



SOCIAL IMPACT REPORT 2020

**MOVE
MOMENTUM**

WELCOME FROM AMANDA

Back when I joined Move Momentum in 2017, it was because I was really passionate about the dream that our founder, Louise Todino, was trying to create. Believing that anyone could dance and should have the opportunity to explore this for themselves. Since then we have grown so much and every year we continue to reach more people through our accessible dance classes. I'm excited to be on this journey and look forward to reaching even more people in the future and all the successes to come.



**WE BELIEVE THAT DANCE IS FOR EVERYONE.
WE STRIVE TO MAKE THIS A REALITY.**

OUR MISSION

To provide accessible, inclusive and affordable dance classes. We know dance changes people's lives because we witness it first-hand and we believe that everyone should have access to a high-quality dance education enabling them to improve mental and physical well-being and enrich their quality of life.



"The dance class is great and I'm learning some new moves, my favourite move is a tilt. I'm enjoying meeting new people, dance is a happy place and it's helping build my confidence."

Annabelle, Liberate Youth student

HIGHLIGHTS FROM 2020

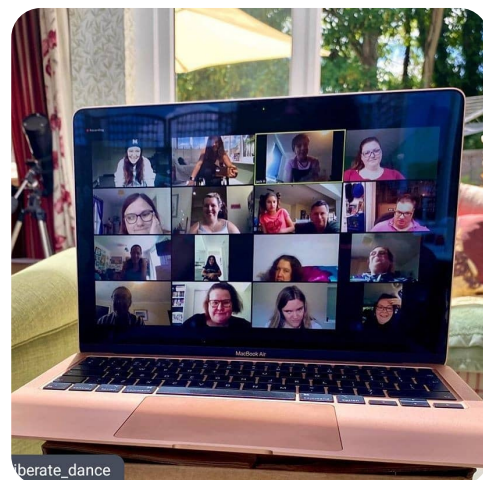
2020 has been a challenging year for everyone and Move Momentum has faced its share of challenges this year but through all the challenges there have also been a number of highlights.

BECOMING A REGISTERED CHARITY

For the last 2 years, our aim had been to become a registered charity. This was part of our sustainability plan to ensure that we can continue to provide dance classes to those less able to access it. In April 2020, this finally happened and we received our charity status. Our new status will help us to continue to grow so that we are able to help more people through dance.

VIRTUAL DELIVERY

When the UK entered a lockdown back in March Move Momentum quickly adapted to delivering dance classes online and decided to do so free of charge. This was hugely successful, in particular our Liberate Dance classes which saw a 100% increase in participants. Due to the increased demand and many of our new members joining from across the UK, in September when our classes resumed in the studio, we launched a brand new Liberate Online class.



COMMUNITY BUSINESS TRADE UP PROGRAMME

We were one of 71 organisations across England selected for a competitive learning programme and grant of up to £10,000. The Community Business Trade Up Programme is run by the School for Social Entrepreneurs, in partnership with Power to Change. The programme supports people improving their local...

MORE HIGHLIGHTS FROM 2020

COMMUNITY BUSINESS TRADE UP PROGRAMME CONTINUED...

communities through trade. Amanda took part in a nine-month learning programme at the School for Social Entrepreneurs (SSE). SSE helps people develop the skills, strengths and networks they need to tackle society's biggest problems. Amanda learnt so much from participating in this programme and will be using this knowledge to help grow Move Momentum and support more people.

AWARDS

We were very fortunate to celebrate receiving 2 awards this year. The first was 'Dance Class of the Year' in the South England Prestige Awards. These awards recognise small and medium-sized businesses and charities that have proven to be the best in their market, demonstrating strengths in areas such as quality, service excellence, accessibility and sustainable methods of working. The second was awarded to Vickie Simmonds, co-founder of Liberate Dance, who won the Rising Star Award from One Dance UK. The One Dance UK Awards are an annual celebration to champion, acknowledge and reward the people who have made the most impact on the vibrant dance landscape across the UK. The Rising Star award celebrates someone who is at the start of their career who is already making a significant positive difference in their area of work.

LIBERATE DANCE'S 1ST BIRTHDAY

Liberate Dance celebrated its first birthday in September. We were able to host a small get together with some of our dancers to have a socially-distanced celebration.

"I can't believe how the little dream I had in the back of my head two years ago has grown into something so incredible." - Vickie



OUR YEAR IN NUMBERS

79

students have
participated in our
regular classes

100%

of students stated
our classes had a
positive impact on
their life*

212

classes delivered by
Move Momentum

5

new volunteers
were recruited

100%

of students stated
our classes
noticeably improved
their physical fitness*

17

external classes/
workshops delivered in
collaboration with
other organisations

87%

of students
agreed our
classes
noticeably
improved their
mental well-
being*

95.7%

of students stated that
our classes had
increased their social
and support network*

87%

of students
stated our
classes
noticeably
improved their
confidence*

**Based on a survey
completed by 23 students*

Academies

Our Winchester Street Dance Academies are for young people aged 11-16 and are far more than just a dance class. We provide a safe place where young people can learn, develop and achieve. The academies are about being a part of a community, building friendships and having fun! This year we have run our academies in **Stanmore**, **Winnall** and **Highcliffe** which are areas of Winchester where many of the young people experience disadvantage.

