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Report of Director of City Development

Report to Executive Board

Date: 16 July 2014

Subject: Leeds City of Dance

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	☐ Yes	⊠ No
Are there implications for equality and diversity and cohesion and integration?	☐ Yes	⊠ No
Is the decision eligible for Call-In?	⊠ Yes	☐ No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	☐ Yes	⊠ No

Summary of main issues

Overview of Cultural Reports on this agenda

- The following set of reports, considered together, describe a range of activity within the cultural portfolio. The City has an exceptional cultural offer ranging from major international companies to community festivals and the work of individual artists – and only recently are we starting to realise the potential of what is one of the city's greatest strengths.
- 2. This first report in the set provides our response to a deputation from the city's dance companies and moves us forward in being recognised as the best city for dance outside of London. The second paper on World War 1 commemorations allows us to reflect on the past through the diverse cultural activities of a great range or organisations and communities. The iconic and much loved Leeds Town Hall is a remarkable building and through the third paper proposals are presented to make the building more sustainable and look after its fabric for generations to come.
- 3. The city's arts organisations are the bedrock of Leeds' cultural offer and by continuing our arts@leeds funding 3-year model we will help sustain and develop many of them, even in a time of financial challenge. Finally, we consider the future of Leeds Grand Theatre, City Varieties and Hyde Park Picture House and options that will best help support these important venues to thrive in the long term.

4. Taken together these papers build towards a holistic approach to culture in the City which could help us to achieve more, and in particular help inform any future bid to be European Capital of Culture in 2023.

City Of Dance

- 5. **'Leeds City of Dance'** a campaign to promote Leeds as a world class city for dance, launched on the eve of the 100 day Yorkshire Cultural Festival for the Tour De France Grand Depart 2014.
- 6. The campaign is a major collaboration led by six companies in the city: Balbir Singh Dance Company, Northern Ballet, Northern School of Contemporary Dance, Phoenix Dance Theatre, RJC Dance and Yorkshire Dance.
- 7. The **Leeds City of Dance map** offers in a graphic and easy to absorb manner strong factual evidence and case studies to demonstrate the quality, significance and impact of dance in Leeds. The map shows that people come to Leeds from across the UK and from overseas because of the quality of our dance provision.
- 8. The dance companies are asking for Council assistance with and endorsement of their campaign to promote **Leeds as a City of Dance**;
- 9. The vision for Leeds City of Dance is to ensure Leeds' recognition as a world class centre for dance and it includes all dance and all Leeds' communities. The message is not limited to professional dance institutions and their dance audiences, but it means a celebration of dance in Leeds in all its forms, in all areas, traditions and styles and places, to highlight that Leeds is truly a city of dance.
- 10. In its dance sector Leeds already has a world class player that is under–recognised. Achieving wider recognition of the status of its dance sector is an 'easy win' for Leeds in its ambition to become Best City by 2030.
- 11. The City Council is canvassing the views of city partners over support for a bid to the European Capital of Culture competition 2023. Should the city decide to mount a bid in 2016, dance could form a significant part of the bid.

Recommendations

Executive Board is asked to recommend:

- a) that the Leeds City of Dance brand and message features prominently in future city marketing campaigns undertaken by and on behalf of the city; and
- b) for the City Council to incorporate the message that Leeds is a City of Dance in its own key messages and communications channels, as follows:
 - i. explore cost and feasibility of providing external way-finding to dance facilities in the city;
 - ii. adding endorsements of the City of Dance to the council's website and other relevant promotional material;

- iii. being alert to and taking any opportunity that presents itself to further the profile of Leeds as the City of Dance;
- iv. work with external partners to use the City of Dance message and brand to promote the city;
- v. request the Chief Officer for Culture and Sport to explore with the Arts Council additional ways of promoting the vision of **Leeds City of Dance**.
- c) and to note that the Principal Officer Culture and Sport will be responsible for implementation of the proposals by end of December 2014.

1 Purpose of this report

1.1 To make recommendations to Executive Board following a presentation to full council by the Leeds City of Dance deputation. The Deputation speech is attached as an appendix.

