



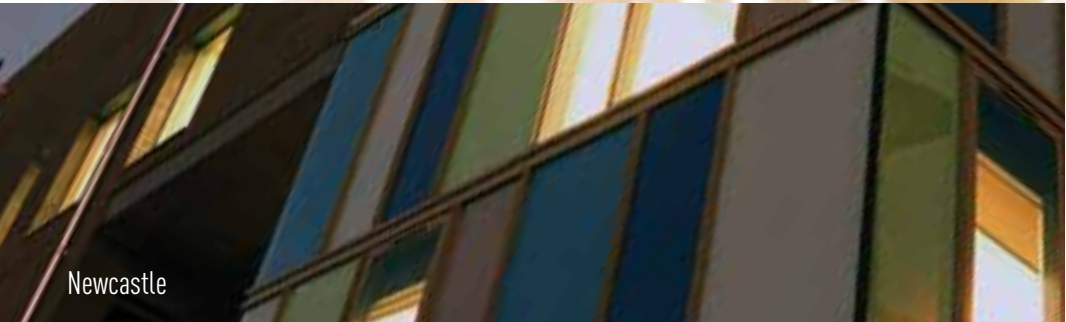
London



Leeds



## THE DANCE SPACE A NEW HOME FOR DANCE



Newcastle



A dance space in Brighton & Hove will provide the home for dance needed to complement the growing network of dance artists, choreographers and wider dance communities in the South East region



Circus St development, Brighton - artist's impression

## South East Dance

South East Dance is the National Dance Agency for South East England. We increase access to dance and have an outstanding reputation for both our screen dance and community dance development work – our projects are groundbreaking and our films win awards. Our innovative portfolio includes local, regional, national and international projects. Our mission is to develop more and better dance for the screen, for performance and for the communities we work with. We are passionate about dance and put excellence and creativity at the heart of all our work.

It is our job to develop dance in our region but we are without the vital resource of a physical space where dance work can be produced and shared. The theatres and venues of the South East are strong in presenting dance but we are lacking the creation and rehearsal spaces that allow new work to be developed.

## The Dance Space

Becoming a building based organisation is our future and we are hugely excited about creating a home for dance in our city.

The Dance Space is a new build development, in Circus Street, in the cultural quarter on the edge of the centre of Brighton. It is due to be completed in 2012.

- The Dance Space development will cost £3.2 million
- £2.2 million has been gifted to us by Brighton & Hove City Council and the developers, The Cathedral Group
- We have to raise the additional £1 million
- To date we have raised £430,000 taking us to £2.63 million or 82% of the total costs

The Dance Space will be a flagship building providing a focus for dance activity in the region and beyond, specialising in dance and community practice.

The realisation of The Dance Space will allow South East Dance to move towards a new and exciting future with access to international standard facilities for the creation of dance. By bringing together a combination of commercial, artistic and community uses, including hiring out the only professional dance creation spaces in the region, we will benefit from a broader range of income streams to secure our ongoing financial viability.

## What will The Dance Space be used for?

- South East Dance initiated projects
- Community-led projects
- Community groups and artists working together
- Individual artists/professional development
- Resident dance companies
- Dance companies from across the region, country and world
- Commercial bookings

The Dance Space usage will be equally split between professionals in the dance sector and individuals and groups from the wider community.

Our feasibility study\* for The Dance Space has shown that it will provide a unique facility that will support and complement the existing and developing arts and cultural infrastructure of Brighton & Hove.

## Who will benefit from The Dance Space?

The Dance Space will have huge significance for the communities we work with including artists that live in Brighton & Hove, but we are also committed to undertaking regional projects in the building's studios and to housing and hosting national and international communities and artists.

The long term benefits of The Dance Space will be huge and far reaching for many thousands of people and will include:

- Growth of a viable artistic community in Brighton & Hove and the South East
- Continued relocation of artists to the South East
- Tremendous growth in the dance sector within the South East
- Support for the increased role dance is playing on the health agenda and providing greater opportunities for participation
- Increased standards in community practice and training
- Increased provision for artistic creation in the South East
- A creation space of significant quality comparable with the artistic quality of the creative practice in the region

## What will the economic impact be?

Our research\*\* on the economic impact of The Dance Space shows that:

- For the ten year period 1996-2005 dance contributed £6.6 million to the economy of Brighton & Hove
- A lack of dance creation space within the city is causing £1.2 million to leak out of the city's economy each year
- We estimate that the impact The Dance Space might have on the economy of Brighton & Hove for the period 2012 to 2022 to be approximately £7.2 million

## Meeting challenges

We recognise that developing South East Dance so it is ready to meet the challenges of becoming a building based organisation is a priority for us. We have already made a head start on this by:

- Building internal capacity by increasing our core staff in key areas
- Developing a board of trustees with legal, financial, capital and strategic experience relevant to a project of this kind
- Working with external experts including fundraising and capital project consultants
- Initiating research and development work towards a re-brand that will appropriately reflect our position as a creative leader locally, regionally, nationally and internationally
- In addition to the £2.2 gifted to us, we have raised over £400,000 towards The Dance Space development

The Dance Space development paves the way to an exciting future for dance in the South East.

