



People Dancing

People Dancing is a three year programme of activity aimed at encouraging mass participation in dance and dance related activity across the West Midlands. The programme is aimed at getting people across the West Midlands moving for themselves and inspiring people of all ages, skills and abilities to make dance part of their everyday lives. It is funded by the Legacy Trust UK, Arts Council England West Midlands and Advantage West Midlands.

It is part of the region's plans for the 2012 Cultural Olympiad and provides the opportunity to bring West Midlands communities together, from all backgrounds and neighbourhoods, to celebrate the 2012 Olympic and Paralympic Games by getting local people moving. The challenge for this programme is to encourage more people to take up dance and dance related activity so that it becomes part of their lives, resulting in them feeling fit and well in both mind and body and having fun.

The initiative is looking to commission a broad and diverse range of dance and dance related activity across the region, and is asking organisations or collectives of individuals with strong links to their community to use their creative ideas and energy to develop innovative approaches to extending opportunities to more people.

They are looking for a mix of large, high impact projects designed specifically to respond to local needs. Engaging young people in the design and development of the activities is an integral part of the programme. There will be two rounds of commissioning each year until 2012 and the remaining rounds are 9th April and 3rd September 2010 and 4th February and 8th July 2011.

Please encourage potential partners and organisations to consider running a project through this initiative.

You can find out more at <http://www.wmfor2012.com/themes/culture/cultural/people-dancing/default.aspx> and <http://westmidlandsdance.com/peopledancing/>