

FLEETWOOD MOVES

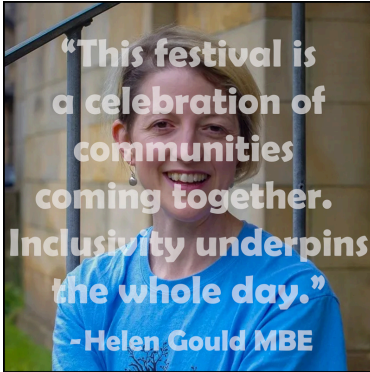
PROJECT EVALUATION REPORT



Prepared by: LPM Dance
<https://lpmdance.com/fleetwoodmoves>

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ABOUT FLEETWOOD MOVES



Fleetwood Moves is a vibrant celebration of inclusive dance, theatre, and music that brings together community members, performers, and organisations in a fully accessible one-day festival. The initiative has its roots in a pilot program launched in 2021, shortly after the easing of UK Covid restrictions. This program, developed in partnership with Healthier Fleetwood, Wyre Borough Council, The Melodrome Stage, UCLan, and Preston City Council, featured a series of Dance and Health Hubs and a “Let’s Move” micro-festival weekend held at Marine Hall in Fleetwood and Avenham Park in Preston.

The success of the pilot program paved the way for the creation of Fleetwood Moves 24. With funding from Arts Council England, Wyre Borough Council, and the UK Shared Prosperity Fund (UKSPF), the festival evolved into a major community event. On Saturday, 3rd August 2024, Memorial Park in Fleetwood became a hub of creativity, inclusivity, and connection, hosting a wide range of performances and activities that showcased the transformative power of the arts.

Fleetwood Moves was designed to meet the UKSPF objectives related to “Communities and Place”, “Supporting Local Business” and “People & Skills”. With dance and inclusion at the core of LPM Dance’s mission, the festival proudly spotlighted a range of exceptional dance companies from both near and far, showcasing the diverse talents and stories that define the inclusive spirit of Fleetwood Moves.

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SUMMARY REPORT

Fleetwood Moves set out to bring a new dance and live music festival to the Fleetwood community. The festival would be underpinned by inclusivity, showcasing a diverse range of accessible community and professional music and dance from the local area, the NW and beyond. The curation of the festival would be developed with and for the communities of Fleetwood.

“We want to bring the festival to as many people as possible and hope it will become an annual event,”

Helen Gould MBE, Festival Director.

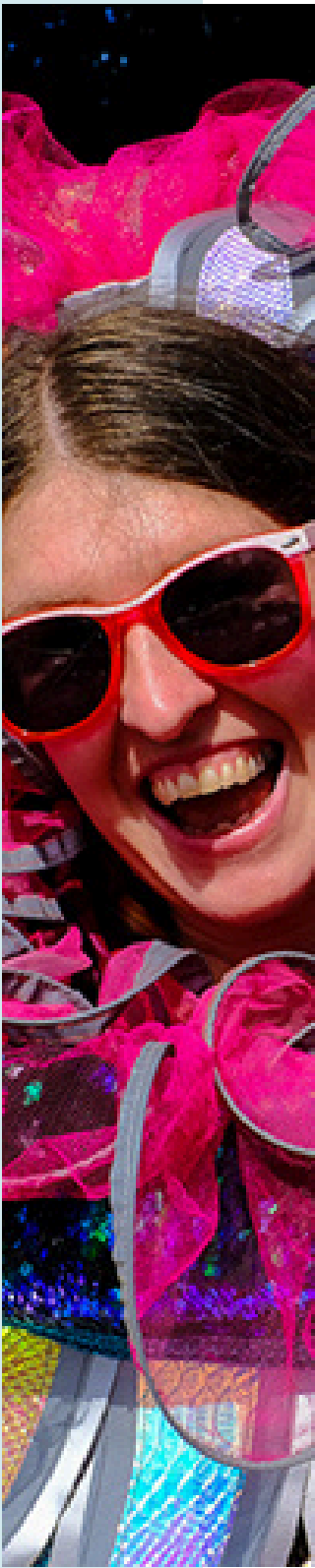
Audience:

People of all ages, abilities & backgrounds attended the 1-day Fleetwood Moves festival on August 3rd 2024. The Festival had an audience of 1302 people, 30% higher than predicted. The public engaged as audience members, as workshop participants and as performers in participatory performance work. The festival included 8 workshops, 21 performances and 2 walkabout performances.

