

# People Dancing Press Kit

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## 1. About People Dancing

**People Dancing** is part of the West Midlands' Culture Programme for London 2012. It is a three year programme funded by Legacy Trust UK, Arts Council England West Midlands and Advantage West Midlands that uses the inspiration of the London 2012 Games to get as many people as possible dancing across the West Midlands.

Aimed at encouraging mass participation in dance and dance related activity across the West Midlands, over £2.6m will be invested in dance at grass roots, dance leadership and site specific dance performances over 3 years. Projects will span any time period from a one off event to a three year programme of activities

**People Dancing** is aimed at everybody of all ages, backgrounds, skills and abilities. From professional dance organisations to local dance schools to sports groups combining sport and dance, **People Dancing** will build on the rich and diverse dance infrastructure that exists in the West Midlands.

**People Dancing** aims to get people dancing by investing in the following areas:

1. Dance at grass roots level – supporting collaborative programmes from a range of organisations to develop dance at grass roots level and encourage people to take up dance and dance related activity locally.
2. Dance leadership – developing the capacity and skills of dance leaders in the region, encouraging leaders of dance and dance related activity to work with new and existing partners in fresh ways to build their own capacity, knowledge and understanding about dance and others.
3. Site-specific dance participation – taking dance to places where dance is rarely seen – large-scale, mass participation dance events in unusual and unexpected places.
4. Outdoor dance – a programme of dance performances in outdoor and information spaces. An opportunity for professional dance companies to perform in communities that don't have suitable venues, and for amateur groups to perform to the rest of their community.
5. Public engagement and digital archive – ensuring the public is better informed about the opportunities for them to dance in the West Midlands. Providing a portal for information on all aspects of dance, recording dance experiences from the People Dancing programme.

The projects commissioned as part of this round relate to the first 3 strands.

Running over three years: 2009/10; 2010/11 and 2011/12, People Dancing offers two opportunities per year to submit proposals. The closing date for the next round of bids is 9 April 2010. Deadlines for subsequent rounds are: 3 Sept 2010; 4 Feb and 3 July 2011.

## 2. Round 2 Commissioned Projects

### Arts Alive – SHIFT!

**SHIFT!** is an integrated dance project of performances and workshops to be delivered by three 'hub' venues across rural Shropshire: Whitchurch, (north) Much Wenlock, (east) and Bishops Castle (south west). Each venue has a technically equipped auditorium with raked seating, each is located on a secondary school campus attached to a leisure centre. All are well placed to encourage participation from both schools and community and to facilitate sport/arts cross over. Each venue will promote performances and workshops at their location and at 'satellite' venues nearby.

**SHIFT!** will present a wide range of regional, national and international dance companies in performances and workshops in various dance styles for all ages. In addition professional development opportunities will be created for both teachers and young people.

**SHIFT!** culminates in July 2011 with the BIG DANCE celebration involving up to 1,000 participants in Much Wenlock, (site of the birth of the modern Olympic movement).

**Where:** Shropshire

**Bid to People Dancing (£):** £55,000

### Dancefest – 12

**12** is a 2.5 year programme of classes, projects and performances in Worcestershire, an artistic collaboration that brings together video artists of international repute with a choreographer, professional dance artists and a composer.

In 2010 two dance squads will work all over the county offering classes to individuals and groups who may not previously have had the chance to dance. 2011 will see more classes and opportunities to perform when flashmobs surprise and involve an unsuspecting general public.

In the run up to the London 2012 Worcestershire will stage a site specific video installation performance that will bring people out onto the streets seeing dance on plasma TV's, shop windows, on buildings and architectural structures, using local dancers and live performance.

**Where:** Worcestershire

**Bid to People Dancing (£):** £99,617.31

### Mercurial Dance - The Bubble Chamber

**The Bubble Chamber** is an engaging and fun, digital-dance event taking place in 'void' shops throughout the West Midlands. **Mercurial Dance** is establishing a pioneering, three year programme of dance and technology activity. **The Bubble Chamber** is created with young people aged 14–19 years old, and each group will develop skills in dance and technology to create a digital installation for their friends, families and the wider public to enjoy. Housed in 8 City Arcade Coventry City Centre,

then touring throughout the West Midlands, **The Bubble Chamber** invites you to be a dancing part of an event that is engaging, playful and fun.

**Where:** Coventry, the Black Country and Staffordshire  
**Bid to People Dancing (£):** £48,569

### **Sampad – In the further soil**

**In the further soil** will connect contemporary British Asian dance forms where artists from the UK and India will trace their historical links as well as the evolution taking place from Classical to popular genres.

