



DAZL

DANCE ACTION ZONE LEEDS

3 YEAR PLAN

2006 - 2009

History

Dance Action Zone Leeds or DAZL as it is mostly known is a community dance project funded originally by Health Action Zone and established in March 2000. It started as a partnership project between South Leeds Arts College - Merlyn Rees, and the DAZL Director working with local health services and Primary Care Trusts. DAZL is now a Registered Charity supported by the Leeds PCT and Leeds City Council Learning and Leisure Department.

Aims of DAZL

The primary aim is:

To improve the mental and physical health of young women aged 8 - 25 years through dance activity in disadvantaged communities, in particular but not exclusively South Leeds.

And the secondary aim is:

To improve the mental and physical health of the wider community of Leeds through dance and performing arts related activity.

Benefits of the project

The DAZL project aims to improve the mental and physical well being of young women through participation in dance, promoting their social inclusion and reducing health inequalities affecting them. The project particularly targets teenage girls who avoid P.E. and do not take part in sport. Dance is a powerful art form for improving health, developing fitness, coordination and flexibility as well as enhancing self-esteem and confidence. Dance is an outlet for creative expression and allows young people to explore their sense of identity or self-image.

The objective of DAZL's work is not to engage a select few in dance but to attract large numbers of young women of 'all shapes and sizes' who would not normally attend a private dance school. The key approach taken by DAZL is to work within youth culture and start where young people are at. Through popular music and MTV dance styles DAZL has engaged many young women from disadvantaged communities in Leeds. Through DAZL they get involved in regular physical activity and also participate in high quality dance productions. Performing can boost the confidence and self-esteem of young people at a key time in their life. This is particularly important as many of the

young people come from backgrounds where there is a lack of aspiration combined with limited opportunities.

Equality of opportunity and access

DAZL's work is founded on sound principles of equality and diversity which lie at the heart of the programme's aims. DAZL has key policies in place including, Equal Opportunity Policy, Child Protection and Health and Safety Policy. All staff receive regular training to implement the programme with regard to the policies. All staff are CRB checked and have child protection and emergency first aid training. The Director oversees risk assessments, assessment of staff and other governance issues.

THE 3 YEAR PLAN

DAZL's last 3 Year Plan was developed when DAZL was established in 2000 and this was carried out successfully. In 2005 the project made a transition to a registered charity and limited company and is now ready to establish a new 3 Year Plan that takes into account the following considerations:

- Charitable status means strengthened fundraising capabilities.
- The Director post is now a half time post and although it is permanent it does not have as much capacity as previously. This has led to deciding to establish dance facilitator posts rather than projects that are delivered by freelancers. The posts will manage their own organizational workloads where possible and will also learn about and take limited responsibility for the running of the whole programme. This will help improve the sustainability of the project, which has previously relied heavily on the Director.
- The new emerging agenda of healthy lifestyles can lead to potential funding streams to support more dance work.

PROGRAMME AREAS

• CORE YOUTH DANCE GROUPS

The core youth dance groups are central to the programme and provide the ongoing structure for dance activity in the community. DAZL is currently running 14 youth dance groups across the south area of which 4 have been running for over 3 years and the rest have been established more recently particularly through the new Youth Dance Facilitator post. They have been funded from a range of sources including regeneration funds, South Leeds PCT, charitable grants and area management funds. Young people involved in the after school projects can continue their involvement in dance through the network of Youth Dance Groups.

• AFTER SCHOOL DANCE

After school dance clubs are a highly effective way of engaging children and young people in dance. It has been a key aspect of promoting DAZL's youth dance groups to offer taster sessions in school and to establish 10 week after school dance projects.

There will be various after school projects in the 3 year plan and these include:

- The Interschool Dance Championship
- Engaging Inactive Children (See below)
- Other after school projects including social enterprise projects

- **ENGAGING INACTIVE CHILDREN PROJECT**

This project will identify and target currently inactive/sedentary children in South Leeds and engage them in dance. They present the biggest health risk as are more likely to be overweight or become overweight adults and are a challenge to engage in physical activity. This dance project is part of a wider 3 Year Physical Activity Programme developed by the Physical Activity Coordinator with 3 other strands including Football, Free Sports and Active Clubs. Target groups are:

Primary Target group: Inactive and overweight children aged 5 – 11 years

Secondary Target groups: Inactive and overweight young people aged 11 – 16 years and 16+ - adults interested in training to support/ deliver activity

The programme will work with schools to identify a target group of sedentary and/or overweight children then promote dance within school lesson time to engage inactive children when 'captive'! It will establish after school sessions for 24 – 36 weeks to build confidence, skills and fitness targeting the inactive. It will then feed the children into the core youth dance programme. It will offer local people accredited training to develop the skills to support and where appropriate deliver the dance programmes in schools or the community.

