



MOVE MOMENTUM

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**WE BELIEVE THAT DANCE IS FOR EVERYONE.
WE STRIVE TO MAKE THIS A REALITY.**

SOCIAL IMPACT REPORT 2024



WELCOME

Dear Supporters and Friends of Move Momentum,

Welcome to Move Momentum's 2024 Impact Report. I'm thrilled to share a year of remarkable growth, innovation, and unwavering commitment to our mission: making dance accessible to everyone. This year, we've not only expanded our reach within Winchester and across Hampshire, launching several new regular dance classes, but we've also launched a new initiative, 'Everyone Can Dance,' our online platform designed to bring the benefits of dance directly into homes.

We've forged new partnerships with like-minded community organisations, creating vital community connections and opening doors to new dance opportunities, and deepened our collaborations with existing partnerships. This report highlights the incredible dedication of our team (which has grown this year), including trustees, staff, and volunteers, who have worked tirelessly to make a difference. It also showcases the talent and passion of our dancers through stories and statistics reflecting on the impact of Move Momentum.

As we look ahead to our fifth anniversary in 2025, we're excited to build upon this momentum. We're launching new projects, including a class for visually impaired individuals and a class for those aged 50 and over. We remain dedicated to filling gaps in accessible dance provision and empowering lives through movement.

Thank you for your continued support of Move Momentum. Your belief in our mission makes our work possible.

Amanda, CEO



OUR WORK

Move Momentum is a charity based in Winchester, Hampshire, that aims to make dance accessible to everyone. We provide inclusive and affordable dance classes for people who otherwise might not have the opportunity to enjoy the benefits of dance.

We provide tailored classes for older adults, people with disabilities (including dedicated classes for wheelchair users) and people with long-term health conditions. We also offer online dance provision and work across Hampshire to provide inclusive dance classes to SEN schools, care homes and other charities and community groups.

Our impact is not measured in steps and routines; it's evident in transformed lives. Our impact measurement reveals a greater sense of belonging, improved social connections, physical health and mental well-being.

"Because the class makes me happy, I feel I can take that happiness with me wherever I go." - Participant



EVERYONE CAN DANCE - ONLINE LAUNCHED

The Idea

Our biggest project that happened this year was the launch of our new project, Everyone Can Dance (ECDO). The idea for the project was to produce 34 online dance videos tailored specifically for older adults and individuals with long-term health conditions or disabilities, designed for convenient on-demand access from home catering to varying needs and abilities, ensuring inclusivity. In addition, to also produce radio segments in collaboration with Winchester Radio to encourage people to get moving at home.

Why?

In Hampshire, roughly 1 in 5 people are 65 or older, about 192,190 individuals have multiple long-term health conditions and more than 86,000 live with a disability. Research shows that 42% of older individuals are physically inactive, despite the proven benefits of protecting against poor health, improving mental well-being, and preserving independence. The demand for accessible online dance was emphasised by our current beneficiaries, who are preserving independence through being active.

Funding

The project received funding from the Hampshire Active Health Programme. The Hampshire Active Health Programme provided one off grants to organisations working to encourage and provide physical activity opportunities in communities facing the biggest health inequalities.

The programme was managed by Energise Me, on behalf of Hampshire County Council, with funding provided by the Contain Outbreak Management Fund (COMF) from the Department of Health and Social Care.

“EVERYONE CAN DANCE, YOU CAN TOO!”



“It was brilliant. I was able to keep up with the instruction and follow. It’s fandabidozie!”

Quote From ECDO Participant

OBJECTIVES

- Increase uptake in physical activity through dance for older adults, and those living with a health condition or disability through targeted engagement with local services.
- Improve access to physical activity for individuals facing barriers through engaging with local services to offer affordable or free dance.
- Improve social connection through shared experiences and an online community.

WHAT HAPPENED DURING THE PROJECT?

Firstly we welcomed Maria to the team as the project coordinator for this project who got straight to work bringing this project to life.

