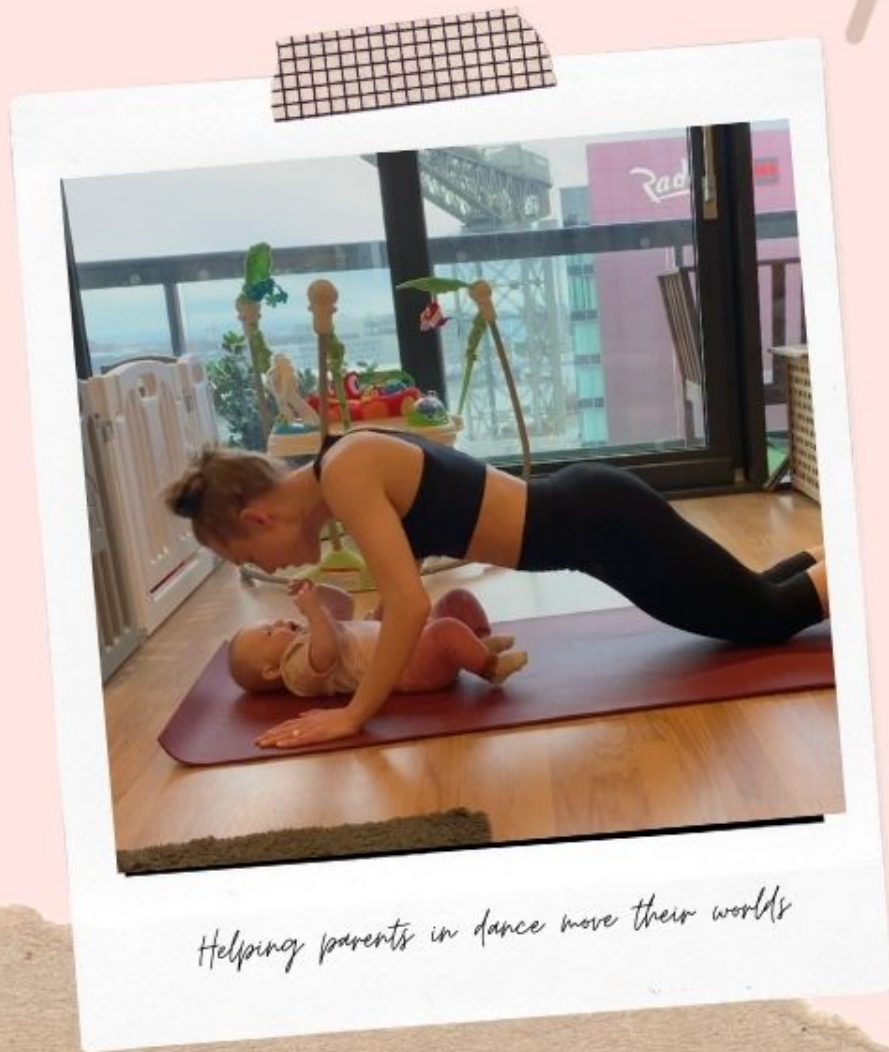


# DANCE



# MAMA

*Live!*



## IMPACT REPORT 2021/22



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



**YORKSHIRE  
DANCE**



**Clearcut**

# Contents

## Welcome to our impact report

Dance Mama Live! 21/22 has rendered a very rich amount of data. If you only have time for a quick update, please visit page 6 for the project outline. However, we hope it may tempt you to read more!

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Many thanks go to Arts Council England, our participants, partners, guest specialists, advisors and supporters for making this project a huge success.



# Retaining talent matters

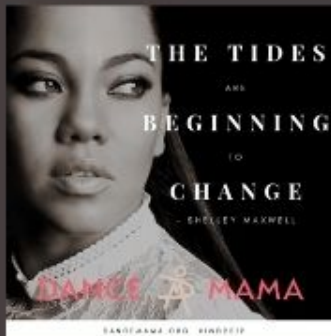
**7 out of 10 parents and carers (72%) are considering abandoning their career in the performing arts.**

This alarming statistic that has come out of PiPA Campaign's 2021 COVIDg1 survey captures the stark reality of the challenges parents face in order to continue their vocational careers in music, theatre and dance. With the dance sector haemorrhaging talent, we are seeing the following challenges:

- Under-valuing parents leads to poor practice, lack of research and discrimination
- Loss of skill, experience and talent across the sector
- Under-representation in female choreographers and leaders, generation after generation



# Change agent



Since 2014, Dance Mama has recognised these challenges. Dance Mama originated from Founder, Lucy McCrudden's (pictured below) lived experience becoming a parent in the dance sector. The huge gap in provision she experienced at this important life-changing moment has driven her to create this project within a suite of activity of research, learning events, information dissemination and mentoring, hailed a **'unique and vital resource'** by One Dance UK. The purpose of which is to increase the percentage of those who continue in their careers, giving their rich and much-needed talent and creativity to the art form and society.