## In support of The Dance Space

'Brighton has one of the most vibrant dance communities in the country but lacks a single vital ingredient to ensure this community reaches its international potential. The Dance Space would fill this gap and the possibilities for Brighton Dome and Festival to collaborate, create new work and offer education and participation opportunities for the whole community are truly exciting and I wholeheartedly endorse its development.'

[Andrew Comben, Chief Executive, Brighton Dome and Festival](#)

'The South East region is home to some of the most exciting dance companies in the country, with artists such as Hofesh Shechter and Jasmin Vardimon new to our portfolio of South East regularly funded organisations; and dance organisations such as StopGAP Dance, Woking Dance, and The Point.

'There is an appetite among audiences to embrace new work and a real opportunity to broaden and deepen engagement in the arts through dance. For all of these reasons and more I believe the Circus Street centre for dance, where artists can research and develop new work, is an important and very welcome development for Brighton and the region.'

[Felicity Harvest, Executive Director, Arts Council England, South East](#)

'The inclusion of a state-of-the-art dance studio in the Circus Street development is a fantastic idea, offering the project a cultural and creative heart and the local community a wonderful facility. We have been delighted at the way the developers, Cathedral Group, and South East Dance have been working together to make The Dance Space a reality.'

[Scott Marshall, Director of Cultural Services, Brighton & Hove City Council](#)

'We are very pleased to be involved with the development of a dedicated dance space in Brighton. Jasmin Vardimon Company has had offices in Brighton for several years and the development will provide a much needed creation and rehearsal space which has been lacking up to date. The Dance Space will be a real asset for the dance community in our region.'

[Jasmin Vardimon, Artistic Director & CEO, Jasmin Vardimon Company](#)

'Brighton has never had facilities like this, for as long as I have lived and worked in Brighton it has always been assumed that proximity to London was enough to keep us happy.

The climate of dance work in Brighton exists as a working practice behind closed-doors, this new space will give it a public platform, which can only be good for a communicating art form.

This project aspires to a unique approach as a creation centre in this country, and frankly Brighton is just the kind of place that responds to unique approaches.'

[Professor Liz Aggiss \(University of Brighton\), national and international dance artist in single screen dance and installation, live performance and mentor](#)

'Dance in the region needs space not for performance but for training and rehearsal. The professional dance population of Brighton & Hove and the region is growing and this lack of space has become a major issue for us at South East Dance. A dedicated home for dance in Brighton is the only answer. The proposed Dance Space is hugely exciting. It will not only provide South East Dance with a secure future but the home base our dancers and dance artists have been waiting for.'

[Bob Lockyer, Chair, Board of Trustees, South East Dance](#)

## Our vision for The Dance Space

- To create a natural and accessible home and locus for the creation of dance in Brighton & Hove and the South East region, of national and international profile
- To build a dance space for all aspects of dance creation, with a focus on: creativity; production; choreography; research/development; transformation
- To establish a working ethos and environment that is open and welcoming and enables professional dance artists and local communities to be valued equally and work side by side and together in the space
- To work with like-minded partners to provide access to dance that currently does not exist, to raise young peoples' understanding and experience of dance
- To grow the dance and creative industries in the South East by providing a much needed resource



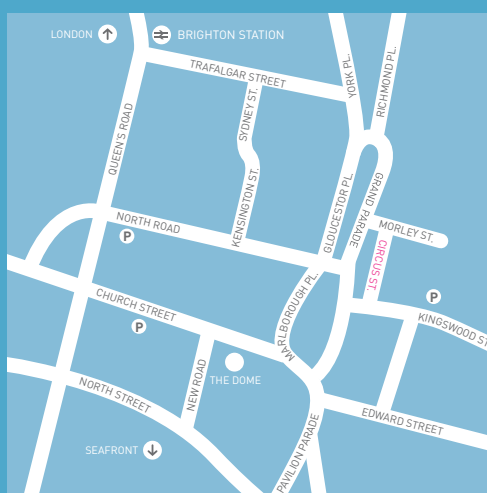
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### References:

\* South East Dance Feasibility Study for The Dance Space, Sept 06 – Apr 07. Commissioned by South East Dance, produced by Celia Goulden

\*\* Economic impact study of the dance artists and practitioners who live and work in the city of Brighton & Hove. Commissioned by South East Dance, produced by sam, July 2008

### Photo credits:

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Page 2: Brighton: Circus Street - artist's impression, credit: John McAslan and Partners

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