Co-development Phase

We worked closely with other community partners (including social prescribers, and GPs) as well as people in the community to determine how we would create and deliver this project. We gathered invaluable information through speaking with our current participants, online focus group discussions and a survey, as well as a creative focus group led at Enham Trust.

Creating Phase

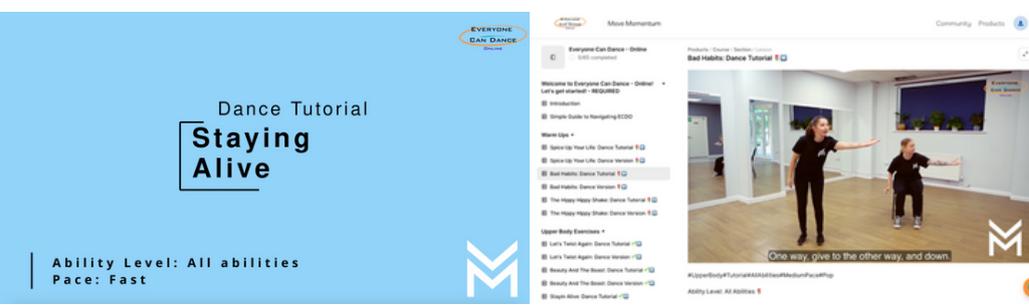
We collaborated with Autek CIC to produce the video content, and with Daily Bread Consultancy on developing the online platform up and our teachers got started preparing the dances. During this phase we encountered our biggest challenge with this project - music licensing! This meant we had to make some changes to how we had originally planned to share this content and not to have music on the videos but have an alternative way of playing the music. After a lot of work from everyone involved by July we had finally produced 34 dance videos with tutorials and had our website and online platform set up and ready to go.

Launch Phase

We launched the online platform at the end of July and got started on spreading the word. Our next challenge came in getting people using the platform, uptake has been slow and not as significant as we'd hoped. We believe this is mainly due to challenges in getting online, the lack of email addresses, lack of trust, and a complicated sign-up process and difficulty syncing music due to the licensing issue. While we have connections to digital help services to support with some of these issues, the reality is that the amount of effort required before users can even start dancing feels overwhelming. We've addressed these challenges through a multi-faceted approach: simplifying sign-up, providing instructional videos and music countdowns, and partnering with organisations like Enham Trust to support regular in-person 'Everyone Can Dance' classes.

Evaluation Phase

After gathering feedback, we noticed that most of our current members come from groups we already engage with through our classes. This helped us recognise the importance of having a welcoming, trusted face to introduce new users. As a result, we decided to open Everyone Can Dance - Online to organisations, activity coordinators, and care companions, offering a support system and a friendly face to help guide people in accessing the platform including a free in-person taster session to the organisation. This approach not only provides a personal touch but also offers community organisations and charities an affordable and flexible way to facilitate dance classes, fostering social connections that we had previously struggled to achieve through our social media platforms.



WHAT HAPPENED IN THE PROJECT CONTINUATION

Radio Element

We also produced radio segments with fellow charity Winchester Radio to produce 10 short audio-dance segments to be aired on the station guiding listeners through an easy-to-follow dance using spoken word, with instructions described alongside the song. The aim of this was to encourage their listeners, who are primarily people aged over 50, to get active at home. The dances were made to be suitable for all ages and abilities with the option to be done seated or standing. The segments were aired on weekdays at midday throughout November 2024 and will also continue to air in January and February 2025.



"I always listen to Winchester radio and on those occasions I was thrilled to hear Amanda presenting Everyone Can Dance at 12pm. The instructions are easy to follow. I now have my husband dancing around the kitchen with me. So if he can do it anyone can!"

