

DANCEEAST

FUTURE DANCE AUDIENCES

FURTHER INFORMATION FOR AUDIENCE AMBASSADORS – Global Majority

May 2024



**JERWOOD
DANCEHOUSE
IPSWICH**

FIND OUT MORE
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DANCEEAST.CO.UK

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About DanceEast

DanceEast's vision is a world where everyone can benefit from the vital and life-enhancing power of dance.

Operating in the East of England and beyond, our mission is to create new and exciting ways for people to move or be moved, through participating in, experiencing, or producing dance at its very best. We promote dance as an avenue for self-expression, discovery, and fulfilment; to enhance health and wellbeing; and as a tool to unite people and communities.

Three values drive us forwards: a passionate pursuit of quality, a commitment to making dance compelling, accessible, and inclusive for everyone, and a determination to focus effort and investment where it has the greatest impact.

Our operations and strategy are informed by our guiding principles:

- To be a leading voice in dance and a principal talent and ideas incubator - delivering an accessible, inclusive, and relevant creative programme
- To be a national leader in digital dance innovation
- To be an exemplar organisation, with strategic governance, model financial and operational management and a dynamic approach to business planning
- To minimise our environmental impact
- To remain a beacon of excellence, enhancing the profile of Ipswich, Suffolk, and the East of England.

As one of the UK's leading dance organisations and the home of dance in the East of England, our work is consistently excellent, and our impact is felt locally, regionally, and nationally. Each year our programme reaches 40,000 attendances, including 13,000 attendances of participatory activity. Our outreach activities focus on people facing disadvantage as well as those traditionally under-represented in arts engagement; we give more people the chance to experience and create the highest quality dance, for the greatest benefit of all.

Further information about DanceEast can be found at
www.danceeast.co.uk and at [YouTube](#)



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Project Overview

Future Dance Audiences aims to grow and diversify paying audiences for DanceEast in Ipswich, focusing on groups underrepresented amongst current attenders, to create a sustainable future for the organisation.

There is a need to build engagement and awareness, demystify dance, and counteract negative perceptions through advocacy and networking. We need to engage in outreach beyond traditional marketing to significantly improve our local public profile and encourage people to try dance performance for the first time.

Priority Audience Groups: families, people aged 18-35, and people of the Global Majority - this group includes people who define as being of African, Chinese, Indian, Pakistani, Latin American, Black/African/Caribbean backgrounds, and other mixed ethnic backgrounds.

DanceEast is committed to ensuring Equity, Diversity, and Inclusion is embedded into our organisation to create long-lasting change, including within our core audience base.

DanceEast is seeking an Audience Ambassador from our pool of frequent audience members, who identifies as being of the Global Majority (as defined above) to connect and network with people of the Global Majority, introduce them to DanceEast and act as passionate advocates for the organisation. We will recruit three Audience Ambassadors in total: one for each priority audience group.

The Audience Ambassadors will work with an external Audience Development Specialist, DanceEast staff, and project leads.

Future Dance Audiences will be delivered over three phases:

1. Understand and connect:
 - This phase will focus on consulting with the three priority audience groups; creating audience development plans to test during the Autumn 2024 season; and marketing and communications planning.
2. Deliver and test:
 - This will be a period of actively networking and advocating for DanceEast, attending external venues and events to meet potential audience members and generate interest in our programme; testing new audience development activities throughout the Autumn 2024 performance season; embedding learning into planning for the Spring 2025 season; and testing new marketing and communications approaches.

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3. Transition and embed:

- During this phase we will continue relationship building and engaging new attendees whilst creating plans for continuation of the work beyond the project.

Responsibilities of the Audience Ambassadors

- Network with the identified priority group and utilise existing connections, as well as Ipswich's lively summer events programme, to meet and introduce new people to DanceEast.
- Support the work of the Audience Development Specialist by recruiting participants for consultations (focus groups, interviews, and surveys), attending sessions, and developing new relationships.
- Attend at least five venues/events outside of DanceEast to meet potential audience members and generate interest in our programme. For people of the Global Majority, these could include:
 - The Hive, ISCRE, Windrush Suffolk, Ipswich and Suffolk Muslim Council, Aspire Black Suffolk, Ipswich Black Community Foundation, Anglo Chinese Cultural Exchange
- Engage a target number of new attendees by inviting people to attend performances for the first time and acting as a bridge by also attending relevant performances, welcoming people to the building as their point of contact and making introductions to members of the DanceEast team.
- Support the project leads to test new audience development activities throughout the Autumn 2024 performance season.
- Be actively involved in capturing information and contributing to monitoring and evaluation. For example, by supporting the collection of feedback and other qualitative content, providing observations, and contributing their own experience and reflections to inform project-end reporting.
- Attend a debrief session and support the Audience Development Specialist to bring together learnings from a year of delivery to create a toolkit and roadmap for future delivery.

At DanceEast we are committed to creating a diverse, inclusive workforce that is reflective and representative of the diversity of our communities.

We recognise that difference is a strength, and our working environment is one where every individual's unique contribution is valued and respected.

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Project Timeline and Remuneration

The project has already commenced and will conclude in May 2025. We are aiming for the Audience Ambassadors to start in June 2024.

In recognition of the time and work involved in undertaking this role, remuneration of up to £4,000 is offered for each Audience Ambassador and will be paid in instalments throughout the project.

Recruitment Process

If you think you could be an Audience Ambassador for DanceEast, please get in touch with us by emailing amy.falla@danceeast.co.uk and tell us a little bit about yourself and why you would like to get involved. The closing date for this opportunity is **Wednesday 22 May, 12pm**.

After the closing date, we will be in touch to invite you to come into the Jerwood DanceHouse and have an informal chat with us about how we might work together.

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