

**EAST
LONDON
DANCE**

CELEBRATING 30 YEARS

ANNUAL REVIEW 2018 - 2019



Supported using public funding by

**ARTS COUNCIL
ENGLAND**



INTRODUCTION

2018-19 was a milestone year for East London Dance as we celebrated 30 years of inspiring and enriching people's lives through dance. As you will see throughout this report there have been many highlights, but the cornerstone of our celebrations was **East Wall**. A co-production with Hofesh Shechter Company, Historic Royal Palaces and LIFT, it saw work by artists we support, performed over 5 nights by a cast of 150 professional and non-professionals to audiences of 9,920 in the moat of the Tower of London.

The biggest project we have ever undertaken, **East Wall** embodied every aspect of our organisational mission to bring people to dance and dance to people. The project allowed us an enterprising and creative approach to community participation and artist development, to commission and stage great art and to champion the importance of dance in all our lives. It was therefore a moment of great pride in everyone involved when **East Wall** was recently named in The Guardian's top 10 dance pieces of the 21 Century.

Polly Risbridger, Chief Executive & Artistic Director, East London Dance



OUR REACH 2018-2019

AUDIENCES



59,386

Audiences*



30

Performances &
Events



729,814

Video Views
Broadcast & Online

PARTICIPANTS



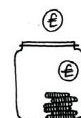
4,184

Participants**



834

Workshops &
Classes



60%

Free activity

ARTISTS



102

Artists Employed



£313, 805

Spent on **17** Commissions



135

Artists & Producers
Mentored

*Includes known, estimated and secondary audiences

** Includes secondary participants

OUR LOCALLY ROOTED DANCE ENGAGEMENT

We aim to offer excellent dance experiences for our local communities to provide enjoyment; increased learning; improved health and well-being; and clear pathways into further training and employment.

We completed a hugely successful pilot project with HeadStart Newham, to tackle the growing prevalence of mental health problems amongst young people. **On The Move** supported 239 young people to develop their emotional resilience and wellbeing through dance. The participants helped design the programme with guest artists included ZooNation. We also secured funding to continue the programme until September 2022.

We engaged with 16 schools across our programme and directly supported 3 schools with Arts Mark applications.

12 young people aged 16-25 years graduated from our career development training programme **The Fi.ELD** in November 2018 and a new cohort of 19 started in January 2019. Across the year we offered intensive early career training to 31 young people 46% of whom were not in employment, education or training.

East London Youth Dance Company created new work with Artistic Director Jasmin Saulo and performed at a range of events across London.

Leap of Faith continued to flourish with 32 regular participants aged over 65 performing at Ignition Festival and creating a Windrush inspired work for the Hackney Caribbean Tea Party, presented to an audience of over 900 people.



The Fi.ELD

“The Fi.ELD programme has been a truly enlightening experience. It has given me reassurance, confidence in myself as a creative and a motivation to keep finding my place within this sometimes very overwhelming industry.”

The Fi.ELD Participant

HeadStart - On The Move

“It allowed me to come out of my shell and be myself.”

On The Move participant

“This is an amazing project that has given my daughter confidence and empowerment. She’s come out of her shell and I hope more kids could have this opportunity.”

On The Move participant parent

Leap of Faith

“Leap of Faith has been a life-changing experience for me. 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.”

Phyllis Grant, Dancer, Leap of Faith

CASE STUDY - JASMINE

Jasmine has been a member of our youth dance company for the past three years and credits being part of the company with increasing her confidence, not only as a dancer, but in her everyday life. As part of the company Jasmine completed an OCN accredited youth leadership course including creating a film with our younger participants about how dance empowers them and improves their wellbeing. Inspired by her time in the company Jasmine has now begun a degree in Child and Family Health and Wellbeing and uses her dance skills as part of the university cheerleading squad.

“Dance doesn’t just give me the exercise and fitness I need, it makes me feel good about myself... gives me that freedom to just be myself and not worry about anything, like being judged by anyone.