- Radio Segment Participant

STRENGTHENING PARTNERSHIPS AND NEW OPPORTUNITIES

While uptake of our online platform has been slower than expected, the connections we've made have led to stronger relationships and new opportunities to share dance with more people. For example, we forged a partnership with Yateley Industries resulting in a new weekly dance class on a Thursday morning plus monthly dance classes for a local Dementia group, Daisy Chain Cafe. Our collaboration with Winchester Radio has opened up promotional opportunities for all of our projects and we're also excited to be sharing the benefits of dance at the upcoming Diabetes UK annual meeting. Furthermore, following a discussion with Open Sight at an Energise Me training event, we are exploring the development of a new dance class specifically for visually impaired individuals. These new partnerships are helping us expand the reach and impact of dance in meaningful ways. We will also be running an online Everyone Can Dance - Online (ECDO) Taster session with The Source For You. Initially, we didn't target young people struggling with mental health, but after attending Energise Me's "Support to Get Started" event, it became clear that we should offer this dance platform to all those in need. We discovered a strong interest in the platform's "dance from home" feature, especially among young people dealing with severe anxiety who were unable to attend a dance studio class. The ability to dance from home is a perfect fit for them. We're now collaborating closely with The Source For You to offer a journey starting with an online taster session, and then using the platform as a stepping stone to help individuals build confidence before hopefully attend an in-person Group Taster session.



WINCHESTER CITY COUNCIL PARTNERSHIP

At the beginning of this year, we developed a partnership with Winchester City Council to start providing some seated dance sessions for some of their sheltered housing residents. We started off with a weekly session at Hyde Lodge on a Tuesday afternoon and then proceeded to start another session over at King Harold Court on a Wednesday afternoon.

These sessions have been really successful and have helped residents to get more active and socialise more. We are very grateful to Winchester City Council for part-funding these sessions and enabling us to bring dance to more people of Winchester.



"I enjoy it all! It is fun, keeps you healthy and we have a lovely teacher."
- King Harold Participant



"More freedom of movement and strengthening limbs and back. This has helped in all areas of everyday life."
- GEMS Participant

NEW GEMS CLASS

With two successful GEMS (over 65's) dance classes at capacity and with more enquiries coming in we decided it was time to launch a third GEMS class in Winchester, this time hosted in the City Centre to enable more people to access this class due to being easy to catch a bus to. We initially launched the class in July at the Arc, however, due to its instant popularity we became too big a group for the space so were very grateful to find our permanent home at The Nutshell in Winchester. Additionally, it's great to be hosted at another charity venue that is so passionate about the arts.

NEW WEBSITE AND CRM

More new things for 2024 but this time it was in the realm of software and digital development. With the launch of our new project (ECDO) we needed a better functioning website so we worked with a local organisation, Daily Bread Consultancy, who re-vamped our website and got it in much better working order ready for the launch of our new online project. Daily Bread Consultancy have previously given lots of pro bono support to Move Momentum with setting up our free Google Ads and giving technical support as needed and we were very grateful to work with Sam Perry from Daily Bread on our new website.

The other bit of new software (which our students are aware of) was Dance Studio Pro. This was a new system for managing registers, student payments and everything else to do with managing classes. Which despite some hiccups and challenges at the start has made things much more efficient at Move Momentum.

NEW TRUSTEES, STAFF & VOLUNTEERS

We welcomed many new faces to the Move Momentum team in 2024 including 1 new trustee, 2 new staff members, 1 student placement and 5 regular volunteers.

Our new trustee was Diana Bignell. We are extremely grateful for the time our trustees give, and the professional talents and expertise they bring to the charity.

Maria joined us as a Project Coordinator for Everyone Can Dance and Emily joined us as our Finance Officer. Both bringing a huge passion for community dance and helping our charity to grow and thrive.

Our 5 new volunteers; Clare Coidan, Claire Chen, Sam Hawkins, Terry Rault, who are supporting us as class/event support and Jack Hayes who has joined the marketing team to help with website updates and video-editing.



PERFORMANCES & EVENTS

At the start of this year, we were facing significant financial challenges, and our classes were at risk of stopping. Through our #MoveMomentumMarch fundraising campaign, we aimed to highlight the importance of our classes, emphasising the support network and community they offer. Our target was £7,000, and we absolutely smashed that by raising £12,728! Huge thanks to our incredible match funders, Sport England and Sovereign Network Group for their support and to our corporate sponsor Sysmex UK for a generous donation. None of this would have been possible without the efforts of everyone involved. Here are some of the events that contributed to our success: Liberate student, Katie's Danceathon, Keeleigh's Murder Mystery, GEMS Afternoon Tea & Raffle, Amanda & Luke's 1/2 Marathon, Academies 10k Fancy Dress Walk, Lizzie's Online Quiz, Bake Sales, Boot Sales, and much more!



