

East London Dance: Thirty Years and Beyond Impact Report



EAST
LONDON
DANCE

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WE ARE EAST LONDON DANCE

“East London Dance has been bringing people to dance and dance to people in ways that are inspiring, innovative and enterprising since December 1987. At our core is social change, a commitment that people, communities and places can reach their full potential through dance. We believe in building an enduring community of people who are inspired and motivated by dance. Across the dance world, and amongst our audiences and participants, we make friendships, partnerships and connections. We love dance, it changes lives for the better and we believe that everyone has the right to access its extensive benefits.

- At East London Dance, we strive to enrich people’s lives by:
- Presenting the very best dance opportunities to those least likely to receive them
 - Discovering and nurturing emerging artists and producers
 - Commissioning and staging great art
 - Championing the importance of dance in all our lives

The purpose of this Impact Report is to take stock. By reflecting on what we have learned, celebrating our past achievements and paying attention to the changes that have happened over the last 30 years, we have a wonderful opportunity to consider our aspirations for the next 30 years. **East London Dance has a central role to play in the fast-paced, changing landscape of east London.** There are always more people for us to work with and learn from. Dance transcends language barriers and crosses cultural borders, speaking to something deep within us all. The universality of dance helps us to meet people where they are, to build bridges and contribute to strong, sustainable communities in which people feel connected and able to flourish.

We can see, from the report findings, how important it is for us to continue to listen to the voices of the communities and artists that we seek to serve. Their voices have always been at the heart of our organisation and whatever someone’s starting point in dance, we want to stand alongside them in what they want to achieve. We have and will continue to provide pathways for people to access dance throughout their lives through our wide-reaching participation programmes and collaborations; we are committed to identifying, nurturing, launching and sustaining artists and dance producers with distinct creative voices through our talent incubator; and as an ambitious creative producer, we want to make unique, accessible and inspirational performances and events that engage the broadest possible audiences.

We know that to succeed we must work in partnership and so we collaborate locally, nationally and internationally within the health, education, sports, regeneration, commercial and arts sectors. **By being at the forefront of a community of internationally-renowned cultural organisations, we are transforming east London into a global hub for dance development, enterprise and excellence.** We have been based in Newham since 1987 and we are proudly part of the east London story now and for the future. It’s been a wonderful 30 years, and we have a great story to tell.”

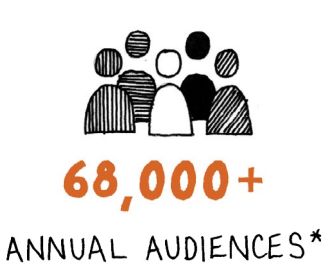
Moira Sinclair
Chair, East London Dance (2015-present)



Moira Sinclair © Philippa Gedge

OUR REACH SINCE 2003

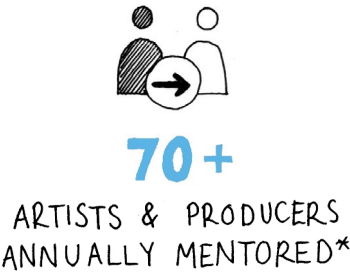
AUDIENCES



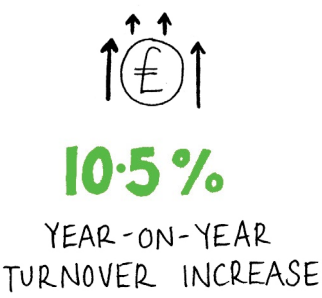
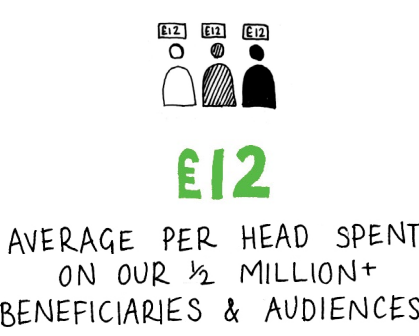
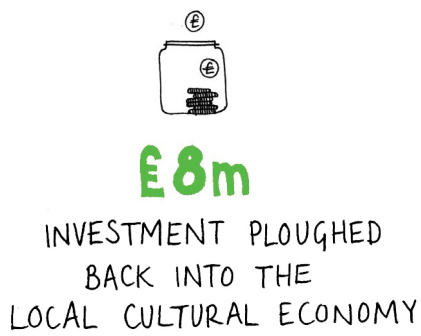
PARTICIPANTS



ARTISTS



FINANCIAL INVESTMENT



DIGITAL ENGAGEMENT SINCE 2016



OUR IMPACT IN THE EARLY DAYS: KIKI GALE

“ I joined what was then East London Regional Dance Council in 1992 on a part-time, 12-month contract hosted by the London Borough of Newham and stayed for the next 21 years. In those early days, it was vital to find partners to ensure a sustainable future for the work and for the communities participating in it. Existing initiatives helped us build momentum and meeting people across east London offered opportunities to work together. **By paying close attention to what was already happening locally, we aimed to understand the priorities in the area and found a distinctive voice for the work we initiated.** By responding to need and through our partnerships with other organisations and individuals, our early work came together organically and a dynamic and popular programme emerged. I am proud of the risks we took.



Kiki Gale © Lise Smith

Originally a membership organisation, our remit soon grew to involve the wider community. Building on this and going beyond the formal ‘dance in education’ context, Anthony Peppiatt played a key role in helping us to articulate our vision. **The creative energy and dynamism that emerges when artists and communities are brought together at any scale became the foundation of our work from this point onwards.**

Community-based projects have been central to our evolution. Jeanefer Jean-Charles was one of the very first artists we worked with, bringing her to East Beckton (teaching Lindy Hop) to explore creative ways of connecting with the diverse communities living there. What was central to early examples of our programmes, large and small, was the bringing together of people in creative collaborations of many different kinds.