- **DAZL ADVANCE**

DAZL ADVANCE is a new project for young people aged 15 – 19 years who have more advanced dance skills and have shown a commitment to community dance locally. It is in response to the lack of progression currently available for young people within DAZL. It will give young people opportunities to develop higher levels of technique and a broader range of experiences. Dancers will take part in high profile national performing and touring and work with different choreographers. It will link closely to the Youth Dance Leadership programme area as it will provide young people with the right level of dance skills to train as leaders.

- **DANCE LEADERSHIP TRAINING & DEVELOPMENT**

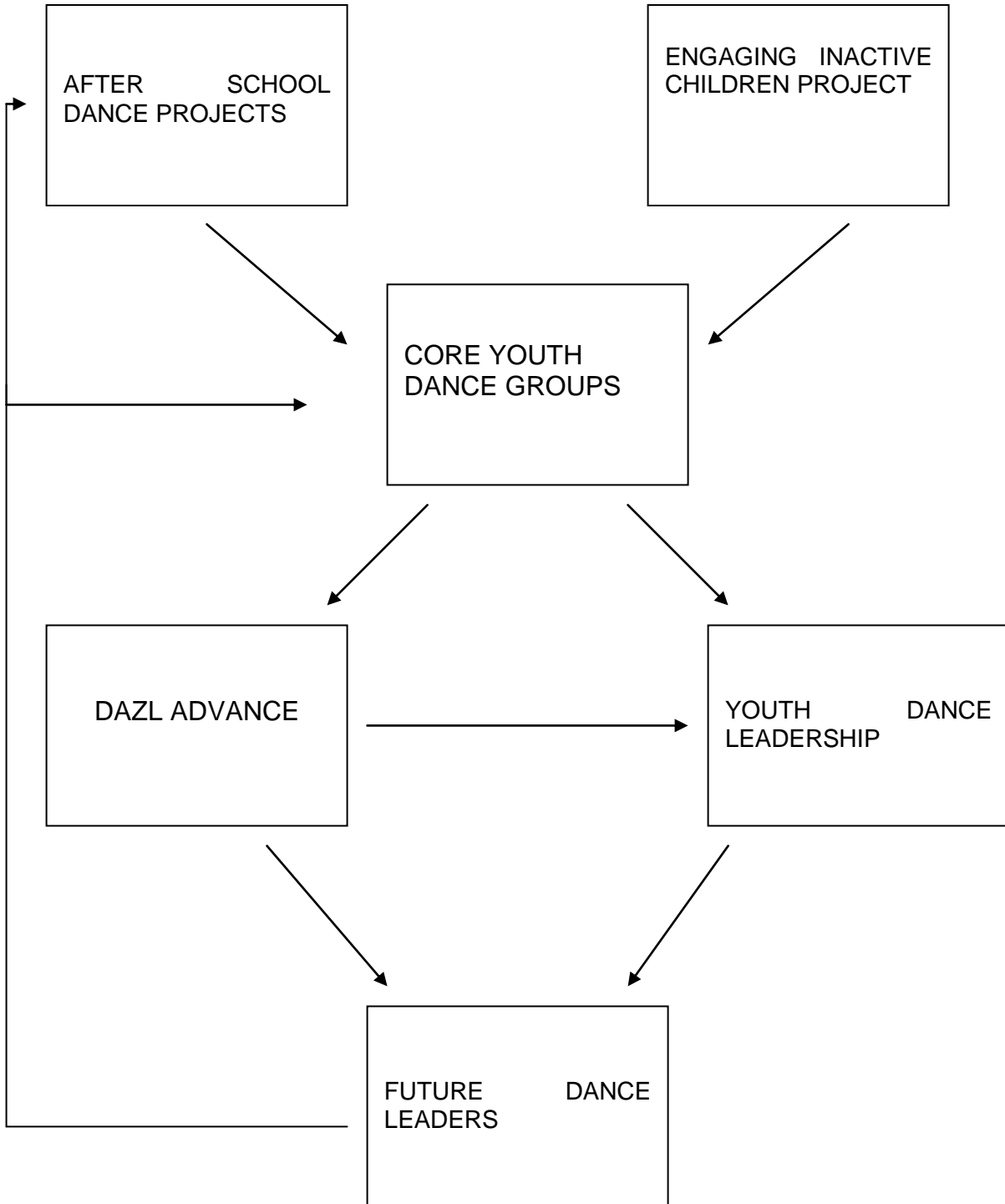
DAZL has historically trained local people to deliver their dance programme. This has produced some excellent success stories but also caused issues around quality of provision and professional conduct of staff. For this reason the new 3 Year Plan will aim to address this by working with a balance of local people trained through DAZL and professional dance tutors who are dance graduates. Careful selection of those who are trained will also be a feature. Training will be delivered through a range of programmes including the Arts Award, Junior Dance Leaders Award, short courses and the Youth Dance Leadership Course

