

**EAST
LONDON
DANCE**

ANNUAL REVIEW 2019 - 2020

East London Dance's On The Move dancers at IQ1's Four Stratford Stage, 2019. Image by Ronny James



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



Movement with Motive performing at U.Dance, 2020. Photo by Roswitha Chesher

INTRODUCTION

Writing this introduction in the middle of the COVID pandemic puts my reflections about our 2019-20 activity into a very different perspective. It was always going to be a transitional year for us as we followed our 30th Anniversary celebrations and the epic performance of East Wall the previous year; and as we ramped up delivery of a major capital project to refit a historic warehouse as our new home from summer 2021. But what is even clearer now, looking back, is the quality, quantity and variety of the activity we delivered in our community and the outcomes they achieved, as well as the incredible passion and hard work of our staff, artists and participants.

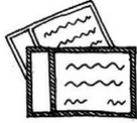
A particular highlight of the year was **Your Stratford Stage** which we produced for International Quarter London. For this celebration of local community and culture on the Olympic Park, we were able to bring together over 60 of our participants aged 9 – 90; dozens of local dance artists, many of whom we have championed and worked with across the last decade; alongside performers from fellow dance organisations Sadler’s Wells, Candoco and Studio Wayne McGregor. Together we celebrated dance and encouraged nearly 5000 of our local community to get involved. This spirit of togetherness sums up the power and importance of dance and our cultural sector and it is something that we hold onto and take encouragement from during these uncertain times.

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



OUR REACH 2019-2020

AUDIENCES



42,824

Audiences*



32

Performances &
Events



14,620

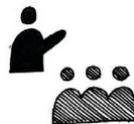
Video Views
Broadcast & Online

PARTICIPANTS



4,952

Participants**



813

Workshops &
Classes



69%

Free Activity

ARTISTS



100

Artists Employed



26

New Commissions



87

Artists & Producers
Mentored

*Includes known, estimated and secondary audiences

** Includes secondary participants

OUR LOCALLY ROOTED DANCE ENGAGEMENT

Our ongoing partnership with HeadStart Newham has enabled us to develop a wide-reaching dance programme that builds emotional resilience and improves mental health amongst 10-16 year olds experiencing disadvantage in Newham. The **On The Move** programme attracted 384 young people at risk of mental health issues. We provided performance opportunities for all, and some became part of **Movement With Motive** under the direction of choreographer and dance role model Kloé Dean, performing at the Myself UK 10 Year Celebrations and then going on to reach the National U.Dance Finals.

East London Youth Dance Company provided high-quality, professional-level training for young people with little or no access to development opportunities. They performed at events across the borough and also reached the National U.Dance Finals. Indeed, our companies won two of the three available places at the London Regional Finals to reach the Nationals.

The Fi.ELD, our year long career development training programme for 16-25 year olds, equipped 14 future dance innovators with skills, networks and resources to make their ideas happen. 57% of the graduates were not in employment, education or training (NEET). A further 13 NEET young people took part in a condensed model of The Fi.ELD designed and delivered with The Prince's Trust.

Our over-65s company **Leap of Faith**, delighted audiences at Sadler's Wells' Elixir Festival and created work for Luca Silvestrini's Protein 21st Anniversary Celebrations. They continue to be ambassadors and advocates for engaging more isolated and inactive older people in dance.



The Fi.ELD

"I finally feel I actually know about and have experience in the business side of the dance industry and I don't think I would have the confidence to approach this career without it. Additionally I know I am much more employable, thanks to this programme."

The Fi.ELD Participant

HeadStart - On The Move

"I enjoyed making new friends and have been exposed to different dance styles. I felt supported and I enjoyed dancing with everyone. I have definitely become more confident."

On The Move participant

"There were lots of hills but every time I succeeded the feeling was really good."

On The Move participant

East London Youth Dance Company

"It has really helped me to be in the company as my confidence and ability to express myself through dance has improved."

ELYDC Company Member

"I have most definitely learnt life skills like resilience, being focused, not giving up and being more disciplined."

ELYDC Company Member

63% of our beneficiaries were black, Asian or ethnically diverse and 6% were disabled



HeadStart Christmas Celebration, 2019. Photo by Chris O'Donovan

KAITLYN & KIMONE

Sisters Kaitlyn & Kimone joined the beginner-level **On The Move** programme in spring 2018 to develop their dance skills, confidence and to make new friends. They are the youngest dancers to have ever progressed into the advanced-level **East London Youth Dance Company**.

“I was scared at first because I didn't know anyone. But after a few lessons I got to know other children, and when you dance together you feel more confident.” Kaitlyn

“When I first joined I was quite shy, and it was hard for me to express myself. But seeing other kids dance and expressing their hidden talents, I knew I could do it too. So I did it. And now I can see how far I've come! All I have to say is Thank You!” Kimone

Their mum told us how she'd previously struggled to find affordable dance classes for her daughters.