All of our achievements have been made possible by those who played a key role alongside us, and the artists and communities who participated in and continue to be at the heart of this creative adventure; stretching our understanding, challenging our ideas and placing diversity at the heart of what dance can be.

Today, it is so exciting to see Alesandra Seutin, Tony Adigun and Hakeem Onibudo, amongst many others, continue to realise their ambitions and make a significant impact on dance in the UK. **People are at the heart of East London Dance, where they are supported to be creative, take risks, do things a little differently and value the process.** It is this that enables East London Dance to be entrepreneurial and I look forward to seeing the organisation continue to flourish over the next 30 years.”

Kiki Gale
Artistic Director, East London Dance (1992-2013)



S.I.N. rehearsals with Wayne McGregor, 1997

EAST LONDON DANCE TIMELINE

1987 Local dance teachers formed East London Regional Dance Council to enable schools and local community groups to work with professional dancers and companies



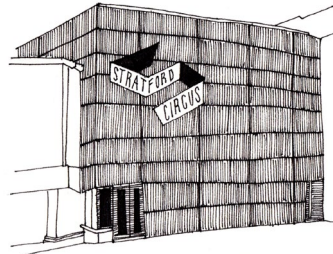
1992 Kiki Gale employed as regional dance officer; she went on to lead the organisation until 2013

1993 Developed inclusive dance projects with Candoco Dance Company



1994 Became regularly funded by what later became Arts Council England

2001 Moved into Stratford Circus Arts Centre as a Founding Resident Partner and Leap of Faith formed



1999 3-year site-specific outdoor participation project A13 Artscape launched with Rosemary Lee and Wayne McGregor as choreographers



1997 Commissioned Wayne McGregor to create *S.I.N.*, a large-scale participatory project and new work for his company, Random Dance, performed at Shed O in London Docklands

1996 Relunched with new name, East London Dance, becoming a regional dance development agency and registered charity



2002 East London Dance Youth Company established

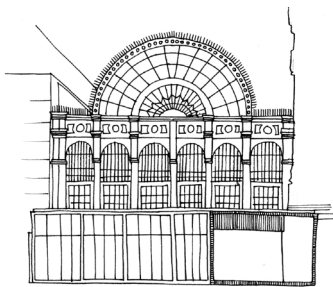
2004 Began 10-year partnership with the Royal Opera House to create new work with young people and professional artists inspired by its opera programme

2005 Produced *Start to Finish*, with Newham school children, to raise the profile of the London 2012 Olympic and Paralympic Games bid

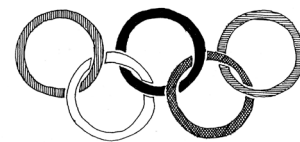


2006 Established London Thames Gateway Dance Partnership with Chisenhale Dance Space, Greenwich Dance, Trinity Laban and 10 local authorities to position dance at the forefront of social and urban regeneration

2008 Launched Associate Artists programme with Avant Garde Dance Company (Tony Adigun), Vocab Dance Company (Alesandra Seutin) and C-12 Dance Theatre (Annie-Lunnette Deakin-Foster & Adam Towndrow)

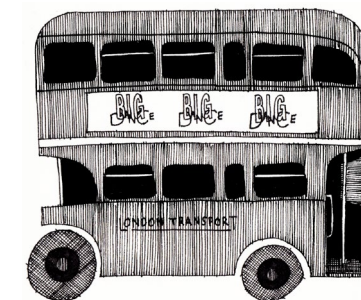


2013 Produced a special performance for the Queen's Diamond Jubilee performed in the gardens at Buckingham Palace and broadcast to over 3 million viewers on BBC1



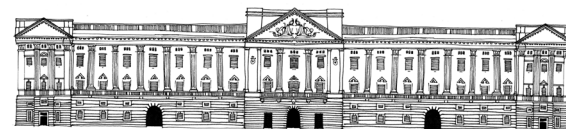
2012 Delivered a far-reaching and ambitious programme for London 2012 Cultural Olympiad

2012 Launched training programme The Fi.ELD (Future Innovators. East London Dance)



2009 Became the Big Dance hub for east London, securing four-year investment from Legacy Trust UK to take dance into unusual spaces in 2010 and 2012

2013 Polly Risbridger appointed Director of East London Dance



2015 Dance Enterprise Hub established to support creative entrepreneurs

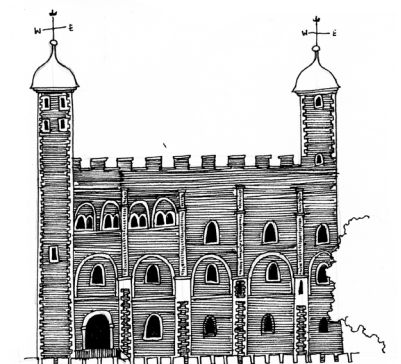
2016 Formed Dance Cluster East with Sadler's Wells, English National Ballet and Studio Wayne McGregor to create a world-leading hub for dance in east London



SUGAR HOUSE ISLAND

2017 Secured go-ahead to establish a new home for East London Dance as part of Sugar House Island alongside music partner, Urban Development

2018 Produced *East Wall* in the moat of the Tower of London, with Hofesh Shechter Company, Historic Royal Palaces and LIFT, our most ambitious production to date



OUR PIONEERING APPROACH

East London Dance has been a pioneer of dance development for the past three decades, innovating new ways of working to inspire our communities, creating opportunities for those least likely to receive them, and launching the careers of fresh new talent. We have taken creative risks and tried new things out from the start. Much of our work and methodology has now been adopted by colleagues across the sector and positively impacted wider arts policy.

Inclusive Practice

We have championed dance by, for and with disabled people for many years. We were an early adopter of inclusive practice, working with Candoco Dance Company back in 1993 and designing training courses with their then Artistic Director, Adam Benjamin. In 2004, we commissioned Jo Parkes and Clare Connor to write People Moving, a course for practitioners to adapt their teaching practice for inclusive settings. In 2005, we ran the UK's first choreographic development programme for disabled artists entitled Cultural Shift, notably launching the choreographic career of Caroline Bowditch.