- **YOUTH DANCE LEADERSHIP COURSE**

This OCN accredited course developed by DAZL is the principle dance leadership training to be delivered in the 3 Year Plan. The course will provide local people with a foundation for delivering dance workshops in the community developing skills and knowledge of the art form. Communication and organisational skills are also key to dance leadership.

The accreditation for the course has been developed through the Open College Network and has combined existing units of accreditation within OCN. It will provide those taking part and achieving Level 3 with 5 OCN units which may be able to combine with other units towards access to further education. The course will offer opportunities for progression for young people with well developed dance skills but with sometimes limited academic qualifications. .

DAZL FLOW DIAGRAM



3 YEAR PLAN DANCE PROGRAMME

YEAR 1 - 2006/7

CORE YOUTH DANCE GROUPS

- ONGOING REGULAR DANCE SESSIONS FOR 10 – 12 YOUTH DANCE GROUPS
- TWO DANCE SHOWS PER YEAR
- HOLIDAY PROGRAMME DELIVERED

The Youth Dance Groups that are the ongoing core of DAZL's work have been very popular and levels of skills in street dance have noticeably grown in those involved over several years. Community shows will aim to extend the young people's skills and experience

AFTERSCHOOL DANCE PROGRAMME

- A limited programme of after school dance clubs and sessions to be established and run. These groups will have opportunities to perform at the DAZL shows

ENGAGING INACTIVE CHILDREN PROJECT

- ESTABLISH PILOT AND ROLL OUT
- FOCUS ON IN SCHOOL AND AFTER SCHOOL PROJECTS

The programme will work with schools to identify a target group of sedentary and/or overweight children then promote dance within school lesson time to engage inactive children when 'captive'! It will establish after school sessions for 24 – 36 weeks to build confidence, skills and fitness targeting the inactive. It will then feed the children into the core youth dance programme.

ESTABLISH YOUTH DANCE FACILITATOR PROGRAMME

- ONGOING GROUPS WORKING TOWARDS PERFORMANCES AND ACCREDITATION WHERE APPROPRIATE

The programme funded by youth services for a year initially across the Middleton Park and Beeston areas will involve a 15 hour per week Youth Dance Facilitator post. They will work with youth workers and partners to identify and engage with groups of at risk young people aged 13 – 19 years with interest in dance. The post has established 5 new groups and has been very successful so far. This post will also develop a Cheer Dance programme for which there is demand from young people in the area.

DAZL ADVANCE

- YOUTH DANCE ENGLAND
- EXCHANGE TOURING

DAZL ADVANCE is a new project for young people aged 15 – 19 years who have more advanced dance skills. The year 1 plan is to enter the Youth Dance England Festival. This is a national event that will select the best Youth Dance Groups across the country for a final show in July 06. Alongside this the group will have the experience of performing at a range of venues including some outside of Leeds as DAZL is linking with

other community dance projects to exchange performance opportunities across the region.

COMMUNITY COHESION PROJECT

➤ I LOVE SOUTH LEEDS SUMMER PROGRAMME AND GALA

This summer will involve work to improve community cohesion between the distinct areas of inner South Leeds. The aim is for the culturally diverse communities to come together through the summer dance programme and then for those communities to attend a gala event at the end of the summer. This is in response to the issues following 7/7 and the merging of 2 high schools which have increased racial tensions in the area.

