich programme of inspiring, sometimes provocative presentations and workshops from world-class artists and leaders – from as far afield as Japan, Argentina, the USA, India, Cambodia and Ethiopia.

It was an unprecedented opportunity to bring like-minded dance enthusiasts and professionals from across the globe to an iconic venue and for them to enjoy some specially commissioned performances, make new contacts, talk about their work, share ideas, learn new things, and be inspired and energised in their dance practice.

People Dancing created a diverse, inclusive platform for people working at the grassroots to meet, refresh practice and thinking, develop future strategies for participation in dance and sow the seeds for the creation of an international network for participatory dance.

communitydance.org.uk/international

"Thank you for a truly wonderful and inspiring few days, with excellent content, networking opportunities and venues. I loved it and know that all members of our team benefited significantly."

Catherine Cassidy Associate Director (Education),
Scottish Ballet



DANCE ICONS FROM FILM INSPIRE UNLIMITED CREATIVITY

Picture Gene Kelly singing in the rain, Billy Elliot dancing for his life, or maybe Moira Shearer playing a young ballerina in *The Red Shoes*. All of them iconic dance scenes from film, of course, but now see these magical moments re-imagined by Deaf, sight impaired and disabled dancers, captured by creative, thoughtful photography.

Thanks to the richly talented young visual artist, Sean Goldthorpe, and a commission from People Dancing, supported by Unlimited Impact, this was brought very much to life for people across the UK, through our 11 Million Reasons to Dance project.

This life-affirming exhibition aims to challenge us to consider and celebrate the energy, creativity and diversity of Deaf, sight impaired and disabled people who dance.

A supporting programme of six short films about Deaf, sight impaired and disabled people who dance, either professionally or recreationally, was also created and can be seen at: communitydance.org.uk/disability

Sean says he wanted the images to have a cinematic quality, with carefully composed tableaux featuring stunning moments from 20 films, including *Dirty Dancing*, *Flash Dance*, *The Wizard of Oz* and *Black Swan*.

11 Million Reasons to Dance will continue to tour to UK arts venues until 2018

communitydance.org.uk/11millionreasons

"11 Million Reasons to Dance is an exhibition and programme I believe will reconfigure many people's perceptions of the capabilities or expectations of Deaf, sight impaired and disabled people, particularly those who make dance a part of their everyday enjoyment of life."

Louise Wildish *People Dancing* Producer

THEY WERE MOVING THE WORLD OVER, THANKS TO BIG DANCE

When 1,000 people started dancing together in the Place de l'Etoile, Beirut, home of the Lebanese parliament, it was clear something very special was happening. That day, in May 2014, 67,000 people from 24 countries danced the world, from the UK to Canada, Brazil to Pakistan, India to Taiwan.

What was it that moved so many people, from so many cultures to get dancing? Answer - The Big Dance Pledge, which encouraged people to perform their own interpretation of a specially created piece of choreography and which saw Big Dance and Get Scotland Dancing commission Scottish Ballet to create the dance as part of the Glasgow 2014 cultural programme for the XX Commonwealth Games.

Big Dance 2014, a biennial celebration of dance, is delivered by People Dancing and the Mayor of London, and supported by the British Council internationally and the Big Dance hubs in the UK. Launched in 2006, it's the biggest celebration of dance and dancing in the world.

The Big Dance Weekend on 5/6 July 2014 saw more than 30 new and diverse large-scale community performances, co-commissioned by the Big Dance Hubs and People Dancing, take place across England. Supported by an Exceptional Award from Arts Council England, the Big Dance Weekend engaged over 4,000 people as participants and attracted an audience in excess of 18,000.

Big Dance 2016 saw world renowned dancer and choreographer Akram Khan lead 42,000 people in 800 groups, across 44 countries, in performing his specially commissioned Big Dance Pledge.

bigdance.org.uk



SUPPORTING TALENT, DEVELOPING EXCELLENCE

“Derive happiness in oneself for a good day’s work, for illuminating the fog that surrounds us,” said the French artist Henri Matisse.

But sometimes we need help to be able to do our work, to see through the fog. This can be just as true for dance practitioners as it is for visual artists or, indeed, anyone else in pursuit of a good day’s work.

It’s our job at People Dancing to help community dance artists, teachers, leaders and organisations to create opportunities for people to experience and participate in dance.

We’re proud of an established track record of helping our members, and people working across dance in all its forms, to expand their professional horizons, to find and raise their professional profile and identity, to learn new skills and develop their talent for excellent dance practice.

