



PRESS RELEASE

17 April 2015

## South East Dance launches 'SPACE TO DANCE' fundraising campaign to build The Dance Space in Brighton

South East Dance, the national development organisation for dance in South East England, last night (16 April) launched SPACE TO DANCE, a campaign to generate support for The Dance Space. The Dance Space will be a new home for dance in the heart of the Circus Street Market regeneration area, part of Brighton & Hove's newest cultural quarter. The Dance Space will connect local people to dance and to the power it has to transform lives.

South East Dance has so far raised over 75% of the funds it needs for The Dance Space but still needs to raise £810,000 of its £3.78 million target. To raise the remaining amount the organisation is calling on local people and companies to back the campaign by making a donation based on whatever they can afford.

Every pound raised will go directly to building The Dance Space - and with almost 25% of the money still to raise, every donation will take South East Dance one-step closer to their overall target.

Last night a launch event was held at the future site of The Dance Space on Circus Street and later at The Emporium in Brighton's newly revitalised London Road area. A host of local artists, business people and city-influencers, including Her Majesty's Lord-Lieutenant of East Sussex and the Mayor of Brighton & Hove, were treated to an inspirational evening sharing the future vision for the space.

Jamie Watton, CEO/Artistic Director, South East Dance said:

*"Dance is an essential part of all of our lives in different ways – it can enhance the lives of individuals and invigorate communities and the city but this vital art form does not yet have a permanent home in our city. The Dance Space will fill this gap, giving dance the visibility and presence it deserves with an ongoing and lasting impact on the people and places around it. We still need to raise crucial funds to make The Dance Space happen and we can only do this with the support of local people and businesses in the area. Please give as much as you can to make this fantastic new community resource a reality".*

The concept behind the SPACE TO DANCE campaign is to increase awareness of The Dance Space across the city and beyond to support raising the remaining funds needed before building work can begin in November 2015. Once completed The Dance Space will be the largest centre for dance in the city, open to artists and local people of all ages and abilities.

To find out more about The Dance Space and to donate to the campaign, go to [www.southeastdance.org.uk](http://www.southeastdance.org.uk)  
#spacetodance  
@southeastdance

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#### NOTES TO EDITORS:

- **SOUTH EAST DANCE** is a leading arts organisation focused on developing dance both locally, within the region and as part of a national network. We want to ensure the best dance by the most talented artists gets made and that people from all walks of life have greater opportunities to enjoy the health and wellbeing benefits of dance. We want to give artists the opportunity to truly discover new and unexpected ways of pushing their creativity and evolving their choreographic practice. Over the last two years 185,000 people have benefited from our work. Most recently we supported 250 artists, co-commissioned 43 new dance works and presented 158 performances. [www.southeastdance.org.uk](http://www.southeastdance.org.uk)



- **SPACE TO DANCE** is being delivered by Brighton-based brand and communications agency Neo in partnership with South East Dance. PR by Fugu PR.
- **THE DANCE SPACE** will be a new iconic home for dance in Brighton & Hove, the region and beyond. It will comprise a brand new creation and community space with three high specification dance studios, a performance space, serviced offices for creative industries and a base for South East Dance.
  - The Dance Space will be located in at the heart of the Circus Street Market development, Circus Street, Brighton, and is due to open in early 2018.
  - The Dance Space will be for professional dance artists, choreographers and local people of all ages who have an interest in dance or want to develop one.
  - The Dance Space will offer a wide range of classes, community-led projects and performances for people of all ages and abilities to discover, participate in and enjoy dance. Working with professional dance artists and companies we'll be able to enhance our ability to commission new dance works and present performances. We'll also be able to offer residencies and provide artists with a purpose built space to create, rehearse and perform.
  - The Dance Space will cost £3.78 million. So far South East Dance has raised over 75% of the total cost, thanks to the committed support and investment from Arts Council England, Brighton & Hove City Council, Cathedral Group (Holdings) Ltd and The Wolfson Foundation. We need to raise the remaining £810,000 to meet our total project costs.
  - South East Dance's main partners for the capital project are Brighton & Hove City Council, Arts Council England and Cathedral Group (Holdings) Ltd (the Developer).
- **CIRCUS STREET, BRIGHTON** - A £100m mixed use public private partnership development with Brighton & Hove City Council, the University of Brighton and South East Dance. The scheme will deliver new homes, student accommodation and office space for the city's digital and creative businesses, a new library and teaching building for the University, a new home for South East Dance and lively places to eat and drink around a series of green public spaces. This development will create hundreds of jobs and contribute £200m to the city's economy over the next 10 years. In September 2014 Brighton & Hove City Council Planning Committee granted formal planning consent for the development. [www.circusstreetbrighton.com](http://www.circusstreetbrighton.com)

