

# ACTION PLAN

Actions based on One Dance UK's Dance of the African Diaspora Mapping Report

The overall mission of One Dance UK is to ensure that the dance work force is empowered to be sustainable, connected, unified and highly valued. It is critical in these uncertain times to find ways of keeping visible, sharing with peers and ensuring that momentum is not lost in developing whilst preserving DAD for the next generation, even as a reference point.

We want to continue working with you to find ways of keeping abreast with the changing times to provide sector support that is 'fit for purpose'. As we do this, we may also discover that we need to change our perceptions and the way we have been traditionally doing things as a part of the overall creative sector.

Nevertheless, as a follow up from the World Café, which took place at the Re:generations conference in November 2019 with delegates and leaders from across the DAD Sector in the UK and internationally, we collated the outcomes of the debate and discussion. There were six clear themes that arose from these conversations. One Dance UK has developed goals and objectives for each theme, building a framework for an Action Plan to help us place the sector needs appropriately within the support we provide as an organisation. We jointly identified that the success of moving DAD forward within the next 3-5 years is by coming together and garnering efforts within the sector.

This Action Plan is part 1 of 3: we will be sharing two goals at a time (generated from the emerging themes) with a call to action, in the next three editions of HOTFOOT Online.

[Link to full DAD Mapping report](#)  
[Link to Summary DAD Mapping report](#)



Delegates at Re\_generations 2019, photo Foteini Christofilopoulou 2

## Key Findings

- The sector had developed over the past five years however in varying degrees (e.g. geographically)
- DAD is strongly rooted in connection to Africa
- Funding and knowledge of fundraising are among the key priority needs for the sector
- African contemporary practice dominates the sector
- Women make up the majority of practitioners
- The self employed (48%) and sole traders (54%) are predominant in the sector
- The DAD sector is demographically diverse
- The sector is strongly community focused
- London remains the hotspot for DAD work and education



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## Six Emerging Themes, Six Goals and Objectives

- THEME:** Fundraising and sustainability / Organisations Structures vs Independent  
**GOAL/OBJECTIVE:** IMPROVEMENT IN SUCCESSFUL FUNDRAISING AND SUSTAINABILITY/ ORGANISATIONS STRUCTURES VS INDEPENDENT
- THEME:** Education and training  
**GOAL/OBJECTIVE:** IMPROVEMENT FOR A DAD EDUCATION AND TRAINING INFRASTRUCTURE
- THEME:** Legacy and Archives  
**GOAL/OBJECTIVE:** URGENCY TO DOCUMENT LEGACY, OPEN UP AND INCREASE ARCHIVES
- THEME:** Audience Engagement  
**GOAL/OBJECTIVE:** MORE AUDIENCE ENGAGEMENT
- THEME:** Visibility and Platforms  
**GOAL/OBJECTIVE:** MORE VISIBILITY AND PLATFORMS FOR DAD WORK
- THEME:** Networks and Knowledge gap  
**GOAL/OBJECTIVE:** PROVIDING SUPPORT TO BUILD NETWORKS TO SHARE AND REDUCE THE KNOWLEDGE GAP ACROSS THE SECTOR



## GOAL/OBJECTIVE 1:

### IMPROVEMENT IN SUCCESSFUL FUNDRAISING AND SUSTAINABILITY / ORGANISATIONS STRUCTURES VS INDEPENDENT

INDICATOR / MEASURE: By 2021 90% of the dance sector knows where to find opportunities and there is significant success rate in resourcing robust programmes and individuals.

## WORLD CAFÉ OUTCOMES:

- > Balancing the Art and the Business – the more you devote to business you give up the art.
- > Vision sits in the middle and it should direct the business.
- > There is a disconnect between what Black artists do and what the funders want to hear – content and community support to educate funders on products to support and the need for flexibility.
- > There is a disconnect between the funders and the artists looking out for each other to give / receive funds or funding skills.
- > Friends giving money and supporting the business – ‘Friend Raising’ business training is needed.
- > Grassroots organisations are essential, more resources are needed from Arts Council England, and beyond, to enable their sustainability.

## ACTION / ACTIVITY

- > Talk to the corporate sector/experts to get / provide training / skills and support to raise money.
- > Convene funders and artists together to match up the needs /buddy system - partnerships.
- > Align artist to new funders and sponsors outside of Arts Council England.
- > Expand knowledge and reach within the corporate sector.

## GOAL/OBJECTIVE 2:

### IMPROVEMENT FOR A DAD EDUCATION AND TRAINING INFRASTRUCTURE

INDICATOR / MEASURE: By December 2020 announce a revised biennial scheme that addresses at least 3-5 educational/professional development sector needs identified

## WORLD CAFÉ OUTCOMES:

- > Organise forums in institutions to present pathways and skills for professional dance practice.
- > Facilitate a stronger dialogue between professional and educational artists / institutions within dance.
- > Connect institutions with universities to give them access to the archives (networks/knowledge gaps/legacy)
- > What is taught in higher education is based on the jobs you can get afterwards
- > Issues in higher education include - Lack of resources; very large class numbers where it is hard to decide what to teach.
- > Marketing of education – what is provided to the students that will prepare them for a career in dance appropriately.
- > Need for deeper holistic training.
- > Need smaller classes to train dancers.
- > Selectivity and building the curriculum - what do we teach to each training?
- > Compartmentalisation.
- > Accessibility – not enough national spread. Where are the institutions rooted? / Different cities – London and across the UK.
- > Pathways beyond education. Where do we go after training? / What are we training them to do?
- > Training for a dance practice rather than to be a dancer – someone who can do multiple skills e.g. teaching, choreographer, etc.

## ACTION / ACTIVITY

- > Set up a yearly Academic Advisory Roundtable which will be facilitated by the Hotfoot Editorial Focus Group to produce a paper on a current topic within DAD, with a view to inform decision making for sector support that is appropriate, relevant and progressive.
- > Run 1 or 2 campaigns annually to improve DAD in education and training, integrating the practice and research in relevant settings.
- > Continue to partner with universities to share practice and research – Re:generations conferences every 2/3 years.
- > Run a further research programme on dance in education settings to expand on the findings from the current mapping results?

## YOUR CALL TO ACTION TODAY

Share initiatives that you are working on or you know are happening in the sector and can benefit the greater good. Identify and suggest areas which you or other partners can be involved in on these goals. Email responses to [hotfoot@onedanceuk.org](mailto:hotfoot@onedanceuk.org)



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