"I really enjoy the atmosphere and fun we have at Stanmore Academy. My teacher Mitch is amazing, and he always supports me. I believe dance should be fun and I always look forward to a Wednesday evening knowing that I'll have fun."
Poppy, Stanmore Academy

33

young people have attended one of our academies

SUMMER'S STORY

13-year-old Summer attends our Winnall Academy and loves to dance.



"I love dance. It helps me keep calm and challenges me. I enjoy socialising with new people and making new friends."

Summer enjoys spending time at Winnall Academy, she always has fun at the class with her friends and says the dances from her teacher Darren are challenging and have helped her to improve and develop. Attending the academy has also helped support Summer's mental well-being.

"The classes help me escape from reality, it helps my life and makes me happy. I love the academy and my life is complete with dance."



GEMS is a friendly and relaxed dance class for over 65s which includes a mixture of seated and standing movement with a focus on going at your own pace and having fun. GEMS is more than dance class it's about being a part of a community, building friendships and having fun!

"Brilliant class....not only did it feel like a good total body workout and experience the joy of coordinating movement to the rhythms of music. I loved it! I found everyone inspiring role models and every single person made me feel so warmly welcomed. Wonderful! I cannot remember experiencing anything like it before, outside of rare family gatherings!"

ADELE'S STORY



72-year-old Adele attends our GEMS class, a normal day for Adele consists of chores, cleaning, ironing, gardening and most days involve making cuppas for lonely elderly people and visiting them. Adele and her husband love attending GEMS.

"It is the best hour in our week."

The class has encouraged Adele to try new things and be creative, "It is friendly, good exercise, we have a lot of fun and laugh a lot. It makes us think and try new things and it challenges me to be creative and more confident. I am definitely not as shy as I was."

"The class has introduced some fun into our lives."

Adele looks forward to attending the class every week. "Even if I don't feel very well, I don't want to miss it. It is not competitive, you feel accepted and encouraged to be yourself. We are taught very well with a lot of sensitivity. Quite a tonic!"



#DefineYourMovement

Liberate Dance is an exclusively wheelchair-based dance company. At Liberate Dance we believe in celebrating the freedom of movement a wheelchair brings to people with disabilities. The classes are far more than a dance class, we are a support network and family.

"Building friendships both in and outside the class, thanks to a strong Facebook community, has had a huge impact on my mental wellbeing."
Becky, Liberate Dance

KERRY'S STORY



33-year-old Kerry attends our Liberate Dance class, she is married and mother to a teenage girl. Five years ago Kerry contracted an infection in her brain, which resulted in 1.5 years in hospital and becoming a full-time wheelchair user. Kerry joined Liberate Dance because my illnesses and disability often leave me feeling isolated. "I have a great support network but I wanted something just for me. I wanted to focus on the positives of needing a wheelchair and to feel liberated rather than confined."

"The biggest impact that Liberate has had on me is my feelings of self-worth. At Liberate I feel included and accepted for who I am, not how able I am."

Kerry enjoys all of the fun that we have and the friendships that she has made and she has also improved her fitness. "Before joining Liberate, just brushing my teeth felt very physically difficult. Now I'm seeing a real shift in my energy levels."

"Liberate Dance makes me feel enabled not disabled."

WHAT'S NEXT ON THE HORIZON

NEW CARE HOME PROGRAMME

We have recently launched a brand-new, virtual programme, which introduces dance to care homes in a way that is safe and accessible for all residents and gives their relatives an opportunity to join in or just watch their loved ones enjoying themselves. We are thrilled to be able to provide our services to care homes. Now more than ever we can see the benefits of keeping active, social, and most importantly having fun.

LIBERATE HOLIDAY CAMP

We had planned to launch a Liberate Holiday Camp in August 2020, enabling wheelchair users from across the UK to come and dance in the studio with us. We planned to run 3 workshops in different dance styles over 2 days followed by a filmed performance at the end of 2 days. We are excited for when we will finally be able to run this in the future.

TRAINING PROGRAMME

In 2021 we're planning to start developing a CPD programme on inclusive dance practice, focusing on teaching methods for facilitating dance for people with disabilities. We are really excited to start working on this programme and enabling dance practitioners across the UK to effectively and safely lead community-based sessions designed for people with disabilities.

MORE CLASSES

Over the next couple of years, we hope to start more community classes in Winchester and online. Including a new GEMS class, a Dance for Parkinson's class, an additional Liberate Online class along with restarting Weeke Academy*.

*Weeke Academy stopped running in July 2017

THANK YOU!

Just to say a huge thank you to all our staff, volunteers supporters and funders that have supported us this year, without whom we would not be able to provide our services and continue to make a difference to people's lives.



STAFF

Amanda Watkinson - Project Manager & Teacher
Vickie Simmonds - Marketing and Development
(Liberate Dance) & Teaching Assistant
Kerry Chamberlain - Project Coordinator & Teacher
Teachers: Darren Lee, Mitch Allen, Freedom Inneh
Teaching Assistants: Jaimie Bennett
Volunteers: Lizzie Sawyer, Katie Omrod, Dani
Griffiths, Anna Curtis

TRUSTEES

Alana Jones - Chair
Jennifer Ferguson - Treasurer
Laura Walton - Secretary
Chantel Russell
Hannah Walton
Kay Tyson

Founder: Louise Todino