“It's really hard being a single mum. We were going through a really bad time. I was searching everywhere and then I happened to find it on the internet purely by accident, it was like a blessing.” Kaitlyn & Kimone's Mum

Since taking their first dance class with East London Dance, Kimone and Kaitlyn have attended weekly classes and taken part in 12 performances with East London Dance including in 2019 & 20, Your Stratford Stage and the London Regional U.Dance platform at Trinity Laban.



“These girls are a force to be reckoned with when it comes to commitment and drive. They are always ready for a challenge and go the extra mile. They never give up and always make it easy for others to make friends.” Amanda - Youth Dance Support Worker



Movement with Motive performing at U.Dance, 2020. Photo by Roswitha Chesher

OUR TALENT INCUBATION

Throughout the year we provided artistic and business support to artists and producers giving them space to explore, create and present new work and develop sustainable careers.

In late March 2019 we awarded £15,000 to four creative and innovative projects through the **Ideas Fund**. The legacy of this was that 4,700 people were engaged in these projects across the year and an additional £33,000 raised in match funding.

We collaborated with London College of Fashion for a third year running on **Creative Lab: Dance | Fashion | Technology** to deliver a programme for 12 choreographers, costume designers and technologists with masterclasses, knowledge sharing and space for collaboration and exploration of new creative ideas.

Across 2019-20 we mentored and provided industry advice to 87 emergent dance artists and producers, we commissioned 26 new works to be presented and through co-production we supported New Movementz to present the UK's largest Under 18s Battle Event, and Myself UK Dance to present its 10 Year Anniversary Celebration events.



Creative Lab

“Having access to so many skilled people, materials and facilities. It's so rare to have all these elements come together at the same time.”

Creative Lab participant

“It was an incredible experience that really shaped my creative practice. It was really liberating and felt like a safe and open space to create, to experiment and to express myself.”

Creative Lab participant

Ideas Fund

“It has really been a huge stepping stone moving forward for my artistic career. I've been able to set a standard creatively that I will not go below, and this has been possible with the support I have gained.”

Ideas Fund recipient

“The ideas fund has provided us with invaluable support to develop our project and see it come to life. We have exceeded our expectations of how well the project would go”

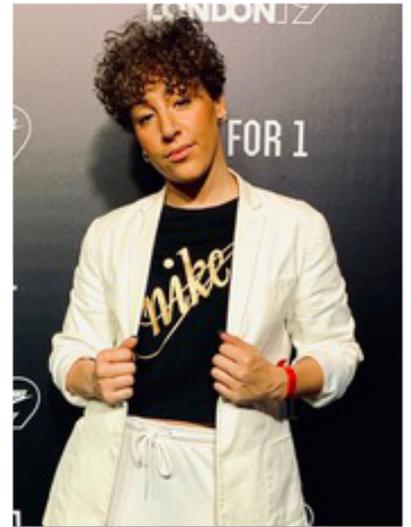
Ideas Fund recipient

KLOÉ DEAN

The career of hip-hop dance pioneer, Kloé Dean, has intersected with East London Dance for at least a decade. Over the years we have championed Kloé's position as a vital voice for gender equality in the hip hop dance scene, commissioned her work and she has taught and trained many young people across east London on our behalf. In 2019 we co-produced the 10 year anniversary celebrations of her all-female hip hop dance company Myself UK Dance.

“We were thrilled to be relaunching ICON, a vital platform to showcase new choreography from the hip hop and urban dance community whilst celebrating some amazing women; and DECADE was a chance for my all-female company to share some of our favourite and most explosive works from the last decade of our movement.”

I have always had a huge drive to not only push myself as a female dancer but those around me whom I am consistently inspired by. I created Myself UK Dance as an all-female collective to redress some of the balance in the hip hop world. We ultimately stand for equality, so it was important that everyone, regardless of gender, could get involved in our celebrations by enjoying the dance on offer or taking part in the discussions, dance workshops, battles and jam.”



OUR ROLE AS A CREATIVE PRODUCER

International Quarter London commissioned us to curate and present an outdoor programme of dance as part of **Your Stratford Stage** featuring 86 local dancers and attracting audiences of 4,800. We showcased work from all female dance company Myself UK Dance, east London hip hop crew New Movementz and inclusive Latin & Ballroom company Step Change Studios, as well as our own youth and older people companies and performers from UEL students, Candoco and Studio Wayne McGregor.

We co-produced **Myself UK's 10 Year Anniversary** weekend event celebrating women in hip hop for audiences of 630 across three days of performances, workshops, battles and debate.

We supported The Fi.ELD to curate and produce their own weekend festival, **Homeward**, attracting 480 people.