Championing Hip-Hop and Urban Culture

East London has long been a breeding ground for the UK's finest Hip-Hop artists and East London Dance has been their steadfast champion and supporter from our earliest days. We advised the University of East London on the creation of their BA Dance: Urban Practice degree which launched in 2007; this was the first UK dance degree to feature Hip-Hop on the curriculum. We have worked with artists as curators, handing over programming control to give a platform to Hip-Hop companies, such as with Tony Adigun's *Collabo* (2006-present) which commissioned new collaborations; *Two's a Company* (2008-10) by Hakeem Onibudo which commissioned new duets; and *Icon* (2013-14) by Kloe Dean which commissioned new work celebrating female icons. Alongside dance theatre, we have supported the battle scene, co-producing *Stylefest* (2008-10) with Boy Blue Entertainment and Kymberlee Jay, presenting a new format battle event for the UK featuring Nu-School, Popping, Krump and House. Since 2012, we have gone on to support New Movementz to produce their annual *Under 18s Battle* event.

Dance and Regeneration

Historically, East London suffered from under-investment, but in the past 15 years, this has been addressed in a period of rapid and significant regeneration. We have been there throughout, delivering a range of initiatives that place dance and culture at the heart of these plans. In 1999, we embarked on a three-year programme of site-specific participatory dance work around the development of the A13 trunk road, including *Apart from the Road* made by Rosemary Lee with children from Marsh Green Primary School; *Roadworks* which saw 200 local people performing at night on a section of unopened road; and *Castlescape* by Wayne McGregor performed in a pop-up geodesic dome amongst the tower blocks of the Goresbrook Estate. From 2008-10 we delivered Dancing the Gateway, responding to the London Thames Gateway regeneration priorities, and commissioning community productions for new public squares in Barking and Dalston. In 2017, we commissioned internationally-renowned artist Willi Dorner to respond to the changing landscape of east London with a photographic dance exhibition presented in homes across the old and new areas of Stratford.

Ambitious Participatory Performances

We have consistently strived for excellence across our community engagement work, and have become a sector leader for producing ambitious productions created by world-class artists with our local communities – from unusual outdoor spaces to some of London's greatest stages. In 1998, VTOL Dance Company created *Running Scared*, a site-specific performance at Trinity Buoy Wharf in London's Docklands. Our 10-year partnership with the Royal Opera House that began in 2004 saw young people creating new productions and performing on the main stage of the Royal Opera House with *Dance Futures* (2011), led by Wayne McGregor. Most recently we co-produced our most ambitious production to date, *East Wall* (2018) an outdoor performance in the moat of the Tower of London in partnership with Hofesh Shechter Company, Historic Royal Palaces and LIFT. *East Wall* was originated by East London Dance and Hofesh Shechter Company in 2014 and was the first large-scale artistic presentation in the Tower of London moat since the award-winning *Poppies* installation.

