



# **SOCIAL VALUE OF** *Movement and Dance*

## *Executive Summary*

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# *An evidence-based review and modelling of the unique contribution of movement and dance-based participation and volunteering to social value outcomes in England*

## *Introduction*

*Dance has a profound place in British society and the communities that constitute it. It is in our homes and schools, it is at our celebrations and parties, it receives standing ovations on the West End stage, and it is watched by millions every year on our screens.*

*The personal and social benefits of movement and dance are well known and keenly advocated by those participating and delivering the activity. However, this community has long felt movement and dance falls between the arts and sport and, as a result, fails to get the support, prioritisation and funding its contribution to national strategic objectives warrants.*

*Until now, studies on the social impact of movement and dance have been disparate and focused on discrete areas, with no overarching quantification of its wider benefits and the contribution it makes to key health, wellbeing and wider social outcomes.*

*For this reason, the true extent of the social value of movement and dance has typically been poorly understood and currently movement and dance is not recognised equally alongside other forms of exercise or for its singular potential impact to tackle our country and government's greatest societal challenges.*

*To help bridge this gap, this document presents a summary of research undertaken to identify the unique social value generated by movement and dance. Further, it recommends the steps required to capitalise on its strengths and to further amplify its benefits to participants, volunteers and wider stakeholders.*

# ***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 groups better than other forms of activity*



*HIGHLY EFFECTIVE at helping to prevent cases of breast cancer and hip fractures amongst key participant groups*

*The research demonstrates and evidences the hugely important contribution of movement and dance, through the unique social value it creates.*

**Key Findings**

# Findings Breakdown

## Health

### CASES

64,377

Heart Disease  
& Stroke

### SOCIAL VALUE

£45.79M

39,262

Type 2  
Diabetes

£157.56M

3,877

Breast  
Cancer

£20.56M

1,300

Colon  
Cancer

£6.89M

3,996

Dementia

£149.44

16,131

Clinical  
Depression

£4.92M

66,664

Back  
Pain

£17.87

1,034

Hip  
Fractures

£39.24

11,076

Sports  
Injuries

£60.27M

1,312,878

Reduced  
GP Visits

£19.69M

1,430,555

Reduced  
Psychotherapy

£28.61M

Mental wellbeing uplifted in 1.2 MILLION participants and 195,000 volunteers generating £2 BILLION

2.7 million fewer GP and psychotherapy visits - saving £50 MILLION

39 thousand cases of Type 2 diabetes prevented - saving £157 MILLION

4000 cases of dementia prevented saving £149 MILLION

## Individual, Social and Community Development

- 1.2 MILLION people's social capital enhanced – worth £702 million
- 195,000 individual's volunteered work and time – worth £282 million
- 11,000 participant's human capital enhanced and educational attainment increased – uplifting participants earnings by £13.47 million
- Reduction of nearly 900 CRIMINAL OFFENCES in young men (10-24)