YEAR 2 - 2007/8

CORE YOUTH DANCE GROUP ACTIVITY

- ONGOING REGULAR DANCE SESSIONS FOR 10 – 12 YOUTH DANCE GROUPS
- HOLIDAY PROGRAMME DELIVERED
- NEW CHEER DANCE GROUPS ESTABLISHED
- HIGH PROFILE PERFORMANCE AT TOWN HALL PLUS 2 SHOWS
- TRIP TO SEE PROFESSIONAL DANCE PERFORMANCE

All existing youth dance groups will continue funding allowing plus the Youth Dance Facilitator will continue to develop a network of Cheerleading and Cheer Dance groups. The Autumn term will culminate in a show at the Leeds Town hall which will be a high profile event. It will require the groups to produce work on the theme of Well Being with higher production values and use of video projection

AFTERSCHOOL DANCE

- PROGRAMME DELIVERED AS PART OF DANCE LEADERS WORK EXPERIENCE
- PERFORMANCE OPPORTUNITIES

Linking in with the Dance Leadership course the after school programme will present an ideal opportunity for work experience for the trainee dance leaders. They will work alongside either a teacher or dance tutor dependant on their level of skill and confidence

ENGAGING INACTIVE CHILDREN PROJECT

- PROGRAMME ROLLS OUT TO ESTABLISH COMMUNITY DANCE AND PARENTS AND FAMILIES

Having established a programme of after school clubs and engaged inactive and/or overweight children the aim will be to feed them in to community activity. It will also be to engage parents in healthy lifestyle messages and in some cases establish dance projects for parents and children together or dance exercise for parents alongside the children's project.

DAZL ADVANCE

- ONGOING PERFORMANCES
- ENGAGE WITH YOUTH DANCE LEADERSHIP TRAINING

This year will involve feeding those ready and interested into the Youth Dance Leadership Training course.

YOUTH DANCE LEADERSHIP TRAINING

➤ DELIVER YOUTH DANCE LEADERSHIP TRAINING COURSE

Offering training to young people with established dance skills and an interest in dance leadership. Accredit the 150 hour course to Open College Network Level 3. Also recruit from DAZL ADVANCE and from the Engaging Inactive Children project

EXPLORE SOCIAL ENTERPRISE

➤ PILOT SMALL SCALE

South Leeds Health for All has become a support agency for social enterprise projects. DAZL has agreed to look into whether this model could support the project particularly in providing long term and sustainable funding. The idea is to have a profit making arm to the organization that will create profit delivering dance in more affluent areas to fund work in more deprived areas. DAZL is only committed to investigating the options and would only proceed if it could noticeably increase capacity and sustainability.

YEAR 3 - 2008/9

CORE YOUTH DANCE GROUP ACTIVITY

- ONGOING REGULAR DANCE SESSIONS FOR 10 – 12 YOUTH DANCE GROUPS
- TWO DANCE SHOWS PER YEAR
- HOLIDAY PROGRAMME DELIVERED
- RESIDENCY WITH PROFESSIONAL COMPANY PLUS PERFORMANCE
- TRIP TO SEE PROFESSIONAL DANCE PERFORMANCE

The weakness identified in planning has been that the groups are quite insular and have not seen professional dance work or experienced a wide range of styles. On that basis the Year 1 plan is to take the groups to see dance performances that will widen their experience whilst also still being accessible to them. Also to engage them in a residency with professional company.

AFTERSCHOOL DANCE PROGRAMME

➤ INTERSCHOOL DANCE CHAMIONSHIP SHOW

More responsibly for this to be taken on by schools. Maybe even run by a School Sports Coordinator or Extended Schools coordinator.

DAZL ADVANCE

- ONGOING WITH NEW RECRUITS

ENGAGING INACTIVE CHILDREN PROJECT

- EVALUATION AND NEXT STEPS

More in depth research focusing on health outcomes will be carried out with Leeds Met University as this is the second year of the project and end of NRF funding. Funding will be sought to continue and develop the project if successful

3 YEAR PLAN OTHER PLANNING AREAS

Marketing and PR

Our current marketing approach is a low key local promotion of DAZL and its programme, partly to avoid issues around city wide profile which might mean young people from other areas than the south attending. Also we have worked through the local schools mainly to engage new participants using taster workshops to attract new members and photocopied flyers to back this up which has proved effective.

Current marketing:

- Posters and flyers designed in house and photocopied
- Occasional newspaper coverage but not really pursued
- Logo self designed and same since 2000
- Reports usually photocopied and distributed only to Board
- Research summary leaflet 2002 used successfully as marketing tool now dated

The plan is to raise the general profile of DAZL in the next few years without publicizing too specifically the local programme.

