

## **EXECUTIVE SUMMARY**

- The recommendation is that the proposed site be developed as an National Dance Network (NDN) initiative, as soon as this body formally exists and has confirmed its membership (Mid September 2007)
- NDN will be asked to contribute financially and editorially to this project
- Fundraising to commence in September 2007 (funds are already in place for this activity) with a target of £70,000 by April 2008 to start development work
- Development to run from April – September 2008 with site launch in September 08 (see timetable, Appendix 1 Timeline for all key dates)

### **Budget**

- Funding opportunities for a potential £70,000 have been identified (including contributions from NDN membership, ACE, Regional Development Agencies and Trusts and Foundations. The project is not eligible for CSDI funds via Dance City.  
(See budget Appendix 2)
- The development and running costs for the 1st year April 2008 – March 2009 have been projected as £58,811, leaving a shortfall of £2,236
- Years 2 and 3 show a profit

## **Consultation process**

- Quantitative research was carried out among the NDN membership and professional dance artists, all were positive about the proposed site (see Appendices 3 and 4 for further survey analysis)
- Five qualitative focus groups were carried out across the country with 49 professional dance artists, who were positive about the proposed site and whose feedback informed the proposed site content (see Appendix 5 for further qualitative analysis)
- One-to-one meetings were held with representatives from key dance organisations (see Appendix 6 for further details)

ACE –SE and ACE-London officers were consulted and a presentation given to the Dance Officers Network Group

The dance support organisations group were consulted

- Desk research was carried out into professional development and funding advice including business start-up for other art forms and the wider cultural industries (see Appendix 7 for further details)

## **Content**

- Individual respondents and the focus groups were explicit that the site should have interactive, user-generated content features and functionality
- It is critical for traffic and buy-in that these elements are present at launch

- Additionally there will be a raft of Professional Development information and content, some of which will be supplied by NDN and uploaded by the Editor and Assistant pre-launch and thereafter on an ongoing basis by NDN (see Appendix 8 for a full list of content elements)
- Guidelines will be developed to control how such content is submitted to ensure uniformity and minimise editorial time needed to edit to a standard
- User-generated content, including but not limited to notices and reviews, will also be available on site and will be clearly labelled as such (i.e. not officially sanctioned site content)

### **Site design**

- The site should be designed to accommodate all interactive/ user generated content elements
- It should be developed with optimum usability in mind
- It should be search engine friendly to achieve maximum organic traffic
- A good vehicle for sponsorship opportunities

## **Summary**

- There is both a need and an expectation among the professional dance sector for such a site to be developed
- Internet technologies develop at such a rate that the findings of this consultation process must be acted on quickly
- Projections show the site could reach profitability by year 2