



WIGAN BOROUGH DANCE FESTIVAL

**SUPPORTING INFORMATION DOCUMENT
for Funders & Sponsors**



THE WIGAN BOROUGH DANCE FESTIVAL 2024



With Arts Council support, we will be excited to announce the biggest and most ambitious dance festival yet, celebrating the Fire Within Manifesto Year 'A New Heritage' through the inspiring theme **ICONS**.

Now in it's 7th year, the festival brings together dance schools, community groups and primary/secondary schools from across Wigan & Greater Manchester, this will be an incredible event!

Across the festival week we'll be hosting;

- 4 performance nights at the impressive Edge Arena showcasing the talents of 1500 local children & young people.

- The **Greater Manchester Schools Dance Festival** bringing together pupils from across the 10 boroughs.

- A series of fun & engaging creative workshops led by guest artists & WN Dancers.



PAST FESTIVALS 2018/2019

The first Wigan Borough Dance Festival events came about as a result of partnership working between community dance and youth work providers in Wigan. Working together with **Wigan Youth Zone, Wigan Athletic Community Trust and the former Inspiring Healthy Lifestyles (now Be Well), WigLe Dance** co-ordinated a one day event at Wigan Youth Zone.



2020

In 2020, WigLe Dance received £15k investment from Curious Minds & Wigan Council as part of the newly formed Wigan LCEP. Cultural and community organisations were invited to apply for investment to deliver Cultural Education projects.

Following consultation with the School Games Organisers, teachers and young people, it was clear that there was a high demand for a cross-borough non-competitive schools dance platform. We used the investment to develop the 'Let's Dance' showcases, inviting schools from all 12 Wigan Townships to take part. The event became part of the School Games Calendar.

Just weeks before the covid-19 pandemic and lockdowns, we were able to deliver the first multi event festival. Over 4 days we ran a secondary school experience day in partnership with the Turnpike & Company Chameleon, 2 schools' performance platforms and grew the community dance performance night. The performance events took place at the Robin Park Arena and Leigh Leisure Centre.

2018/2019



**100 YOUNG PEOPLE
1 PERFORMANCE EVENT
1 DAY OF WORKSHOPS**



2020



**400 YOUNG PEOPLE
4 PERFORMANCE EVENTS
24 LOCAL SCHOOLS**



PAST FESTIVALS

2021 - Digital Dance Festival

In the midst of the global pandemic and as lockdown restrictions continued, we were determined to host our annual dance festival.

In 2021 the dance festival was entirely digital, including livestreams and a digital dance trail around the borough.

Curated and produced by a team of 12 young producers and young directors, The Wigan Borough Digital Dance Festival was our biggest and most diverse yet, reaching young people from every corner of the Wigan Borough and showcasing a wide range of dance styles.

We wanted to support local professional dance artists who had lost work due to the pandemic. For the first time the dance festival showcased work by professional artists and emerging choreographers alongside the work of young people. This unique approach is what makes WBDF stand out from other youth platforms across the country.

The Digital Dance Festival was funded and supported by Wigan Council & Arts Council England.



2021



800 YOUNG PEOPLE
6 PROFESSIONAL COMMISSIONS
37 DANCE FILMS





2022/2023

THE EDGE ARENA

Thanks to funding from Wigan Council's Community Investment Fund, The Wigan Borough Dance Festival went from strength to strength in 2022 & 2023.

For 2022 the event moved to its new home - the amazing Edge Arena. For many years we had been told "we would never fill the Edge" and in 2022 we did - four times!

With WN Dance Company headlining the event and leading workshops across the four days, the festival took on a more professional look and feel.

In 2023 we introduced the first Greater Manchester Dance Festival Day - headlined by Company Chameleon. We also welcomed Edge Hill University as our HE Sponsor, raised over £2000 for the Chance to See Fund and hosted the second WWW Intensive bringing together 60 professional/elite level dancers for a day of training.