PERFORMANCES & EVENTS CONTINUED

On Saturday 28th June, our GEMS and Liberate Dance groups took to the floor for the annual Move Momentum summer show hosted at The University of Winchester and sponsored by Helen Robertson Charitable Trust and Winchester Councillor - Dominic Hiscock.

With guest performances from Winchester's Florian School of Dance, Blue Apple Theatre and Multi-Sport Club for a fantastic show.

We hosted our Liberate Holiday Camp for a third year sponsored by The Art Society Winchester. This year's camp was themed "Night at the Movies" Kerry Chamberlain choreographed and taught a medley of different dances, which was performed and filmed at the end of the second day. A special thank you to Millie Bridger who gave an inspiring talk at the end of the second day about her journey and experience as a dancer with a disability and long-term health condition and how post-diagnosis she learnt to 'fall in love' with dance again.

Amanda and some of the Liberate dancers returned for a third year to Bournemouth to deliver a wheelchair dance workshop at Pavillion Dance's Dancing Terraces. Then in September, Liberate Dance was asked to return to perform at the Enham Summer Fete followed by a workshop delivered by Amanda. The fete is hosted by Enham Trust, a charity supporting people with a range of disabilities, the fete takes place annually on the village green of Enham Alamein.

We concluded 2024 by joining Winchester Round Table for their annual Santa Sleigh event and by bringing back our successful Christmas Sharing and Social from the previous year. The event provided a more relaxed environment to bring our groups together. It was a wonderful opportunity for everyone to gather their families and close friends, showcase their hard work and celebrate our Move Momentum community. We even managed to get everyone attending involved with our 'Rudolf the Red-Nosed Reindeer' dance.



"Thank you for orchestrating a brilliant event. It was a joyful afternoon. I spoke to so many people who said the same. A lovely start to Christmas, well done to all."

Angela Sims, Trustee



STANMORE ACADEMY FAREWELL

Not exactly a highlight for 2024 but an honourable mention to Stanmore Academy. Our longstanding Academy project came to a close at the end of the Spring Term in 2024. Over the years, we've had the privilege of teaching remarkable young individuals across Winchester, with our students from Stanmore Academy remaining steadfast until the end.



Unfortunately, due to struggles recruiting new members and with most of our current cohort hitting 16, it was time to bid them farewell as they moved forward and embraced new adventures. We've enjoyed dancing with them and witnessing them grow into lovely young adults and we wished them all the best in their futures! However, we've been grateful to have two of those students continue to be a part of the Move Momentum family as event volunteers, continuing to support us with our fundraising and events.

WORKSHOPS DELIVERED FOR

- Disability Challengers
- Tuesday's Place in Kings Worthy
- Enham Trust
- Pavilion Dance South-West
- Andover Mind
- Treloar's School
- University of Southampton - Student Union
- Personal Best Education
- Shawford Springs Care Home
- Winchester Heights Care Home
- Flowerdown Nursing Home
- Beech Tree Care Home
- Everyone Active's Health and Wellbeing Event
- The Nutshell's FitFest65