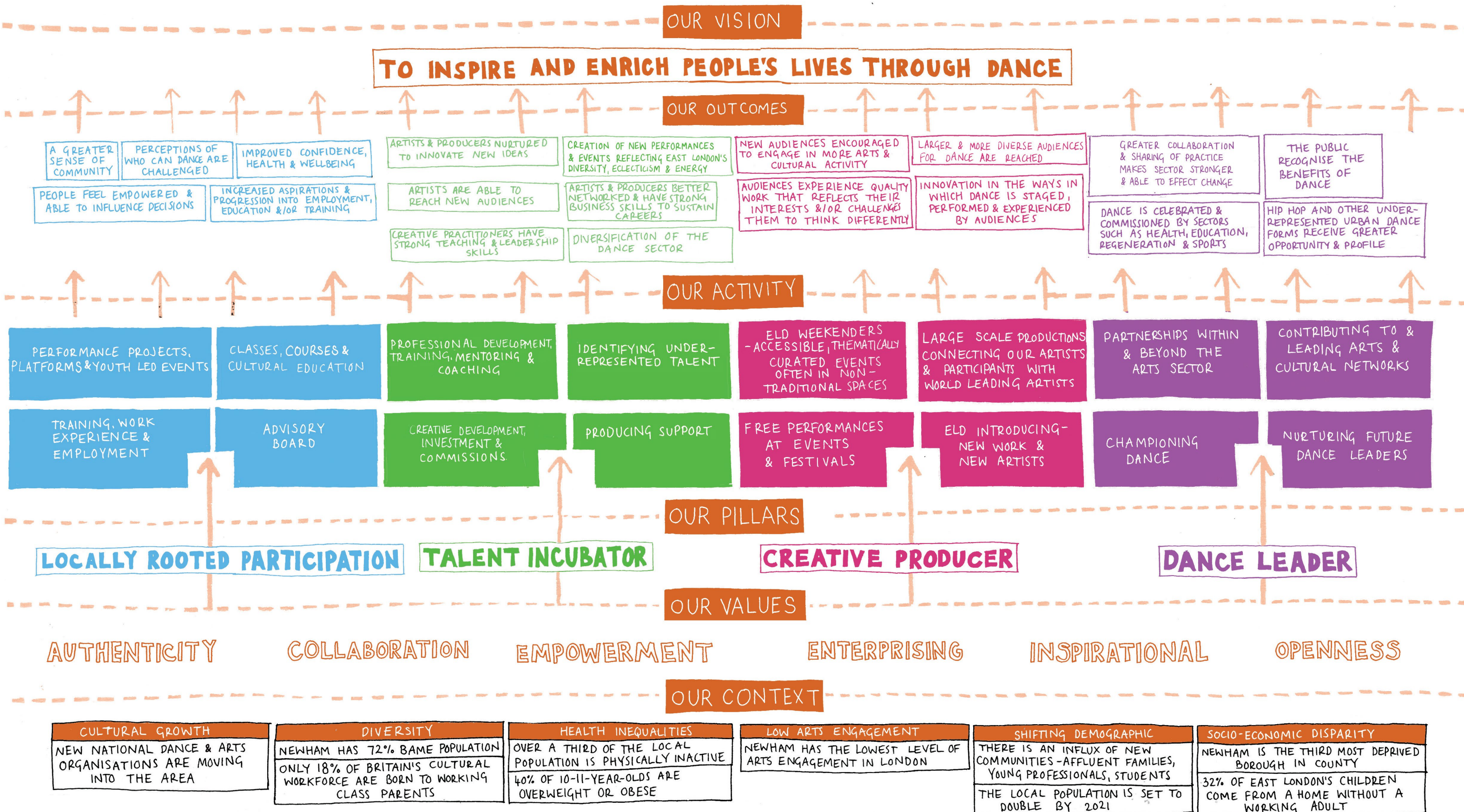
Dance and Health

We have pioneered dance activity with older people to enhance their health and wellbeing and to provide social connection with others. Leap of Faith, our dance performance group for people over the age of 65 started in 2001 and has been running every week ever since. Smiling More Often (2007-10) trained older dancers as peer motivators to inspire other inactive older people to dance and move more. More recently, in 2015, we worked closely with AESOP (Arts Enterprises with a Social Purpose) to devise and pilot the falls prevention programme, Dance to Health; and since 2017 have been responding to the surge of mental health issues amongst young people by working with HeadStart Newham to support the emotional resilience of 10-16-year-olds through dance.

Dance Enterprise

An entrepreneurial creative spirit has been a defining trait of east London and the artists we work with for many years. As an organisation we have made a firm commitment to nurture the business and leadership skills of our artists and communities alongside their artistic practice in order to develop sustainable careers and champion creative entrepreneurs. From 2004-07 we received European Regional Development Fund investment to provide business support to local artists and companies. In 2011 we worked with the Association of Dance of the African Diaspora (ADAD) to devise and deliver cultural leadership programme, Agile Leaders. In 2012 we launched The Fi.ELD (Future Innovators. East London Dance), a vocational training initiative for 16-25-year-olds that has seen 100% of graduates securing paid work in the arts. In 2015 we established the Dance Enterprise Hub that developed new approaches to sharing expertise and resources to incubate and launch new ideas.

EAST LONDON DANCE THEORY OF CHANGE



OUR LOCALLY ROOTED DANCE ENGAGEMENT

Our work is rooted in our local community and since 1987 we have offered dance opportunities to hundreds of thousands of children, adults and older people living in east London. Our participants have told us that dancing with East London Dance has changed their lives by raising their aspirations, building their confidence and helping them to fulfil their potential.

For many, the opportunity to grow, make friends and feel connected is central to their experience, promoting community cohesion and enabling the people of east London to contribute to the cultural dynamism and diversity of their borough. We build relationships with our community, providing dance opportunities which empower people to encounter dance where they would not normally have access to it. Ultimately, we want to stand with people and support their dancing journeys. As a result, lots of our participants are well known to us and have continued to work with us over many years. Through these ongoing engagements and long-lasting relationships, we are able to cultivate a love for dance because of its relevance to people's lives and have inspired many of our young people to progress to careers in dance and the arts, as well as many other fields.

Through our dance classes, workshops, programmes, projects and performances, we see dancers, young and old, learning new skills, being inspired and getting creative. Our participants speak most often of the sheer joy that dancing brings them, as well as the important role dance plays in helping them to express themselves, build self-esteem and boost mood. The numerous health benefits that dance brings such as increased mobility, flexibility and strength are significant impacts of our work on people's everyday lives.



73%

OF PARTICIPANTS LIVE IN THE
7 EAST LONDON BOROUGHs
(2008-17)



54%

OF PARTICIPANTS OF
BAME ORIGIN (2017-18)



6%

OF PARTICIPANTS
IDENTIFY AS A DEAF OR
DISABLED PERSON
(2017-18)



100%

OF FIELD PROGRAMME GRADUATES
SECURED PAID EMPLOYMENT IN THE
ARTS WITHIN A YEAR

PARTICIPANT STORIES

Joe Adelakun Actor, Royal Shakespeare Company

“ I first started dancing with East London Dance's Youth Company when I was at sixth form and danced with them for about three years. I was involved in their collaborations with the Royal Opera House and Wayne McGregor. I also did a performance on the roof of Stratford Library as part of the Cultural Olympiad as one of my first professional jobs. The most significant impact that dancing with East London Dance had on me was simply on my dance skills and confidence. I didn't feel like a strong dancer but I really enjoyed it and it was nice to be part of a dance community, performing in different venues. I had the opportunity to do things that I wouldn't normally have been able to do, so my confidence really soared. Above all, I had fun, it helped me feel good and I massively enjoyed it.



Joe Adelakun © Andy Coxon

I really have a smile on my face when I think of my times with East London Dance. It was a real hub, somewhere where I could belong and could return to, somewhere where I felt comfortable and accepted. I am so glad I did this growing up.

Phyllis Grant Dancer, Leap of Faith

“ Dancing with Leap of Faith has been a life-changing experience for me. Dancing really helps my health now. I have arthritis and am unsteady on my feet, but through dancing I have less pain. My feet are stronger, I have more courage, and this has helped me find a healthy lifestyle. I have more confidence. It helps me in my home and in getting about. I have made lots of friends and together we have made lots of memories that I cherish. I go to so many different places and dance in front of such big audiences. I never expected to be dancing at City Hall and the House of Lords. Dancing each week with East London Dance is a priority because it makes me feel good. I try not to let anything get in the way of me going and will keep on dancing with the group for as long as I can.