ARTWORKS ALLIANCE

People Dancing is proud to be a founding member of ArtWorks Alliance, a new UK-wide umbrella for organisations with strategic or developmental interests in any branch of participatory arts, including community arts, socially-engaged arts, voluntary arts, and arts in education and learning.

By bringing together a wide range of organisations and activists to work collectively, the sector will have a more powerful voice – persistent and consistent in its messages. By sharing best practice, participatory arts work will be of better quality and pooling knowledge will increase efficiency. By collaborating on joint projects and drawing on members’ specialist expertise, the sector will grow to be stronger, bigger and faster. ArtWorks Alliance is supported by funding from the Paul Hamlyn Foundation.

You can find out more at: artworksalliance.org.uk

DEVELOPMENT NEEDS ANALYSIS (DNA)

People Dancing’s Development Needs Analysis (DNA) online toolkit is a do-it-yourself assessment that allows practitioners to identify areas of skill and knowledge they need to develop. This sets them on a path to meeting their learning goals and recording their CPD activity to achieve these goals, before reflecting on what they’ve learnt.

The online DNA can be found at: communitydance.org.uk/dna

“I have just used your Development Needs Analysis tool and found it amazingly useful – and I’m so grateful for all the links to available resources, too. This not only tells you what you should focus on but directs you to how you can fix it. I feel much more supported and grounded... so glad I joined People Dancing... Thank you so much.”

Rosie Bryce Folk dance teacher and community artist

SUMMER SCHOOL 2015

Our annual Summer School presents an extended opportunity for dance professionals to develop their skills and get inspiration from some of the best artists and leaders in the field.

Summer School 2015, staged at De Montfort University, in Leicester, presented courses focused on dance and dementia, young children and early years, dance for older people and an introduction to community dance practice. Also, through teaming up with the Dance for Parkinson’s Network UK, there was an introduction to dance for people with Parkinson’s.

communitydance.org.uk/summerschool

“Completely inspirational, I can’t wait to start delivering.”

Hayley Earlam Summer School 2015 participant

MEMBERSHIP AND CONTINUING PROFESSIONAL DEVELOPMENT

People Dancing teamed up this year with ArtWorks Alliance to develop a joint Continuing Professional Development (CPD) credit system. Sharing a belief that all arts professionals have to continue to learn and grow to make their practice the best it can be, we’ve piloted a credit system that formally recognises dance practitioners who fully commit to their own CPD.

Our website is packed with a whole range of CPD resources, from information sheets to networking opportunities, publications to online learning programmes. Alongside this, People Dancing continues to promote a Code of Practice for Professional Members.

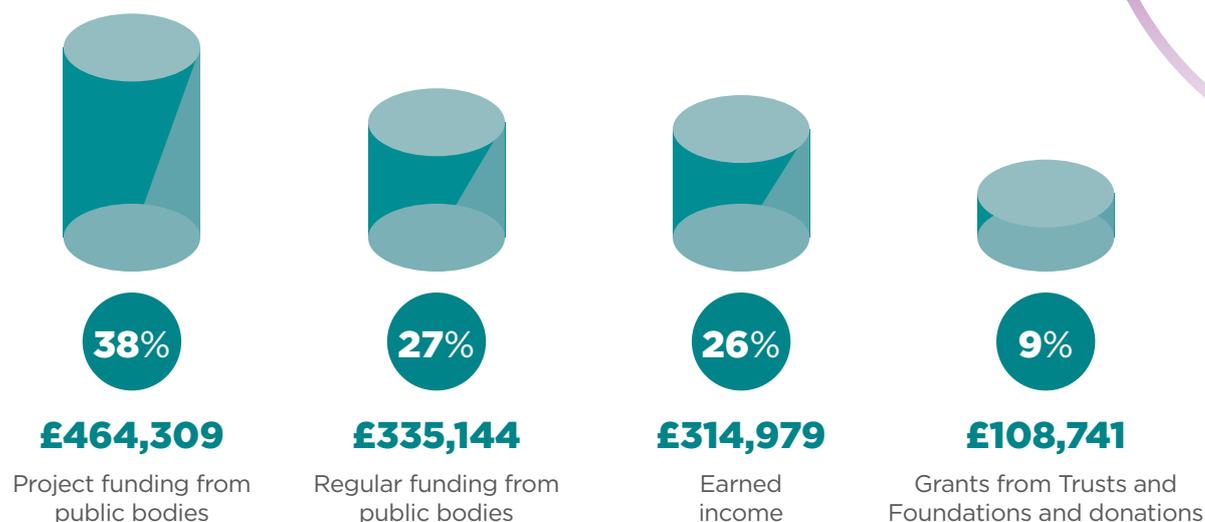
Membership of People Dancing offers access to some brilliant benefits for dance artists, teachers, leaders and organisations. But it’s not just about what you get, it’s about what you’re a part of – an international network of like-minded dance professionals committed to developing both excellent access... and access to excellence.

