

SOCIAL VALUE OF MOVEMENT AND DANCE REPORT – LAUNCH

Organised by the Sport and Recreation Alliance, a launch event for the Social Value of Movement and Dance Report was held in the Jubilee Room at the Houses of Parliament on the evening of Wednesday 28th June 2023. Chair of the All Party Parliamentary Group (APPG) for Sport Kim Leadbeater MP hosted the event. It was attended by guests from the Movement and Dance Sector, researchers from Coventry, Buckinghamshire and Middlesex Universities, a number of parliamentarians and celebrities Shirley Ballas, Head Judge on Strictly Come Dancing and professional dancer Marius Iepure.

For movement and dance practitioners, in addition to confirming their lived experience of working in the sector the report provides evidence of the significant and unique contribution movement and dance make in terms of social value. Movement and Dance:

- generates £3.5 billion of social value per year!
- accounts for £1 in every £20 of social value generated by all sport and physical activity
- has been found to reach and retain specific and often harder to recruit groups better than other forms of activity
- is highly effective at helping to prevent cases of breast cancer and hip fractures amongst participant groups

(Executive Summary Sport and Recreation Alliance)

Weekly, Movement and Dance teachers witness the benefits of their activities on participants. With the amazing contribution of researchers from Middlesex, Buckinghamshire and Coventry, the report was able to equate feelings of enhanced well-being, greater confidence, reduction in loneliness and the uplifting experience of creativity with a social value of £2.01 billion. Similarly the decreased likelihood of falling and the stimulation of learning/movement memory was said to be worth £50 million in reduced GP visits. The report identifies additional benefits, including improved retention of young girls, older people and those living with disabilities, delayed onset of Parkinson's disease and enhanced outcomes for homelessness, and drug rehabilitation programmes.

The event celebrated these findings with a programme of presentations. As an extremely active MP, our host Kim Leadbeater welcomed us and the report enthusiastically. Lisa Wainwright MBE Chair of the Sport and Recreation Alliance was equally excited by the report and eager to follow through on the report's recommendations. She noted particularly the inclusivity of movement and dance and suggested that movement and dance has the potential to effect meaningful change for a brighter future for all communities. Richard Boardman Head of Research and Development at the Sport and Recreation Alliance spoke to the report identifying the headline features. All in attendance were impressed with the breadth and depth of the data underpinning the outcomes. Shirley Ballas focussed on the potential of movement and dance for fostering social cohesion and unity. She stressed the need for increased opportunities to dance in order that all are able to fulfill their potential. Marius Iepure echoed these sentiments and Susan Walsh Headteacher at Hague Primary School listed the pupil benefits she had found having a teacher from The Language of Dance Centre working with the children in her school. Accompanying images demonstrated pupil engagement, collaboration, creativity and joy.

The Social Value of Movement and Dance Report launch event was exciting and uplifting. Now we need to act on the recommendations!!

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02.07.23