Highlights:

Highlights of the festival were many but included Fleetwood Moves showcasing **2 world premieres**, **1 international dance company**, a first public performance by local group **Fleetwood Fusion**, a first visit to the North West by the Scottish group **Young 1z (Indepen-dance)**, a showcase of new work by graduate company **Morph Movement**, a first time working with **Mike Taylor**, **Loz Kaye and County of Song**, **TramShed and Harmony in Health**, and a new collaborative work by two neuro-divergent artists.

This evaluation report examines the planning, execution, and impact of Fleetwood Moves 24, offering insights into its successes, challenges, and opportunities for growth in the future.



“

Huge, huge congratulations and a massive thank you for such an amazing and inspiring Fleetwood Moves 2024! It was great to see how confident all the performers were in the outdoor setting; it really brought their work closer to the audience, and generated a contagious enthusiasm. The level of participation was brilliant – heart-warming, invigorating, and great fun! I really felt that dancing together opened up conversations, and a sense of celebration. It’s clear that the openness, rapport, and safe space that you enabled at Fleetwood Moves 2024 comes from years of experience of making dance happen in a warm, caring, and inclusive way. Seeing so many local children drawn in to watch the performances, and then get up and dance was truly magic!”

”

Dr Michelle Man, PhD, MA, FHEA, MHFA, Senior Lecturer in Dance, Department of English and Creative Arts, Edge Hill University.



“We have had a fantastic day at #FleetwoodMoves24. Huge thanks to @lpmdancetheatre for such a wonderfully inclusive event. We had a ball”.

MARKETING



Fleetwood Moves was promoted extensively through a multi-channel approach, leveraging both digital and traditional media. LPM Dance Theatre utilised its social media platforms, including Facebook, Twitter/X, and Instagram, to share event updates, engaging content, and promotional materials. Partner organisations amplified the reach by sharing posts across their own social media networks. Additionally, printed posters and flyers were distributed strategically across the region in libraries, schools, community venues, and through collaborations with relevant organisations.

The festival gained significant additional media attention following a press release celebrating Company Co-Director Helen Gould's MBE award in the King's Birthday Honours list. This press release included direct references to Fleetwood Moves, boosting visibility and interest.

Cross-promotion played a key role, particularly through the "Wyre Moves More" event at Fleetwood Town's Highbury Stadium in July. This event **not only highlighted the upcoming festival but also featured a performance by LPM's Fleetwood Fusion dance group, creating a tangible connection with the audience.**

Key Advertising and Promotion Highlights:

Visit Lancashire / Blackpool Gazette / Lancaster Guardian / Lancashire Evening Post / Fylde Coast Radio / Tower Radio / Beyond Radio / Seaside Radio / interview on BBC Radio Lancashire.

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METHODOLOGY

The evaluation of Fleetwood Moves 24 was conducted using a combination of qualitative and quantitative methods to ensure a comprehensive understanding of the event's impact. The key methods included:

- **Surveys:** Feedback was gathered through surveys distributed to various stakeholder groups, including audience members, performers, and staff/volunteers and partner organisations. These surveys provided valuable insights into individual experiences and overall satisfaction with the event.
- **Observation:** On-site observations were conducted to assess critical aspects of the festival, such as the effectiveness of accessibility features, audience engagement, and crowd management practices.
- **Audience Feedback:** Input was collected through social media interactions (marketing materials and on-the-day notices promoted the use of trackable hashtags) and post-event comments, offering a broad perspective on how the festival was perceived by attendees and the wider community.
- **Artist Feedback:** Performers were encouraged to provide their feedback through a post-event survey distributed by the organisers. Additionally, on the day of the festival, "Ann the Community Poet" engaged with both the public and artists, inviting them to share their experiences. Ann captured their thoughts and impressions, transforming them into poems that reflected the event's organisation, inclusivity, and artistic impact. These creative interpretations were shared back with attendees, adding a unique and meaningful layer to the feedback process.
- **Metrics:** Quantitative data such as attendance numbers, and usage of accessibility features were analysed to measure the festival's reach and its success in fostering inclusivity.

By combining all of these methods, the evaluation aimed to capture a holistic picture of Fleetwood Moves 24, highlighting its achievements and identifying opportunities for improvement in future editions.



"A feast of movement"



"Found the event Amazing X"



"Such a wonderfully inclusive event. We had a ball!"



"We loved it!"