2 Background information

2.1 Leeds' dance hub

- 2.1.1 Leeds has the strongest centre for dance outside London in the UK. It is already internationally recognised as a centre of excellence with resources, energy and infrastructure to match the best around the world. Last year dance generated an income of more than £11.5 million and 300,000 people were an audience for dance in Leeds or dance from Leeds.
- 2.1.2 In Leeds are three dedicated dance buildings with a total of 20 dance studios and three theatres, two international touring companies, one of the first national dance agencies, the only government-funded dance conservatoire north of London, six theatres that programme dance and scores of dance companies, independent artists, community danceorganisations and commercial dance schools.
- 2.1.3 Commercial dance nights, DJ-ing and entertainment are an established part of the city's night life. Dance is also part of the indigenous cultural scene in our neighbourhoods from hip hop to street dance, from tea dances to carnival.
- 2.1.4 With the opening in 2013 of First Direct Arena seating up to 13,500, a whole new category of music and dance events and entertainment can be staged in Leeds.

2.2 Leeds as a showcase for dance

2.2.1 The city's professional leading companies have established a successful track record in recent years of working in collaboration and creating an exciting sense of place in the city through projects like Ballet On Briggate, Light Night, Juncture Dance Festival and global industry led events like The British Dance Edition.

Case Study

Ugly Duckling was Northern Ballet's first ballet created for children in Leeds. Funding from Leeds City Council's Leeds Inspired fund enabled Northern Ballet to create *Ugly Duckling* with the aim of reaching children and families in Leeds who wouldn't normally go to the theatre or engage with ballet. It was a fantastic way to introduce ballet to new audiences.

Later, the ballet received funding from Arts Council England to tour the North of England. The BAFTA award-winning <u>television adaptation of Ugly Duckling</u> was then commissioned by the BBC for CBeebies and broadcast over Easter weekend 2013.

More than 25,000 children and their families saw a live performance of *Ugly Duckling*; more than 250,000 people have watched the television adaptation and more than 400,000 people have experienced the production through BBC iPlayer and the CBeebies website. Northern Ballet has gone on to create two further ballets for children: *Three Little Pigs* premièred to sell-out audiences in Leeds last October. *The Elves and the Shoemaker* will première in 2014.

2.2.2 Dance regularly takes centre stage in major events: the BBC's Frankenstein's wedding at Kirkstall Abbey in 2011 which engaged an audience of 12,000; the Olympic Torch Relay celebrations in 2012; the Rugby League World Cup in 2013. Over the weekend July 5/6 during Leeds Grand Depart, RJC Dance will entertain families at Scotthall spectator hub; Northern School for Contemporary Dance will host a new Chapeltown community arts festival at its premises, and in Leeds city centre Yorkshire Dance will open its doors for a dance event involving performers from Zimbabwe.

2.3 Dance and Sport

2.3.1 Dance in Leeds is now regularly used to celebrate great sporting events. *Dance of the Rhinos* was choreographed and first performed for the occasion of the Rugby League International World Club Champions Cup. *Dancing with Rhinos* was commissioned a year or two later in 2012.

Case Study

Ghost Peloton by Phoenix Dance Theatre

Leeds premiered major world class art to mark the countdown to Yorkshire's Grand Depart 2014. **Ghost Peloton** built on the worldwide success of **Speed of Light**, a performance which was first commissioned for the London 2012 Olympics. Phoenix joined forces at Waides Yard with Sustrans and the Scottish public arts charity NVA to create the world's first **Ghost Peloton** led by Phoenix artistic director Sharon Watson and NVA creative director Angus Farquhar. A free ticketed outdoor event for 3,000 spectators, it brought new meaning to 'dancing in the dark'. Yorkshire's most experienced amateur cyclists were involved in this once-in-a-lifetime experience. Cyclists and large-scale projections of contemporary dancers utilised unique remote controlled light suits to produce a stunning live choreography. It was a highlight of the first cultural festival ever to be organised to celebrate the 111 year history of the Tour De France.

2.4 Leeds City Council's support for dance

- 2.4.1 Dance has been a strong part of the city council's cultural patronage since the 1970s when Leeds first offered innovative creative dance education programmes in a number of its schools. Forty years on, Leeds has publicly funded facilities to provide a broad range of training and development from multi-faith diverse and contemporary and mainstream dance to the most traditional and elite forms. Leeds City Council was a key supporter of all of the following initiatives:
- 2.4.2 Phoenix Ballet Theatre the international touring company started in Harehills in 1981. Yorkshire Dance set up as a dance development agency with help from the Sports Council in 1982 and runs classes for anyone between the ages of 8 and 80. Northern Ballet the classical national ballet company moved to Leeds in 1996.
- 2.4.3 Leeds' contemporary dance scene started at Northern School of Contemporary Dance. NSCD is now a world class institution delivering training at the very highest level to students from all over the world. Its home is a converted synagogue in the inner city neighbourhood of Chapeltown. NSCD's founding Principal Nadine Senior, taught contemporary dance to three young men at Harehills Middle School. As adults, they went onto establish Phoenix Dance Theatre.

