

Cheshire  
Dance

# Cheshire Dance

Business Plan 2010 - 2016

July 2010

Create, Learn, Experience

## Executive Summary



*'Stir' Performance, Watergate St, Chester (Part of Chester Performs 'Roam the Rows')*



## **Executive Summary**

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This plan contains a clear vision and strong evidence of and a continued case for growth in dance in Cheshire, contributing to local, regional and national agendas. It will be reviewed and refocused as required. The contents of this plan are very much about stimulating dialogue. Anyone reading this plan is welcome to contact Adam Holloway on 01606 861770, [adam@cheshiredance.org](mailto:adam@cheshiredance.org) with any feedback, news, questions and proposals.

## **1 Executive Summary**

### **1.1 Mission**

*Cheshire Dance leads the artistic provision and support of dance across Cheshire and the sub-region. It aims to fully awaken the art form of dance as inspiration to create, learn and experience. Working in partnership, Cheshire Dance is committed to increasing access and transforming lives through dance.*

### **1.2 20 Past 12**

(see [www.cheshiredance.org/2012](http://www.cheshiredance.org/2012))

13,155 people (full breakdown on the website) performed between 2<sup>nd</sup> & 5<sup>th</sup> July 2010 in 117 different locations around the Cheshire and Warrington sub-region. The aim was to :-

- Raise awareness of the 2012 Games, known locally as ‘Embrace the Games’
- Encourage participation in dance and increase physical activity levels

Additionally, and possibly more in the background, the aim was to build capacity in the dance/arts network through:-

- Sparking a significantly more ambitious debate for the Cultural Olympiad. 20 Past 12 was delivered with a cash budget of £3,000 and plans for 2011 have already begun.
- Achieving the impossible – For the first time in Cheshire Dance’s 34 year history of working at a relatively hidden, grass roots level we have been able to uncover a significant enough proportion of the dance network, to raise awareness amongst the following groups of just how strong and widespread the network actually is:-
  - All the performers themselves and their immediate networks
  - The vast network of professionals Cheshire Dance engages with in the sub-region and more widely across the country specifically amongst arts professionals.
  - Policy-makers, the media and the wider public
- Developing confidence throughout the professional network in hosting very ambitious and linked mass participatory events
- Setting a target to beat year on year whilst using it as a platform to raise the collective voice of the dance, arts, cultural and physical activity network.
- Working with a diverse and organised partnership of supporting organisations, which this year included:- Cheshire and Warrington School Sport Partnership Consortium, Cheshire East Council, Cheshire West & Chester Council, Warrington Borough Council, Arts Council England, Central & Eastern Cheshire PCT, Chester Festivals and Visit Chester & Cheshire.
- Beginning the creation of a 2012 Dance Legacy



*County High School Leftwich performing 20 past 12  
(less than half the size of the largest participating group)*

### 1.3 Sustain and Grow

Cheshire Dance has grown its local authority funding base going into 2010/11 whilst the majority of other arts organisations in the sub-region have received cuts. It has been successful in securing new revenue income from Youth Dance England and looking forward the organisation is planning a growth in its artistic programme over the next 6 years. It does so with a sense of vision and ambition to span this current period of austerity.

#### Outreach

- **Dance & Young People**

In community and education settings, including NEETs  
11,660 to 16,860 participant sessions per year (45%)

- **Dance & Health**

Including adults, older people, early years and people with disabilities/learning difficulties  
7,420 to 9,020 participant sessions per year (22%)

- **Continuing Professional Development**

For professionals dance artists locally and nationally as well as teachers and youth/care/health staff locally  
2,120 to 2,920 participant sessions per year (38%)

- **Performance Projects**

Innovative site-based projects celebrating the best of professional and participatory work, including beating the 20past12 target of 13,155 performers.

