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## INFORMATION REGARDING SPONSORSHIP

### URBAN MOVES INTERNATIONAL DANCE FESTIVAL

GREATER MANCHESTER. [www.urbanmovesfestival.co.uk](http://www.urbanmovesfestival.co.uk)

Presented by Dance Initiative Greater Manchester with Manchester International Arts and in association with x.trax [www.digm.org](http://www.digm.org), [www.streetsahead.org](http://www.streetsahead.org), [www.xtrax.org.uk](http://www.xtrax.org.uk)

**Urban Moves** is a three-day festival featuring live professional dance performance outdoors. Surprising and delighting the crowds with a unique blend of dance and spectacle, Urban Moves celebrates the cityscape and architecture of Greater Manchester. Some of the best companies from Britain, France and Spain have performed out in the parks and in the fountains, in the squares and in the gardens. There is always some awesome aerial dance as well as some unusual and exhilarating ideas. 2005 included a swimming pool, an underground car park and a performance with dancers and mechanical diggers. 2006 brought a climbing wall into the city centre while 2008 involved some wicked waterplay and an interesting use of pedestrian crossings! In addition to the performance programme there are scheduled events where the public can participate in dance.

Urban Moves 2008 played to an audience of more than 10,000, an increase from 6,000 attendees in 2005. Performances are free and suitable for all ages.

The adventurous Urban Moves has taken its place in the network of European dance festivals alongside Barcelona, Zurich and Genoa, to become an official festival of worldwide Cities That Dance [http://www.cqd.info/home\\_eng.htm](http://www.cqd.info/home_eng.htm)

**THE NEXT FESTIVAL WILL TAKE PLACE FRIDAY 23 – SUNDAY  
25 JULY 2010**

**Sponsorship Opportunity:** Title and area sponsorship, sampling, and bespoke packages exist.

**2008 Sponsorship Record:** Manchester City Council, Arts Council England North West, Piccadilly Partnership, Oldham MBC, Bury MBC, Instituto Cervantes and Alliance Francaise de Manchester. Support was also received from Arts About Manchester, Bury Met, Carcoons SSI Ltd, University of Salford, The Green Room, Zion Arts Centre and Twice Manchester.

**Event Intelligence.** 2008 media coverage included:

BBC Radio Manchester, shows x 3

Guardian Guide preview

Independent The Information preview

Radio Five Live

Manchester Evening News Diary

Manchester Evening News, City Life

BBC Big Screen

Piccadilly Gardens City Screen

Metro Arts News

Metro Magazine

Manchester Confidential

Urban Life Magazine

Shortlist Magazine

Channel M Television

Pulp Magazine (MMU Students Union)

Arts Industry Magazine

Sky TV Channel 802 Manchester What's On, Manchester Today

Profile Directory

Visit Manchester

Didsbury Magazine

ALL FM

Twice Manchester Magazine

Article 19

Council for Dance Education and Training

Critical Dance, international forum

**Statistical Information.** Audience Research from 2008 revealed:

Possibly the key area in which Urban Moves was successful was in the range and diversity of the audience.

- 23% came from outside the North West, 8% were from outside the UK
- The festival achieved representation from a good spread of ages and showed a great appeal to young adults
- 26% of the audience had never been to a dance event before
- Of these, 54% said they were likely to go to future dance events
- Two-thirds of the audience are now likely to become more interested in dance

- The Acorn category Urban Prosperity was heavily represented in the Urban Moves audience, with 18% Wealthy Achievers. Educated Urbanites also attended in large numbers.
- The numbers of non-white attendees was very high. This relatively high representation of ethnic minorities is probably a result of the festival being held in the city centre attracting people simply passing by. Therefore it may well have reduced some of the perceived racial or ethnic barriers that may exist for traditional dance performances.
- 25% were from the Acorn category Hard Pressed, representing the most deprived neighbourhoods in the country
- The majority of respondents (62%) came from Greater Manchester, with another 15% coming from elsewhere in the North West. This reflects the national and international makeup of tourists to Manchester.
- 80% of respondents said they were likely at the least to attend that event again, and indeed 47% said they were very likely to attend again, suggesting the Festival made a very strong positive impression on the audience.
- 77% agreed that Urban Moves had increased employment opportunities for local artists and choreographers
- All artists surveyed felt that the festival had helped them access new markets and new audiences

The information demonstrates that Urban Moves has extended on traditional arts audiences and established a genuine connection with those who might not normally engage with the arts. The numbers suggest that Urban Moves has been very influential in changing peoples' impressions and feelings towards dance.

