

DANCECITY

DANCE FOR THE NORTH EAST



NOW & NEXT

**Our Impact 2018-19
Our Vision to 2020**



Supported using public funding by
**ARTS COUNCIL
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Photo credit: Steve Tanner.
Promo image for James Wilton's *The Storm* which was
performed to a sold out theatre audience in November 2018.

WELCOME

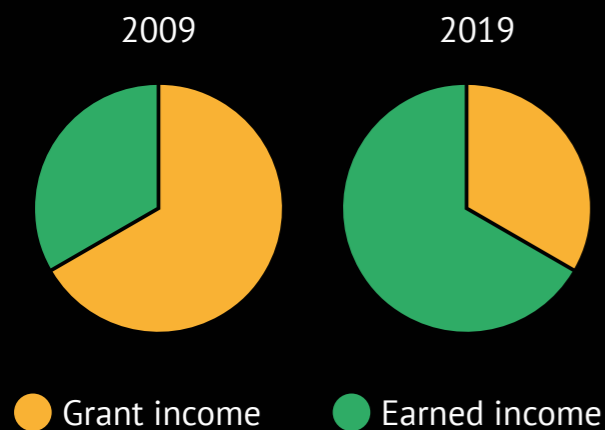
WHERE WE ARE NOW

In 2010, I became artistic director at Dance City. It was a challenging time for the arts, with public funding declining and people spending less. Although we have undergone nine years of funding challenges and year-on-year reductions in public subsidy, we are not suffering but, in fact, thriving. We have grown so much that our flagship building in Newcastle is at capacity and expansion is needed to meet the demand for dance. Although we were initially primarily funded through public subsidy, this year we earned 68 per cent of our income through our public classes, formal training academy, hires, events and our café. We are constantly evolving to remain resilient and relevant.



As we assess our performance and impact in 2018-19, we also take the opportunity to set out our vision for the next ten years – the difference we want to make and how we intend to make it. If you want to share and support our vision I encourage you to join the Dance City Next community of interest. To do so visit dancecity.co.uk/NEXT

Anthony Baker,
Artistic Director and Joint CEO



● Grant income ● Earned income

WHERE WE WANT TO GO

Our purpose is to change lives through dance. Our vision is that people will have happier, more fulfilled and healthier lives because of Dance City. To achieve these ambitions we proactively welcome and encourage everybody to engage with dance by delivering high quality community dance classes, employment-focused FE and HE education courses and tailored support for dance artists.

I am proud to celebrate another successful year for Dance City. I am also extremely proud to be stepping up into the position of Chair of the Board of Trustees, and would like to thank the outgoing Chair, Jeff Dean for his ten years of exceptional contribution to the success of Dance City.

We have extended our reach with the successful opening of a new studio in Sunderland, and taken great strides with our formal education offers,

embarking on new partnerships with University of Sunderland, LEAD Education and Ofsted Outstanding Whitburn Academy. We have also identified a number of key societal trends that Dance City can influence over the next decade, in areas including health, lifestyle and the creative economy. More on these in the second part of this document.

With much to be proud of, and with ambitious plans for the future, we are looking forward to making an even more positive impact in years to come.

Sharon Paterson,
Chair, Dance City Board



Pictured: Vidya Patel with Connor Scott, a Dance City CAT alumni and former BBC Young Dancer of the Year. The duo performed About The Elephant in September 2018 to a sold out theatre audience and a global live stream audience of over 16,000.



OUR VALUES

These organisational values were co-created in early 2019 by the Dance City staff team, based on their own behaviours and observations of working at Dance City. We are currently testing them out and learning how they work best to support us in delivering our mission and business plan.

“We strive for the highest quality.”

- WE THINK AHEAD AND FORWARD PLAN
- WE ACT WITH INTEGRITY
- WE EMPLOY THE BEST QUALITY TEACHERS
- WE ARE RIGOROUS
- WE SET THE PACE IN OUR SECTOR
- WE EMBRACE CHANGE
- WE ARE SUCCESSFUL

“We welcome and encourage everybody.”