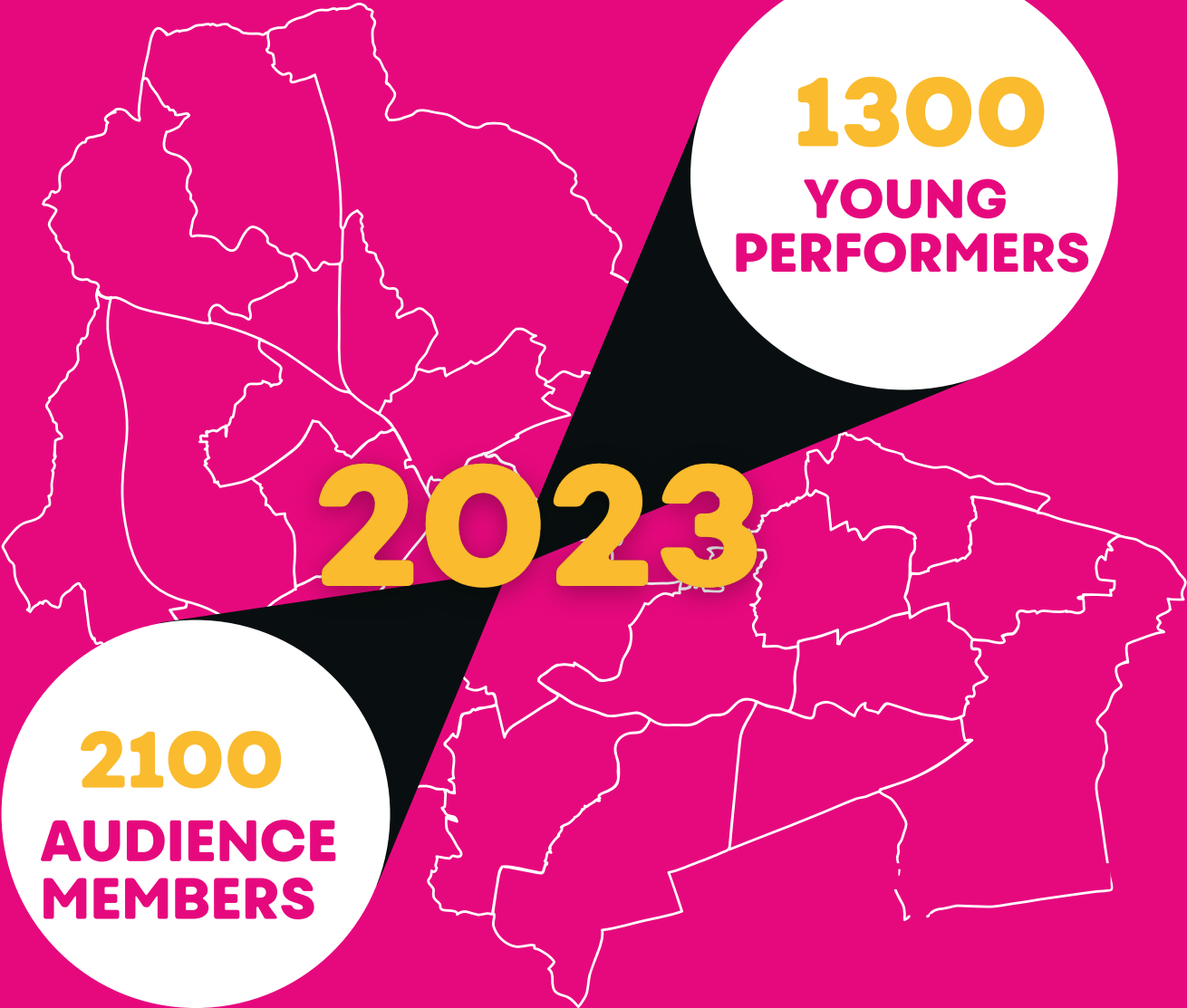
2022



900 YOUNG PEOPLE
1500 AUDIENCE MEMBERS
264 ARTIST LED WORKSHOPS
3 LIVE & LIVESTREAMED SHOWS



DRIVING UP CULTURAL ENGAGEMENT IN WIGAN



460 ARTIST LED REHEARSALS
in schools and community settings

4 LIVE & LIVESTREAMED
PUBLIC PERFORMANCES

37 PROFESSIONAL ARTISTS & PERFORMERS

5 YOUNG PRODUCERS

61 SCHOOL AND COMMUNITY GROUPS
representing townships across Wigan & 5
GM Boroughs.



'All the dancers had increased confidence levels, improved self esteem and socialisation'
Teacher Feedback - 2023

100% OF GROUP LEADERS DESCRIBED THEIR STUDENTS EXPERIENCE AS VERY GOOD OR EXCELLENT

'The whole day was amazing. The workshops were great and the show was incredible. I have had nothing but positive feedback from ALL parents about the WHOLE show. Very well organised and ran so smoothly. We cannot wait for next year! Thank you so much for all the time and effort that went into providing our children with such a wonderful experience!'