PARTNERSHIPS

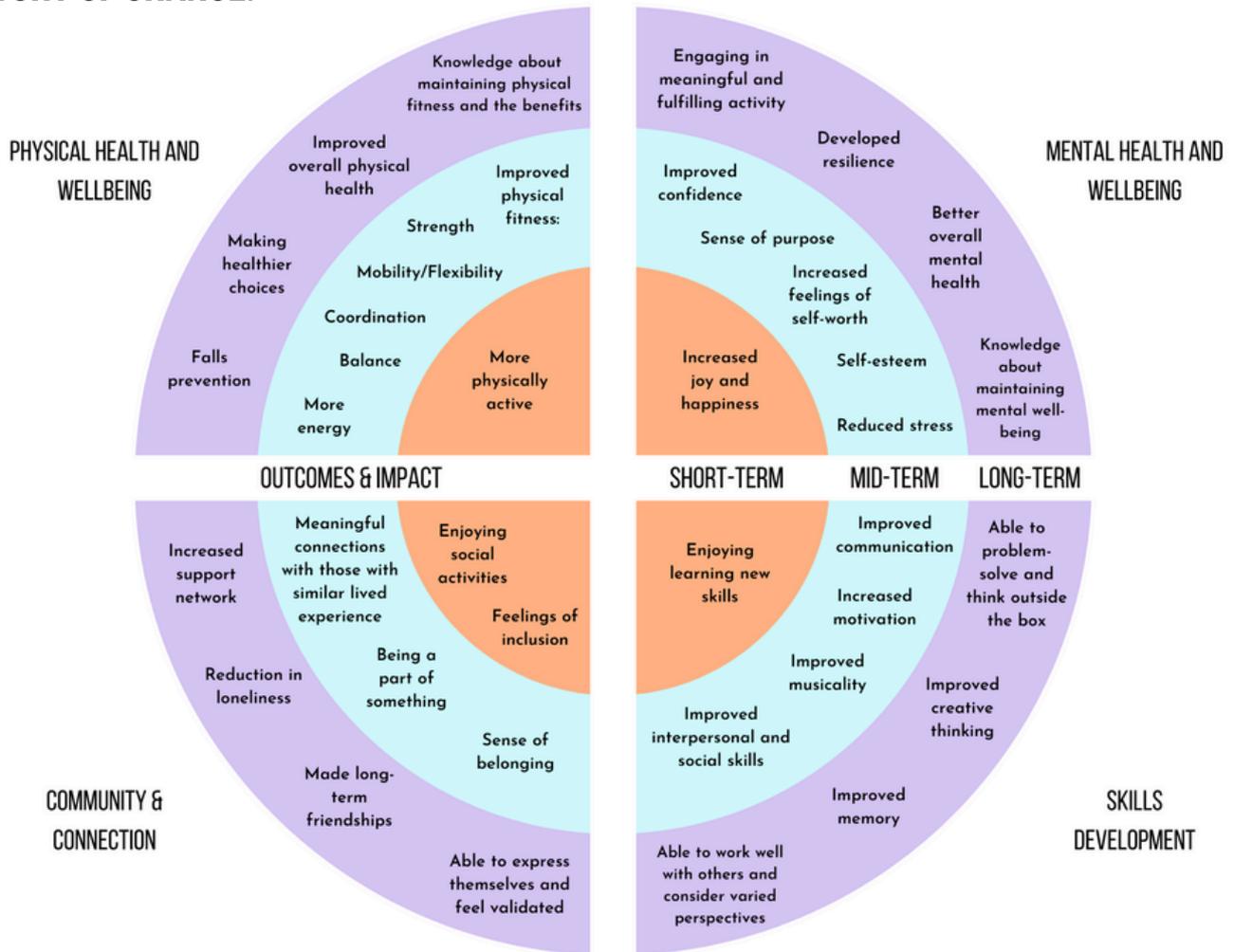
In addition to the partnerships we've been working with for our Everyone Can Dance project and the one with Winchester City Council, we also worked with various other partners to make dance more accessible.

- Saxonwood School
- Rainbow Centre
- Yately Industries
- Cedar School
- WheelPower
- Abbots Barton Care Home
- Old Alresford Cottage Care Home
- Daisy Chain Cafe
- Winchester Radio
- Backbeat Dance



IMPACT

STORY OF CHANGE:



In 2024, we reached **307 individuals** through **our regular classes**, compared to **160** in 2023. We delivered dance sessions to approximately **328 individuals** through **15 different workshops**.

We reached **over 77 individuals** with our online platform.

We **increased our partnerships** with other organisations including delivering **5 new regular** in-person sessions, **1 new ECDO online** session with **community partners**.