- WE ARE AFFORDABLE
- WE WELCOME ALL BODIES AND ALL BACKGROUNDS
- WE ENCOURAGE FACE-TO-FACE CONVERSATIONS
- WE ARE FRIENDLY
- WE ANTICIPATE NEEDS
- WE CREATE A SAFE AND NURTURING SPACE
- WE DE-MYSTIFY DANCE

“We listen, learn and lead.”

- WE ARE INFORMED AND INFORMATIVE
- WE STRIVE TO IMPART INFORMATION
- WE ARE RESPONSIVE AND FLEXIBLE
- WE INNOVATIVE AND TAKE RISKS
- WE ARE OPEN MINDED AND CURIOUS
- WE ACT ON FEEDBACK

“We inspire creativity.”

- WE SUPPORT DANCE ARTISTS
- WE ARE CONNECTED AND CONNECTIVE
- WE ARE A CATALYST
- WE LEAD THE WAY IN THE DANCE SECTOR
- WE SHARE BEST PRACTICE
- WE ARE POSITIVE ADVOCATES FOR DANCE

OUR VALUE

Key impacts 2018-19

HEALTH



We danced around the world! Our class attendees, students, performers and everyone else we engaged with completed well over 65 million steps – enough to circumnavigate the globe.

86%

say Dance City has improved their health and wellbeing

WEALTH



We made a big impact on the creative economy in the North East!

For every £1 of grant/public subsidy an estimated **£2.40** of gross value added is generated by Dance City in the North East Region.

We are the biggest dance employer in the North of England with 28 core staff and 128 contracted dance professionals

Over 200 young people in advanced dance training through our CAT, BTEC and BA programmes.

HAPPINESS



Measuring smiles helps us show how dance can enhance lives.

99%

are happy with their Dance City experience

92%

agree that Dance City has had a positive impact on their lives

85%

say that Dance City inspires them and enriches their lives

“ I would genuinely be lost without it. The two classes I attend each week are one of the highlights of my life. ”



A THEATRE DEDICATED TO DANCE

Contemporary dance is officially the hardest arts ticket to sell, according to the TGI index, with just 8% of the UK population having attended a contemporary dance performance in the past 12 months (even lower than Opera). Yet Dance City presents the biggest programme of professional dance performance by touring and regional dance companies outside London in our beautiful and intimate theatre. Highlights of 2018-19 included sell out performances by Connor Scott & Vidya Patel, James Wilton Dance, Humanhood and Ballet Wales.

HEADLINES 2018-19

4,078

dance tickets sold

76%

average occupancy

30%

increase in theatre audiences in the last five years

2.4

is the average re-attendance rate each year per audience member

23

professional performances

£10,244 crowd-funded towards new theatre seating

It was a landmark moment for the Dance City Theatre, because after 14 years of bench-style seating, we successfully raised enough to refit the auditorium with new seats.

The new seating was also funded by Community Foundation Tyne & Wear and Northumberland, Sir James Knott Trust, Catherine Cookson Trust, and match funding through the Arts Council Catalyst Evolve scheme.

The new seats will be installed summer 2019.

“All of the staff are lovely – they are a credit to Dance City.”

“I am amazed at the quality and breadth of the dance companies that visit Dance City. It is an intimate and welcoming venue. It is affordable enough that I can bring my kids here and, in turn, they have grown to love it too.”

“A welcoming environment. Friendly service. Interesting imaginative performances.”

“Great shows for all ages at excellent prices. Lovely venue.”

“I appreciate your opportunities for inclusion as evidenced by performances by dancers with learning needs.”

“Great venue - great performances!”

“Thank you. Always a pleasure to visit. Thank you for taking extra care and attention with my elderly mum when we visited, very thoughtful.”

“Really welcoming staff - that's important and you do it very well. Place always seems to have a 'buzz' about it. Uplifting.”

“Always blows my mind, performances have been amazing.”



DANCE FOR EVERY BODY

Our public dance classes are increasingly popular, and in January 2018 we opened two new satellite studios in Sunderland. Our 'Don't sweat, sparkle!' campaign encourages people to see dance as a viable alternative to the gym. At the same time, we are fully committed to inclusivity and accessibility for all, regardless of physical or cognitive ability.

We offer a range of classes each week designed to empower older people to dance, which are often sold out in advance. We have also developed specialist classes for people with Parkinson's, dementia and learning disabilities. Nine end of term performances in our professional theatre allowed hundreds of amateur dancers their time to shine on stage.