Phyllis Grant © Camila França

Dancing stAGE, 2010 © Carmen Klammer





Laura Dajao © Platinum Studio

Laura Dajao Freelance Inclusive Dance Artist

“ I first started dancing with East London Dance through their Youth Dance Company. At that time, I had recently been diagnosed with Multiple Sclerosis and made the conscious decision to attend the audition in a wheelchair. I was accepted into the company and developed a really open relationship with the dancers in the group, and Cindy Claes and Vicki Igbokwe from East London Dance.

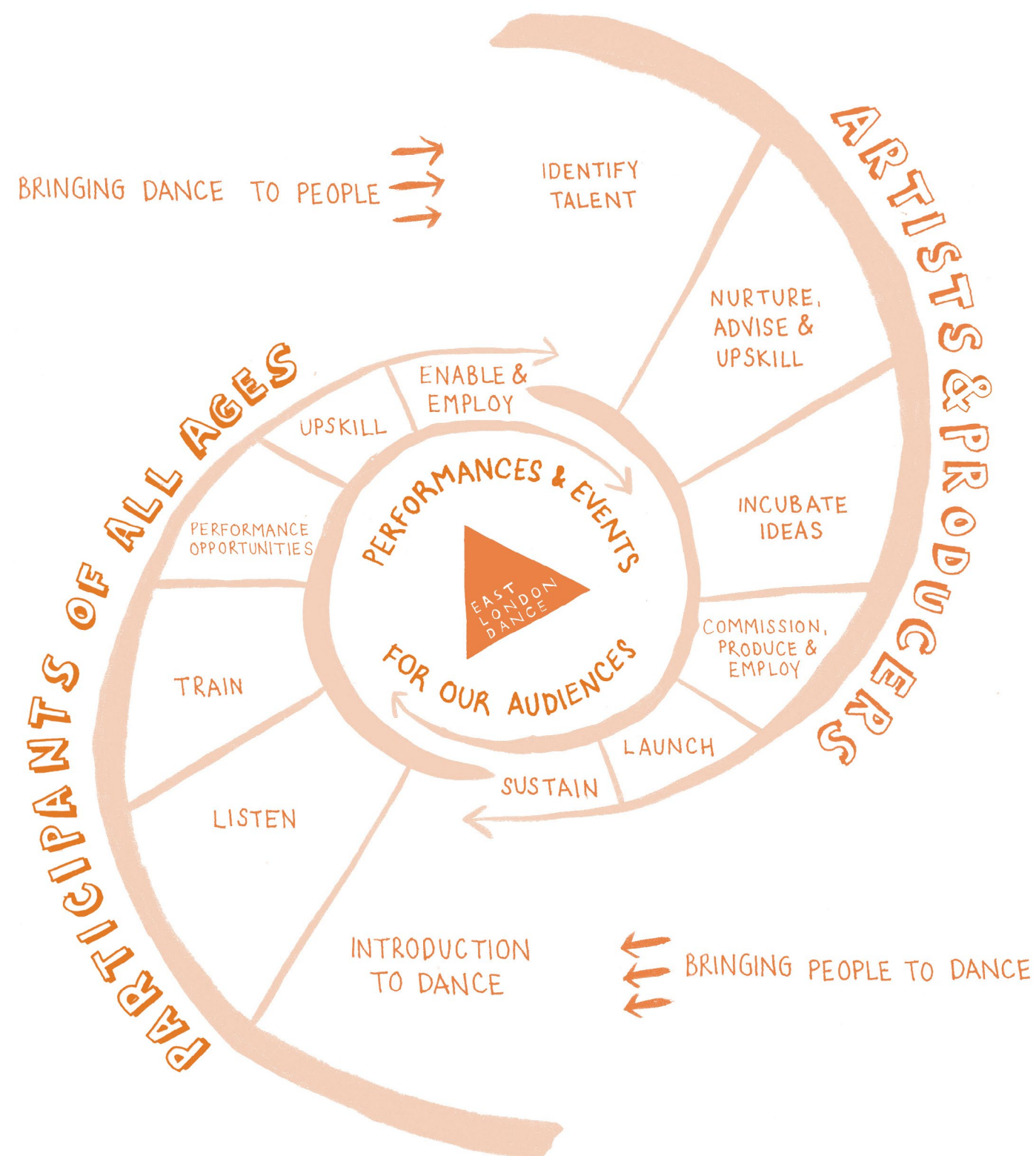
The organisation has always been with me and I am so grateful for their support. East London Dance has provided me with insight and education and crucially, helped develop me as an artist. Being a dancer in the Youth Company helped me make the decision about what I wanted to do for a career, I wanted to be creative and I wanted an education in dance. East London Dance has always been great at pushing me to get out and do things, encouraging me to find ways to train and access dance. Now, I am a freelance inclusive dance artist working on performance and education projects. I currently work with an older people's group and have recently choreographed a piece for Graeae's young people's wheelchair group called The Rollettes, to appear at the start of Act II of the company's *Horrible Christmas* at Alexandra Palace. I am a massive fan of East London Dance, they have had a huge impact on me and my life in dance. They know me, they have connected me to some amazing friends and colleagues, they care about my development and encourage me to be ambitious in what I want to do. I have learnt so much about being open-minded, reaching further and learning more and I am grateful to East London Dance for giving me that from the beginning.

”



1000 Pieces Puzzle, Laura Dajao, 2016 © Carmen Klammer

EAST LONDON DANCE PROGRESSION ROUTES

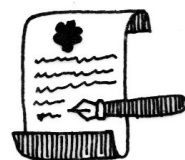


OUR ARTIST DEVELOPMENT AND TALENT INCUBATION

For the past three decades, East London Dance has been committed to identifying, nurturing and launching dance artists, choreographers and producers with distinct creative voices. We build long-term relationships that offer artistic, producing and business development support to help build and sustain prolific careers in dance.