In our annual participant survey:

88% reported a **better social connection** with multiple people noting a **greater sense of belonging** and stating that the classes helped them to **make friends with people with similar lived experiences**.

84% reported a **positive impact** on their **mental health** with multiple people noting an **increased feelings of joy, reduction of loneliness** and **increased support network**.

86% of participants indicated a **positive impact** on their **physical overall health**.

73% indicate to be **more active** than before with multiple people noting **increased coordination and stamina**.

78% of participants indicate they have **learned new skills**, with several people stating **increase in motivation, ability to work well with others and improved memory** as skills they've developed

EDNA'S STORY

Edna has been attending our GEMS Weeke class for over 65s at St Barnabas Church for over 4 years. She decided to join the class, "To be more active." she adds that she loves dancing because it's "good for the soul" and enjoys the time spent with friends.

Edna reflects on the meaningful friendships she has made through the class, sharing, "It means a lot to me as I live alone."



"I enjoy it all! It is fun, keeps you healthy and we have a lovely teacher."

With one of our main aims to ensure that the classes are fun, it's wonderful to hear how much Edna enjoys herself and values the friendships she's made and the social side of coming to class.

Edna continues her joy of dancing by watching different kinds of dance outside our Move Momentum classes.

KING HAROLD COURT

King Harold Court in Collaboration with Winchester City Council started in 2024 with a regular group of seven, their motivations for joining included a desire to make new friends and to maintain body movement, helping them stay fit and well.

"We all meet in our common room every Wednesday afternoon & have our dance exercise. We have a very good teacher in Kerry Chamberlain & we are hoping to become fitter & our body movement will become easier. We are all improving & enjoying ourselves very much."

Since joining Move Momentum, their experience has been extremely positive. They share that they now feel "much more supple and able to move more easily."

"We all enjoy our time with Kerry & have a good laugh as well. Good fun."

KATIE'S STORY

22-year-old Katie has attended our classes since 2021 and is a student in our Liberate Dance - Adult class in Winchester and Liberate Online. Liberate Dance is our exclusively wheelchair-based dance group, created to celebrate the freedom of movement a wheelchair brings to people with disabilities.

Katie has functional paralysis and she says, "have been a full time wheelchair user since I was 17. I'm a student at the University of Southampton studying Linguistics with a minor in French, and one day hope to become a Linguistics professor! Apart from dance and studying, I enjoy horse riding, waterskiing and playing piano."



"Being able to be active in this way not only has great physical benefits, but also provides a sense of achievement, supporting my mental wellbeing. It's also a wonderful experience to be in a room filled with people at my eye level!" - Katie

Katie was encouraged to find a community of disabled people as a way of accepting her disability.

She kindly shares with us some of her challenging experiences in other arts "Dance wasn't ever something I thought I would be involved in, but I have always been very active and very musical. I have played the piano since I was about 6 and was always involved in choir programmes. When I became disabled, the experience of being in a choir changed a lot. Being the only one sitting in a room full of people standing up was an uncomfortable sensation. When I started dancing, I found a way that I could still express my musicality without feeling alienated."

"Everyone at Move Momentum has always been incredibly welcoming and supportive, staff and students alike! I love being able to turn up and know that whatever my body decides to throw at me, I will still be able to take part, as the teachers are incredibly accommodating."

Katie also shares "It's a great way of building fitness without overloading my system. Lots of sporting activities are too high intensity for my body and cause pain and fatigue flare-ups, but not dance!"

JESS'S STORY

12-year-old Jess has attended our classes for a few years and is a student in our Liberate Dance - Youth class in Winchester. Liberate Youth Dance is our exclusively wheelchair-based dance group, for ages 7-13.

Jess has Cerebral Palsy and she says, "I always like to try new things and join in"

When asked what made her join these classes she responds "Because I love dancing, it makes me happy and I like learning new dance routines"



Jess shares with us why she likes dancing with Move Momentum "Because I like dancing with my friends and I like to see my friends each week in the lesson"



She highlights the benefits of attending the class, including "exercise, making friends, and learning new skills, like how to better use my wheelchair."