"The great thing about this place is that you are taken at face value. It doesn't matter if you've trained for ten years or not at all, if you have the potential and you work your socks off you have a great chance of making it. "This is a comment on the website by a student who has been through the school. The school is fully accessible and welcomes students with disabilities to apply; places are allocated solely on people's potential and suitability to undertake the training. NSCD supports its graduates to seek their first jobs through its professional post graduate dance company, Verve. NSCD graduates go on onto join leading contemporary dance companies all over the world.

2.4.4 In October 2010 Northern Ballet and Phoenix moved into purpose-built new premises in the Quarry Hill area of Leeds. The world class facilities of this largest professional dance space outside London, gives the two companies a joint home to continue nurturing talent and producing work of the highest quality for the next 30 years and beyond.

Case Study

Big Ballet. Because of the quality of our facilities, Leeds was chosen this year to host the nationally televised Big Ballet BBC series. Dance impresario Wayne Sleep trained a troupe of amateur Leeds dancers to mount a televised performance of Swan Lake, capturing a massive new audience for Leeds and for dance in Leeds. Big Ballet has performed impromptu at a Council organised International Womens Day celebration on Millennium Square to the delight of the audience, local press and passersby.

2.5 International dance ambassadors

- 2.5.1 Dance can overcome language barriers and has global reach and the new Leeds Digital Dance Map shows how Leeds is connected to the rest of the UK and the world. Northern Ballet and Phoenix Dance Theatre regularly support inward investment trade missions for Leeds and play an important ambassadorial role for the city and city-region abroad. Northern Ballet perform regularly in Japan, China, Barcelona and Milan. Phoenix Dance carries the Leeds brand to international venues across the globe. This is the kind of activity from which the city and its partners can derive mutual support and benefit.
- 2.5.2 Each City of Dance organisation proactively promotes its activities outside of Leeds - performances in its theatres; open days; Easter and summer schools; regular classes; CAT schemes. The Academy of Northern Ballet attracts people from far outside the region. People and their families travel from all over to come to our dance organisations.

2.6 Inclusivity, health and education

- 2.6.1 Dance is a popular activity for 5 million participants, or close to 10% of the UK population. Research shows that dance is important for education, health, social cohesion and regeneration with its proven capacity to deliver healthy and positive and potentially life-changing outcomes for people of all ages and abilities in all neighbourhoods.
- 2.6.2 Dance Action Zone Leeds based in Middleton, is a city wide dance & health charity which aims to improve the health & wellbeing of disadvantaged & vulnerable children & young people aged 3 25 years through dance activity. DAZL targets children & young people who lack access to positive activities or who are at risk of sedentary lifestyles. DAZL works within youth culture, starting with what young people enjoy which has manifested itself in dance styles like Street Dance, Cheerdance, Contemporary and Break dance styles.
- 2.6.3 Engagement in DAZL's dance activity improves mental health, physical health and well-being for young people in some of the most disadvantaged areas of Leeds. DAZL also improves the family unit and enables all generations to come together and celebrate their achievements through dance and performances. DAZL's work doesn't focus solely on obesity but on wider issues, such as community development and cohesion.
- 2.6.4 By developing dance skills and through performing to audiences, young people build transferable skills such as confidence, a sense of self-worth and positive body image. For the young people DAZL works with, this activity can be a first step towards a healthier lifestyle. DAZL has created many youth dance groups, after school programmes and intensive projects working with vulnerable groups. DAZL has worked with over 4000 in the last year and helps the other professional dance companies in the city to contact hard to reach young people in Leeds.
- 2.6.5 People dance for fun, for fitness, to meet others or to express their creativity. There is a rich mix of diverse dance cultures flourishing in Leeds, representing a wide variety of folk and ethnic from Irish dancing to Klezmer for example; from

- dance gymnastics to Kathak; from organisations like Leeds Rhinos Junior Dance Academy to the Me2 Inclusive Dance Group for young people with disabilities.
- 2.6.6 It is a universal medium perfect for community participation. Wherever you are on the spectrum of interest, health or ability, dance in Leeds offers opportunities to watch, enjoy, engage in and socialise.