HEADLINES 2018-19

106

open access classes each week

45,538

attendances at classes

75%

increase in 55+ attendances in the last five years

37%

increase in dance participation in the last five years

3,934

classes and workshops in total over the year

“ I love Dance City and my ballet classes. It is one of the highlights of my week. ”

“ Love going to tap class, great teacher, made some great friends over the years that I have been going. ”

“ It is the best thing I've done with my time since retiring, aged 63. The teaching is fantastic, and I've met some great people - fellow dancers and enthusiasts. ”

“ It's a vital part of Newcastle. ”

“ Great welcoming atmosphere for all dance lovers of any genre. Love to see the mix of age groups coming together in dance. ”

“ Dance City has a wide variety of classes to all public and ages which helps promote overall health and wellbeing to people. It has an amazing atmosphere where you can enjoy the classes, improve your fitness and also meet new people. ”

“ It's just a great place for all ages and abilities! ”

“ I really enjoy my weekly class here, it is an oasis of calm in my week. ”

“ It is a wonderful asset to our city; we are so lucky to have such a range of excellent classes in a lovely, purpose-built and convenient location. I love my classes and have made some great new friends. ”

“ Dance City is now such an important part of my life that I would genuinely be lost without it. The two classes I attend each week are one of the highlights of my life. ”

DANCE CAREERS START HERE

Dance City Training Academy offers specialist dance training for gifted and talented young people from the age of 10 through our Centre for Advanced Dance Training (CAT), Level 3 (BTEC) Dance and BA (Hons) Professional Dance. In 2018-19 we embarked on significant new partnerships with University of Sunderland, LEAD Academy and Ofsted Outstanding Whitburn Academy to deliver some of the best formal dance training in the UK.

The CAT team continued to scour the North East region for exceptional dancers aged 10-16, and offer them a world class programme of training, with financial support from the Department for Education to ensure that cost is not a barrier to ambition. Seven CAT students successfully auditioned for Matthew Bourne's new 2019 production Romeo and Juliet, and will be performing alongside the professional cast at Newcastle Theatre Royal in late 2019.

Training Academy students have gone on to conservatoires including Rambert, Trinity Laban, Northern School and The Place, as well as those continuing to train here at Dance City. Other graduates have found employment with professional companies including Danish Dance Theatre, Ballet Boyz, Motionhouse, Jasmin Vardimon and Rambert.

We successfully recruited dance graduates for Dance City's first ever MA Advanced Dance Performance which will commence in October 2019.

“ I haven't heard of many other courses that offer a management pathway like the one at Dance City, which gives you experience of completing Arts Council applications and planning projects that could be used for funding applications after graduation. Also I think it's rare to find courses that offer so much in terms of modules without compromising the quality of teaching and depth of learning in each. ”

“ I think the course is unique in that it is a combination of both a dance course at normal university and a course you would find in dance conservatoires. ”

HEADLINES 2018-19

116

CAT students

100%

of BA and BTEC students graduated successfully

65%

of CAT students receive a means tested bursary to help with costs

78

talent spotting workshops, engaging over 3,300 young people

DANCE CAREERS THRIVE HERE

Public subsidy and surplus income allow us to be at the heart of the art, supporting dancers to live their creative careers. We commissioned seven new pieces from North East based artists in 2018-19, which will be performed on our main stage with touring and development life beyond our stage. Four of these shows are full length productions. We are committed to presenting a third of our programme by North East based artists.

We have supported 22 local and international dance artists through our Creative Summer residency programme and provided over 6,000 hours of free studio time to help professional dance artists to develop their work. Every week day during term time we offer a free 90 minute class for professional artists – something really simple and practical that has been a lifeline for dancers to maintain their practice and remain networked.