Artists and producers that we have worked with explain East London Dance's impact in building confidence and empowering them to believe in themselves, their ideas and their entrepreneurial drive. For many, this comes from the belief we have in them to realise their dreams, coupled with the guidance, opportunity and wider network that we are able to provide. We meet people where they are and grow alongside them to ensure our support is relevant and bespoke to them. In particular, we have supported Hip-Hop dance theatre makers in expanding the artform and creating inspirational new work and projects. By collaborating and sharing outstanding work and practice, we aim to build a community of artists, celebrating their diversity and providing opportunities to people who do not have access to them elsewhere. This opportunity to meet others, create new friendships and inspire working relationships is a valued outcome repeated by many of the artists we work with.

Together with our artists, we boldly push boundaries and continually strive to be a catalyst for change in dance practice and in how people think about dance. We are keenly aware that the people we support are the role models of the future. Our younger artists explain that the opportunity to explore new ideas provides them with new insight into their practice, reaffirming their skills and beliefs whilst transforming their learning. Their artistic vision is able to evolve as a result of the support we offer, something we are hugely proud to enable and inspire.



578

ARTISTS COMMISSIONED
(SINCE 2006)



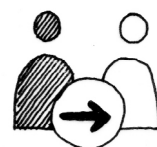
£45,000

INVESTED IN ARTISTS' IDEAS VIA THE IDEAS FUND (2016 & 17), SEEDING A FURTHER £144,000 INVESTMENT



60%

OF ARTISTS REACHED OF BAME ORIGIN (SINCE 2015)



2,966

ARTISTS REACHED THROUGH CONTINUING PROFESSIONAL DEVELOPMENT, TRAINING OR MENTORING OPPORTUNITIES (SINCE 2003)

ARTIST STORIES

Tony Adigun Choreographer and Artistic Director of Avant Garde Dance Company

“East London Dance has been really important for my early artistic development, and for the development of my company, Avant Garde Dance Company. They have believed in me since 2004 and guided and supported my company, helping me to produce some of my most ambitious work.

The team have always been there to hear my next big idea and are never afraid to help me realise my ambition – from taking over a disused bunker for an immersive show to producing a decade of *Collabo* performances. Above all, East London Dance listens. For *Collabo*, I'd had an idea for a show, they gave time to our discussions, and we talked about the flaws, the good points and how to make the idea actually come about. Their support really marked a turning point for *Collabo* because they were the first organisation that listened to and took my early aspirations seriously. Over a decade later and it is still going strong.

Today, Avant Garde Dance Company is an established Arts Council England - National Portfolio Organisation touring internationally and throughout the UK and receiving high levels of critical acclaim. East London Dance's support and early belief in me, have played a key part in that success.”



Tony Adigun © Victor Frankowski

COUNTRIES EAST LONDON DANCE SUPPORTED ARTISTS HAVE TOURED





Becky Namgauds Choreographer

“ I first worked with East London Dance in 2015, performing a solo as part of the *Blueprint* showcase following a chance meeting with Ruby, their producer. From that, I met Tony Adigun and he later programmed me as part of Dance Umbrella. I also taught on East London Dance’s participatory programme at that time. Later on, I was selected as a choreographer for *East Wall Warm-Up* and then *East Wall* in 2018.

Becky Namgauds © Marso Riviere

East London Dance has been crucial in helping raise my profile as a choreographer and dancemaker. They put me forward for numerous opportunities, which I am really grateful for, and most of all they have been great in helping me to connect to other artists, programmers, producers and people in dance. They’ve helped me grow my professional network and by bringing together collaborators, I have been better able to realise my artistic vision. East London Dance has been really generous in providing in-kind support, offering marketing and producing assistance as well as asking me to contribute to projects they are proposing with funders. As I have put in an Arts Council funding application, they have expressed interest in helping to produce the work, making connections and supporting my strategic development. I am so grateful to have met Ruby so serendipitously, the organisation is excellent at bringing people together and making connections with you in order for you to grow and flourish.

”



East Wall, Choreographer Becky Namgauds with Mary Mannion & Daniel Phung, 2018 © Victor Frankowski



Folk Dance Remixed, 2015 © Peter Brock

Natasha Khamjani Choreographer, Host and Artistic Director of Folk Dance Remixed

“ Without East London Dance I wouldn’t be where I am, it was a really significant stepping-stone for me. I have been given so many opportunities by the team to build my career experience.

That support has come in many guises, for example, when teaching in a school at the start of my teaching career and finding the experience really tough, East London Dance helped me to understand why I was having that experience and offered ways of making it better. Attending seminars especially the Ideas Summit and taking life coaching with June Gamble also helped me to find a community where I belonged. Most significantly, East London Dance has supported me and Kerry Fletcher to create Folk Dance Remixed, providing ideas, funding and partnership to help us get the company off the ground. Folk Dance Remixed is doing really well, we are well known in the outdoor sector and I have learnt to produce, tour book and manage people; taking my career to the next level.

East London Dance also introduced me to Karen Gillingham from the *Street Stories* project and as a result I now do a lot of high profile youth opera work, including, for example, in Abu Dhabi where we recently created a youth opera for the Ministry of Culture. The opportunities that East London Dance has provided for me to network, discuss and explore have been vital for me in fulfilling my potential. I know that the door is always open to me, to talk about ideas, develop work and access funding; East London Dance has led me to a career I simply wouldn’t have had if I hadn’t met Kiki, Polly and the rest of the team.

”



Natasha Khamjani
©Sophie Mutevelian

OUR ROLE AS CREATIVE PRODUCER

As a creative producer we commission, develop and stage great art for the diverse audiences of east London and beyond. We have built a growing reputation amongst our audiences for nurturing talent across a wide range of genres and dance styles.