Case Study

Leaps and Bounds for adults with learning disabilities

Leaps and Bounds is a partnership between Yorkshire Dance and Leeds Adult Social Care to create opportunities for adults with learning disabilities to take part in group activities that combine movement, fun and dance in a sociable environment. As support services for learning disabled adults have moved from centralised day-care into community-care, services through partners like Yorkshire Dance enable people to meet old friends, learn new skills and enjoy a regular group activity where their needs are understood and met. Classes take place each week and are part of Yorkshire Dance's ongoing commitment to fostering creativity and innovation through dance with the wider community. In the last two years Yorkshire Dance has worked with many learning disabled adults through the Leaps & Bounds programme.

3 Main Issues

- 3.1 The Executive Member for Leisure and Skills and the Chief Officer for Culture and Sport have held discussions with the six dance organisations named, around how the City can support and highlight Leeds as one of the best centres in the world for dance. For example:
- 3.2 There is insufficient recognition of the city's strengths in dance in the city's overall marketing messages or communications to residents and visitors.
- 3.3 There are no arrangements currently for city dressing, external banners or external signage. Leeds City Council's website does not feature the message that Leeds is also the City of Dance.
- 3.4 Leeds has made significant and sustained investment in the dance sector in Leeds and is not maximising the benefits the sector can in return now confer to the City profile and reputation.

4. Corporate Considerations

4.1 Consultation and Engagement

4.1.1 This report has been produced following discussions with the Executive Member for Digital & Creative Technologies, Culture & Skills.

4.2 Equality and Diversity / Cohesion and Integration

4.2.1 This report is largely for information, and there are no specific implications in the report around equality and diversity or cohesion and integration. A diversity of audience and entrants to the dance community is vital to the health of the sector in Leeds.

4.3 Council policies and City Priorities

- 4.3.1 Increasing participation in cultural activity is a core priority of the city's aspiration to be an active and creative city. 'Leeds City of Dance would contribute to the delivery of the Best Council Plan 2013-17 objectives, 'Supporting communities and tackling poverty' (specifically the priority, Supporting healthy lifestyles and getting people active') and 'Promoting sustainable and inclusive economic growth' (and the priority, 'Maximising the impact of our cultural infrastructure').
- 4.3.2 Leeds has a key ambition to positively develop its profile and reputation, nationally and internationally.

4.4 Resources and value for money

- 4.4.2 The association of the dance organisations with the city is a significant benefit and the investment represents value for money.
- 4.4.3 The recommendations in this report require minimal additional spend by the Council.

4.5 Legal Implications, Access to Information and Call In

4.5.1 This report contains no legal implications.

4.6 Risk Management

- 4.6.2 There are no risks attached to recommendations in this report.
- 4.6.3 The way the dance community has stepped up to come together to promote the city of Leeds on top of the programmes of work they are each already delivering demonstrates that Council's support will not be wasted.

5 Conclusion

5.1 Leeds is a world class centre for dance. Dance in Leeds is a huge success story for the city. With the addition of the purpose built HQ housing the Northern Ballet and Phoenix Dance Companies, Leeds can claim to have one of the best state of the art dance training and rehearsal facilities in the UK and Europe. The city should maximise the benefits of its investment.

6 Recommendations

6.1 Executive Board is asked to recommend:

- a. that the Leeds City of Dance brand and message features prominently in future city marketing campaigns undertaken by and on behalf of the city; and
- b. for the City Council to incorporate the message that Leeds is a City of Dance in its own key messages and communications channels, as follows:
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- c. and to note that the Principal Officer Culture and Sport will be responsible for implementation of the proposals by end of December 2014.