#### A New Base

To take charge of an existing building, possibly in partnership with other organisations delivering complimentary programmes, and grow a hub of new activity to the benefit of all stakeholders of the organisation

Residential: 16,000 participant sessions (76% growth from 09/10 figures)

Non-Residential: 7,000 participant sessions (33% growth from 09/10 figures)

Cheshire Dance's Business Plan 2010 provides clear evidence of how previous investment in more concentrated areas of Cheshire led to an incredible growth in demand for dance provision (from 1,000 to 9,000 'experiences' per year). It also lays out a clear strategy for further growth in provision through partnership working, attracting new investment and generating income.

Appendix 1 shows our existing and potential partners in the delivery of this plan along with our shared objectives.

### **Dance and Young People**

Cheshire Dance has been successful in attracting new inward investment into Cheshire via Youth Dance England and matching this commitment in partnership with Cheshire West and Chester and Cheshire East Councils as well as extending the partnership to include both Halton and Warrington Borough Councils.

#### **Growth Objectives**

To grow frontline services in response to demand enabling many more young people across Cheshire to create, learn and experience dance. In so doing, uphold the exceptionally high standards of dance delivered in schools and throughout the community in the sub-region.



*Young dancers performing at the Crewe Lyceum*

## Dance and Health

The health and wellbeing of members of our community is a key priority. The Chief Medical Officer states - *'Dance can have a surprisingly deep impact on peoples' health'*, as the cost of physical inactivity is circa £8.2b/yr. The Department for Health is supporting the Dance Champions group and it is essential that in Cheshire and more broadly across the region, a stronger infrastructure and programme of activity is established in order to respond to the likely increase in demand for quality assured dance activity.

### Growth Objectives

Build upon Cheshire Dance's successful programme of participation amongst early years, adults, older people and people with disabilities and learning difficulties by demonstrating that we are a **commission-ready** organisation, enabling more people to lead healthier lives both physically and mentally, through creating, learning and experiencing dance.



*Adult dance session and Cheshire Dance Integrated Group in full flow*

## Continuing Professional Development (CPD)

In order to deliver high quality services Cheshire Dance insists that anyone involved in delivering dance engages wholeheartedly in their own Professional Development. The community dance sector in the UK will soon undergo structural growth for the benefit of dance professionals and their practice as well as non-dance professionals from health, sport, education and other community sectors in terms of purchasing or referring onto quality provision. This, the most significant development of the sector since its inception

more than 40 years ago is being lead by the Dance Training and Accreditation Partnership (DTAP)

### Growth Objectives

To raise standards through supporting the quality of artistic practice and safeguarding amongst staff, independent artists, teachers, youth, care and health workers as well as teachers in the private sector who facilitate dance. Respond positively to the forthcoming burgeoning demand for CPD and qualifications in community dance practice as National Occupational Standards are developed and rolled-out.



*Professional Development – creative development and debate with artists*

### Performance Projects

Cheshire Dance recognises the need to respond proactively to a shared stakeholder need to celebrate our collective passion for dance. Whether through school and community events that involve hundreds if not thousands of people performing in arts/civic venues or in specially commissioned outdoor performance projects.

### Growth Objective

To capitalise on previous high profile projects and deliver a truly outstanding Cultural Olympiad project across the sub-region. Increase demand for further commissions in and strengthen Cheshire Dance's ability to deliver ever more ambitious projects. Additionally and specifically, beat the target of 13,155, the number of people performing at 20past12 in future years.



*Site-based performances. 'Stir' on Watergate Street, Chester; Torifune Butoh at Tatton Park and 'Station Stationary' on Crewe Railway Station*

## **New Base**

Given everything that Cheshire Dance delivers it really should be operating from a base that is more than a former store cupboard in a library, especially in this period of austerity.

Cheshire Dance delivers the vast majority of its programme (young people, health, performances and professional development) as outreach, working with more than 100 groups in a vast array of different locations across Cheshire and the sub-region and with dance artists from across the North West and rest of the UK. In order for the company to maximise its impact amongst its priority groups through a single strategic initiative, it aims to realise a new residential base. Although it may not be possible to achieve the residential element immediately, the new base will at least have the potential for development or be local to accommodation supply.

## **Growth Objectives**

Increase the capacity of Cheshire Dance to deliver its priorities and the shared priorities of its key stakeholders, both current and future.