Between 2009 and 2016, nearly half our audiences and beneficiaries represented people least likely to engage with the arts, reaching people typically living in urban settings often with low income and where unemployment is higher than the national average and educational attainment is limited. Whenever possible we provide free activity and performances precisely to reach these people with the aim of offering accessible but thought-provoking work that reflects the diversity, energy, eclecticism and aesthetic of east London.

Representing the diversity of east London is an intrinsic ambition for all our work. Comments from our audiences, including dance critics, attest to our "vision and commitment to producing fresh, dynamic, cross-cultural themed work that resonates with London's vital eclecticism," (Josephine Leask for DanceTabs in 2018). Our work, such as *East Wall* (2018) and *IDENTITY* (2018), platforms such as *Blueprint* and partnerships such as with Tony Adigun and *Collabo* have all generated positive feedback about the diversity of people represented on stage, and praise for a real representation of the heritage and vibrancy of east London.

We strive for excellence throughout our work and never more so than in our productions. **In particular, we are interested in uniting world-class artists and non-professional dancers to provide access and opportunity to people to perform on some of London's greatest stages such as the Royal Opera House, the Roundhouse and Sadler's Wells.** We also take dance to unusual and unexpected spaces such as people's living rooms (*Stratford Living*) and the moat at the Tower of London (*East Wall*). Our audiences often tell us about the incredible commitment, passion and energy of the performers themselves contributing to outstanding dance performances. We endeavour to inspire audiences and participants alike and contribute to life-changing moments in people's lives, from changing how people think about themselves and others, to enjoying dance performances for the first time.



53%

OF AUDIENCE MEMBERS
OF BAME ORIGIN
(SINCE 2012)



60%

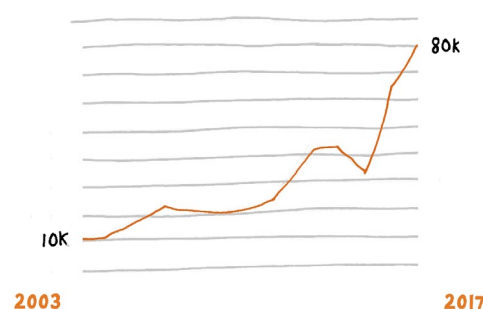
OF OUR 2014-2016
AUDIENCES AND
PARTICIPANTS WERE THE
LEAST LIKELY TO ENGAGE
WITH THE ARTS



820%

GROWTH IN ANNUAL AUDIENCES
FROM 10K IN 2003 TO 82K IN 2017

AUDIENCE GROWTH



WHAT OUR AUDIENCES SAID

“One of the most extraordinary theatrical events I have seen in a long, long while... London is the crucible for this kind of artistic alchemy and it belongs to all of us.”
East Wall, Neil Norman for The Stage, 2018

“As with the London 2012 Olympic Opening Ceremony, it highlighted the energy, talent and diversity which makes our city so great, thank you!”
East Wall Audience Member, 2018

“[Stratford Living] reinforced my view that Stratford is a diverse and wonderful place to live, and it has raised my awareness of cultural groups and facilities in the area. I'm looking to move my children to more local dance and drama classes.”
Stratford Living Audience Member, 2017

“Please never stop what you guys do, as it's great to watch and amazing for the young people dancing as is it so inspiring for them and others around them!”
Collabo Audience Member, 2016

“The piece works brilliantly as a metaphor for teaching ecology and the value of nature, one forward roll after another... it should talk to children who are now living in areas of large-scale regeneration and have no say in their inherited world.”
Varmints, Rachel Nouchi for Londondance.com, 2013

“Blueprint is renowned for profiling a variety of genres and styles, emphasising the versatility of the platform to support and promote new talent emerging from the British dance scene... and providing a promising future for the dance sector.”
Blueprint, Jessica Wilson for Londondance.com, 2012

“The performances demonstrated the highest level of commitment, focus, concentration, believability, musicality and dramatic intensity.”
Demon Juice Audience Member, 2007



IDENTITY with Rugged Estate, 2018 © Camilla Greenwell

EAST LONDON DANCE

PERFORMANCE LOCATIONS



SOUTHBANK CENTRE

SOUTHBANK CENTRE



OUR ROLE AS A SECTOR LEADER

We champion world-leading excellence within the dance sector and in 2019 are in a pivotal position as we prepare to move into our own home and root ever more strongly into our local, national and international community. We are a product of our local context and are privileged to work in such a socially dynamic area of London. Whilst we are a small team, we are determined, responsive and adaptable in making high quality dance happen. When it comes to dance, there are no limits and we do our best to squeeze as much out of the resources available to us as possible.

East London Dance co-founded Dance Cluster East to bring together the amazing array of national dance organisations that by 2023 will have moved into east London to create a world-leading hub of dance on our doorstep. People living here will have the genuine opportunity to follow different passions and diverse routes into dance. Together, we will be greater than the sum of our parts but, for East London Dance, our roots and our connections make us a vital part of that ecology. We are a genuine door opener for people to those national organisations ensuring that the people of east London have as many opportunities as possible.

Our aim is always to champion the artistic, social, physical and mental health benefits that dance can bring to society. Whilst our roots are in east London, we are outward-facing and a huge amount of our work is delivered in partnership. We bring our dance expertise and an extensive knowledge of our local communities to create collaborations with all sorts of different organisations. In the changing climate of arts development, we aspire towards expanding our partnerships further to build a resilient and sustainable business model, working with an even wider range of partners, including but not limited to the arts, education, enterprise & technology, sports & health, regeneration and commercial sectors in a range of local, national and international initiatives.

1000 Pieces Puzzle, a Cindy Claes Productions and Zinnema international exchange programme, 2016
© Carmen Klammer



WHAT OUR PARTNERS SAID

“I have had a long and wonderful relationship with East London Dance for almost 20 years. Every project we collaborate on is both challenging and inspiring and none more so than *Dance Futures*. To create a new work with a group of such talented young dancers, whose creativity and professionalism is exemplary, is a total pleasure. To see them, with their equally motivated peers, holding their own on the main stage of the Royal Opera House is not only a testament to their own creative commitment but a beacon for the excellence of young people dancing everywhere.”