Teacher Feedback - 2023



100% OF GROUP LEADERS/AUDIENCE MEMBERS SAID THE EVENT WAS INCLUSIVE & SUPPORTIVE OF ALL YOUNG PEOPLE

'Excellent organisation, warm environment, felt very safe for the little ones, and great to see families out for an evening of dance - so much local talent and enthusiasm'

Audience Feedback - 2022

100% OF AUDIENCE MEMBERS WHO TOOK PART IN THE EVALUATION DESCRIBED THE SHOW AS VERY GOOD OR EXCELLENT



'An amazing event that gives youngsters a chance to grow in confidence and feel part of a larger dance community'

Audience Feedback - 2023

100% OF AUDIENCE MEMBERS WHO TOOK PART IN THE EVALUATION SAID THEY FELT WELCOMED AT THE EVENT & WOULD BE LIKELY TO ATTEND MORE CULTURAL EVENTS IN WIGAN.

KPI'S

	2018	2019	2020	2021	2022	2023
New Community Groups	5	5	3	5	4	6
Returning Community Groups	0	0	5	3	2	5
New School Groups	0	0	24	7	16	20
Returning School Groups	0	0	0	5	16	30
SEND Groups	0	0	0	1	2	3
Total YP	100	120	400	800	900	1300

KPI'S

	2018	2019	2020	2021	2022	2023
Venue/ Capacity	Wigan Youth Zone 300	Wigan Youth Zone 300	Robin Park/ LSV 400 per night	Digital	The Edge 600 per night	The Edge 600 per night
Tickets Sold	300	300	1200	0	1500	2400
Livestream Views	0	0	0	1020	200	200
Artists	6	8	16	35	18	37
Artist Led Rehearsals	N/A	N/A	112	180	264	336
Live Shows	1	1	4	0	3	5



TARGETS - 2024

New Schools*	Returning Schools**	New Community Groups	Returning Community Groups	SEND Groups	Total YP
15	32	4	8	4	1500

Venue/ Capacity***	Tickets Sold	Livestream Views	Artists	Artist Led Rehearsals	Live Shows
3200	3200	1000	45	300	5

*We have already had 8 expressions of interest from NEW school groups to take part in the 2024 festival.

**We have already had a total of 35 expressions of interest from schools & groups to take part in the 2024 festival.

***We can increase capacity at the Edge by holding CYP in backstage areas during the half of the show they are performing in.



NEW FOR 2024

The 2024 Wigan Borough Dance Festival will be the biggest and most ambitious yet.

We'll be returning to the Edge Arena to run 5 events over 4 days. While we plan to increase participant numbers slightly, the focus this year is to improve the artistic quality and reach culturally disadvantaged young people.

We'll do this by;

- Using the Access and Inclusion budget to provide targeted bespoke support for schools and groups in the most disadvantaged areas, and with high levels of Pupil Premium families. Support will also be made available for 'just about managing' families who would normally have been able to afford to attend opportunities like the dance festival but will now struggle due to the cost of living crisis.
- Actively encouraging more SEND settings to take part in the festival and providing targeted support using the access and inclusion budget.
- Making our young choreographers programme a paid mentoring and development opportunity for young artists aged 17+. This will enable us to showcase more professional standard, high quality work as part of the events.
- Working with ThickSkin Theatre and 1 other professional company/artist to develop new work with WN Dance Company. This year we plan to commission a South Asian dance artist.



2024 - SCHOOLS & GROUPS

SCHOOLS & GROUPS WHO HAVE COMPLETED EXPRESSION OF INTEREST FORMS

Parklee Primary School
Orrell St James' Catholic Primary School
Nicol Mere Primary School
St Bernadette's
Platt Bridge Community
St James' CE Primary
Beech Hill
Our Lady's R.C Primary Aspull
St Mark's CE Primary
Hindley All Saints'
Golborne Community Primary
Our Lady's RC Primary School
Lowton St Mary's C of E
St Catharine's C of E
St.Peter's Catholic High
Christ church CE primary
St Peter's Hindley.
Leigh St Mary's CE Primary
All Saints Catholic Primary
Holy Family Boothstown

Bedford High School
Lowton High School
Dean Trust Rose Bridge
Shevington High School
Westleigh High School
Stockport School
Oasis Academy Oldham
Up Holland High School
Dean Trust Wigan
Flixton Girls School
Co op Academy Failsworth
Kelly Marie Academy Of
Dance
SDZ ACADEMY
Strawberry Theatre Arts
DBO Dance Company
Amelia Quigley Dance
Velocity Dance
WigLe Dance CIC

13th - 16th March 2024
The Edge Arena, Wigan

In 2024, the Wigan Borough Dance Festival will involve a range of local partners



Edge Hill University



Wigan Council



Wigan & Leigh College



Curious Minds



13th - 16th March 2024
The Edge Arena, Wigan

[@WiganBoroughDance](http://wigledance.co.uk/dance-fest)