



### Generating Exceptional Experiences in Dance

#### About us

South East Dance is the national development agency for dance in South East England. We work to enhance the profile of dance, generate opportunities for engagement with dance and support workforce development in dance. South East Dance was established in 1997 to support dance artists and practitioners within the South East region. In 2000 we became a National Dance Agency and a regularly funded organisation of Arts Council England, extending our role to encompass wider regional, national and international agendas.

#### How we work

As a development agency we work to maintain an overview of dance within the region from a national perspective. We see ourselves as ecologists of dance, monitoring the political, artistic and social climate, looking for gaps in provision and untapped opportunities where we can make strategic interventions to benefit the art form and audiences/participants of dance. We influence, intervene, broker, facilitate and deliver innovative and strategic artistic programmes in partnership with others. Partnership working is essential to our success.

#### Our vision

South East Dance aims to *generate exceptional experiences in dance*. Artists are the driving force behind South East Dance. They inform, shape and lead our work. We want to engage with inspiring artists to generate exceptional experiences for audiences, participants and for other artists. We believe that excellence and access go hand in hand.

**Our mission** is to *ensure a thriving ecology for dance* in the South East. We will work to enhance the conditions for more, bolder and better dance to take place within and beyond our region. We want to work in collaboration with partners to raise the profile and quality of dance and articulate how the artform can make a major contribution to our society. Artists and consumers are at the heart of all we do. We will listen to, challenge and champion their needs and aspirations.

#### Our artistic policy

As a national development agency, we believe it is important to push the boundaries of dance. We do this by supporting contemporary movement based work predominantly created or delivered by independent artists. We will collaborate with artists who question their practice, the world in which they live and the relationship they have with audiences and participants of their work. The way in which dance is created, presented and consumed is changing. We want to explore ways of responding to that change. We see challenge as an energising force that will enable dance to constantly evolve. We don't see entertainment as a word that sits uncomfortably within contemporary practice. Risk and innovation are important to us and we will champion, defend and respond to artists who we believe are trying to advance the art of dance.

**Diversity** is central to our work. We believe that working with a diverse range of artists is essential to building relationships with a diverse community. By working with artists from a range of creative and cultural backgrounds, we believe the artistic quality of our work will be enhanced and the experience of our audiences and participants will be enriched. Where we feel it is necessary we will make direct interventions to support and enhance the diversity of dance. Our region is home to a significant body of

artists, whose practice is as creatively diverse as it is culturally diverse. As a development agency we will respond to and find meaningful ways of encouraging and supporting this creative diversity.

### **Our strategic aims**

Our work for the period 2010/11 – 2012/13 is guided by six overarching aims:

- To increase access to dance
- To increase participation in dance
- To raise the profile of dance
- To provide artistic and strategic leadership for dance
- To encourage learning and workforce development in dance
- To operate an effective dance organisation

### **Our activity**

Our work falls under five programme areas. For the period 2010/11 – 2012/13 our five programme areas are:-

Artist Development Programme: comprising of 4 core strands that aim to meet the development needs and provide a range of support for dance artists at various stages in their careers. The programme includes the *Associate Artists Programme*, *Creative & Business Development*, *Flourish* and *Mentor Bank* in addition to a range of time limited projects that are dependent on securing additional funds.

Expanding Platforms & Audiences: providing a place for dance research, incubation and development that in the longer term might generate new and innovative ways of reaching more people through dance. This programme aims to expand the ways in which artists create, contextualise and present their work and steadily increase the means by which audiences and participants can engage with dance.

Building Communities: this programme aims to broaden the reach of South East Dance and directly increase participation in dance. We will continue to offer opportunities for young people through such programmes as *Moving Voices*, however we will also develop a particular focus on activity that is appealing to the family and that encourages adult learning.

Raising the Game: advocating for, and developing the infrastructure for dance within and beyond the South East. *Raising the Game* comprises of a number of initiatives that are central to our role as leader, facilitator, broker and advocate. This programme is about working in partnership to enhance public awareness of dance and enhancing the conditions that are necessary for dance to thrive.

Commissions & Presentation: working in partnership to commission and/or present work that we feel to be innovative, risk taking and/or brings new audiences to dance. This programme provides support for artists to create and present work that aligns with our artistic policy, makes a strategic intervention for dance and has an impact on the South East region.