It's heartening to hear how much community and friends means to Jess, and how the classes provide not only physical benefits but also valuable social connections.

When Jess is not doing her favourite thing which is learning new dance routines she loves to watch Strictly Come Dancing and Dancing On Ice.

"Since joining Liberate I am more determined and passionate in my dancing and my everyday life. My confidence has grown and has helped me become a better person because I know I can achieve anything I put my mind to." - Liberate Participant

"When I first joined Liberate, I was at a point in life where I didn't know what I was going to do and how my life was going to turn out. Now, I have a new sense of purpose, a community of people behind me to support me and a focus on where my life is headed." - Liberate Participant

WHAT'S NEXT

5 YEAR ANNIVERSARY 2025

This year, Move Momentum marks its fifth anniversary as a registered charity, a significant milestone in our journey of empowering lives through movement. To celebrate this achievement and acknowledge the invaluable support of our community, we plan to host a special anniversary event.

The event will provide an opportunity to reflect on the remarkable progress made over the past five years. We will present compelling stories and data highlighting the tangible impact of our programs have transformed lives. Beyond a mere celebration, the event served as a powerful testament to the strength and unity of the Move Momentum community.

MARIA TO JOIN TEAM IN NEW ROLE

We're excited to welcome Maria as our new Outreach and Development Officer supporting Move Momentum to grow, develop and launch our new projects.

VI PROJECT

One of our new projects we intend to launch is a class for visually impaired people. Our aim is to provide regular, affordable and easily accessible dance classes for people with a visual impairment in the local area of Winchester and Hampshire. This will be in collaboration with Open Sight, providing a regular opportunity to dance and get involved within the community.

50-65 CLASS - CRYSTALS

Our Crystals classes will offer a social space for over 50s to meet, have fun, and build lasting friendships. Feedback from community events, performances, and charity supporters shows a gap in services for over 50s. Many have expressed interest in a class like our GEMS (over 65s) classes but for a younger group. Other local over 50s classes involve heavy aerobic exercise, creating a need for gentler, more active classes. These sessions will suit those with health conditions or impairments, offering a less intense exercise option.

OTHER DEVELOPMENTS

We're committed to continuing to fill any gaps for groups of people who don't have the opportunity to access inclusive dance classes to support their mental and physical well-being.



SUPPORTERS & PARTNERS

Move Momentum is dedicated to making sure that every individual can enjoy the benefits of dance, however, we can only do this through the support of individuals, organisations and Trusts who generously donate money, time and expertise.

A huge thank you to all our supporters, partners and funders who have supported us, without whom we would not be able to provide our services and continue to make a difference in people's lives.

SUPPORTED BY:



COMMUNITY PARTNERS:



CURRENT & 2024 FUNDERS:



MOVE MOMENTUM TEAM

STAFF

Amanda Watkinson - CEO & Dance Teacher

Lizzie Sawyer - Administrative Officer & Assistant Dance Teacher

Keeleigh Hamilton - Fundraising Officer & Dance Teacher

Kerry Chamberlain - Marketing and Volunteer Manager & Dance Teacher

Maria Evans - Project Coordinator - Everyone Can Dance & Dance Teacher

Emily Haywood Smith - Finance Officer & Assistant Dance Teacher

Summer Robinson - Dance Teaching Assistant*

*no longer in post

Volunteers:

Katie Omrod, Joe Arabbetou, Lynn Dove-Cambell, Lieke van Putten, Daisy Price, Luke Friday, Clare Coidan, Jack Hayes, Claire Chen, Sam Hawkins, Terry Rault

Students Placements:

2024: Isobel Thomas, Claudia Smith

TRUSTEES

Alana Long* - Chair until July 2024

Emily Girling - Chair from August 2024

Steve Hollinghurst - Vice-Chair

Chloe Plummer - Vice-Chair

Harry Newton

Angela Sims

Peter Brown

Diana Bignell

*no longer in post

Founder: Louise Todino

Liberate Dance Co-Founder:

Vickie Simmonds