I used to be a very shy dancer, I hardly communicated and made no eye contact, but now my confidence has grown, I feel I can be more out there, part of the group. Without the help and support of the group I definitely wouldn’t be where I am today”



East Wall, 2018 - Choreographer Becky Namgauds. Photo by Victor Frankowski

OUR TALENT INCUBATION

We aim to identify, nurture, launch and sustain the careers of entrepreneurial dance artists and producers whose work embraces the eclecticism, diversity and aesthetic of east London.

Many of the performance events we produced or presented this year involved work from artists who we have been supporting for a number of years. Beyond the 19 artists we commissioned we also supported and mentored 135 artists whose work reached estimated audiences of 38,150 and engaged 1,499 participants.

Over the summer we held the **Creative Lab** for dance, fashion and technology in partnership with London College of Fashion for 12 creatives to experiment with how technology can be utilised in dance and how this changes artists' creative processes. The project focused on cross discipline collaboration and gave participants first-hand experience of often inaccessible technological equipment.

In March 2019 we presented the **Ideas Summit** attended by 96 arts industry professionals. At the event, 15 artists and producers pitched for investment, from the **Ideas Fund**, with four creative and innovative projects awarded a total of £15,000. Since 2016, **Ideas Fund** partners have co-invested a total of £60,000 plus in-kind support in innovative dance projects from 18 local young creatives, seeding an additional £224,560 funding support to date.

So far over 2,000 local people have been involved in the Ideas Fund projects with audiences of 9,000 and online audiences of over 60,000.



Creative Lab

“Access to that breadth of creatives, technicians, and technology is not typical and the freedom we were given to explore was really supportive and inspiring.”

Creative Lab participant

Ideas Summit

“It was a very good immersion not only into the dance world but the arts and creative sectors as a whole.”

“Really great to share space and ideas with so many types of creative businesses.”

“A brilliant initiative and an idea other dance organisations should put into practice across the country.”

Ideas Summit delegates

Ideas Fund

“Without this initial investment, and confidence that the Ideas Fund placed in me, I know I would not have achieved what I have. The fund is an example of seed money being used to grow ideas that can make a positive impact on dance and society.”

Rashmi Becker, Step Change Studio

CASE STUDY - DUWANE TAYLOR

We have been supporting and working with Krump specialist Duwane Taylor since he was 18. He has taught many young people on our behalf, his dance collective Buckness Personified have performed at our events and this year we commissioned him as a choreographer on **East Wall**, where he worked with around 40 young people to produce work seen by 9,000 people over 5 days.

“East London Dance helped me to get my first grant for the arts. They are always really supportive – always on the other end of the phone or e-mail if I need help with anything, or just need to talk about ideas.”

My [East Wall] piece, especially, was being able to kind of say, ‘we’re here, we’re here to storm your establishment, we’re here to shake things up. We’re here to do something different, to make you feel uncomfortable’. And I feel like it’s that kind of rebellion, that kind of protest spirit, that needs to be alive in society today. Not necessarily against establishments, but against things that oppress us.”



Creative Lab - Costume | Dance | Technology, 2018. Photo by Katy Davies



OUR ROLE AS A CREATIVE PRODUCER

We aim to commission, produce and present outstanding dance performance that showcases new and under-represented artists and ideas; inspires and attracts new audiences; challenges traditional conventions about how dance is staged; and embraces collaborations across art-forms.

Through our performance and events programme we reached audiences of 21,236. **East Wall** offered us significant opportunity to reach new audiences with 729,814 people engaged with the work through broadcast and online and a live audience of 9,920, 72% of whom had never encountered the work of East London Dance before.

Alongside East Wall, performance highlights included **IDENTITY** a three-night take-over of Shoreditch Town Hall, featuring a curated mixed bill of new works celebrating dance, fashion, style and identity; and, in partnership with Levi's **Equality Always Fits**, a Pride event at Rich Mix celebrating the LGBTQI community through dance.