Wayne McGregor Choreographer, 2011

“From my first encounter with East London Dance’s young artists, I was hooked. Not only were they impressive and determined in their drive to make work, but they were incredibly inspiring as role models.”

Hofesh Shechter Choreographer, 2014

“What East London Dance does is brilliant, they’re doing what so many arts organisations aspire to achieve, combining incredible quality work with genuinely diverse audiences and artists in a way which means that art bleeds into the everyday – they deserve lots of support to do more of that.”

Isobel Colchester Chief Executive Officer, Poet in the City, 2017

“East London Dance has done incredible work creating dance experiences for people in east London and beyond.”

Alistair Spalding Artistic Director and Chief Executive, Sadler’s Wells, 2018



Polly Risbridger © Hugo Glendinning

OUR NEXT TEN YEARS

“ East London Dance is an ambitious organisation; for the people we work with, the art form and the place in which we have grown. Our aim going forward is to make a positive difference through dance to the lives of even more people, creating memorable, inspirational moments for them in their lives.

Next year, for the first time in our 30-year history, we will be moving into our own building, finally giving us and our community a home for dance in east London. Together with music development organisation, Urban Development, we are co-creating the UK’s first Talent House for Urban Culture. A refurbished heritage building, with state-of-the-art studios and workspace, will become a vibrant new creative hub at the heart of Vastint UK’s new Sugar House Island development in Stratford, bringing together our existing communities with new ones.

3 Sugar House Lane will be an authentic and aspirational space to unlock the potential of the next generation of dancers, choreographers, musicians, composers and producers and enable progression to education, employment and enterprise. It will be an incubation hub and creation space with strong industry links for innovation in the creative industries, launching new projects, products and careers. It will be a place of collaboration, encouraging the cross-fertilisation of talent and ideas between both organisations and will give us an opportunity to grow our digital community.

We will nurture the dance workforce, ensuring it reflects our society and is able to respond to what’s happening around us. There is talent everywhere, but not everyone can access opportunities which allow their talent to thrive. **Starting with grassroots activity, and by offering consistent and sustainable training, we will provide progression routes which help us find hidden talent and ensure that on every step of their journey we can support people’s artistic and business development.**

We want people to feel welcome, that the space is theirs, so we will listen and respond to artists, young people and the local community ensuring they have an influential voice at all levels of decision-making.

Our new home will strengthen East London Dance, creating a resilient business model that both champions public funding of the arts and is able to demonstrate its wider value to provide additional investment opportunities in order to survive and thrive for another 30 years.

East London Dance will provide people with a 360-degree experience of dance: allowing them to see it, talk about it, take part in it and create it. As we reveal and champion great new work, through our new programme ELD Introducing, audiences will be able to discover amazing artists. We will continue the ambition of inspirational, flagship projects that bring together vast communities in iconic locations with incredible international artists, to celebrate people and place. For people who are interested in dance but do not perhaps have the confidence or opportunity to pursue it, we will help open the door and invest in their lives. For artists, we will be a home and a listening ear, commissioning new ideas and challenging their creative thinking. For our collaborators and those who have a stake in our vision, we will continue to be a passionate future-facing partner.

We invite you to take your dance journey with us.

Polly Risbridger Director, East London Dance (2013-present)

”

OUR THANKS AND ACKNOWLEDGMENTS

There have been so many people and organisations who have helped shape East London Dance over the last 30 years – far too many to mention in full, but here’s a snapshot.

Our heartfelt thanks go out to...

All the staff, artists, practitioners, consultants, volunteers, participants and audiences

All our trustees including our exceptional Chairs, Wayne McGregor, Debra Reay, Ken Bartlett, Paul Reeve and Moira Sinclair

All our friends, patrons and supporters

All our funders, including (but not limited to)

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All our partners, including (but not limited to)

Artistic: Avant Garde Dance Company, Barbican, Barrowland Ballet, Boy Blue, Canary Wharf Arts & Events, Candoco, Challenge 59, Chisenhale Dance Space, Cie Willi Dorner (Austria), Cindy Claes Productions, Dance Umbrella, Dancers’ Career Development, English National Ballet, Far From The Norm, Folk Dance Remixed, Frantic Assembly, Green Candle Dance Company, Greenwich and Docklands International Festival, Greenwich Dance, Historic Royal Palaces, Hofesh Shechter Company, Hoxton Hall, Impact Dance, Latitude Festival, Levi’s, LIFT, London College of Fashion UAL, Lovebox Festival, makeAMPLIFY, Myself UK Dance Company, New Movementz, One Dance UK, Pavilion Dance South West, People Dancing, Poet in the City, Protein, Queen’s Theatre Hornchurch, Redbridge Drama Centre, Rich Mix, Roundhouse, Royal Opera House, Sadler’s Wells, Shoreditch Town Hall, Southbank Centre, Spitalfields Music, Stratford Circus Arts Centre, Studio Wayne McGregor, The Place, Theatre Royal Stratford East, Trinity Laban Conservatoire of Music and Dance, University of East London, Urban Development, Westfield Stratford City, Zinnema (Belgium)

Children & Young People and Education: A New Direction, Discover Young Hackney, HeadStart Newham, Kings Cultural Institute, London Youth, Surrey University, Trinity College London, University College London, Youth Dance England, All our local schools, colleges and youth centres

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Health: Active Newham, AESOP, Age UK, Amicus Horizon Housing Association, Exercise Movement and Dance Partnership, Guy’s & St Thomas’s Charity, Jewish Care, London Sport, Public Health England

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East Wall, Choreographer Joseph Toonga with Tyrone Isaac-Stuart, 2018 © Historic Royal Palaces, Richard Lea-Hair