For our young dancers we presented two celebratory performances to share the progress they made through the year with friends and family.

As part of our Tailor Made Dance services we also presented work at **The Mayor of London's Car Free Day**, the **Newham Show**, the **Women's Tennis Fed Cup World Group Playoffs** on the Olympic Park and for a major restaurant brand's international business conference.



MYSELF UK DANCE CELEBRATION

"I am 63 and I came with my friend, my daughter and my grandson - we loved everything about the show - the dancers are immensely talented and it was so good to see so much diversity in terms of body image (i.e. they weren't all skinny) - go ladies! You really rocked it!"

ICON Audience member

"Beautiful, empowering, emotional and raw. Couldn't keep my eyes off the stage!"

DECADE Audience Member

"Absolutely loved it. Wish more people could see it on a bigger platform."

DECADE Audience Member

HOMeward FESTIVAL

"I found it informative and interesting to speak to people from a culture different to my own and learn from their experiences... It has inspired me to be more open minded to those that are different to me."

Finding a Home Talk Audience member

"The event has helped me appreciate that the creative culture has grown and will keep to grow even further, and how important it is to express yourself in an artistic capacity."

Homeward Found Audience Member



DANCE PARTNERSHIP & LEADERSHIP

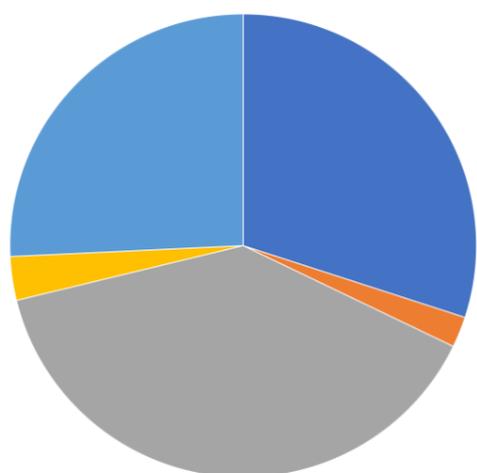
Partnership is at the heart of what we do. We embrace and offer social, entrepreneurial, commercial and creative collaboration across organisations, art forms and platforms, whilst inviting the young people and artists we serve to co-design our creative programmes.

This year we drew together nine leading dance organisations to reveal, inspire, support and champion current and next generation leaders from the hip hop dance community who are passionate about making change. In partnership with Artists4Artists, Avant Garde Dance, Boy Blue, Breakin' Convention, Impact Dance, Uchenna Dance, University of East London and ZooNation: The Kate Prince Company, we created the **We Move Consortium**. Together we started on a two-year journey, funded by an Arts Council England Transforming Leadership grant, to highlight and create meaningful leadership pathways and encourage more and more people with hip hop expertise to seek out leadership positions across the arts sector.

Dance Cluster East, our partnership with local (and soon to be local) dance organisations Studio Wayne McGregor, English National Ballet, Sadler's Wells, Boy Blue and Avant Garde Dance Company continues to transform east London into a global hub for dance through joint initiatives.

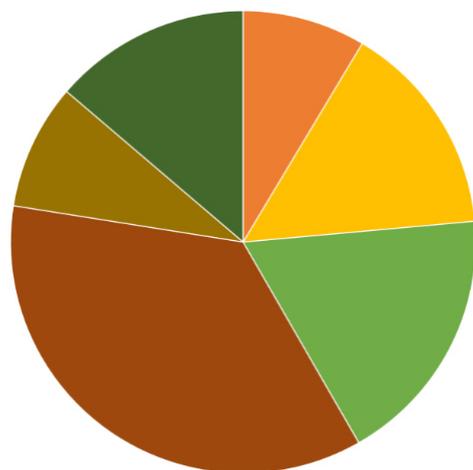
Our ongoing partnership with music charity, UD was further cemented as we laid tracks for the launch of our new joint home from summer 2021, to serve the young music and dance creatives of east London.

FINANCIAL OVERVIEW 2019-20



Income

	Arts Council England	£241,391	(30%)
	Personal Donations	£17,262	(2%)
	Activity Grants & Other Income	£313,942	(39%)
	Earned Income	£24,552	(3%)
	Capital Project Grants	£207,088	(26%)
	Total Income	£804,235	



Expenditure

	Raising Funds	£55,918	(9%)
	Artist Development	£96,211	(15%)
	Performance & Events	£116,681	(18%)
	Children & Young People	£230,425	(35%)
	Adults & Older People	£56,006	(9%)
	Capital Project	£98,696	(15%)
	Total Expenditure	£653,937	

The information above is an excerpt from the audited accounts for the year ending 31 March 2020.

Full audited accounts and Trustees' Report can be obtained from East London Dance or Companies House.



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