Year 1 - 2006/7

- The Annual Report will be professionally designed and published. To do this every other year. The report will incorporate statistical outcomes collated from feedback forms, quotes from participants and pictures
- A new logo will be professionally designed and incorporated into other print and stationary etc.
- Produce a piece of generic print for DAZL that is multi purpose e.g. a folder with pictures and quotes etc. into which information on particular projects can be inserted
- A basic website will be established with generic information about DAZL
- This may be done with PCT support through Public Health Design time or if not approaching the Arts Council for funding

Year 2 - 2007/8

- Develop website further with more interactive elements for local young people involved with DAZL
- Develop a closer relationship with the local press particularly in promoting the healthy lifestyle messages of the Engaging Inactive Children and Communities project
- If Social Enterprise is pursued develop appropriate print to promote the commercial programme

Year 3 - 2008/9

- The Annual Report will be professionally designed and published again
- Report on research for Engaging Inactive Children and Communities published

Staffing

The staff team currently includes the Director of DAZL who is employed by the Leeds PCT and runs DAZL from within this post on a half time basis. There is also a part time Youth Dance Facilitator and part time administrator and finance support from South Leeds Health for All. There are a team of 6 – 8 freelance dance tutors. The structure of the staffing is currently under review due to the restructuring of the Leeds PCT.

Equipment and Resources

Currently DAZL has a fairly basic set up:

- Office base is hired
- Venues for sessions and performances are all existing spaces either offered for free or hired to DAZL
- Equipment includes basic office equipment for Jan plus 2 CD players and a good quality video camera
- There is a small collection of costume and props stored in the community hall

The advantage of this set up is it is cost effective and doesn't require managing a building or large amounts of equipment. New dance studios are also being built at Cockburn and South Leeds High School which will mean access to more quality spaces. However not having for instance theatre lights or a PA can mean extra hire costs for shows. Most important is to provide essential equipment for any new staff.

Year 1 - 2006/7

- Lap tops for new staff with off site diary and emails

Year 2 - 2007/8

- Research the feasibility of DAZL having a portable lighting rig and PA. Discuss a possible shared equipment arrangement for example with Marcus Rapley /MJR Services— where we buy the equipment and he would caretake it in return for having usage
- If feasible fundraise for portable lighting rig and PA

Year 3 - 2008/9

- Do an audit of dance and performance spaces used by DAZL and consider any gaps or issues and how they could be addressed

Training

Current training delivered by DAZL includes:

- Youth Dance Leadership Training for local young people and community workers
- Child Protection training bought in for staff
- One off professional development sessions for freelance teachers e.g. gymnastics skills, aerobic warm ups for youth dance
- While training is provided on a small scale for the freelancers little training of Director or administrative staff takes place

Year 1 - 2006/7

- Vicky to train in charity company secretary role
- Jan to train in house at SLHFA in personnel management
- Jan to look for funds for management training and to identify her key areas for development

Year 2 - 2007/8

- Youth Dance Leadership training course to run for DAZL Advance seniors and local community workers
- Dance leaders and tutors to access more intensive training through dance company residency
- Director to identify a mentor with dance expertise – e.g. Gail Ferrin/Ruth Till/Errol Barrows to explore shared consulting on development of artistic programme

Year 3 - 2008/9

- Some continued professional development for youth dance leaders trained in year 2 and freelance tutors and staff

Monitoring and Evaluation

Currently DAZL participants are monitored through consent for details which gives:

- Name
- Age
- Address
- Postcode

Feedback is received through feedback forms that young people fill in at least once a year or per project. Little has been done with the feedback other than informally and to provide as evidence to funders. The last piece of research carried out on DAZL was in 2001. An advisory group of DAZL's tutors meets annually to give feedback and discuss any issues or new ideas.

Year 1 - 2006/7

- Include monitoring of ethnicity in feedback form
- Collate information from the feedback forms to provide statistical evidence for reports
- Develop a teachers evaluation form
- Self perception research to be undertaken by Medical student. This is a sophisticated evaluative tool that measures any improvements in self esteem and self perception achieved by an intervention

Year 2 - 2007/8

- Report on self perception complete and results disseminated

Year 3 - 2008/9

- Evaluation of some sessions through creative evaluation session that will feed into Annual Report

Policy

Currently we have draft policies for:

- Child Protection
- Health and Safety
- Equal Opportunities

Year 1 - 2006/7

- Establish procedures and policies for employment and management of personnel
- Adopt a Financial policy

Year 2 - 2007/8

- Board to review the existing policies
- Board to review staffing structure in light of Leeds PCT restructuring

Year 3 - 2008/9

- Board to agree new staffing structure in light of Leeds PCT restructuring