We commissioned 19 artists and offered 248 young people the chance to perform in professional settings. This included a cast of 93 young people in **East Wall**; showcase performances as part of the **Under 18s Battle** we support New Movementz to present each year; and our year end **HeadStart Celebration** event.



IDENTITY

"IDENTITY reflects East London Dance's vision of and commitment to producing fresh, dynamic, cross-cultural themed work that resonates with London's vital eclecticism."

Josephine Leask, Dance Tabs

East Wall

"★★★★★ 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."

Neil Norman, The Stage

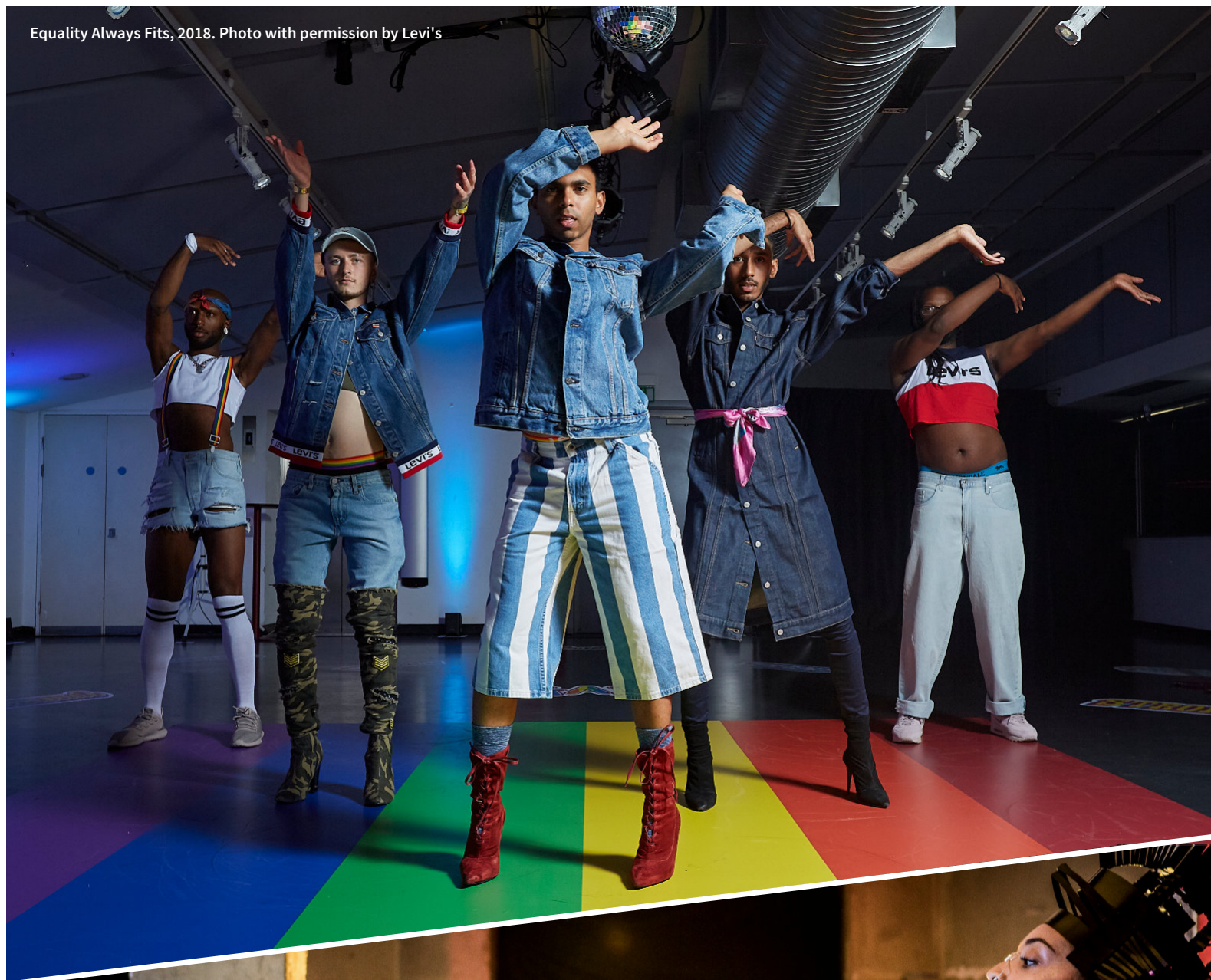
"A brilliant fusion of venue, design, music and choreography! Historical, hard-hitting and politically relevant... As with the 2012 Olympics, it highlighted the energy, talent and diversity which makes our city so great, thank you!"