Lucy McCrudden - image Pierre Tappon



# How we serve



site

+

stories



research

+

info



workshops

+

mentoring



community

+

social



# Dance Mama Live!

Barriers that parents in dance often face include; low wages, expensive childcare and travel costs, a lack of knowledge of how to manage their new bodies (if they have biologically carried their children) and the pressure of juggling new responsibilities within a career that can often be logistically incongruous. All of these factors can contribute to motivation loss. **Dance Mama Live!** was designed to specifically address some of these issues by providing consistent, high-quality sessions online, recording accessible replays for convenience in taking part, developing a community and programming diverse sessions from the sector and beyond.

**“I found it surprising emotional. It felt like after 18 months of motherhood I’ve finally found my tribe. People who speak the same dance language as me. It made me feel a lot less alone. Thank you so much!” –  
Brona Jackson, Dance Artist and Participant**

Amongst the chaos of the COVID-19 pandemic, Dance Mama delivered all **13** monthly, 2-hour, online webinar and practical workshop sessions with **38** guest specialists, live and as replays to **120** parents working in dance to develop their artistic practice. This surpassed our target of 50 for this population of 'creative people'. The film smashed its viewing target by **650%** (**19.5k** views to date), contributing to our 'cultural community'. We also delivered two pilot dance and health sessions to mothers in the general public to start our work in this area (**15** sessions in total).



15



38



120



19,500





”

**‘This has been life changing.’**

**– Michaela Collings, Dance Artist & Participant**



# Our partners

**“...very unique and extremely valuable...”**  
- Erin Sanchez, One Dance UK

DANCE  MAMA

IN PARTNERSHIP WITH



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The pandemic has had a devastating impact on the arts sector. In the face of this we were able to retain our original strategic partners, One Dance UK, Sadler's Wells, DanceXchange and Yorkshire Dance as well as engage 38 specialists from a range of organisations.

**‘Ideally, we would have been doing activity in person and that was the original plan... people locked down and the COVID restrictions made it an even more isolating period for new parents. So, I think actually, the timing of it was really important.’**

**- Joce Giles, Director of Engagement, Sadler's Wells.**

Further to this, we attracted in kind rights use from international music artist, Georgia (Domino Records), Scottish Ballet, McOnie Company, The Old Vic, West End productions of 'The Mousetrap' and '42ND STREET' for clips in our film created with Flett Films and Tambrisk Pictures, released for International Women's Day 2022.







“

**‘This is amazing! I wish I had  
this sort of organisation when I  
was a young Mum.’**

**– Etta Murfitt, Associate Director, Matthew Bourne's New Adventures**



# Filling the gap in provision

Our main strand of activity was the suite of online professional development sessions aimed at the population of parents working in dance. In our evaluative research, strategic partners were unanimous in their opinion that **this programme is unique and fills a huge gap in the industry** for provision of this kind. Participants also expressed this view multiple times.

The project's structure was devised so it could be very flexible for people to engage with, as this population are very overstretched with their work and home commitments, amplified with the national lockdowns and restrictions.

**Approx 7 – 15 participants came live to each session, with over 120 (and growing) signing up who could also access the programme's replays.** The highest amount of replays so far is for Etta Murfitt's taster workshop (**97 views**) closely followed by Dr Steve Ingham's webinar (65 views) demonstrating the need for accessible content for this population.



**“I am sure I’m not alone in having a busy life and being able to engage in the webinars in my own time was the most important element of this project. If that hadn’t have been there I wouldn’t have been able to participate.”**

**- Karen Palmer, Dance Pracitioner, MSc Dance Science Student and Participant**

Partners also praised the project's **diverse programming**, which included a range of dance styles from ballet (BalletLORENT), Classical Indian (Sonia Sabri Co), contemporary (Gemma Nixon, Company Chameleon), movement direction (Ingrid Mckinnon), salsa (Miguel Altunaga), hip-hop (Kate Prince's Zonation) to new ways of working with movement in the gaming industry with Aletta Collins MBE.

