

People Dancing Press Kit

Contact: Helen Annetts, PR

Mob: 07779 026720

Email: HelenLAnnetts@hotmail.co.uk



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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 3 years £2.61m will be invested in dance related activity in the region as a direct result of London 2012. Of this, £1.67m is allocated for dance at grass roots level, £190,000 for dance leadership and £750,000 for site specific participation. 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. Flexible dance stage – a portable dance stage available for use by communities across the West Midlands to enable mass community dance to take place.
3. 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.
4. Site-specific dance participation – taking dance to places where dance is rarely seen – large-scale, mass participation dance events in unusual and unexpected places.
5. Marketing and digital archive – ensuring the public is better informed about the opportunities for them to dance in the West Midlands. 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 strands 1, 3 and 4.

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 6 November 2009. Deadlines for subsequent years are: 9 April and 3 Sept 2010; 4 Feb and 3 July 2011.

2. Commissioned Projects

Blue Eyed Soul Dance Company – Transformations

Description: A 3 year artist-led training programme supporting a group of emerging disabled and non-disabled dance artists based in the West Midlands. Exploring original choreographic ideas and processes in an inclusive context with mentor guidance, residencies, seminars, workshops and showcase opportunities. Enabling 6 regionally based artists to access professional development and experience in inclusive dance practice, resulting in a model of good practice with national influence and impact.

Where: Based in Shropshire, working across the West Midlands.

Value (£): £48,072

Birmingham Opera Company – Othello

Description: People Dancing is an ambitious project with 5 main strands working with singers actors and dancers. From a series of grass roots 'taster' sessions to the fully choreographed and rehearsed site specific performances accompanied by Birmingham Opera Company Orchestra. The project will show how dance can bring people together, improve health and sense of well-being and create a collaborative project that brings people from many different backgrounds and ages together with a common purpose. The project will engage over 200 young people and others mainly in BCC priority areas and will create a completely new dance provision leaving a lasting legacy.

Where: Birmingham

Value (£): £35,340

Birmingham Royal Ballet – Birmingham, Ballet & Me

Description: An 18 months programme of mass participation community outreach (engagement activities, dance workshops and rehearsals) and performances to celebrate BRB's 20th anniversary year. The creation of a new full-length ballet provides genuine opportunities for young people to create, plan, manage and participate in their own major dance project, inspired by and running in parallel to a new major Birmingham Royal Ballet production.

Where: Birmingham

Value (£): £100,000

Birmingham Town Hall & Symphony Hall – Bollywood Steps

Description: A large-scale site-specific performance of Bollywood Steps, a unique British Bollywood outdoor dance spectacle, created and directed by Simmy Gupta, Artistic Director of Nutkhut. A cast of local youth dancers and dhol drummers will join Nutkhut's professional cast to mount this large-scale outdoor Bollywood spectacular, alongside 500 schoolchildren who will participate in preceding Bollywood workshops in schools and in a moment of mass participation on the day, alongside members of the public. Against the spectacular architectural backdrop of Town Hall, Bollywood Steps animates public spaces by dramatic use of colour, musical mood and motion in a production that uses dance, lighting, pyrotechnics and water effects.

Where: Based in Birmingham attracting participants from across the region.

Value (£): £100,000

Rosetta Life – Moving into Being

Description: 3 year, region-wide programme enabling a new profession - specialist dancers - to contribute effectively and fully to national dance in health strategies, particularly in the context of end of life care. Working with people living with terminal and chronic illness, hospice users, their families and carers. Focusing on participatory and professional development work through workshops, showcases and web-based resources. The project provides an opportunity for partnerships with health organisations that have never worked with movement or dance.

Where: Warwickshire, Birmingham, Shropshire, Staffordshire, Coventry, Hereford and the Black Country.

Value (£): £99,883

Street Games – StreetCheer

Description: This 3 year project will create an innovative and sustainable 2012 legacy by creating a brand new StreetCheer infrastructure in the region's most deprived and disadvantaged communities. StreetCheer will stimulate new weekly dance participation by 900 disadvantaged girls aged 14-16, train 170 new StreetCheer coaches, and create 30 new StreetCheer clubs. The priority areas for the development of StreetCheer are in Black Country, Stoke, and Birmingham.

Where: Birmingham, Black Country and Stoke

Value (£): £98,500

Stoke on Trent City Council – World of Dance

Description: A 3 year wide reaching and diverse dance programme aimed at addressing the specific needs of the people of Stoke-on- Trent. World of Dance supports the grass roots development and delivery of dance in local communities putting arts at the heart of Stoke-on-Trent life. The ambition is for more people of all ages and ability to enjoy and take part in dance that breaks down cultural barriers, entertains and inspires them. ‘World of Dance’ includes delivery of the following dance art forms: Bhangra/ Bollywood; Classical Tea Dances; Caribbean; Hip Hop; Arabic/Belly Dance; Salsa Latin America; Baby Loves Disco and Eastern European (e.g. Kurdish traditional round dancing).

Where: Stoke

Value (£): £90,490

Warwick Arts Centre – Boys Dance

Description: A 3 year programme, creating a strong, energised and region-wide West Midlands Boys Dance Alliance to initiate, develop and celebrate dance for boys and young men, ensuring that boys take the lead, with support from professional dancers, in creating new dance work for sharing. The programme will challenge stereotypes and make boys dance mainstream, it will make the West Midlands a 'magnet' for professional artists and companies making dance for boys. The West Midlands will provide leadership in the field of boys dance with a national influence and profile through creating a regional infrastructure for boy's dance that will survive beyond 2012. By the end of the programme hundreds of boys and young men will have experienced and enjoyed the challenges, exhilaration, discipline and sheer fun of making and sharing dance.

Where: Coventry, Solihull, Warwickshire, Sandwell and Worcestershire.

Value (£): £48,630

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

As part of plans to get the whole of the UK involved in celebrating the London 2012 Games, the London Organising Committee for the Olympic and Paralympic Games (LOCOG) asked each nation and region in the UK to create a regional specific culture programme.

The West Midlands' Culture Programme is the West Midlands' response to that invitation and is a programme of creative activity taking place over the next three years in the West Midlands that celebrates the London 2012 Olympic and Paralympic Games.

The West Midlands' Culture Programme for 2012 consists of:

- **People Dancing.** A three year programme funded by Legacy Trust UK 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.
- **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 and be officially recognised as part of the London 2012 Cultural Olympiad. In the West Midlands, projects that have been awarded the Inspire Mark include **Extraordinary Cycles**; **Museums on the Move**; and **Sepia** – a small festival of dance.
- **Maximising the impact of Major Projects.** Ten national Major Projects we 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; **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.