### **Visual Media**

See the 2008 Urban Moves photo gallery at

<http://www.flickr.com/photos/urbanmovesfestival/>

Watch Urban Moves videos at <http://www.youtube.com/user/danceinitiative>

### **Motivations behind a commercial organisation sponsoring dance in public spaces**

DEB ASHBY

DIRECTOR OF URBAN MOVES INTERNATIONAL DANCE FESTIVAL IN MANCHESTER, ENGLAND

talks to JANET DUNNETT

CHIEF EXECUTIVE OF THE PICCADILLY PARTNERSHIP, COMMERCIAL SPONSOR OF URBAN MOVES 2008

### **Deb Ashby - Who are the Piccadilly Partnership?**

Janet Dunnett - The Partnership is a strategic and pioneering alliance of public and private sectors, uniting key landowners, Manchester City Council, the city centre management company, other public sector services and local occupiers. Established in 2003, the Partnership's goal is to drive forward the regeneration of Manchester's traditional heart, through the provision of a forum for consultation,

discussion and debate on all issues influencing the area.

**Deb Ashby - How does presenting arts event in public spaces contribute to your organisation meeting its aims?**

Janet Dunnett - The objectives of the Partnership were to animate the public spaces. The animation of the public spaces with live, cultural events which use the built environment as part of the performance, creates excitement, interest and attracts new audiences to the area. This in turn will change perceptions and encourage new residents and businesses to come to Piccadilly and bring economic benefits to existing retailers.

**Deb Ashby - Is there any evidence to suggest that the public's perception of Piccadilly has changed as a result of the *Urban Moves International Dance Festival* or other arts festivals the Partnership have supported in public spaces?**

Janet Dunnett - The impressively remodelled Piccadilly Gardens is central to Manchester life and is home to a broad range of exciting and unique events throughout the year. The Gardens were among the venues for the 2008 *Urban Moves International Dance Festival* which was sponsored by the Piccadilly Partnership. Thousands of people gathered to watch the exhilarating performances aimed at highlighting the cityscape and architecture of Manchester.

Yes, I think the public perception of Piccadilly Gardens has changed, because I think they now perceive the area as culturally more interesting where they might come across something unexpected at any time. This in turn means that they generally feel the area is one that is good to be in whether for a drink, meal or to work in.

**Deb Ashby - Has sponsoring a dance festival in public spaces changed perceptions of dance within your organisation?**

Janet Dunnett - Many of our partners have commented very positively on the quality of the event and other events that we promote. They have expressed interest in joining forces next time we do the event.

**Deb Ashby - Does your organisation or its partners perceive that they receive a return on their investment?**

Janet Dunnett - Yes, because of the media coverage, increased footfall and changing public perceptions.

**Deb Ashby - With your background, what advice would you give to a commercial sponsor and dance festival embarking on a new partnership in presenting performance in public spaces?**

Janet Dunnett - Be sure of what your objectives are as a sponsor, what is it you want or need from the sponsorship and can the organisation deliver it? Be realistic. Do they have the resources to provide what you need and if they don't, who is going to provide it? Keep some control over what is happening when, so

that there are no disappointments on the day.

For more information please visit [www.piccadillymanchester.com](http://www.piccadillymanchester.com)  
The *Urban Moves International Dance Festival* will take place again  
in Manchester and indeed in Piccadilly Gardens again in July 2010.  
[www.urbanmovesfestival.co.uk](http://www.urbanmovesfestival.co.uk)

**CONTACT**

Deb Ashby  
Director Urban Moves International Dance Festival and DiGM  
Dance Initiative Greater Manchester  
Zion Arts Centre  
Stretford Road  
Manchester  
M15 5ZA  
Tel: 0161 232 7179  
[deb@digm.org.uk](mailto:deb@digm.org.uk)

Photograph: Cie Gianni Joseph, *Ladies and Men*, photographer Patrik Andre  
Urban Moves 2008