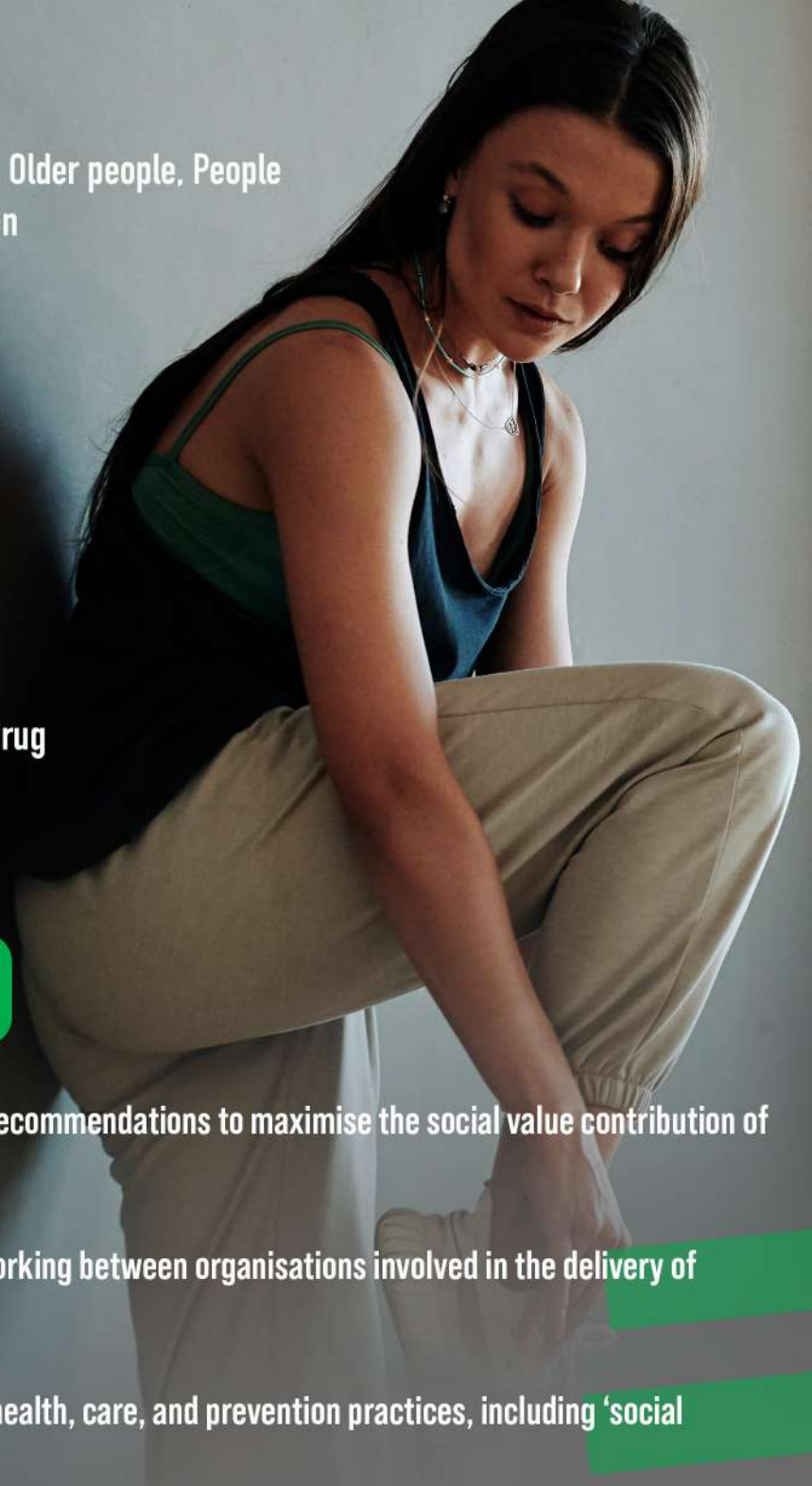
# Additional Benefits

- Improved retention in activity of: Young girls, Older people, People living with disabilities Enhanced falls prevention
- Reduced loneliness
- Delayed onset of Parkinson's disease
- Enhanced creativity & learning
- Enhanced sense of self-identity
- Enhanced outcomes for homelessness and drug rehabilitation programmes
- Reduced sense of symptoms of ADHD

# Key Recommendations

In view of these findings, we make the following recommendations to maximise the social value contribution of movement and dance:

- Better collaboration and cross-organisational working between organisations involved in the delivery of movement and dance.
- Better integration of Movement and Dance into health, care, and prevention practices, including 'social prescribing', to help relieve NHS pressures.
- Utilising movement and dance as a key method to engage young girls and address the challenge of drop-off in activity when entering secondary education.
- Utilising movement and dance as a key method to keep the population active as they get older, supporting an ageing population to age well, by reducing many conditions associated with being sedentary
- Improved research and data capture to understand and articulate the contribution movement and dance-based activities make.
- Greater recognition of the sector's unique social value contribution and for this to be reflected in wider funding, policy and strategy



*The Sport and Recreation Alliance believes that the power of sport and recreation can change lives and bring communities together. Together with over 300 members and in partnership with the wider sector, we make the most of opportunities and tackle the areas that provide a challenge. We deliver advice, support and guidance to our members and the sector, who represent traditional governing bodies of games and sport, active partnerships, outdoor recreation, water pursuits, and movement and dance exercise. As the voice of the sector, we work with Government, policy makers and the media to make sure grassroots sport and recreation grows and thrives. Having an active nation is important as it delivers huge benefits to society and the millions of participants, volunteers, staff and spectators.*



## Middlesex University London

*At Middlesex, we're a global family with a shared vision of a world that's fairer and more inclusive. Our work is about taking action and finding solutions, bringing together disciplines, sectors and cultures. Middlesex University's Dance degrees promote individuality through rigorous technique training, collaborative dance making, performance, and applied professional practice. Dance at Middlesex University offers a range of Undergraduate and Postgraduate training routes that foster individuality, promote innovation, and prepare dance artists for lifelong careers in the Arts and Creative Industries.*



BUCKINGHAMSHIRE  
NEW UNIVERSITY  
EST. 1891

*Focusing on jazz and commercial styles, Buckinghamshire New University works with professional dancers, choreographers, and arts organisations to conduct research into dance and performance. The faculty is focused on providing students with a broad understanding of the dance industry and the ability to manage a successful career in this exciting field. Become a thinking practitioner of dance and spend time looking at performance development through choreography and dance science.*



*The Centre for Dance Research (C-DaRE) is located within the Institute for Creative Cultures at Coventry University. The Centre, led by Director Professor Sarah Whatley, specialises in an inclusive interdisciplinary approach to diverse forms of artistic and scholarly research in dance supported by new approaches to documentation, analysis and dissemination of choreographic creativity. C-DaRE embraces leading edge research developments including reflexive enquiry into embodied practices, collective and political action, digitisation, cultural value, and the expanded choreographic field. In addition, C-DaRE also seeks to investigate and critique the legal frameworks that can be used to support and empower the sector.*

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*Estimates, information and forecasts contained within this report are based on the data obtained at that time and the accuracy of resultant findings and recommendations is dependent on the quality of that data.*

*The author(s) will not be held liable for any data or information provided within this document. The document has been created in collaboration with the project steering group. While the data and recommendations have been continuously reviewed throughout the process, it has not been possible for the author to independently review and verify every element of data provided by third parties.*

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