You can find out more about this at: communitydance.org.uk/cpd

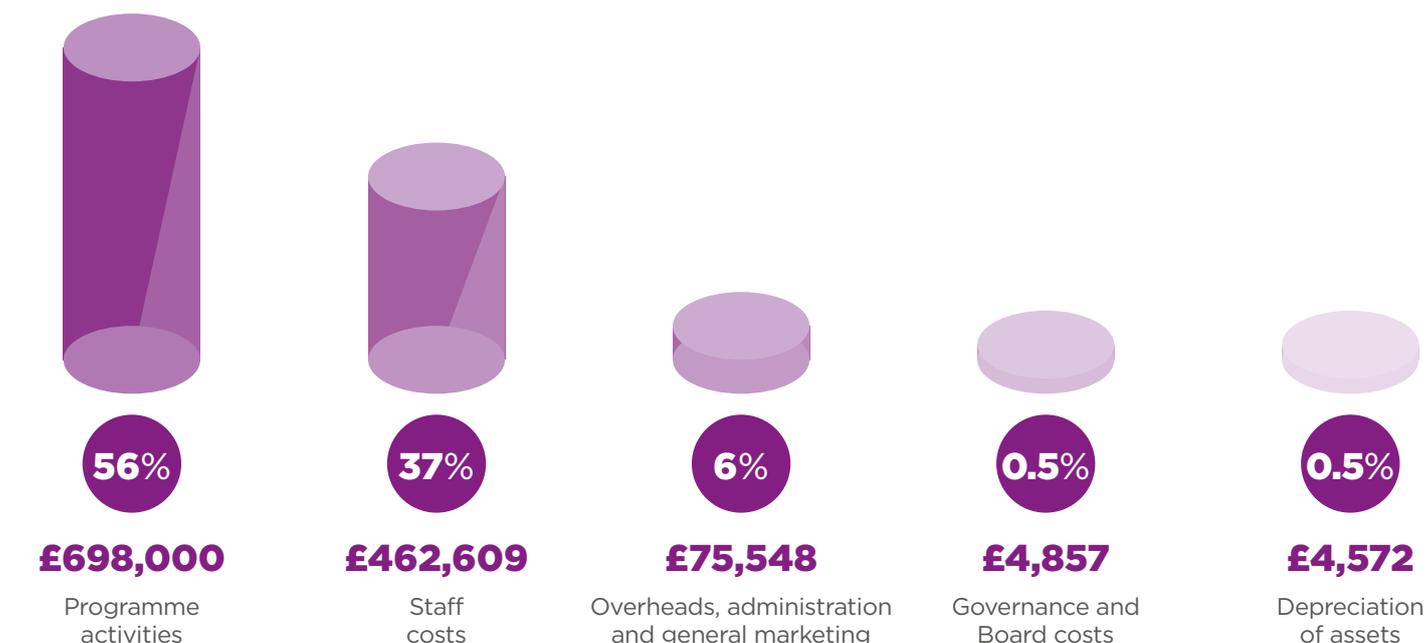


PEOPLE DANCING BUSINESS - 2014/15

WHERE OUR MONEY CAME FROM TOTAL INCOME: **£1,223,173**



WHAT OUR MONEY WAS SPENT ON TOTAL: **£1,245,586**



OUR RESERVES AT THE END OF THE YEAR General funds: **£30,372** | Restricted funds: **£77,204**

This presentation is for the period 1 April 2014 to 30 September 2015. The figures are extracted from our full Audited Accounts, available at: communitydance.org.uk/aboutus or from the Charity Commission for England and Wales website.

People Dancing is the trading name of the Foundation for Community Dance. It is a Registered Charity and its principal object, as detailed in the Memorandum and Articles of Association, continued to be the public advancement of education in dance and other related arts.

Image credits:

Front cover: Laura Dajao and Mickael Marso Riviere, People Dancing film Adaption. Photo Mike Sewell, Leicester Mercury.