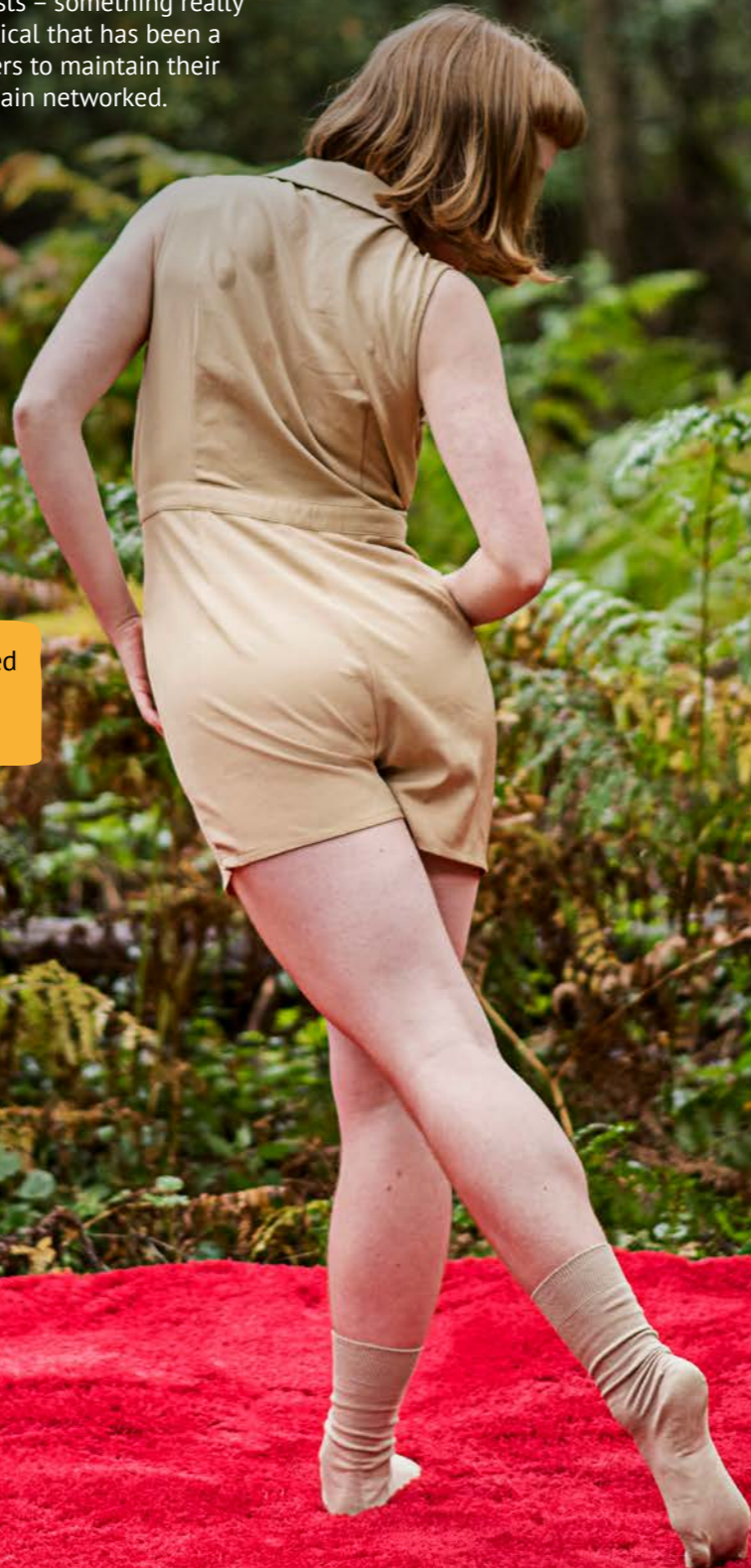
HEADLINES 2018-19

6,000 hours of free studio space used by professional dance artists. 30% more than last year.

7 North East choreographers commissioned to make new work

336 hours of free professional class

42 weeks of artist residencies



Lizzie J Klotz, a North East dance artist who performed her first solo show *Fawn & Other Works* in the Dance City theatre in May 2018.

COMMUNITIES DANCE WITH US

We have engaged with a wide range of communities in 2018-19, taking Dance City out of our building and delivering workshops and engagement activities in schools, community centres and cultural venues as well as delivering our Dance City community dance performances.

Dance City in partnership with The Princes Trust delivered the 'Get Started Dance Programme' which enabled twelve 16-25 year olds to engage in a five day workshop. The participants had never danced before and performed for their family and friends in our theatre, the project was very rewarding for all involved.