The suite of content can be viewed in the next page.



**DANCE MAMA** *Live!*

**TASTERS**  
with Etto Murtati  
**SAT 27 FEB 21**

ARTS COUNCIL ENGLAND NEW ADVENTURES

**DANCE MAMA** *Live!*

**SESSION 1**  
10am Dr Steve Ingham, Supporting Champions  
11.15am Nana Sandy, ZooNation, The Kate Prince Company  
**SUN 28 MARCH 21**

ARTS COUNCIL ENGLAND ZOO NATION

**DANCE MAMA** *Live!*

**SESSION 2 - WEBINAR**  
10am - Terry Hyde MA MBACP, Counselling for Dancers  
**SUN 25 APRIL 21**

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**DANCE MAMA** *Live!*

**SESSION 3**  
10am Prof. Mark Mansfield, Sarah Spackler MEd, National Institute of Dance Science & Medicine  
11.15am Sir Sarah Curzon, Director of Dance, Patricia Kirkland, Associate, The Royal Ballet  
**SUN 25 JULY 21**

ARTS COUNCIL ENGLAND

**DANCE MAMA** *Live!*

**SESSION 4**  
10am Laura Godfrey-Jones, Maternal Journal  
11.35am Alberta Collins  
**SUN 27 JUNE 21**

ARTS COUNCIL ENGLAND

**DANCE MAMA** *Live!*

**SESSION 3**  
10am Dr Mariza de Vivo & Sally Kettle, Action Pregnancy Foundation  
11.15am Rosie Kay, Artistic Director, Rosie Kay Dance Company  
**SUN 23 MAY 21**

ARTS COUNCIL ENGLAND

**DANCE MAMA** *Live!*

**SESSION 6**  
10am HEBINKA DISCUSSION - Sophie Lewis's panel discussion with Tom Ingham and Dr. Helen Arden, moderated by Dr. Terrell  
11.15am WORKSHOP with Miguel Forest  
**SUN 12 September 21**

ARTS COUNCIL ENGLAND

**DANCE MAMA** *Live!*

**SESSION 7**  
10am HEBINKA DISCUSSION - Joyce Simola's workshop (Black British in Dance) with Lydia and Olayinka, Jodie MacIntyre  
11.15am CREATIVE DANCE WORKSHOP - Sarah Madigan  
**SUN 10 OCT 21**

ARTS COUNCIL ENGLAND

**DANCE MAMA** *Live!*

**SESSION 8**  
10am WEBINAR DISCUSSION - Helen Laws & Charlotte Vincent  
11.15am CREATIVE DANCE WORKSHOP - TO FORWARD  
**SUN 31 OCT 21**

ARTS COUNCIL ENGLAND

**DANCE MAMA** *Live!*

**SESSION 10**  
10am HEBINKA DISCUSSION - Anisado Bittencourt Mac Gabe, Fátima Góes & Sharon Watson, MBEd  
11.15am CELEBRATION with participants  
**SUN 5 DEC 21**

ARTS COUNCIL ENGLAND

**DANCE MAMA** *Live!*

**SESSION 9**  
10am WEBINAR - Melissa Phipps (Overground Sound), Javiera Weiss (Overground Sound), and Anna Fildes (Overground Sound) (Overground Sound)  
11.15am WORKSHOP with Anna Fildes  
**SUN 28 November 21**

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**DANCE MAMA** *Live!*

**STRAND 2 - POSTNATAL DANCE**

ARTS COUNCIL ENGLAND

# Wellbeing benefits

Research and reporting on the dancing body through parenthood is exceptionally limited. Whilst Founder, Lucy McCrudden's PhD aims to contribute to address this (along with other research that is taking place with other colleagues), most of the knowledge there is on moving through parenthood comes from our allies in sport and exercise science and medicine.

There were specific sessions on this topic with; One Dance UK, National Institute of Dance Medicine and Science, Active Pregnancy Foundation, Laura Godfrey-Isaacs (Midwife and Maternal Journal Founder) and Dr Steve Ingham (Founder, Supporting Champions and eminent Olympian physiologist). These sessions enabled participants to discuss common issues and challenges and increase their knowledge.

Participants reported very positively about how sessions had impacted them physically.