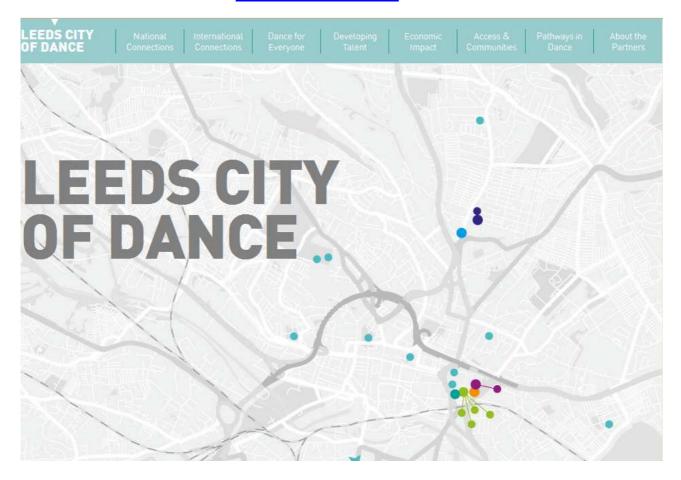
7 Background documents¹

7.1 None

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.

Appendix 1 - Press Coverage

For full information see www.cityofdance.co.uk



http://www.danceuk.org/news/article/leeds-city-dance-launch/

Leeds City of Dance launch

Date Thu 24 April 2014

Six Leeds-based dance organisations have come together to showcase Leeds as the number one city for dance in the UK outside London. Balbir Singh Dance Company, Northern Ballet, Northern School of Contemporary Dance, Phoenix Dance Theatre, RJC Dance and Yorkshire Dance have created a new dance map which aims to show how Leeds is a City of Dance.

The Leeds City of Dance map launched on Wednesday 26 March at an event at Leeds' Civic Hall. Guests and Councillors were invited to watch a short performance by Balbir Singh Dance Company, Northern Ballet and Northern School of Contemporary Dance, meet the people behind the project as well as see the dance map for themselves.

The idea behind the Leeds City of Dance map is to tell the story of how successful dance is in the City and how Leeds is connected to the rest of the UK and the world by dance. Based on research conducted by the organisations in 2012/13, the map also aims to show the reach, engagement and economic and social impact of dance in Leeds.

Councillor Lucinda Yeadon, Leeds City Council's executive member for leisure and skills said: "We are extremely fortunate in Leeds to have a thriving mix of highly respected dance organisations based in the city which are greatly admired not just nationally, but right across the world.

"The development of the Leeds City of Dance map is a brilliant opportunity to bring our groups together to not only showcase further what we have to offer, but also to inspire more people to watch and take part in dance."

Some remarkable facts and figures feature in the map: in 2012/13 almost 300,000 people saw a performance by the organisations involved and 400 people were employed by them. The map paints a picture of a lifetime of opportunities available for people in Leeds to experience, enjoy and work in dance.

Group spokesperson Wieke Eringa, CEO and Artistic Director of Yorkshire Dance said: "We believe dance is something Leeds can be proud of. It has the UK's richest dance ecology with three dedicated dance buildings, two international touring companies, Northern Ballet and Phoenix Dance Theatre, one of the first national dance agencies, Yorkshire Dance, the only government-funded dance conservatoire north of London, Northern School of Contemporary Dance, and many dance artists and companies including Balbir Singh Dance Company and RJC Dance." The partners hope that, although not primarily targeted at members of the public, the map will inspire people to get involved with dance in a range of ways including watching performances or joining in dance classes. The map can be found online at www.cityofdance.co.uk

http://www.theguardian.com/culture-professionals-network/culture-professionals-blog/2014/mar/28/arts-culture-sector-data-impact

Data can help showcase impact

Open data presents an opportunity to create evidence-based stories that can highlight the scale and impact of an arts organisation, making it a useful strategic resource.

Northern Ballet, for example, which performs to an audience of over 120,000 across the world, is pooling data about its operations with other dance organisations to create visualisations. These highlight the unique contribution the organisation makes, from the quality of cultural engagement to local job opportunities.

Laraine Penson, director of <u>communications</u> at Northern Ballet, said these maps are an accessible way of introducing data to show how Leeds compares with other regions. They also tell a story of Leeds as a city of dance, and how it connects to the rest of the world.

Client: Source: Northern Ballet Theatre Yorkshire Post (Main)

Date:

25 March 2014

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State of the arts: a region creating world-class work



Sarah Maxfield

Sarah Maxfield is Area Director North of Arts Council England,

GROWING UP in South Yorkshire in the 1970s, my family would in no way have described itself as "arty", proclaiming a love for the arts or that we took part in "cultural life" would have felt way too mytentious

way too pretentious.
And yet, from Sunday jaunts
to York's National Railway
Museum, seeing Sadler's Wells
perform Swan Lake in a Big
Top in Sheffield, to attending
concerts at City Hall, the arts and
museums were absolutely part of
our normal family life.

our normal family life.
When I left home for
university, I had laid down
the foundation of cultural
experiences and enthusiasms
which has shaped my life ever
since.