As part of Dance City's commitment to the City of Dreams initiative we have worked in partnership with Investing in Children to achieve our membership award which gives Dance City national recognition for the good practice and active inclusion of children and young people in dialogue that results in organisational change.

Dance City works in partnership with the Community Foundation Dance for Parkinson's UK and we are committed to developing dance practice for people living with this disease. We were delighted to welcome Mark Morris dance group to deliver a session to our regular

'Get Moving' class participants and the wider community.

Dance City's Pulse platforms empowered 692 young people to perform in professional theatres across the region and the standard of work this year across all of the platforms was one of the highest that we have seen.

HEADLINES 2018-19

692 young people performed in Dance City's Pulse platforms

10,634 engagements through dance workshops

3,503 children and young people took part in our engagement activity



Our annual *Freedom Moving* platform performance is for dancers with a range of physical and cognitive disabilities.

We've been thinking about the future and how we can make a positive contribution to the North East over the next ten years.

We've identified three key societal trends Dance City can influence in the next decade.

HEALTH

The first societal trend we are simplifying as 'health' but within this there are many strands and growing trends and problems. Just to highlight a few:

- We have an **ageing population**. In 2014 Dance City introduced a specialist 55+ ballet class. Now we offer 13 classes each week and a class for people with Parkinson's and dementia. There is no expiry date on being a dancer.
- We also see a need to develop specialist dance programmes to combat **diabetes and other chronic illnesses that are on the rise**.
- We believe that social prescribing can be better for patients than medicine – and if expanded may relieve pressure on the NHS. The government's new **Loneliness Strategy** will pave the way for this far reaching social change and we are well positioned to be an influencer of this trend.

LIVED EXPERIENCES OVER 'STUFF'

The second societal trend can be described as 'lived experiences over stuff'.

- We all, and particularly young people, are choosing more **value rich activities** – particularly those which build skills as a way of spending our leisure and entertainment time.
- We also know that people love to **watch live dance**. Although it is officially the hardest arts ticket to sell, we've seen a 30% increase in theatre ticket sales over the past five years.
- We know that **people love to dance**. Our dance class audience grows year on year and we had 45,538 attendances last year in our Newcastle and Sunderland studios.

CREATIVE ECONOMY

The third trend to influence is the development of the **creative economy in the North East**. At the heart of this is education and support for artists to develop and thrive.

- The creative economy is growing at around three times the rate of the workforce as a whole. Dance City is the **biggest dance employer** in the North of England. This is only possible because of talented, gifted and skilled dance artists.
- Talent is draining out of the region. Our Department for Education-supported Centre for Advanced Training, our BTEC, BA and MA programmes offer some of the best professional dance training in the country and our ambition is to **double our formal education offer** in the next ten years so that more talent is retained in the North East.
- Dance is draining out of schools. We have ambitious plans to inspire and enable schools to timetable dance so that **children in the North East** have the chance to dance towards a **creative career**.



TO DO LIST

- We need to fix the leaky pipeline in dance education. Our *Dance City in Schools* strategy is designed to inspire and enable schools in the north east to timetable dance. Like many other industries, we've realised that if we don't support the skills and talent pathway of dancers there will be no qualified dancers to power our creative economy.
- We will continue to be an integral part of the City of Dreams programme which aims to ensure that Newcastle and Gateshead are the best places to be a young person by taking part in creative and cultural activity. The "lived experiences" that Dance City offers young people are perfectly aligned and continually informed to deliver the goals of City of Dreams.
- We intend to create more jobs, support more artists to create product and programme more artistic work. Our work in this area has already been recognised by Government and we feature in this year's Parliamentary Review as the only Best Practice Representative for the arts in the North East.
- We want to develop our offer for those who are motivated by the health and social benefits of dancing.

WHAT'S NEXT?

We need to keep growing – our building is full, we need more space! That could be achieved by expanding our current building, or elsewhere in Newcastle, or in hubs across the region.

We'd like you to help us with our To Do List

- By sharing in our passion
- By telling our story and becoming a champion
- And by helping us to grow

Register your support at dancecity.co.uk/next to receive your supporter's pin badge and regular updates on our progress and plans.

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