ARTISTS & PERFORMERS

The festival showcased a diverse line-up of dance, theatre and musical acts, featuring performances held both on the main Melodrome stage and in various other locations within the park, thus creating a vibrant and dynamic atmosphere for attendees. The Rose Garden area was reimagined as a serene space, offering quiet, reflective, and intimate performances and sensory-friendly experiences. Several of the performers held inclusive workshop sessions alongside their main stage routines.

Dance Highlights:

- **TramShed Theatre Company** - inclusive theatre group based in Blackpool
- **Preston Youth Dance Company** - talented dancers aged 11-19 years led by Blue Moose
- **TurnAround Dance** - aerial artistry and engaging circus workshops
- **DanceSyndrome** - award-winning, Accrington-based charity, delivering disability-led sessions.
- **Fleetwood Fusion** - an inclusive dance class, premiered "*Encounter*", a new piece created collaboratively by FF members.
- **Julia Griffin** - premiere performance of *SplatterCake*

Young 1'z: An inclusive youth performance group from Glasgow brought their new work *Turn-Styles* to Fleetwood Moves. Independence are Scotland's award-winning dance company for disabled and non-disabled dancers. Based at the Pearce Institute in Govan, Glasgow, The Young 1'z regularly perform at community events and festivals and have even toured internationally, most recently in New York.



The dance troops were super and it's good to see inclusion within the community ❤️"



"A great day at #FleetwoodMoves, Thank you LPM Dance. We had a day moving, watching, reconnecting, meeting new friends and being in nature"



"Amazing"



"Fantastic time at #FleetwoodMoves"

ARTISTS & PERFORMERS

- **LPM Dance** Co-Director Helen Gould joined forces with dance partner Jenny Reeves to present a *Clever Clogs* clog dancing routine with styles ranging from Northern English to the Appalachian Mountains.
- **Maud the Moth and George Adams** - Premiere of new work collaborative music and dance piece by two neuro-diverse artists
- **Ithalia Johnson** - Caribbean Carnival Dance Workshop
- **Aimee Williamson** - performance of *Selkie*
- **Morph Movement**- New graduate company led by Max Mutant and Alice Taylor (from Salford University)
- **Bush Rush** - participatory Kate Bush performance

Music Highlights:

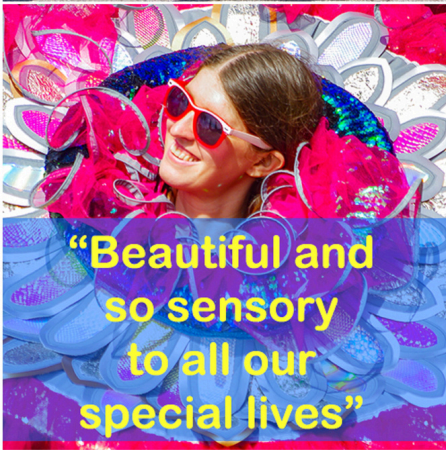
- **Mikey Kenney** - Traditional fiddler
- **Mike Taylor** - Blackpool pianist
- **Philippa Zawe** - Singer-songwriter
- **Lancashire County of Song** - *Sing For Fun* with Loz Kaye
- **Harmony and Health Singing Collective**
- **Mikey Kenny & Saltcutters** - Inclusive ceilidh
- **The Small Town Playboys** - Blackpool based Soul and Pop act

Performance Highlights:

- Walkabout performances by **Katie Duxbury's Creatures Collective**
- **George Adams & Sara Gordon** - Walkabout Performance of *Oracle*

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KEY FINDINGS



Number of acts performing **19**

Number of Professional artists performing **33**

Total Number of community & professional performers **98**

4 new works supported/premiered

Audience (clicker counted) **1302** (target 1000)

8 workshops

21 performances

2 walkabout performances

Volunteers engaged **16** (target 8)

Number of recent graduates performing **2**

Brought in audiences from across the district and beyond. With data collection on the day showing some audiences coming in from Carlisle, Manchester, Abingdon, Salford, Lancaster, Leyland, Preston, St Helen's, Ormskirk and Liverpool

Positive feedback on accessibility features including ramps, sign language interpreters, sensory spaces, disabled toilet facilities

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FILM/PHOTOGRAPHY

All of the performances at the event were both photographed and filmed...

See the video here:

[Fleetwood Moves Festival 2024!](#)

See the photo gallery here:

[Fleetwood Moves 2024](#)



Smiles & Sunshine ☺
A feast of movement
Loved embracing
the styles and
interpretation - happy
dancing ☺
SAA**
*

Made a really bad 2 month's
and year Amazing coming
here really brightened my
whole day. Loved every
minute. Thank you for
making it easier to deal
with See you next year
XXX Tracy from
Fleetwood

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FEEDBACK

"I've never seen anything like it. It had a little bit of everything and a little piece of home."