It was with a sense of homecoming that I took up a job with the Arts Council in Yorkship two years ago.

Yorkshire two years ago.
Growing up, I had no feeling
that we were starved of the arts
- far from it - and yet I know
objectively that Yorkshire's

cultural landscape is far broader, richer and more varied than it was 30 years ago.

The vigour and ambition of arts and culture across Yorkshire is striking, despite the recent reductions to public funding.

The Arts Council's role is to invest in a considered way to support the whole arts and cultural eco-system. As custodians of public money, we consider many factors in order to appeal to a range of audience interests, as well as geography.

interests, as well as geography.
Of course, the nation's cultural life is not all reliant on Arts
Council support. We also have a thriving commercial sector and amateur activity across the country. And the role of visionary local government investing in partnership with the Arts

Council has always been crucial.

If we took geography as the
only consideration and allocated
money solely on a per head basis,
then some areas would gain but
others, urban centres where
cultural institutions have grown
up in clusters, could lose out.

Artists often live and work where they have trained, where their friends are. Leeds is a world class centre for dance – it's no coincidence the Northern School of Contemporary Dance, Phoenix Dance Company, Balbir Singh, Yorkshire Dance, Northern Ballet are all there. That critical mass encourages collaboration, innovation and helps to create enough work to keep dancers in the area.

the area. That's the reason the Arts Council created a 10-year plan, to sustain the cultural ecology across England so that more quality activity can be

more quality activity can be experienced by more people. A sustainable cultural sector requires investment that creates world class clusters where artists can flourish, spark creative synergy, and promote excellence. One of these is undoubtedly London, the home of many of our national companies and museums and the base for many companies which support artists nationally or spend time touring their work across the country.

Yorkshire is developing its own world class centres for the arts.

The intention of Leeds to bid for European Capital of Culture in 2023, and Hull's winning the status of UK City of Culture in 2017, illustrate this ambition, as does Sheffield Theatres' title of best Regional Theatre and Opera North winning national awards.

The arts are important to rural communities too: this summer's hosting of the Tour de France's Grand Départ and the associated arts festival (with £1m of Arts Council investment) sees events in Skipton, Holmfirth and on Ilkley Moor.

Companies like Rural Arts North Yorkshire and the National Rural Touring Forum continue this work year round.

this work year round.
In response to the debate on
the geographical spread of our
investment, we have published a
report called This England which

Yorkshire Evening Post

Client:

Northern Ballet Theatre

Source:

Yorkshire Evening Post (Main)

Date:

27 March 2014

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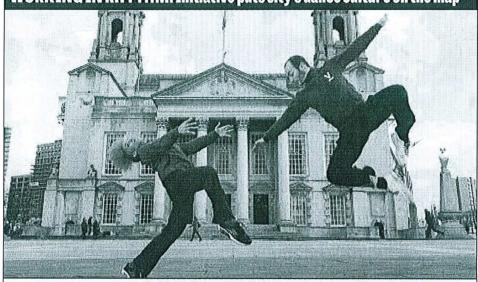
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WORKING IN RHYTHM: Initiative puts city's dance culture on the map



ARTS ORGANISATIONS showed all the right moves as they launched a push to promote Leeds as the number one city for dance in the UK outside London.

Balbir Singh Dance Company, <u>Northern</u> <u>Ballet</u>, Northern School of Contemporary Dance, Phoenix Dance Theatre, RJC Dance and Yorkshire Dance are backing the new Leeds City of Dance project. They have created a map

They have created a map to highlight Leeds's dance hotspots as well as their links to other cities.

The map was launched yesterday at Leeds Civic Hall with performances from Balbir Singh Dance Company, Northern Ballet and the Northern School of

and the Northern School of Contemporary Dance. Leeds City Council's executive member for leisure and skills, Coun Lucinda Yeadon, said: "The development of the Leeds City of Dance map is a brilliant opportunity to bring our groups together to not only showcase further what we have to offer, but also to inspire more people to watch and take part in dance."

For further information, visit the www.cityofdance. co.uk website.

Yorkshire Post

Client:

Northern Ballet Theatre

Source: Date: Yorkshire Post (Main) 27 March 2014

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