East Wall audience member

"I can only imagine what an amazing experience it must have been for the performers to be involved in a project of such intensity, quality and magnitude - and to perform in such an inspiring location. I also loved that the diversity of east London was reflected not just on the stage but in the audience."

East Wall audience member

Equality Always Fits, 2018. Photo with permission by Levi's



IDENTITY, 2018. Photo by Victor Frankowski

DANCE PARTNERSHIP

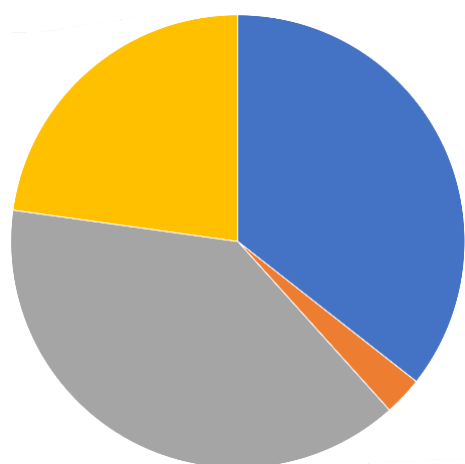
We have been at the heart of a thriving dance community in east London for over 30 years and champion the importance of dance through our collaborations with social, entrepreneurial, commercial and creative partners.

This year we were commissioned by Levi's to produce a live celebration event for their annual Pride campaign and facilitated a team development conference for their global Visual Merchandise team.

We continued to bring together internationally renowned cultural organisations moving to east London, such as Sadler's Wells and English National Ballet, with home grown dance companies such as Studio Wayne McGregor, Boy Blue and Avant Garde Dance Company to transform east London into a global hub for dance.

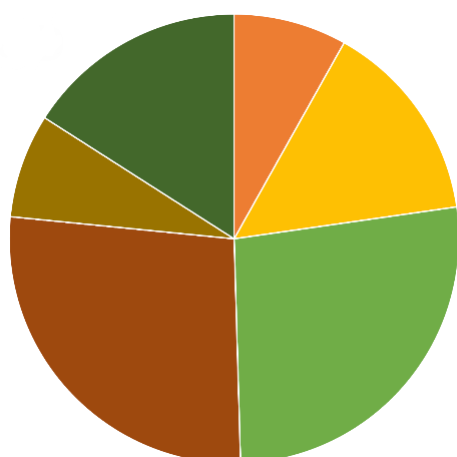
Throughout the year we continued working in partnership with music charity, Urban Development to prepare the launch of the UK's first Talent House for Urban Culture which will provide a national focal point for urban music and dance forms and be a community led space where young people can realise their creative potential. To date we have raised £2.2 million with support from Arts Council England, Greater London Authority, London Marathon Charitable Trust and Foyle Foundation.

FINANCIAL OVERVIEW 2018-19



Income

Arts Council	£256,932	(36%)
Personal Donations	£19,874	(3%)
Activity Grants & Other Income	£280,305	(38%)
Capital Project Grants	£164,424	(23%)
Total Income	£721,533	



Expenditure

Raising Funds	£58,394	(8%)
Artist Development	£107,741	(15%)
Performance & Events	£192,459	(27%)
Children & Young People	£194,052	(27%)
Adults & Older People	£53,676	(7%)
Capital Project	£114,457	(16%)
Total Expenditure	£717,779	

Avant Garde Dance Company at IDENTITY, 2018. Photo by Camilla Greenwell







Leap of Faith, 2019. Photo by Ellie Kurtz



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