"Found the event AMAZING! The dance troops were super and it's good to see inclusion within the community."

"I found the focus on community dance made the festival unique. There was such a big range of groups and I felt it was very moving to see such a celebration of people dancing together."

"The festival was really good and was very heart warming and fun with some really beautiful performances."

"I feel like I've been on a holiday"

"It's been such a joyful morning. The show was wonderful and everyone has really enjoyed themselves singing and dancing with you all."

"It felt like a real celebration of community and diversity, and it was really special to be there all day and to take in so many styles of performance and creativity."



GREEN CREDENTIALS



With our new environmental policy in place we applied a green lens to all decision-making for Fleetwood Moves to ensure we made as environmentally conscious and sustainable decisions as possible.

This included:

- Working with environmentally conscious designer Katie Duxbury on the production of Spectacles by the Sea and DoodleBug
- Featuring Katie's environmentally conscious and sustainable work as part of the festival
- Encouraging festival goers to walk, use public transport or carshare. We supported artists to use public transport where possible. This was taken up by the majority of the artists attending the day.
- Programming Julia Griffin's solar-powered show Splattercake
- Limiting the amount of printing.
- Using sustainable vegetable based printing inks and local Fleetwood suppliers.
- Encouraging participants to take rubbish away with them and having litter pickers at the festival to ensure the park was kept tidy and litter-free.
- To source environmentally sustainable and reusable materials where possible.

BEYOND THE PARK



LPM Dance extended the event activities beyond Memorial Park to ensure isolated communities and those who may be new to LPM's work could engage in the experience. Between April and August 2024, two new interactive performances **Spectacles by the Sea** and **DoodleBug** were created for care homes and early years settings. The small-scale works each involved 2 dance performers and a live musician.

Spectacles by the Sea is a bespoke show for older people integrating life stories, participation, song, and movement. The company meet with residents for an informal workshop before the performance, introducing themselves and building relationships with the audience. Memories and stories are shared over a cup of tea, music is played, and people dance. The artists then adapt and refine aspects of the show so it is informed and inspired by the audience. When the company return for the performance the show is relevant, fun, exciting and bespoke.

The show has toured to 6 care homes in Fleetwood and has received very positive responses from residents. In addition to the performances, artists offered one-to-one workshops for residents in rooms who could not access the performance in the communal area.



BEYOND THE PARK



DoodleBug is a playful, inclusive participatory show with live music.

The piece is based on developmental play and movement patterns and the non-verbal nature of the performance has made it very relevant for many SEN audiences too.

DoodleBug toured to 6 early years settings in Fleetwood. The popularity of the show has also meant it was booked for further performances at Light Up Lancaster, The Family Fiesta for North Lancashire Down's Syndrome Group and a family day for Warrington Culture at Warrington Museum.

Additional Information

For **Spectacles by the Sea** we were able to cast new mother Ellen Turner as a performer. This was Ellen's first job after returning from maternity leave. On being a part of the project Ellen said:

"Honestly, it's been incredible. The fact that I was able to access the space as a new mum. It was a really challenging time coming back into the work place but working with LPM was so smooth. It gave me a lot of confidence as a dancer and as a mum. LPM remain flexible as a company to support needs and it's such a relief. It takes a weight off me when the company is mum/baby friendly"

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LESSONS LEARNED



During and after the event, audience, performers, tech crew, partner organisations and the production team were asked to reflect on things that could be done better if future Fleetwood Moves events were to take place. Comments included...

Not enough catering options. Having more options provided may bring more people to the event space and keep them there.

A clearer event programme sign with timings for the whole day would be good.

We could have done more cross -promotional marketing with other events in the district in the run-up to the event.

Staging the event over two days would be fantastic!

THE TEAM

For the festival, LPM Dance expanded its core team by contracting an Event Manager, a Production Manager and an Administrator to support the event's successful planning and delivery.



Pictured from L-R, the Fleetwood Moves team are John Newman-Holden (Event Manager), George Adams, Helen Gould (Co-Directors), Philippa Zawe (Production Manager) and Johnny Bean (Administrator).

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OUR THANKS TO...



We would firstly like to thank our funding partners...



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



**Funded by
UK Government**

Also, our amazing volunteers, all of our professional, non-professional and community dancers and performers and the fantastic stage and tech crews.

Thanks too, to our friends and partners at