**59.1% respondents of the final evaluation scored the two highest values towards 'Inspired me to move and connect with my body and creativity' question.**

**59% scored highest on the 'I feel noticeably more confident since taking part' question.**

**“My experience of Dance Mama Live has been overwhelmingly positive. At the start of programme I was in a really bad place mentally and struggling to come to terms with being a mum. I feel like being on the programme has allowed me to see myself in others and really accept that I am a Dance Mama.”**

**– Olivia Peers, Choreographer, Community Dance Artist and Participant**



# Wellbeing benefits

Participants reported very positively about how sessions had impacted them emotionally. **90% scored in the top two highest values ('Inspired me greatly' and 'made me curious to know more')** when asked how the session impacted them emotionally.

**“If it were not for Dance Mama Live, I would not be dancing right now. I feel I have started to rediscover who I am and who I have become now I am a mum. I am learning to change what my expectations should be of attending these sessions with a child and this has also helped me in general in other areas of my life especially having had postnatal depression. I will be eternally grateful for my friend emailing me a link for Dance Mama saying I might be interested! It has been really helpful, inspiring and reassuring to listen and be around other dancing mums.”**

**– Shelley Watson, Participant**

## GENERAL PUBLIC DANCE & HEALTH PILOT

We were able to deliver all sessions on our second strand of activity for mums in the general public. We worked with Active Pregnancy Foundation and Breathe Arts & Health Research to recruit participants. We met all our targets and delivered high-quality sessions. We discovered that bringing members of the general public to online dance as new parents was not as intuitive for them as it was for the professionals. We had an additional debriefing session on this with our experienced team in dance and health programmes and identified future approaches to develop this work.



# Cultural ecology benefits

Participants taking part traversed a multitude of roles employed and self-employed, those who had been away on mat leave and returning to the dance sector and are in many different family circumstances.

- **77.3%** of the final evaluation respondents said they had been introduced to new concepts regarding dance and parenting, evidencing the programme's ability to contribute towards the gap in provision of this kind.
- **81.9%** of the March 2021 session evaluation respondents said they were more likely to take part in creative activity following the sessions and connect with other creatives.

**100% said they would recommend it to other colleagues.**

This project has had significant impact on its participants with humbling and profound results we hoped it would achieve. As a snapshot, out of the final evaluation respondents (22) we found that since joining the programme:

1 has created a new dance work (paid)

6 have created a new dance work (voluntary)

3 have submitted a funding application successfully

2 have returned to arts-based work after a period of time away due to parental reasons

4 have returned to dance-based work after a period of time away due to parental reasons

4 attend more dance classes

6 attend more professional development opportunities

## CASE STUDIES

Particular case studies include Clare Palethorpe who received her ACE Developing Your Creative Practice grant to develop workshops in dance for parents in Worcester. Bethany Kingsley-Garner (Principal, Scottish Ballet) took part in sessions over her maternity leave which she attests support her re-entry back on stage in Spring 2022, demonstrated through her presence in our film where she generously shared images of herself breastfeeding in rehearsal. This footage for ballet in particular has previously had barely any amplification in the UK. The reach of our film of 19.5k has a long-term impact of contributing to the normalisation of these images and promoting inclusivity.



# Additional Outcomes



The need Dance Mama Live! amplified and sought to address inspired additional outcomes to the many positive predicted benefits that the project itself has achieved.

Within the project:

- a journaling prompt resource we created with Maternal Journal was included in their new book, published in late 2021.
- We were also able to commission additional visual minutes from artist Julia Miranda (on next page) to capture issues raised and explored in our final webinar,

The project has also enabled Dance Mama to organically launch a weekly technique Class Programme as demand for more regular sessions of this nature was evident.

This has enabled us to research and develop this aspect of our work with a committed group of participants across the UK. Using research, Lead Dance Artist, Lucy Balfour (Royal New Zealand Ballet, Rambert) delivers a hybrid of ballet, contemporary and yoga bespoke to pre and postnatal parents working professionally in dance.

We will include and grow these sessions in our future plans.







# Investment

**“A much-needed experience that should be continuously funded in order for it to be available indefinitely.”**  
**– Chloe Hillyar, Researcher and Participant**

Dance Mama is grateful to Arts Council England for investing a £15k National Lottery Project Grant in Dance Mama Live!

Dance Mama Live! was supported in kind from its strategic partners.

During the project, a number of specialists on the programme waived their fees as they felt passionate about this cause and wished their fee to be redirected to other artists working on Dance Mama Live!

Dance Mama also attracted gratis rights use of international music artist, Georgia, as a high calibre soundtrack to accompany and convey the artistic and issue-highlighting, celebratory sentiment of the Dance Mama Live! Film, created with Flett Films and Tambrisk Pictures.