Initiated by sampad (UK) and Teamwork Productions/Sanjoy Roy (India), the project will recruit artists from the UK and India, to be led by a professional team and involving wider participating groups from the community. A programme of workshops will engage with both traditional and contemporary dance forms and explore cross-cultural influences in the process and performance thereby truly reflecting how South Asian dance is developing in present times both in the UK and India.

**In the further soil** is inspired by the text from Rabindranath Tagore (1861-1941) the Bengali poet, philosopher, social reformer, and dramatist who came into international prominence when he was awarded the Nobel Prize for literature in 1913. Tagore once commented on the Indian diaspora in a letter to C.F. Andrews: "To study a banyan tree, you not only must know its main stem in its own soil, but also must trace the growth of its greatness in the further soil, for then you can know the true nature of its vitality. The civilization of India, like the banyan tree, has shed its beneficent shade away from its own birthplace. India can live and grow by spreading abroad - not the political India, but the ideal India"

**Where:** UK and India  
**Bid to People Dancing (£):** £20,000

### **Community Vibe – Fit and Funky**

**Fit & Funky** is a dynamic arts in health outreach project that works with young people and adults with experience of mental health difficulties. **Fit and Funky** will be working in hospitals and community settings to break down barriers and reduce the negative discrimination associated with mental health issues.

All participants involved will create a unique piece of dance theatre, which will raise awareness and explore the modern misconceptions of mental health. The work will be showcased at The Patrick Centre, Birmingham Hippodrome in July 2010.

Community Vibe are working with Rosie Kay Dance Company on the artistic elements of this unique project that enables often excluded people to participate in a meaningful creative dance performance project

**Where:** Erdington, Highgate, Selly Oak and Birmingham City Centre.  
**Bid to People Dancing (£):** £34,920

## **Dudley Performing Arts – Making Links**

Inspired by the values of the Cultural Olympiad and by the great chain-making heritage of the Black Country, this youth dance programme is about **Making Links**. As the first phase of a programme to link the Black Country as a whole, this initial 18 month project will particularly focus on forging links between the schools and youth dance sectors of Dudley and Sandwell.

In the creation of new works for varying levels of ability, it will link young people, teachers and dance leaders with each other and with the inspirational practice of professional dance artists and choreographers. In its themes, it will focus on links between the Black Country's past, present and future, and on links between generations, between cultures and across the World.

Each short performance piece will represent one link in the chain. Whilst this can be performed in its own right, it will also be capable of being linked with other performances as part of longer sequences for larger events. Through a series of performances at various scales, this will link the work of young people with both local community and larger scale events to create many new platforms for reaching wider and larger audiences.

**Where:** Dudley and Sandwell

**Bid to People Dancing (£):** £56,500

### 3. About the West Midlands' Culture Programme for London 2012

The West Midlands' Culture Programme for London 2012 is the West Midlands' response to an invitation from the London Organising Committee for the Olympic and Paralympic Games (LOCOG) for each nation and region in the UK to create a specific culture programme to run between now and 2012.

The West Midlands' Culture Programme for London 2012 provides an excellent opportunity to showcase and celebrate the cultural strengths of the region. The programme will raise the international, national and regional profile of the Heart of England, West Midlands region, as a place with a thriving, digitally connected cultural sector. It will showcase our rich cultural offer which will help drive visitors and inward investment to the region. In particular it provides us with an opportunity to make the most of our strongest regional cultural assets through events such as the International Dance Festival Birmingham.

The West Midlands' Culture Programme for 2012 consists of:

- **People Dancing.** A three year programme funded by Legacy Trust UK, Arts Council England and Advantage West Midlands that aims to get as many people as possible dancing across the West Midlands.
- **Community Games.** Launching in 2010, a Legacy Trust UK programme inspired by the annual Wenlock Olympian Games in Shropshire, that will see people of all ages and abilities across the West Midlands staging their own sporting and cultural events.
- **Festivals and events.** Cultural, sporting, environment and community programmes and activities taking place over the next three years as part of Open Weekend and the regions plans for the Torch Relays.
- **Inspire Mark projects.** Projects and initiatives that meet the necessary criteria, can apply for and be awarded the rights to use the London 2012 Inspire Mark. In the West Midlands, projects that have been awarded the Inspire Mark include **Museums on the Move; Swimming Without Water; Pitch! and Bollywood Steps.**
- **Maximising the impact of Major Projects.** Ten national Major Projects will form the backbone of the London 2012 Cultural Olympiad. Three have particular resonance for the West Midlands Heart of England region including: **Film Nation** led by Screen West Midlands, and with funding from Advantage West Midlands; **The World Shakespeare Festival** led by the Royal Shakespeare Company and **Unlimited**, the UK's largest ever celebration of arts and disability culture and sport.

For further information visit: [www.wmfor2012.com](http://www.wmfor2012.com)