Inside front cover: Chloe Corkett and Welly O'Brien, The Red Shoes, 11 Million Reasons to Dance. Commissioned by People Dancing, photography Sean Goldthorpe.

Speech bubbles: Clockwise - Laura Jones, The Wizard of Oz, 11 Million Reasons to Dance - commissioned by People Dancing, photography Sean Goldthorpe; Big Dance Pledge 2014, Edinburgh - photo Richard Parr; People Dancing International Event, Cardiff 2014 - photo Rachel Cherry; People Dancing Summer School 2014 - photo Rachel Cherry; Sorrowful Sun by Tan Dance, People Dancing

International Event, Cardiff 2014 - photo Rachel Cherry; and Aquarium by Lisa Spaul, People Dancing International Event 2014 - photo Rachel Cherry.

Year highlights: Left to right - Introduction to Dance for Parkinson's, People Dancing Summer School 2015 - photo Rachel Cherry; Atgofion by Reminiscence Dance Theatre, People Dancing International Event, Cardiff 2014 - photo Rachel Cherry; Twmpath at People Dancing International Event, Cardiff 2014 - photo Rachel Cherry; Stephen Boyne and Linda Wilson, Strictly Ballroom and Sian Green, Black Swan, 11 Million Reasons to Dance - commissioned by People Dancing, photography Sean Goldthorpe; Big Dance Pledge 2014, Edinburgh - photo Richard Parr; and Making of the Big Dance Pledge 2014 films, with Scottish Ballet - photo Richard Parr.

People Dancing - Laying the Foundations: Left to right - Sorrowful Sun by Tan Dance, People Dancing International Event, Cardiff 2014 - photo Rachel Cherry; and People Dancing Summer School 2015 - photos Rachel Cherry.

Our 30th Anniversary: Clockwise - 2012 Launch of the Dance for Parkinson's Network UK - Introduction to Dance for Parkinson's, People Dancing Summer School 2015 - photo Rachel Cherry; 2012 Big Dance - photo Richard Parr; International Event, Cardiff 2014 - photo Rachel Cherry; Sian Green, Black Swan, 11 Million Reasons to Dance - commissioned by People Dancing, photography Sean Goldthorpe.

MORE ABOUT PEOPLE DANCING

People Dancing is the development organisation and membership body for participatory and community dance. Established in 1986 – by dance artists, leaders and teachers to support, develop and represent those working on the ground – our membership reaches more than 4,500 dance professionals worldwide.

WHAT IS OUR VISION?

A world where dance is part of everyone's life.

WHAT IS OUR MISSION?

To make dance important to individuals, communities and society.

OUR VALUES

Our work is underpinned by guiding values that stem from a belief that everyone should have the opportunity to take part in dance in the way that's right for them. These are:

- Excellent access and access to excellence, with participation and progression in dance of all kinds, for everyone we support and work with
- Placing diversity and inclusion at the heart of what we do and why we do it
- A commitment to equality of opportunity in employment and to all our activities
- A belief that partnership and collaboration gives strength and a voice to all involved
- Support for leadership in dance at every level, while taking a clearly communicated leadership role ourselves
- Open, accountable and transparent working practices.

ARTISTIC AMBITION

Our artistic ambition strives for excellence in participatory dance that:

- Places people, their aspirations, rights and choices at its heart, providing opportunities for those people and their communities to operate autonomously, creatively and artistically
- Respects everyone's right to access quality experiences in dance irrespective of where they live, their age, gender, sexuality, race, disability, educational background or economic circumstance
- Contributes positively to people's health and wellbeing, resilience and social relationships
- Contributes positively to broader social, creative and learning agendas
- Contributes to the development of dance as an art form and the creative development of professional dance artists
- Is best achieved by highly skilled and professionally developed dance artists and practitioners.

HOW DO WE GO ABOUT THIS?

People Dancing works with and on behalf of artists, organisations and teachers involved in leading, delivering or supporting community and participatory dance.

Our leadership of the community dance network provides an international platform for exchange, critical debate and peer learning, championing diverse participatory dance practices and building meaningful relationships with those with whom we share common goals and values.

Helping to expand professional horizons, profile and professional identity, People Dancing is an invaluable resource for anyone working in community dance, with an established track record of providing membership and information services for thousands of people each year.

We also create opportunities for people to take part in dance activities through diverse participation programmes that help set the pace in quality participatory dance practices.

People Dancing | W: communitydance.org.uk | T: 44 (0)116 253 3453 | E: info@communitydance.org.uk

Key Supporters



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