Gratis rights were also given from Scottish Ballet, McOnie Company, The Old Vic, West End productions of 'The Mousetrap' and UK and USA rights holders of '42ND STREET' for footage from their productions featured in the film, as they support parents in dance and believe in Dance Mama's cause.



# Organisational development

Deciding to proceed with this project at the time of a National lockdown was a big investment personally for Founder, Lucy McCrudden. It meant Dance Mama Live! was delivered whilst she simultaneously carried out emergency home-schooling responsibilities for her own children .

However, she felt that many people needed this content at this time and went ahead. This project enabled her to evidence proof of concept of what she thought was needed in the sector - online sessions bespoke to this group of professional parents would be highly beneficial. It also served to seed the future of dance and health activity for the maternal general public.

Strategically, this project has led her to developing a Research Advisory Group for Dance Mama. Using some contractors across different administrative areas of the project supported the delivery greatly, but has shown that to develop, Dance Mama needs greater hours and a more permanent team in place, leading to the pursuit of transforming Dance Mama from a sole trader project to a legal entity.



Kate Flatt OBE - image by Oliver Lamford

**“Dance Mama must continue,”  
– Kate Flatt OBE**

The project and its successful format has enabled Dance Mama to benefit from a more invested audience base as well as an increase followers on social media, and gather audience data to influence our business planning and future activity plans. Lucy has learned a tremendous amount and the registration and evaluation data has given her further insights into the current picture for this population. This data has also enabled her to look at the disproportion across the group in terms of racial equality which will inform Dance Mama's strategy going forward. This topic was also included as a webinar discussion within Dance Mama Live! to garner information from the participants and experts of how this important issue can be improved.



# Lasting imprints

## NETWORKS

On receipt of the ACE funding, Dance Mama Founder, Lucy McCrudden, felt inspired to co-found an International Alliance of Parents in Dance (working title) with Professor Ali Duffy (USA) and found the Parenting in Dance Network (UK and Ireland) to support a joined-up approach across all perspectives of professionals working on this cause in the sector. These groups are made up of choreographers, researchers, teachers and advocates and are continuing to run as part of the project's legacy.



**“You are doing such wonderful work, Lucy! Congrats on all of your successes and connections. I am thrilled to know you”**  
**– Prof Ali Duffy, Texas Tech University, USA, Co-Founder International Alliance of Parents in Dance and Participant**

## RESEARCH

Lucy extended the evaluation of Dance Mama Live! to include dance science approaches via volunteer MSc students at Trinity Laban, enabling Dance Mama to start to work towards a more scientifically based way of capturing psychological data on the impact of the programme. This, in tandem with the creation of Dance Mama's Research Advisory Group, which is made up of dance scientists, sports and exercise scientists and medics, was influential in Lucy gaining a PhD place to study this area at Christ Church Canterbury University. This research will help in filling the huge gap in academic data and contribute to industry guidelines in the future.

## ADVOCACY - AWARDS & TEDx

Dance Mama Live! earned Lucy an Honourable Mention in AWA Woman in Dance Award 2021 and nominations for One Dance UK's Advocacy Award 2021 and AWA Woman in Dance Leadership Award 2022. Lucy gave her TEDx talk about Dance Mama and Dance Mama Live! called 'Helping Mums in Dance Stay Centre Stage' at Frensham in April 2022.





**TEDx**Frensham



Lucy gave her TEDx talk about Dance Mama and Dance Mama Live! called 'Helping Mums in Dance Stay Centre Stage' at Frensham in April 2022.



# 2022 +

Dance Mama Live! has been a landmark project for Dance Mama. It has secured our position as one of the UKs leading voices in amplifying the challenges of being a parent in the dance sector and creating solutions to address them.

The project has further established Founder, Lucy McCrudden's, place as a global pioneer in this area.

On this strong foundation, Dance Mama will develop into a CIC , which will enable it to build on its successes.

In 2022 and beyond, Dance Mama will develop its high quality content, connection and support for parents in dance through the advancement of its advocacy, learning programmes, research and story capture to serve more parents in dance and to increase and normalize the presence of parents and their needs in the sector and beyond.



**Helping parents  
in dance move  
their worlds**




"A vital and unique resource for  
the 40,000+ strong workforce in  
dance"


Andrew Hurst MBE,  
Chief Executive, One Dance UK



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